



2025 Pulse Report

TAKING A PULSE ON THE MARTIN COUNTY BUSINESS COMMUNITY

The Pulse Program is a cornerstone of the Business Development Board of Martin County's mission to grow and support our economy. Through one-on-one, in-person visits, we listen directly to employers, learn their challenges and opportunities, and connect them with the right resources. This proactive approach provides real-time insight into the health of our business community and ensures that the voices of local businesses guide BDBMC's strategies and actions.

KEY METRIC OF BUSINESS THAT PARTICIPATED IN THE PULSE PROGRAM

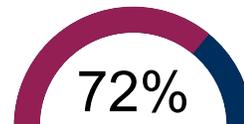
45 Pulse visits completed in Fiscal Year 2025

142 Action Items

Goods & Services

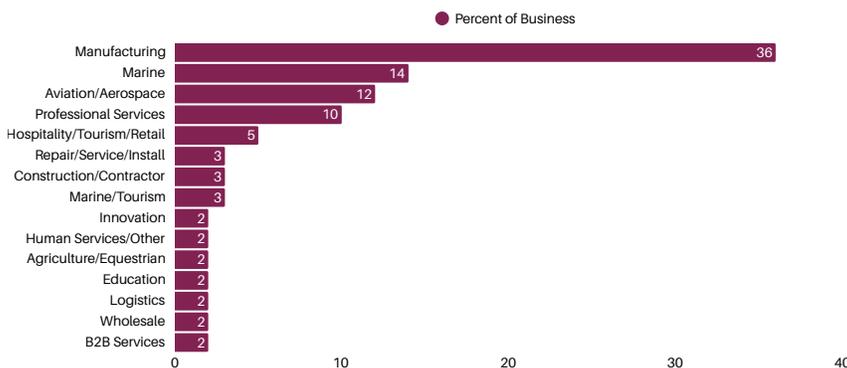


Action Items Resolved



Percent of Goods and Services Exported

Business Type by Sector



- Total Pulse Visits: 45
- Total Follow-Up Items Identified: 142
- Completed Follow-Up Items: 128
- Total Employees (Visited Companies): 1,301
- Average Employees per Company: 28.9
- % of Companies with 10 Employees: 51.1%
- Average % of Products/Services Exported Outside Martin County: 72.0%
- Total Direct Engagement Time: 73.75 hours
- Average Time Spent per Visit: 1.64 hours

Total Employees (Visited Companies): 1301

Average Employees per Company: 28.9

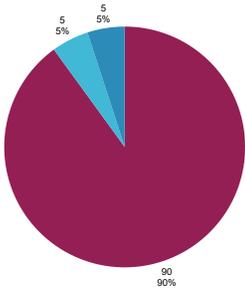
51.1% of companies had 10 or fewer employees.



BUSINESS CONDITIONS



Business Status YOY

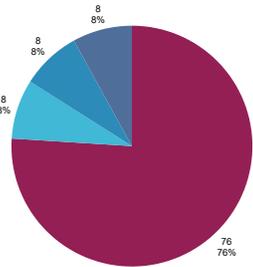


- Staying
- Staying & expanding
- At Risk

The Pulse Visit Program is a core part of BDBMC’s Business Retention and Expansion strategy, providing direct engagement with local employers to identify needs and opportunities. In FY 2025, 45 Pulse Visits were completed with companies employing 1,301 people, generating 142 follow-up items, of which 128 were completed. More than half of the businesses have 10 or fewer employees, reflecting Martin County’s strong small business foundation.

Companies highlighted Martin County’s safety, natural environment, and community character as key advantages, while noting challenges with workforce availability, bureaucracy, and rising costs. The top needs identified were Skilled Workforce Development and Availability, affordable housing, and additional industrial space. Encouragingly, 90% of companies plan to stay and grow locally, underscoring the program’s value in supporting business success and guiding BDBMC’s economic development priorities.

YOU Business Performance



- Better
- Same
- Worse
- Not Provided

The Pulse Visit Program is a core element of BDBMC’s Business Retention and Expansion (BRE) strategy. By meeting directly with employers, Pulse Visits capture real-time insights that guide programming, connect companies to resources, and inform policy and workforce initiatives. This on-the-ground intelligence strengthens our BRE efforts and ensures programming aligns with current business needs.

BUSINESS AT A GLANCE

Area Advantages

- Safe place to live
- The environment, beauty
- Small town feel, the people

Missing From Local Economy

- Skilled Workforce Development and Availability
- Affordable housing
- Commercial/industrial space

Business Challenges

- Workforce Issues
- Bureaucracy
- Inflation/cost of business



William Corbin
Executive Director
Business Development Board
of Martin County

LEARN MORE OR SCHEDULE A PULSE VISIT FOR YOUR BUSINESS

Troy McDonald
Director of Business
Retention & Expansion
772-306-4212
tmcdonald@bdbmc.org



www.bdbmc.org