

## Economic Development Home Runs Continue into 2022



Premier baseball bat manufacturer Chandler Bats opened its new headquarters and manufacturing facility in Port St. Lucie this year





**Chris Fogal**  
Chairman

# *Letter from the Chairman*

Dear EDC investors and stakeholders,

I am truly humbled by the opportunity to lead the dedicated and talented EDC Board of Directors and staff as we work to improve the quality of life for all St. Lucie County residents.

After many years of investment, planning, and hard work, the EDC's efforts to bring quality jobs to the county and to diversify the local economy have borne tremendous fruit. A recent study indicated that EDC projects announced between 2017 and mid-2021 will result in more than 10,000 jobs and more than \$1.8 billion in economic gain. The return on investment cited in that same report was a gain of \$24.65 for each and every tax dollar invested in the EDC and a gain of \$89.60 for each and every dollar of private investment made. As a CPA, I can tell you that you don't see returns like this every day!

What we do at the EDC, however, goes far beyond numbers. We improve lives. Those 10,000 jobs mean that 10,000 fewer workers need to commute far from home for a good-paying job. That economic gain allows tax rates to be reduced for all and helps fund needed services throughout the community.

The EDC also works in partnership with St. Lucie Public Schools, Indian River State College, Project LIFT, the Treasure Coast Manufacturers Association, the Treasure Coast Builders Association, CareerSource Research Coast and others to strengthen workforce readiness and support job training.

Over the past year, a new challenge has come to the forefront in our community. Once known as southeast Florida's most affordable housing market, home prices and rents here have recently skyrocketed, leaving many of our residents in dire straits. The EDC's Board of Directors held a Strategic Doing™ retreat in April to identify opportunities to expand our leadership on workforce readiness and to seek out ways to effectively address workforce housing challenges. In the coming months, the EDC will be working with the county and cities to determine the extent of our area's complex housing problems and evaluate ways to ease the impacts.

Thank you for taking the time to read our Mid-Year Report and thanks to all the EDC's partners; success is impossible without you!

**Christopher Fogal**  
EDC Chairman







**Pete Tesch**  
President

# Letter from the President

Dear EDC investors and partners,

It's hard to believe it's already time for another Mid-Year Report. This past year has been so eventful time has truly flown.

Something else that's been flying over the last year – dirt!

We closed out 2021 with Accel International's long-awaited groundbreaking; the project's GC, Itasca Construction, anticipates delivery of the 150,000-square-foot wire manufacturing facility before the end of the year. Amazon announced its third St. Lucie County facility in January and also began construction on its 1.1 million-square-foot fulfillment center. At Legacy Park, we held a groundbreaking for Cheney Brothers in April while construction also began on the Sansone Group's two spec buildings and the Amazon delivery station. And in May, Stonemont Financial Group broke ground at the South Florida Logistics Center 95, for what will be the largest building in northern St. Lucie County at 1.1 million square feet. Construction is also underway at Pursuit Boats, the Interstate Crossroads Business Center, and Kings Logistics Center.

But, that's not all. Over the last five months, the EDC has worked on 11 new projects representing a capital investment of \$201.4 million, 2.8 million square feet of space, and 1,709 projected jobs, including:

- Construction is underway for Amazon's third St. Lucie County facility – a 220,000-square-foot delivery station in Legacy Park at Tradition. Opening is anticipated in early fall and the EDC will be further assisting Amazon with job fairs and recruitment.
- Pursuit Boats is embarking on its fifth expansion.
- St. Lucie Commerce Center, an industrial park by Hope Commercial Holdings off Selvitz Road, received approvals in May from the Fort Pierce City Commission for 1.2 million SF of space.
- Islamorada Beer Company is expanding both its footprint and its offerings, adding a distillery to its brewery operations and a warehouse and distribution facility at the nearby Airport Commerce Park.
- Walls are going up on the Sansone Group's two spec facilities in Legacy Park. The 168,000- and 520,000-square-foot buildings bring the completed or under-construction square footage in the Port St. Lucie park to more than 1.5 million.
- JBL Asset Management received final site plan approval for a 207,458-square-foot Class-A warehouse building fronting I-95 in Fort Pierce.

St. Lucie County has truly been discovered! As you know, many of the projects we work on remain confidential until plans are ready to submit to our cities and county. We've had remarkable interest in our county from the distribution/logistics industry, but that's not all. We are currently working with technology, research & development, and advanced manufacturing companies, as well as on potential location of regional headquarters, all of which would bring a variety of great jobs here.

The EDC has also been busy with events, workforce initiatives, marketing outreach, and much more, as you'll see in the pages that follow. There is one additional item to mention, however. Jill Marasa accepted an exceptional offer from Ashley Capital in April and left her position as EDC vice president. She continues to consult with us as a search committee works on finding a replacement capable of filling her exceptional high heels. The good news is that Jill is representing Ashley here on the Treasure Coast and we look forward to working with her on economic development projects in the months and years to come.

**Pete Tesch**, President  
Economic Development Council





## New Projects: **January-May 2022**



EXPANSIONS

**3**



ATTRACTION

**8**



INDUSTRIAL DEVELOPMENT

**4**



CAPITAL INVESTMENT

**\$201.4mm**



JOBS

**1,709**

## Project Activity: **Industry Sectors**



MANUFACTURING

**1**



DISTRIBUTION

**7**



HEALTHCARE

**1**



MARINE

**1**



INDUSTRIAL - End Use TBA

**1**



Our successful track record is due to our local governments' strong leadership, vision, collaboration and, most important, investment in economic development.





# Business Expansions



## Islamorada Beer Company **DISTILLERY**

Islamorada Beer Company, headquartered in Monroe County, opened a 25,000-square-foot brewery in Fort Pierce in 2016. In 2022, they added a 19,841-square-foot building for a hard liquor distillery to make rum, vodka and bourbon at the same location, adding 15 employees.



## Islamorada Beer Company **WAREHOUSE**

In addition to the distillery, Islamorada is adding another 22,000 square feet of warehouse space on Industrial Avenue in Fort Pierce. The company is purchasing a vacant county-owned building for \$1.5 million, which the EDC had assisted the county in marketing.



