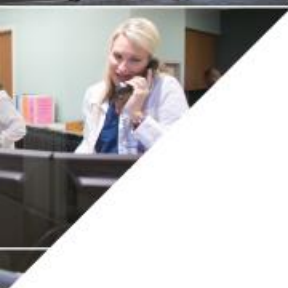




INDUSTRY + INNOVATION + LIFESTYLE



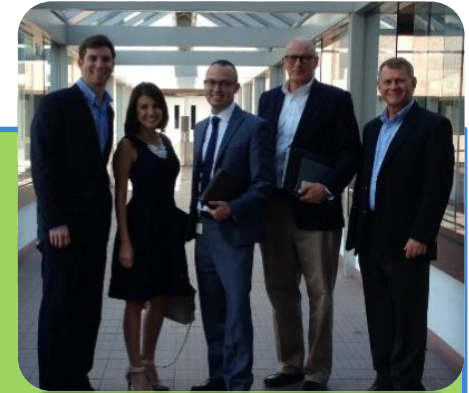
Moving Forward
Poised for Growth

Economic Strategy Update

Economic Development Presentation
June 16, 2016

Economic Development Partnerships

- St. Lucie County
- City of Port St. Lucie
- City of Fort Pierce
- Indian River State College
- St. Lucie Public Schools
- CareerSource Research Coast
- St. Lucie County Chamber of Commerce
- Small Business Development Center
- Enterprise Florida
- Our Business Partners



Develop Product

- Treasure Coast Research Park
- Implementing the St. Lucie Corridor Initiative
- Availability of Buildings and Sites
- Tradition Center for Innovation

Business Image and Branding

- Unified Vision
- Branding
- Countywide Marketing

Infrastructure

- Transportation (I-95 Interchange)
- Airport--Connectivity Linkages
- Crosstown Parkway-Final Phase
- Port
- Broadband

Growth Leadership-Business Climate

- EDC Staffing and Funding
- Regional Cooperation/Partnerships
- Government Coordination in Permitting
- Workforce and Education K-16

Business Retention, Expansion and Attraction

- Agriculture
- Manufacturers Council
- Manufacturing
- Target Industries
- Existing Industry Program
- Business Partnerships

Tourism Infrastructure

- Hotel Development
- Branding for Tourism
- Convention/ Meeting Space
- Coordination with the Tourist Dev. Council

Strategic Theme One

Develop Product - Land & Buildings

- Treasure Coast Research Park
- St. Lucie Corridor Initiative
- Availability of Land and Sites
- Tradition Commerce Park



TO DO:
Continue to
develop overall
strategy.
Build Sunshine
Kitchen

Strategic Theme One

Develop Product - Land & Buildings

- Airport Business & Marketing Plan

TO DO: Create
Hangar RFP and
Ready Industrial
Properties

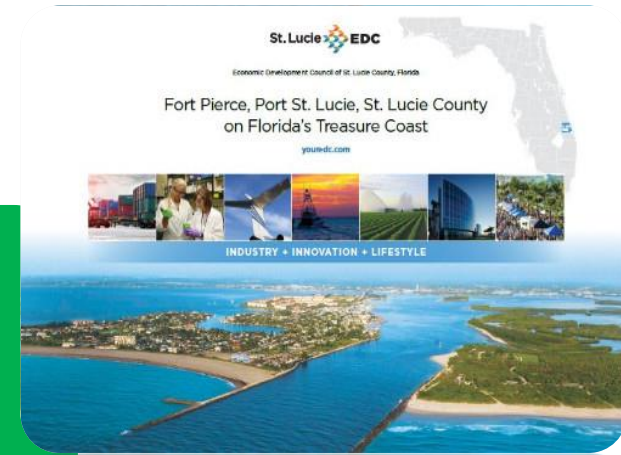


Strategic Theme Two

Business Image and Branding

- Unified Vision
- Branding
- Countywide Marketing

TO DO: Continue & Fund Strategic Marketing, Social, Digital Media



Strategic Theme Three

Infrastructure



- Transportation (I-95)
- Airport Connectivity
- Crosstown Parkway
- Ft. Pierce Port
- Broadband

TO DO: Big Issues! RFP for Harbor Point, Work with FDOT and TPO on Funding Priorities

Strategic Theme Four



Growth Leadership & Business Climate

- EDC Staffing & Funding
- Regional Partnerships
- Government Coordination in Permitting
- Workforce & Education K-16

TO DO: Determine Strategy for K-12 and Career/Technical Training;
Fund Skills Gap Study

Strategic Theme Five

Business Retention Expansion & Attraction

- Agriculture
- Manufacturers Council
- Target Industries
- Existing Industry Program
- Business Partnerships

TO DO: Continued
Funding for EDC and
Staffing.



