

CELEBRATING  
OUR PAST  
PREPARING FOR  
OUR FUTURE



# Helping DELIVER ECONOMIC VITALITY for St. Lucie County

## 2025 Economic Development Council of St. Lucie County Executive Committee



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



**Robert Barfield**  
Chair-Elect  
Seacoast Bank



**Shrita Walker, MBA**  
Treasurer  
MIDFLORIDA Credit Union



**Andrew Treadwell**  
Secretary  
Indian River  
State College



**Chris Fogal, CPA**  
Immediate Past Chair  
Carr, Riggs & Ingram, LLC



**Pete Tesch**  
President  
St. Lucie EDC



**Chirag Choudhary,  
MD, MBA**  
Cleveland Clinic  
Tradition Hospital



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



**Cody Kiess**  
CORE Construction



**Alex Masmela,  
MBA, BSN, RN**  
HCA Florida Lawnwood  
Hospital



**Tammy Matthew**  
Bank of America



**Brandon Nobile**  
Remnant Construction



**Jonathan Prince,  
PhD**  
St. Lucie Public Schools



**Bob Zaccheo,  
LMHC, SAE**  
Project L.I.F.T.

## 2025 EDC Professionals



**Pete Tesch**  
President



**Wes McCurry**  
Senior Vice President



**Anita Fischer**  
Director Workforce  
Readiness



**Glexi Garcia**  
Business Manager



**Kadian Knight**  
Director Business  
Development



**Maureen Saltzer**  
Director Communications  
& Outreach



**Rachel Savelle**  
Director Investor  
Engagement



**Staci Storms**  
Investor Development  
Consultant



**Alouna Alincy**  
Intern

### Economic Development Council of St. Lucie County, Inc.

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[f Follow us at Facebook.com/stluciecdc](https://www.facebook.com/stluciecdc) [in Visit us at LinkedIn.com/company/economic-development-council-of-st-lucie-county/](https://www.linkedin.com/company/economic-development-council-of-st-lucie-county/)

The Economic Development Council of St. Lucie County is a private 501(c)(6) not-for-profit organization founded in 2000 and dedicated to enriching the economic vitality of our community through the retention, expansion and relocation of businesses to St. Lucie County. The EDC is uniquely positioned to help expanding or relocating businesses take full advantage of our available resources.



# Letters from the President & Chair

As you may have heard, I've decided to retire as president of the EDC. After 12 years serving the EDC and close to 39 years as an economic development practitioner, it is time to step aside. It has been an honor and privilege to run this amazing organization. Thank you for making these years here the very best, productive and fulfilling. What a great ride!

I promised myself I would go out on top and leave the EDC in a far better place than I found it. With much pride and confidence, we can say "mission accomplished!"

The EDC's mission is to help create high-wage, high-value jobs with a laser vision to fashion a durable, vibrant economy. The EDC has built an extraordinary track record of economic development: 85 new and expanding companies, 12,935 new direct jobs and \$4.36 billion in economic output since 2017. No one can doubt the EDC is the one private organization that is the "tip of the spear" in terms of actionable and results-oriented initiatives to grow the economy and spark business investment.

I am most proud of how we have worked together, rebuilt the organization and forged very strong partnerships with our business community and local governments. The EDC has evolved into a well-managed, well-respected corporation with a high-performance professional staff guided by the most prominent business executives and community leaders.

It's hard to forget the "Great Recession" and how it took a tremendous toll on our community. Not too long ago, we had high unemployment, sagging property values, and lackluster economic growth. In 2014, we set the stage for growth by developing a target industry strategy, along with working in concert with St. Lucie County, Port St. Lucie and Fort Pierce local governments.

Out of the nation's 384 Metropolitan Statistical Areas (MSAs), in 2014 the Port St. Lucie MSA was ranked 322 for job growth, wages, household incomes, and industry diversification. Nationally, St. Lucie was at the bottom of the heap in terms of economic vitality.

Over the last 10 years, the county's elected officials, business community, the EDC and its partners worked tirelessly to reverse a dismal economic environment. Today, the community is a glowing example of all partners working together to make St. Lucie County a much better place to live, work, play and raise a family. The result: Port St. Lucie MSA is now the 94th strongest economy in the U.S.

The EDC has ascended new heights and has a staff "dream team" with no peers. Now is the opportune time to pass the reins to a consummate professional and trusted leader, Wes McCurry. Wes will bring new energy, vision and, most importantly, tangible results to the organization and community.

Much credit goes to our EDC leaders on the Executive Committee and Board of Directors for their tireless efforts, leadership, strategic thinking and business acumen. Our outgoing chair, Azlina Goldstein, and incoming chair, Robert Barfield, have been invaluable advisers and intrepid in their actions on behalf of the EDC. Robert and Azlina, thank you for your wise counsel and friendship!

Those who've attended EDC events over the last few years know Madame Chair always has an inspiring and uplifting quote from a famous individual. I've cherished this special one from George Bernard Shaw for over 20 years:

*"This is the true joy in life: the being used up for a purpose recognized by yourself as a mighty one: being a force of nature instead of a feverish little clot of ailments and grievances, complaining that the world will not devote itself to making you happy!"*

A final shoutout to my good friend and longtime EDC colleague, Candy Marlow. Always quick to issue a "hurt feelings report," she was fond of telling me when I was in a vulnerable state: "Buckle up Buttercup!"... economic development is not for sissies!