## Pursuit Boats **EXPANSION 2 PHASE 2**

In the second phase of this four-phase expansion plan, Pursuit Boats is adding another 100,000 square feet of manufacturing space to its Fort Pierce campus. The company had 404 employees in 2019 when the first phase of the current expansion plan began and finished 2021 with 634 employees.





# Business Attraction



## Amazon Distribution Station

Amazon chose Legacy Park at Tradition for its third St. Lucie County facility, a 220,000-square-foot last-mile delivery station that will employ up to 200 full-time, with additional employment opportunities available through contracted delivery service providers. Hiring is anticipated to begin for this facility in late summer or early fall.



## Interstate Commerce Center

JBL Asset Management is developing Class-A industrial facilities for mid-size users I-95 just south of Okeechobee Road in Fort Pierce. The 207,458-square-foot facility will have 1,300 feet of frontage on I-95 and is anticipated to be completed by the end of 2022. Projected employment at completion is 136.



## Legacy Park at Tradition Spec A

The Sansone Group is developing several Class-A speculative industrial facilities in its Port St. Lucie business park. Currently under construction is a 168,000-square-foot rear-load building with immediate I-95 access.



## Legacy Park at Tradition Spec B

Also under construction is a 520,000-square-foot cross-dock industrial building in the business park. Neighbors are Amazon, FedEx Ground, and Cheney Brothers. At build-out, Legacy Park will have more than 5 million square feet of facilities and employ more than 3,000 people.



## MJC Express

MJC Express is a hauling company, headquartered in Plantation, that provides transportation services for more than 5,000 brokers and customers throughout the U.S. The EDC provided site location assistance for reuse of a 6,000-square-foot warehouse on Orange Avenue West. The company anticipates employing 25 in that location.



## St. Lucie Commerce Center

Hope Commercial Holdings is developing 1.2 million square feet of industrial facilities across six buildings on Energy Lane, off Selvitz Road, in Fort Pierce. The company's site plan for warehouse, flex and light manufacturing uses was approved in May. Based on industry averages, the end users could employ approximately 733.



## Tenet Health

Tenet Health, which operates a surgery center in Tradition as well as the Good Samaritan Medical Center and St. Mary's Medical Center in West Palm Beach, is building a new 54-bed hospital at Becker Road and Florida's Turnpike. The 181,925-square-foot facility, which would employ approximately 600 full-time, part-time and per-diem staffers, is expected to break ground in late summer or early fall, with completion in late 2024.



## Treasure Coast Vault

Treasure Coast Vault will encompass six buildings with a total of 88,400 square feet for storage of RVs, automobiles and boats, to be sold as private condominium units. The project also includes open, covered storage space and 36 flex industrial units for business use and is located on St. Lucie Boulevard in Fort Pierce.





# Industrial Developments for Lease and/or Build-To-Suit

**Stonemont Financial Group – South Florida Logistics Center 95** – 1.3 million SF of Class-A industrial spec development for lease from 50,000 SF; two buildings: 1.1 million SF cross-dock and 245,300 SF rear-load at Kings Highway and Orange Ave.

**Seefried Industrial Properties – Kings Logistics Center** – 658,000 SF Class-A cross-dock for lease from 300,000 SF at Kings Highway and Orange Ave.

**SL Industrial Partners – Interstate Crossroads Business Center** – 1.1 million SF of contiguous cross-dock located between I-95 and Florida's Turnpike.

**JBL Asset Management – Interstate Commerce Center** – 207,458 SF Class-A warehouse with 1,300 feet of direct I-95 visibility for lease from 25,000 SF.

**Hope Commercial Holdings – St. Lucie Commerce Center** – 1.2 million SF of flex and warehouse space over six buildings from 50,000–585,000 SF on Energy Lane.

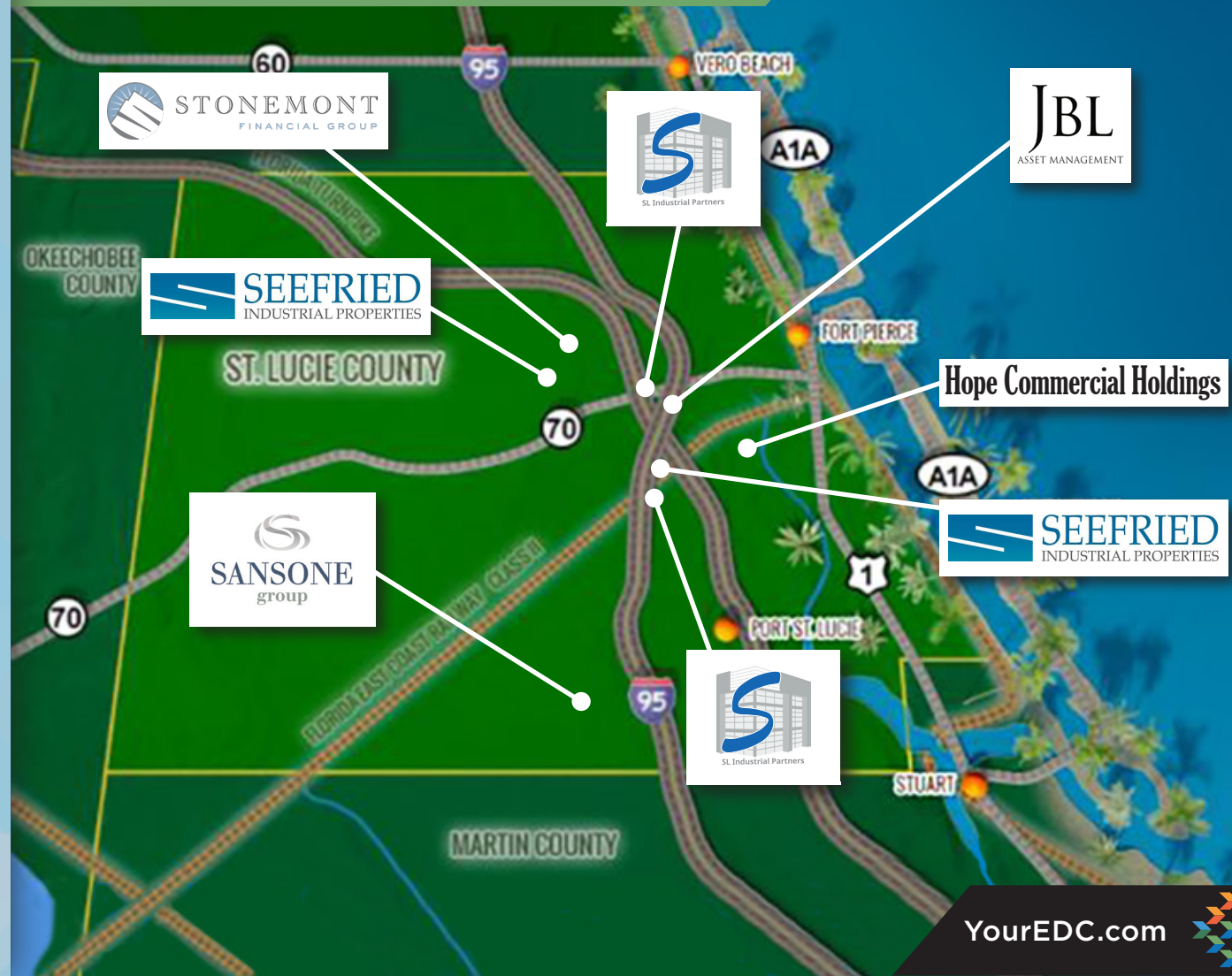
**Seefried Industrial Properties – Project Glades** – 354,200 SF of warehouse/light industrial development off LTC Parkway. Two buildings: 192,500 SF and 161,700 SF.