Strategic Theme Six

Tourism Infrastructure

- Hotel Development
- Branding for Tourism
- Convention/Meeting Space
- Coordination with Tourism Development Council



Whatever
Charlotte
Wants!

Going Forward....

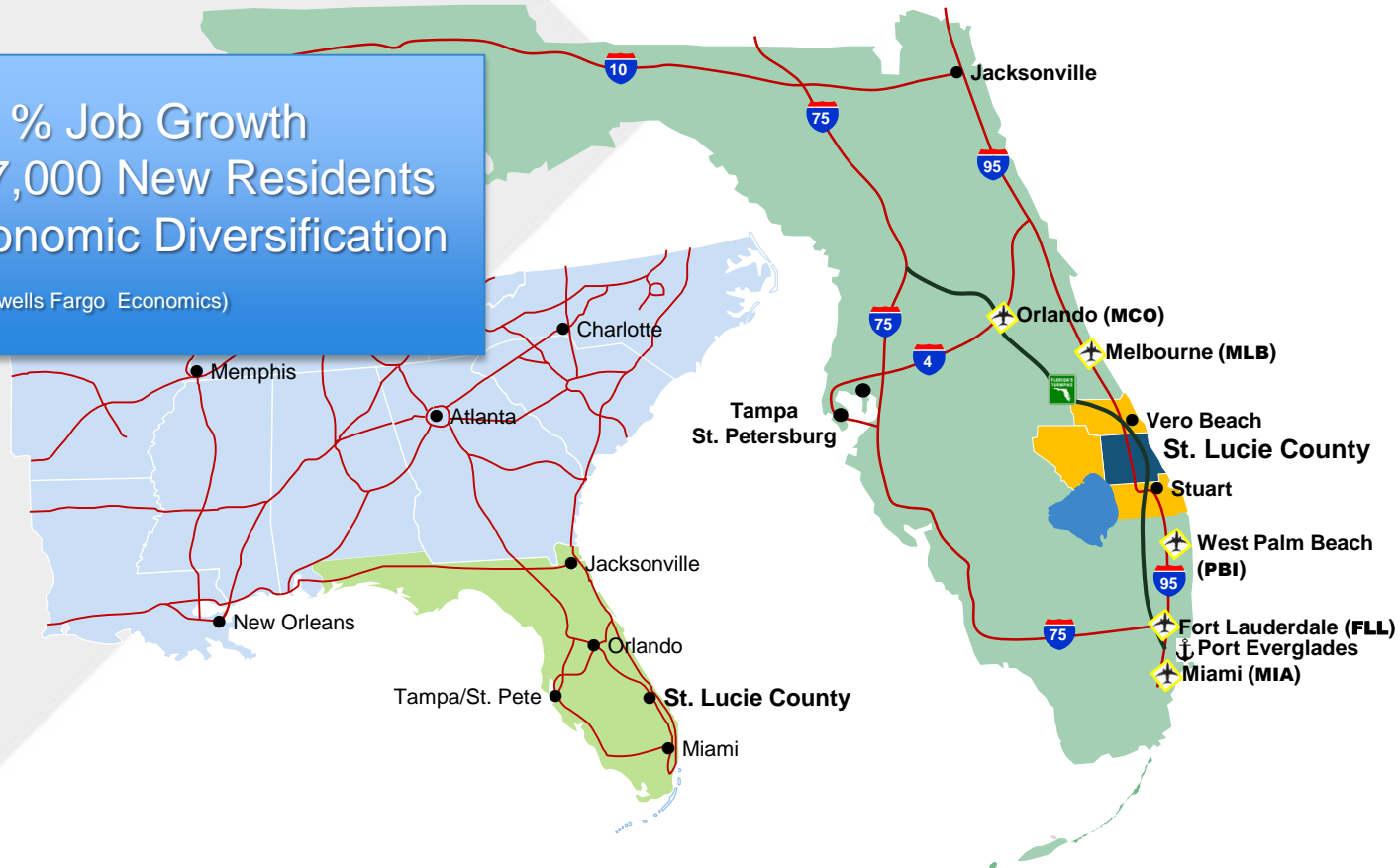


Critical Success Factors

- Establish Metrics
- St. Lucie Corridor Initiative
 - ⑩ VGTI and Tradition
- Redevelopment Strategy
- Workforce & Education K-16

Florida is Job Growth Leader

- ☐ 3.5 % Job Growth
 - ☐ 367,000 New Residents
 - ☐ Economic Diversification
- 2015 (wells Fargo Economics)