Let's continue to work together!

**Pete**



▼ Pete with Candy Marlow

Dear EDC Partners and Stakeholders,

As I close out my term as chair, I find myself filled not with finality, but with anticipation. The baton now passes to two extraordinary leaders — Robert Barfield as chair and Wes McCurry as president — and I couldn't be more confident in the future we're stepping into together. And, with Jill Marasa as chair-elect, our leadership pipeline is not just strong — it's visionary.

This year has been a testament to what shared purpose can achieve. From bold business expansions to the launch of TCCEED, we've seen firsthand how vision paired with action can reshape a region. But what moves me most is the spirit behind it all — the quiet courage, the daily collaboration, the belief that economic development is about people, not just projects.

Serving during the EDC's 25th anniversary has been a profound honor. I've watched our community evolve from resilience to reinvention, and I've seen our partners lean in — not just to build, but to belong. That's the magic of St. Lucie County: we don't just chase growth, we cultivate it with care.

As we turn the page, I invite you to keep authoring this story. Robert brings deep wisdom and steady leadership. Wes takes the lead with fresh energy and a results-driven mindset. Jill brings experience, connection, and a deep understanding of our region's potential. Together, they represent the best of what's next.

My hope is that we continue to lead with heart, listen with intention, and act with boldness. Because the future isn't something we wait for, it's something we create and shape together.

*"Legacy isn't what you leave behind. It's what you ignite in others."*

— A.G. (yes... that's me)



With gratitude and belief in what's ahead,

**Azlina Goldstein**

Chair, Economic Development Council of St. Lucie County 2024-2025



# The Inside EDC



Founders and first EDC board members, from left, Rudy Howard, Lee Dobbins, Jeannette Weiss, Hal Roberts and Noreen Dreyer attended our annual meeting and 25th anniversary celebration in February.

2025 marked the EDC’s 25th year of building economic vitality in St. Lucie County. We celebrated this milestone at our annual meeting last February with some of our original founders and initial board members.

In 2000 when the EDC incorporated, St. Lucie County’s population was 192,695, median income was \$36,172, the number of people employed in the county was 86,591, and the county’s GDP was just over \$4 billion. According to the latest available data, the 2025 population was 394,074, median income was \$66,876 (2023), the number of people employed in the county was 170,372 (2025), and the county GDP was \$15 billion (2023).

That’s a lot of change in 25 years! In 2026, we have more change coming....



Ending her two-year term as EDC chair at the end of 2025, **Azlina Goldstein** truly met her goal that the EDC would author transformative change and build our momentum.



Incoming chair **Robert Barfield** will be guiding the organization into an even brighter future in 2026 and 2027.

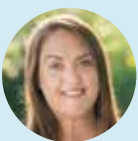


A recent *Treasure Coast Newspapers* article began “**Have a job in St. Lucie County? There’s a chance you have Pete Tesch to thank.**”

After a dozen years leading the EDC as president, **Pete Tesch** is also making a transformative change – stepping back into an advisory role as a senior advisor for strategic initiatives. Under Pete’s leadership, the EDC assisted more than 85 companies to locate or expand in St. Lucie County. In turn, these companies created a projected 12,935 direct jobs and retained another 6,743 jobs, developing more than 16 million square feet of new facilities and creating \$4.36 billion in economic output (17.2% of the county’s total economic output).



**Wes McCurry**, previously the EDC’s senior vice president, has been tapped to lead the EDC as its next president and CEO. Prior to joining the EDC, Wes oversaw the rapid development of the Southern Grove Jobs Corridor for the City of Port St. Lucie, and he led the private sector planning and development operations for Tradition. Wes served as EDC Chair in 2018.



Director of Investor Engagement **Rachel Savela** has been promoted to the new position of chief operating officer. She’ll have responsibility for business operations for both the EDC and the Treasure Coast Center for Economic & Educational Development (TCCEED).



The EDC’s director of workforce readiness, **Anita Fischer**, added to her role and has also been appointed as the executive director for TCCEED.

“  
*Very few economic development programs have this amount of impact on a county.*  
 – analyst from the Economic Strategy Center  
 ”



### Costco Depot Phase II

Costco advanced its development schedule and is building out both phases of the 1.7-million SF, \$149 million campus simultaneously instead of spacing out the project over several years. Completion is anticipated in March for Phase I and August for Phase II with hiring beginning in the spring. The facilities are slated to serve Costco's retail stores throughout all of Florida and employ at least 370 people earning an average wage of \$55,350. The campus will be 100% solar powered with 22,000 solar panels.



### Freedom Boat Club Expansion

Freedom Boat Club of Fort Pierce opened a second location at Sandpiper Bay Marina on the St. Lucie River in Port St. Lucie in May. The EDC assisted the club with its expansion and workforce. The Freedom Boat Club network includes more than 400 locations worldwide, has 90,000 members and 5,000+ boats. The company's primary location in Fort Pierce has docks at Taylor Creek and the Fort Pierce Marina.