**SL Industrial Partners – Glades Commerce Center** – 287,500 SF across six buildings from 16,500 SF to 63,000 SF in LTC Ranch.

**Sansone Group – Legacy Park at Tradition** – 688,000 Class-A industrial spec development for lease plus build-to-suit property available off I-95 at Becker Road. Two buildings: 520,000 SF cross-dock and 168,000 SF rear-load.

Over **5.8 million** square feet of new industrial space available for lease, all with excellent I-95 or turnpike access, or both! All within a 3-hour drive of 70% of Florida. For information, contact **Jenn DuBey** at **772-336-6256** or **jdubey@youredc.com**.

*Atlantic Ocean*





# project spotlight

## ➤ Amazon Delivery Station

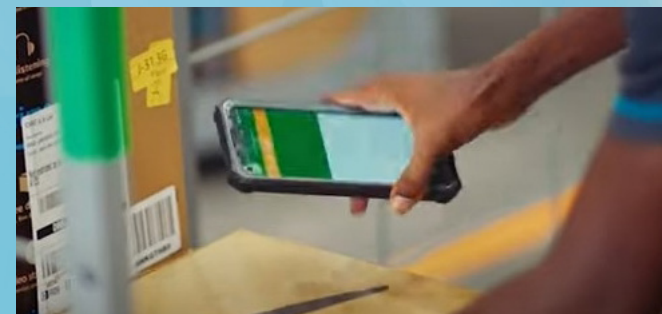


Amazon delivery station at Legacy Park as of May 2022.

Previously reported as Project Senior, a 220,000-square-foot **Amazon** last-mile distribution station is under construction in Legacy Park at Tradition. Between 170-200 people will be hired to work full time preparing customer orders for delivery within 45 miles of the distribution station. Hiring is anticipated to begin in August or September for operations beginning early fourth quarter.

Amazon workers start at a minimum of \$15/hour and receive comprehensive benefits from their first day of work, including an innovative Career Choice program which pays 95% of tuition and fees toward a certificate or diploma in qualified fields of study that lead to in-demand jobs. In addition to the jobs within the delivery station, employment opportunities will be available with Amazon's independent delivery service partners.

The EDC assisted with expedited site plan review and master site plan approval in 57 days. Amazon is not receiving any tax abatements or financial incentives.



## ➤ Chandler Bats



In May, **Chandler Bats** relocated its headquarters and manufacturing operations from Pennsylvania to a 17,000-square-foot facility off Commerce Centre Drive in St. Lucie West. The company will employ approximately 11 people.

In business since 2009, Chandler is a premier manufacturer of wood bats used in major league and international baseball. Chandler Bats are the gold standard among Major League Baseball's top stars, as well as for players at all levels.

The EDC, with the help of Enterprise Florida, assisted Chandler in obtaining international trade certification and a grant to offset the certification costs, and connected the company with the Treasure Coast Sports Commission, which helped Chandler navigate the process in record time so the company's bats could be used in the Olympic qualifier games held at Clover Park in 2021.





# project spotlight

## Islamorada Beer Co.



**Islamorada Beer Company** opened a 25,000-square-foot brewery in Fort Pierce in 2016. In 2022, the company expanded by adding a 19,841-square-foot building for a hard liquor distillery in the same location as the brewery and added 15 employees.

Requiring storage for additional product lines, Islamorada purchased a 22,000-square-foot warehouse nearby on Industrial Avenue, a previously vacant county-owned building, for \$1.5 million – putting this commercial property back on the tax rolls.

Visitors to Islamorada Beer Company's tap room on St. Lucie Boulevard can choose from the ever-popular Sandbar Sunday or 16 other beers on tap – ranging from Sunscorched (a mango habanero wheat ale) to You Got A-Peel (IPA with Indian River grapefruit). Now, the distillery's hard liquors, vodka sodas and mixed drinks (including the one-and-only frozen key lime pie cocktail) are also available at the tap room.



## Contender Boats

**Contender Boats** began hiring this spring for the 200 new positions the manufacturer of premium semi-custom sportfishing boats will need for its new facility in Fort Pierce. The Homestead-based boatbuilder renovated the 100,000-square-foot iconic Packers of Indian River facility off Midway Road.

Since the 2003/2004 hurricane season, St. Lucie County citrus production has declined significantly while our county's marine industry has continued to expand. This building, where approximately 200 people used to work packing fruit, will now be the workplace for 200 people building boats.

Contender has been building boats for 35+ years. The company's semi-custom boats excel in tournament fishing, for family outings and commercial use. With a Contender, the customer chooses engine power, t-top, tower, helm layout, console, leaning post, electronics, and other options for fishing, seating, and general comfort.



*Photo of Packers of Indian River facility during its citrus packing years.*





# BREAKING GROUND



The first six months of 2022 saw **two formal groundbreakings** and lots of construction activity.