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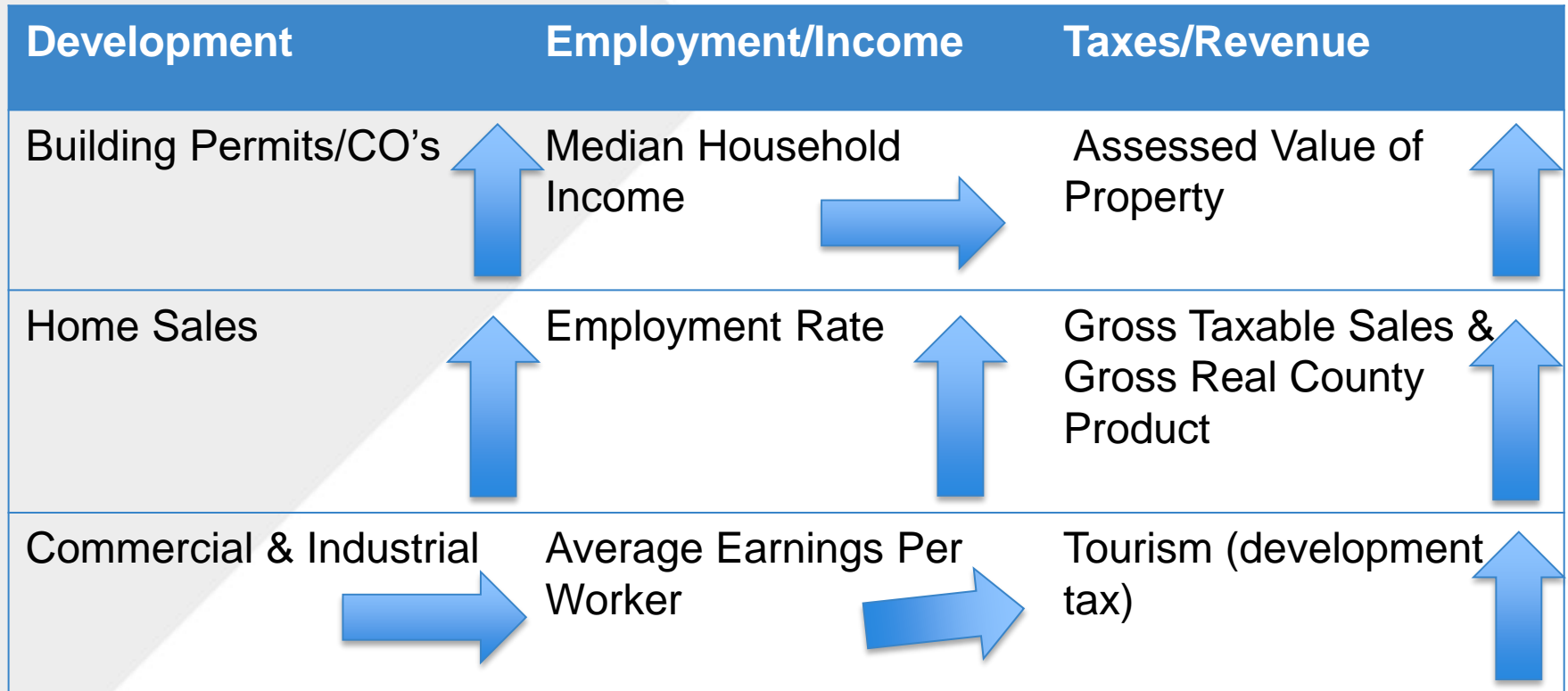


City of Port St. Lucie

- ❑ 8th Largest City in Florida
- ❑ Forbes – 89 Best Places for Business & Careers – 2015
- ❑ #1 City for Millennials Buying a Home
- ❑ America's 50 Best Cities to Live – 24/7 Wall St.



St. Lucie Economy – Key Economic Indicators





St. Lucie EDC
Economic Development Council of St. Lucie County
St. Lucie County, Florida

**MOVING FORWARD
POISED FOR GROWTH**

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So many reasons to choose St. Lucie County:

- Affordable living
- Competitive business costs
- Quality education
- Skilled workforce
- Transportation connectivity
- World class amenities with small town charm
- Quality of life – spectacular natural resources, stunning beaches, waterways and parks, arts and culture, renowned golf and baseball facilities

City of Fort Pierce is ranked **#1 in 50** Best Small Town Main Streets in America

City of Port St. Lucie is one of **"America's 50 Best Cities to Live"** according to 2017 Real 50.

From site selection to permitting; from market research to workforce development – when you're ready to make the move, we'll help you get here.

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Peter J. Tesch, President
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