**April 20**

Cheney Brothers distribution center and food service warehouse in Legacy Park at Tradition



**May 25**

South Florida Logistics Center 95 by Stonemont Financial Group





# under CONSTRUCTION



*Accel International, Tradition Center for Commerce (April)*



*Amazon delivery station, Legacy Park (June)*



*Amazon fulfillment center, Midway Business Park (April)*



*Interstate Crossroads Business Center (May)*



*Legacy Park Spec A (June)*

**Accel International**  
Tradition Center for Commerce

**Amazon delivery station**  
Legacy Park

**Amazon fulfillment center**  
Midway Business Park

**D&D Welding**

**Indian River Spirits**

**Interstate Commerce Center**  
by JBL Asset Management

**Interstate Crossroads Business Center**  
by SL Industrial Partners

**Kings Logistics Center**  
by Seefried Industrial Properties

**Legacy Park Spec A**  
by the Sansone Group

**Legacy Park Spec B**  
by the Sansone Group





# EDC

# IN THE NEWS

Newspapers, TV, radio, newsletters, magazines, blogs, podcasts, online ... Your EDC appeared in more than 72 headlines during the first five months of 2022. From groundbreakings and awards to feature stories on our Waze marketing program and our county's hot industrial market, stories about economic development in St. Lucie County ran locally and nationally.

- ▲ Autoevolution
- ▲ Art St. Lucie
- ▲ Business Facilities
- ▲ CBS12
- ▲ Expansion Solutions
- ▲ Florida Business Forum Podcast
- ▲ Florida Trend
- ▲ Hometown News
- ▲ Martinomics
- ▲ MyTreasureCoastNow.com
- ▲ PerishableNews.com
- ▲ Port St. Lucie City Manager's Report
- ▲ Port St. Lucie Magazine
- ▲ St. Louis Business Journal
- ▲ St. Lucie Voice
- ▲ Trade & Industry Development
- ▲ Treasure Coast Business
- ▲ Treasure Coast Newspapers/TCPALM
- ▲ USA Today
- ▲ WFLX
- ▲ WPTV
- ▲ WQCS

## ST. LUCIE COUNTY

► The 46 companies that announced **expansions or new locations** in St. Lucie County from 2017 through June 2021, including FedEx Ground, Amazon and Cheney Bros., will directly employ 5,881 and invest \$494.4 million in facilities and equipment, according



YourEDC.com





# Telling the St. Lucie County story...OUTREACH

On the road and at home, the EDC took advantage of multiple opportunities to publicize all the benefits of doing business in St. Lucie County.



▶ Jill Marasa attended the FPL Powering Florida Illumination event which connects Florida's economic development leaders with top corporate real estate and site selection executives and offers opportunities to learn about best practices and site selection tips.

▶ The EDC promoted St. Lucie's available properties at the Commercial Industrial Association of South Florida (CIASF) "When Second Comes First" event.

▶ Taking advantage of a free trip she won at a prior event, Jill attended Area Development's networking meeting with site consultants in North Carolina.



▶ Here at home, the EDC hosted six executives from Enterprise Florida for a day of site tours and meetings with city and county officials. The group was very impressed with our data and all the development activity underway. Enterprise Florida provides leads that come in from the state's marketing efforts to Florida's various economic development organizations and also provides opportunities for EDOs to partner with Team Florida at live events.

▶ In partnership with FPL, Jill Marasa was able to attend Business Facilities' LiveXchange event in North Carolina. These highly sought-after events offer the opportunity to meet one-on-one with site consultants and developers who are actively seeking new business locations.

▶ The EDC was the only economic development organization that sponsored a booth at the IWLA conference on Amelia Island. The IWLA is an association of owners and vendors in the distribution and logistics industry; the conference offered the EDC the exclusive opportunity to market the millions of available square feet of logistics space now under construction in the county.



▶ Most exciting of all was the standing-room-only event the EDC held in Tradition in conjunction with the commercial real estate organization NAIOP South Florida. Over 200 professionals attended in person or via a remote link to hear from Pete Tesch, Peter Crane from Sansone Group, Steve Garrett representing Mattamy Homes, Nik Schroth from NAI Southcoast, Christine Skurka from SLC Commercial, Wes McCurry from Port St. Lucie and Kori Benton from St. Lucie County in a program called "Where Hustle Brings Heat: See Why Development in St. Lucie County is so hot."



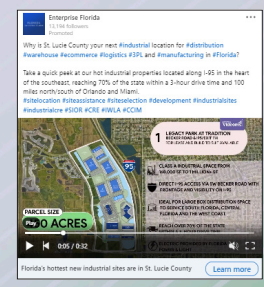
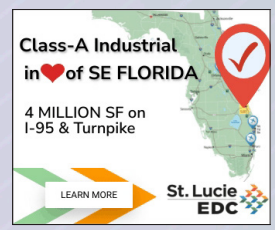


# Telling the St. Lucie County story... ADVERTISING & MARKETING

With a focus on added-value advertising packages, partnerships and targeted digital, the EDC's marketing budget went a very long way during the first half of this year.



- ▶ A quarter-page display ad in Business Facilities magazine that ran next to the announcement of Legacy Park's win for Industrial/Commercial Business Park of the Year invited companies to learn how their company could become next year's "Deal of the Year" winner in St. Lucie County. The ad package included a feature story on the county's hot industrial market in the Florida focus section and an online featured location listing.
- ▶ A three-month digital audience extension advertising campaign on the Trade & Industry Development website not only outperformed most of the media company's other ads and national averages, it led to Port St. Lucie's inclusion as one of America's Top Sites for Business Prosperity and inclusion of the EDC's videom on industrial development as a website feature. The audience extension featured "follow me" GIF ads that showed up on the Facebook and Google pages of those who visited [www.tradeandindustrydev.com](http://www.tradeandindustrydev.com).
- ▶ For the second year, the EDC funded an enhanced listing in the IWLA directory, a complete listing of warehouse and logistics providers and partners.
- ▶ The EDC's social media posts on Facebook and LinkedIn are definitely getting noticed. Our best-performing post so far in 2022 of the Cheney Brothers groundbreaking had more than 34,000 views!
- ▶ As a Team Florida member, the EDC had the opportunity to have a social media post featuring our industrial development opportunities shared and promoted to a targeted audience by Enterprise Florida.
- ▶ Locally, the EDC kept St. Lucie County residents informed about our activities on social media and in Treasure Coast Business, Indian River and ArtStLucie magazines.





# CELEBRATING SUCCESS

The Economic Development Council of St. Lucie County is honored to have its projects and marketing recognized by some of the most respected organizations and media in our field. Bringing great jobs and economic diversity to the St. Lucie County community is its own reward and something we could not accomplish without our investors and partners.

## AWARDS RECEIVED DURING THE FIRST HALF OF 2022



WELDERS MAKE  
\$21.12/HR IN ST. LUCIE COUNTY  
JOBS AVAILABLE NOW!  
LEARN MORE AT  
YOUR.EDC.COM/WORKLOCAL



## Florida Economic Development Council



2022 Innovation in Marketing Best in Show  
Melissa Medley Creativity Award –  
CRE.Converge animation

2022 Innovation in Marketing Public/Private Partnership Award –  
Work Local St. Lucie



2022 Innovation in Marketing  
Pivot and Persist Award –  
COVID Response

## NAIOP South Florida (commercial real estate association)

2021 Economic Deal of the Year Finalist –  
Legacy Park at Tradition



## Trade & Industry Development Magazine

2022 America's Top Sites  
for Business Prosperity –  
Port St. Lucie



## Business Facilities Magazine

2021 Impact Award for Commercial/Industrial Parks –  
Legacy Park at Tradition

YourEDC.com





# Workforce initiatives/Strategic Doing™

The EDC began its workforce initiatives in 2016 with the undertaking of the Treasure Coast Skills Gap study that resulted in key recommendations for skills development in targeted employment sectors. Since then, the EDC has led follow-up studies and a variety of initiatives based on a six-step action plan that guides ongoing efforts to close skills gaps in our region.



## Strategic Doing™ 2022

*Imagine if St. Lucie County grew and retained a high-quality workforce because skilled workers were attracted by our community's quality of life, sustainable jobs and abundant affordable housing. – Strategic Doing 2022 framing statement.*

On April 21, the EDC Board of Directors and other community leaders participated in a half-day Strategic Doing workshop using the framing statement above to guide discussion. Break-out groups explored potential updates and additions to our existing workforce readiness programs and, due to the sharp increase in area housing costs and the resulting impact on our workforce, began a new planning process to identify ways the EDC can assist in supporting affordable workforce housing efforts. Work on these efforts will be ongoing.



## Ready-to-Work Boot Camp

The EDC and Treasure Coast Manufacturers Association joined forces with the Treasure Coast Builders Association for this year's Ready-to-Work Skilled Trades Boot Camp which graduated 33 young people in June. The week-long, hands-on camp was held at Project LIFT in Palm City; young adults ages 18-21 from both St. Lucie and Martin counties participated. The campers were able to try their hands at skills ranging from plumbing, welding, screening and auto repair to HVAC, carpentry and more. Thanks to a grant obtained through Project LIFT, the participants even earned a paycheck!

St. Lucie County employers Contender Boats, Freshco/Indian River Select, The Porch Factory, Pursuit Boats and Walmart Distribution Center participated in signing day ceremonies where the employers had the opportunity to interview and potentially hire camp participants.



## TCMakers

The EDC is participating with Sinclair Broadcasting, Indian River State College, CareerSource Research Coast and the other Treasure Coast economic development organizations in a campaign to build awareness of and create interest in careers in manufacturing and the skilled trades.

Broadcast TV, connected TV, YouTube, and digital advertising messages target teens, young adults and their parents, illustrating the benefits of careers where the worker can make things while making a good living and having fun. Learn more at [www.tcmakers.com](http://www.tcmakers.com).



## Counselor Tour

This year's counselor tour offered a virtual targeted industry exploration in February. St. Lucie Public Schools guidance counselors and career/technical educators learned about career opportunities at Two Way Radio Gear, the Porch Factory, Freshco/Indian River Select and California Closets.





# #WorkLocalStLucie



The goals of the EDC's #WorkLocal campaign include ensuring that employers in our county have access to a skilled workforce, connecting local workers with the dynamic businesses operating in our county, and bringing awareness to residents that they have the option to stop commuting and work locally instead.

## #WorkLocalStLucie campaign initiatives during the first six months of 2022 included:

A unique advertising campaign using the **navigation app Waze**. As commuters using the app crossed Becker Road traveling south in the mornings and north in the evenings on I-95, the turnpike or Citrus Blvd., they received advertising messages urging them to "Quit Your Commute" and directing them to the EDC's website. Between January 19 and May 16, this message was served 145,185 times with a unique reach of 34,949. Because the Waze campaign was the first its kind in the industry, our advertising received earned media publicity, including a feature story on WPTV and in tech blogs.

Updates to the #WorkLocal webpages added a **rotating display** of featured job listings. Typically, the listings remain up for about a month, directly connecting webpage visitors to available local job opportunities.

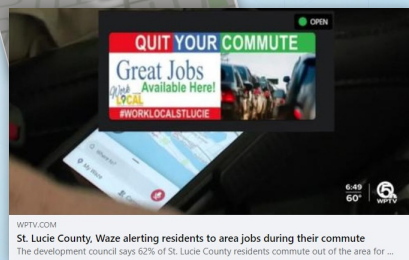
Popular **#WorkLocalStLucie Wednesday posts** on LinkedIn and Facebook really make an impression! Post views can be in the thousands, depending on the opportunity profiled, without the need to spend on boosting.

"Quit Your Commute" print advertising in Treasure Coast Business hit home with images of I-95 traffic jams.

With the help of the City of Port St. Lucie, the EDC installed a **"Quit Your Commute" sign** at the exit from the Jobs Express Bus Terminal and Park'N'Ride lot on Gatlin Blvd., directing commuters weary at day's end to the EDC's #WorkLocal pages.

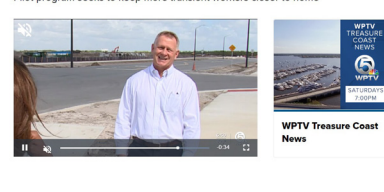


YourEDC.com

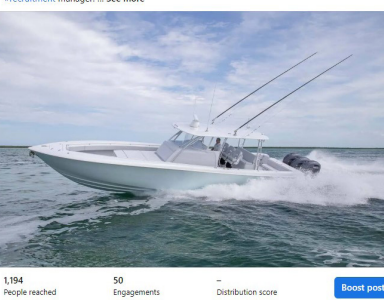


### St. Lucie County, Waze alerting residents to area jobs during their commute

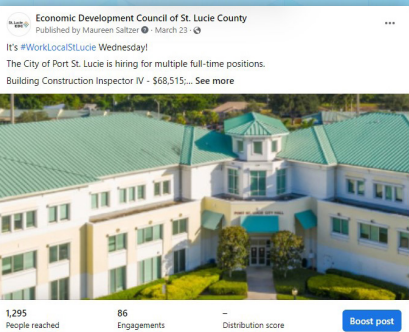
Pilot program seeks to keep more transient workers closer to home



Economic Development Council of St. Lucie County  
Published by Maureen Salter - May 4  
It's #WorkLocalStLucie Wednesday!  
#ContenderBoats is staffing up in anticipation of opening the boatbuilder's new facility in #FortPierce.  
Positions available include #productionengineer, #amination tech, #maintenance tech, #upholstery tech, #infusion tech, #assembly tech, assembly supervisor, CNC #programmer /operator, tooling & mold maintenance supervisor, #safety & compliance officer, #HR & #recruitment manager. ... See more



You can help us get the word out about #WorkLocal! Please follow the EDC on Facebook and LinkedIn and share our posts.







TCMA Vice President **Bill Wilcox** (seated right) signs agreement with SBDC Regional Director **Tom Kindred**; standing left to right, Executive Director **Duane Reiff**, **Katie Muldoon**, **Brooks Price**, **Chad Rockefeller** and **Candy Marlow**



### Treasure Coast Manufacturers Association

In 2016, the EDC worked with a committed group of local manufacturers to incorporate this regional trade association. As the organization grew over the following six years, the EDC provided staff support, communications, marketing, event management, membership services and more. In 2022, the TCMA took the next step forward and engaged an executive director with a manufacturing background, Duane Reiff. As Duane also provides manufacturing consulting to the Florida Small Business Development Center at Indian River State College (SBDC), a unique opportunity arose to enhance and expand services to the organization through a formalized partnership between the two organizations. On May 11, the administrative and support functions for the TCMA were transferred from the EDC to the SBDC.

### Tax Abatement Renewal Campaign

The EDC successfully assisted the City of Port St. Lucie with its public information campaign for the renewal of the city council's ability to offer time-limited tax abatements to targeted industry employers making substantial capital investments and bringing higher-paying jobs to the city. Voters approved the referendum in December with 59% voting yes.

This extremely important economic development tool will be on the August 23 ballots for all voters in the county, along with a separate ballot referendum for City of Fort Pierce voters. The EDC has revamped its special web pages and collateral material and is working to assist county and city staff members with their public education efforts. Visit [www.youredc.com/tax-abatement](http://www.youredc.com/tax-abatement) to learn more and download collateral materials to share.

### Habitat for Humanity Playhouse Build

The EDC partnered with the Treasure Coast Builders Association (TCBA) in March to participate in the St. Lucie Habitat for Humanity Playhouse Build 2022. The EDC/TCBA team built a playhouse for a veteran family (both the mother and father had served) with three children. Azlina Goldstein, Pam Houghten, Jenn DuBey and Jill Marasa represented the EDC in creating a combination magical forest/dinosaur themed playhouse, fulfilling the differing dreams of the family's youngest boy and girl.



The EDC/TCBA playhouse build team, with the veteran family recipients



**Azlina Goldstein** inside the playhouse with the family's youngest child.





# EDC PEOPLE

In advancing economic vitality and development for St. Lucie County, the EDC is guided by the expert leadership of a dynamic board of directors representing the region's foremost public and private sector organizations.



Our board members hold titles of **CEO, COO, CPA, ESQ, FACHE, MBA, MD, PE, PHD, business owner, director, president**, and more.



In addition to our local municipalities, industries and professions represented on the board include: **accounting, associations, automotive, banking/finance, communications, construction, engineering, hospitality/recreation, insurance, law, manufacturing, marine industries, medical, ranching, real estate/development, staffing, technology, and utilities.**

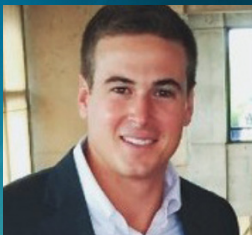


**EDC staffing updates:** In April, Jenn DuBey was promoted from Business Manager to Director of Business Development and Rachel Savela joined the staff as Business Manager. Jill Marasa resigned her position as Vice President Business Retention & Expansion to accept a position with Ashley Capital, however, she continues to consult for the EDC. A search committee has been formed to recruit her replacement.





## EXCEL LEADERSHIP TEAM



**Phil Doumar**  
*Chair, Doumar Insurance*



**Lindsey Concannon**  
*Chair-Elect, NuCO2 LLC*



**Greg Iannelli**  
*Events & Corporate Relations  
Enterprise Fleet Management*



**Roxanne Peters**  
*Professional Development  
& Outreach  
SouthState Bank*

# EXCELupdate




EDC **EXCEL** was established to connect the next wave of leaders, decision-makers, business drivers, and entrepreneurs to established leaders in the region, further cultivating participants' leadership skills, career path development, and meaningful business connections.

### PODCAST CLUB


The Podcast Club began in late 2021 as a tool to create conversation among EDC EXCEL group peers. Each quarter, the group chooses three episodes of a podcast to listen to – one each month and then meets to discuss ways to implement what they've learned. The first podcast series was from National Public Radio's "How I Built This."



### CEO ROUNDTABLES AND COMPANY TOURS

EXCEL members and guests toured **Southern Eagle Distributing** in April and participated in a roundtable with CFO Paul Trabulsy and other members of the Southern Eagle leadership team, learning about the Fort Pierce company's recent acquisition of Brown Distributing in Palm Beach County. 



In January, the group visited **Derecktor Shipyard** at the Port of Fort Pierce, where the world's largest mobile boat hoist is in operation. 



*Universal Engineering Sciences team, from left  
Alex Slaton, Devin Curran, Nancy Palmer, and Karla Gabay*

### FIRST ANNUAL SPORTING CLAY TOURNAMENT

SouthState Bank was the title sponsor for EXCEL's inaugural clay shoot – a fundraiser and networking event held in April at Quail Creek. The sold-out event was a huge success.





# Board of Directors

- Mike Adams, Adams Ranch
- Michael Ansorge, OCULUS Surgical
- Nicolas Apfelbaum, Esq., Apfelbaum Law
- Terissa Aronson, St. Lucie County Chamber of Commerce
- Robert Barfield, Seacoast Bank - **Treasurer**
- Brian Bauer, CareerSource Research Coast
- Russ Blackburn, City of Port St. Lucie
- Javier Cisneros, PE, Fort Pierce Utilities Authority
- Ian Cotner, AT&T Florida
- Peter Crane, The Sansone Group
- Marshall Critchfield, Florida Power & Light Co.
- Lee Dobbins, Esq., Dean, Mead, Minton & Moore/TCMA
- Phil Doumar, Doumar Insurance/EDC EXCEL
- Lauren Dudley, HCA Florida Lawnwood Hospital
- Chris Fogal, CPA, PA, Carr, Riggs & Ingram - **Chair**
- Wayne Gent, St. Lucie Public Schools
- Azlina Goldstein, Esq., GL Homes - **Chair-Elect**
- Rod Kennedy, PE, Engineering Design & Construction
- Richard Kolleda, FACHE, Spherion
- Leslie Kristof, MBA, Keiser University
- Rob Lord, Esq. - **Past Chairman**
- Tammy Matthew, Bank of America
- Nick Mimms, City of Fort Pierce
- Tim Moore, PhD, Indian River State College
- Neil Morgan, Comcast Business
- Brandon Nobile, Remnant Construction
- Cara Perry, Florida Atlantic University
- Roxanne Peters, SouthState Bank
- Madhu Sasidhar, MD, Cleveland Clinic Tradition Hospital
- Staci Storms, Broward, Palm Beaches and St. Lucie Realtors®
- Richard Tambone, Tambone Companies
- Peter Tesch, Economic Development Council
- Howard Tipton, St. Lucie County
- Shrita Walker, MIDFLORIDA Credit Union - **Secretary**
- Jeremy Wiernasz, PGA Golf Club
- Kara Wood, Hi-Tide Boat Lifts
- Amber Woods, Treasure Coast Lexus

## Executive Committee



**Chris Fogal, CPA, PA**  
**Chair**  
Carr, Riggs & Ingram



**Azlina Goldstein, Esq.**  
**Chair-Elect**  
GL Homes - Riverland



**Shrita Walker**  
**Secretary**  
MIDFLORIDA Credit Union



**Robert Barfield**  
**Treasurer**  
Seacoast Bank



**Rob Lord, Esq.**  
**Immediate Past Chair**



**Javier Cisneros, PE**  
Fort Pierce  
Utilities Authority



**Lauren Dudley**  
HCA Florida Lawnwood  
Hospital



**Timothy Moore, PhD**  
Indian River  
State College



**Madhu Sasidhar, MD**  
Cleveland Clinic Tradition  
Hospital



**Pete Tesch**  
EDC





# Meet the EDC's **newest** board members

**Javier Cisneros, PE**

*Fort Pierce Utilities Authority*



**Javier Cisneros** is the Director of Utilities for the Fort Pierce Utilities Authority (FPUA). A life-long resident of the Treasure Coast, Javier is a licensed Professional Engineer and has served the FPUA since 2000. The Director of Utilities is the chief executive officer position of FPUA, responsible for administering all operations including electric, water, wastewater, natural gas and communication systems. Javier has an associate degree from Indian River State College, a Bachelor of Science in Civil Engineering and a Master of Science in Industrial Engineering from the University of Central Florida. He has served in leadership roles in Fort Pierce Sunrise Kiwanis and the American Waterworks Association.

**Peter Crane**

*Sansone Group*



As Regional Director Acquisitions – Southeast, **Peter Crane** represents the Sansone Group in St. Lucie County. The developer of Legacy Park at Tradition, the Sansone Group is a nationally recognized real estate firm that specializes in property and facility management, brokerage, development of retail, industrial, office and residential properties. Legacy Park is currently home to FedEx Ground and construction is underway for Amazon, Cheney Brothers and two other Class-A industrial buildings. Peter is a licensed real estate broker and holds a Florida 220 General Lines Insurance License, he is also on the board of the CCIM East Coast District and chaired the ICSC Palm Beach Planning Committee. He is a graduate of Florida State University.

**Marshall Critchfield**

*Florida Power & Light Company*



**Marshall Critchfield** is a Senior External Affairs Manager for Florida Power & Light Company. Prior to joining FPL in 2021, he served as the Deputy Director of Intergovernmental & External Affairs for the U.S. Department of the Interior. Marshall has a bachelor's degree from Florida Atlantic University and an MBA from Palm Beach Atlantic University. In addition to the EDC, he sits on the boards of the St. Lucie County Chamber of Commerce, the Economic Council of Martin County and the Stuart/Martin County Chamber of Commerce. Marshall led the most recent Pete Hegener Leadership Award Selection Committee for the EDC.





# Meet the EDC's **newest** board members

## **Phil Doumar**

*Doumar Insurance of  
Port St. Lucie*



As an Owner and Principal of Doumar Insurance of Port St. Lucie, **Phil Doumar** is responsible for business development in the company's Port St. Lucie and Jupiter offices. His company specializes in corporate employee benefits across all industries, from 4-500 employees. A graduate of Florida State University, Phil was Director of Development for the Seminole Boosters for three years prior to joining Doumar Insurance. Phil is chairman and a founding member of the EDC's EXCEL emerging leaders organization and has played a pivotal role in its success.

## **Neil Morgan**

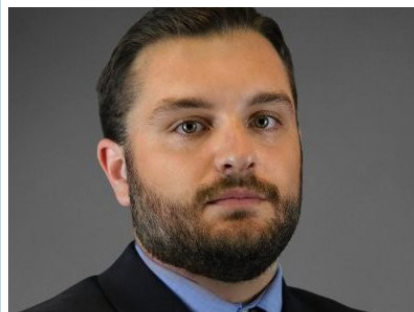
*Comcast Business*



**Neil Morgan** is a Senior Sales Account Executive with Comcast Business and, after more than 27 years in sales, he is the longest-serving business services representative in Florida. A nine-time President's Club winner for Comcast Business and top salesperson in the nation 2009-2011, Neil made the most VoIP sales in the state in 2015, 2016, 2019, 2020 and 2021. Neil attended college in Liverpool, England. He has volunteered with Big Brothers Big Sisters in St. Lucie County for more than 13 years and was also Guardian Ad Litem volunteer. He is a 4th Degree Knight of Columbus, serving in multiple leadership roles.

## **Brandon Nobile**

*Remnant Construction*



**Brandon Nobile** is the Chief Operating Officer and Qualifier with Remnant Construction in Fort Pierce. He is an accomplished Project Manager with over 10 years of experience in all phases of commercial new construction, renovation, demolition, and site restoration. He attended Indian River State College's construction technology program and is a US Green Building Council LEED Accredited Professional. Remnant Construction was created by a team with over a decade of experience working together and a project portfolio of successfully completed projects consisting of over one hundred million dollars. Brandon has had volunteer leadership roles with the St. Lucie County Education Foundation, the Fort Pierce Board of Examiners of Contractors and Sun Grove Montessori School.

## **Madhu Sasidhar, MD, MBA, FCCP**

*Cleveland Clinic Tradition*



**Dr. Madhu Sasidhar** was appointed President of Cleveland Clinic Tradition, a 177-bed acute care hospital, in September 2021; he previously served as Chief Medical Officer for Cleveland Clinic Abu Dhabi. Madhu is an experienced healthcare executive and clinician with a proven track record of executing growth strategies and value-based care initiatives in complex and ambiguous environments. He did his internal medicine internship and residency through Columbia University and a fellowship in pulmonary and critical care medicine at Yale University. He also earned an executive MBA at INSEAD, the business school for the world.





# NEWinvestors

## BOARD OF ADVISORS LEVEL

Fort Pierce Utilities Authority (upgrade)

Indian River State College (upgrade)

## LEADERSHIP LEVEL

A-1 Industries of Florida, Inc.  
Collins Development Company  
Edens Construction Company

Hope Commercial Holdings  
JBL Asset Management  
Kings Landing  
Mattamy Homes

Precast Specialties  
Project LIFT  
St. Lucie Public Schools

## CORPORATE LEVEL

BBL Hospitality (upgrade)  
BBL Medical Facilities  
Coldwell Banker Paradise  
GUNSTER

Helping People Succeed, Inc.  
Jr. Achievement of the  
Palm Beaches & Treasure Coast  
McCarty & Associates Land  
Planning and Design (upgrade)

Seefried Industrial Properties  
The P5 Group  
UBU Brands (upgrade)  
Walmart Distribution Center

## AMBASSADOR LEVEL

Abraham & Associates, Inc.  
Amaxven Real Estate  
Atlantic Property Group  
Capital One Bank  
CBRE  
Danforth Development  
District Planning Group

Equitable Advisors -  
Private Client Group  
Geneva Financial  
GraceWay Village  
Hensel Phelps  
Infinity Commercial Real Estate  
Inside & Out Maintenance  
M Ranch LLC

MLPD Consulting  
NuCO2  
Stantec  
Supermix, Inc.  
Treasure Coast Black Chamber  
of Commerce  
WPBF 25 -HEARST TV







# Upcoming EDC Events

## EDC Partner Lunch Meetings

MIDFLORIDA Event Center, 9221 SE Civic Center Place, Port St. Lucie

August 9  
September 13  
October 4  
November 1  
December 6

11:30 a.m. - 1:00 p.m.

## Leaders on the Links

PGA Golf Club, 1916 Perfect Drive, Port St. Lucie

THURSDAY  
October 27

 **LEADERS—on the—LINKS**  
**RECEPTION**

6 - 9 p.m.

FRIDAY  
October 28

 **LEADERS—on the—LINKS**  
**GOLF TOURNAMENT**

7:30 a.m.

## EDC EXCEL 2<sup>nd</sup> Annual Clay Shoot

Quail Creek, 12399 NE 224th Street, Okeechobee

January 13, 2023

7:30 a.m.

## EDC's 9<sup>th</sup> Annual Leadership Dinner

Late Spring 2023

Featuring presentation of the  
**Peter Hegener Leadership Award**

Leadership Award nomination forms will be available in early 2023.

## PAST Hegener Award winners

Ed Massey, Indian River State College • Tom Wilkinson, Seacoast Bank • Mark Robitaille, Martin Health System  
Michael Minton, Dean, Mead, Minton & Moore • Alto "Bud" Adams, Adams Ranch • Ken Pruitt, state senator,  
state representative, and property appraiser • Tammy Roncaglione, CenterState Bank  
Rob Lord, Cleveland Clinic Martin Health

YourEDC.com





# Your **EDC** staff professionals

The **EDC** is uniquely positioned to help your expanding or relocating business take full advantage of resources available including:

-  **SITE SELECTION**
-  **PERMITTING ASSISTANCE**
-  **INCENTIVE PROGRAMS**
-  **DEMOGRAPHICS AND MARKET RESEARCH**
-  **WORKFORCE DEVELOPMENT ASSISTANCE**
-  **CONNECTIONS TO PUBLIC/PRIVATE RESOURCES**
-  **TRAINING GRANTS**

## CONTACT US

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St. Lucie County, Inc.**

500 NW California Boulevard, Building F, Suite 109  
Port St. Lucie FL 34986  
(Located at Indian River State College Pruitt Campus)

772.336.6250 | [www.YourEDC.com](http://www.YourEDC.com)



**Pete Tesch**  
*President*



**Jenn DuBey**  
*Director  
Business Development*



**Candy Marlow**  
*Investor Relations*



**Maureen Saltzer**  
*Director  
Communications & Outreach*



**Rachel Savella**  
*Business Manager*



**Jill Marasa**  
*Consultant  
Business Retention & Expansion*



**Staci Storms**  
*Consultant  
Investor Development*

The **Economic Development Council of St. Lucie County** is a private 501(c)6 not-for-profit organization founded in 2000, dedicated to enriching the economic vitality of our community through the retention, expansion and relocation of businesses to St. Lucie County in partnership with