### INKAS®

INKAS®, a global conglomerate headquartered in Canada, will manufacture armored vehicles in a new facility on the site of a former tomato packing house in Fort Pierce. Originally planned to be a \$30 million investment, the project scope has been significantly upgraded to include a new 110,000 SF manufacturing facility and four floors of office space, for a total of 190,000 SF. In order to begin operations locally while the new facilities are under construction, Inkas has also purchased a 30,000 SF building on Angle Road. Within five years the INKAS Group plans to employ at least 294 people at an average wage of more than \$53,000.



### Mohnark Pharmaceuticals

Headquartered in Fort Pierce, Mohnark Pharmaceuticals manufactures topical pharmaceutical products in a 12,800 SF facility. The company is investing \$2 million to expand its production capacity with completion of the expansion anticipated in the first half of 2026. Mohnark plans to hire at least 11 new employees at an average wage of \$53,664.



### Port St. Lucie Sports Club

Announced in October, Florida's newest professional soccer club is coming to Port St. Lucie. Port St. Lucie Sports Club has been awarded a United Soccer League franchise and will launch professional men's and women's soccer teams with plans to play at a new 6,000-seat soccer stadium to be constructed at Walton & One. The men's league's first game in USL League One is planned for 2027, with the women's to follow. The club anticipates employing 52 full-time in team jobs with average salaries of more than \$59,800, and employ 180 FTEs in positions at the stadium.



### Pruitt Commerce Center

One of the largest privately held real estate investment companies in the U.S., Ashley Capital is developing the Pruitt Commerce Center off Kings Highway in unincorporated St. Lucie County. The plan calls for 13 buildings ranging from 50,400 to 216,300 square feet on 160 acres within the TCERDA research park. The Class A business park will offer flexibility and divisible space from approx. 5,000 SF to accommodate smaller and mid-sized businesses, offering amenities not often available to smaller space users.

# MILESTONES, COMPLETED PROJECTS

## Milestones

**PI Motor Club** broke ground on its 629-acre motorsports park in western St. Lucie County on March 10. Earlier in the year, the company announced a partnership with Primal Racing to build the world's largest Radical Motorsport dealership, featuring a 40,000-square-foot showroom, on the grounds of the PI Motor Club's R&D Park.



In March, Colliers International reported that the **Interstate Commerce Center**, a 211,547-square-foot industrial facility in Fort Pierce had been fully leased. Tenants include Rainforest Distribution, Town & Country Industries, Next Plumbing Supply, Cameron Ashley Building Products, and Heritage-Artisan Design Group.

## Completions

**OCULUS Surgical's** new manufacturing, office and warehouse facility in the Tradition Center for Commerce has been completed and the company moved its workforce from offices in St. Lucie West into the new building. OCULUS's North American sales, service, manufacturing, engineering and logistics operations are now based out of this facility.



**Tenet Health's Florida Coast Medical Center** completed construction of its 54-bed hospital at Becker Road and Florida's Turnpike and opened in September.

**Twin Vee PowerCats** completed the expansion of its Fort Pierce manufacturing facility, boosting its production capacity from approximately 350 boats a year to 750. Then, in June, the company announced its acquisition of **Bahama Boat Works**.

Two of four Class A multi-tenant buildings constructed at **Dragonfly Commerce Park** in Tradition are complete. Two units are pre-leased with tenants moving in during 1st quarter 2026. Spec suites from 6,000-24,000 SF will be ready for occupancy in March, and two more buildings are in the pipeline.



# and UNDER CONSTRUCTION



◀ This photo is of the warehouse section of the new 132,000 SF **Treasure Coast Food Bank** in the **Orange 95 Commerce Center**. The multipurpose facility includes cold storage, offices, prep kitchens, classrooms, meeting rooms, and more. Final punch list items for the facility are anticipated to be complete as of the end of 2025.



## Under Construction



◀ Completion of both phases of the 1.7 million SF **Costco Depot** campus in **Legacy Park** is anticipated by late 2026. As of July, walls were up on Phase I and, at the end of 2025, underground work to support what will be 100% solar-powered buildings was in progress.



**ImportMex**, a subsidiary of **Alex Lee, Inc.**, broke ground for its 160,000 SF warehouse at **Accel Industrial Park** in Tradition in August. This facility will serve restaurants and food markets throughout the state and create 121 jobs.



◀ Renovations and equipment installation for **LactaLogics** are progressing. The human-milk processing and distribution facility on US 1 in Port St. Lucie is expected to open by the end of March 2026.



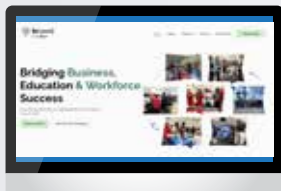
Other projects completed in 2025: **Infinity Flight Group** and **APP Jet Center** renovations at **Treasure Coast International Airport**, **HCA's** imaging expansion, **Freedom Boat Club's** new location at Sandpiper Bay, and the **Apollo Group's** cold storage buildout at **South Florida Logistics Center 95**. Currently in the permitting phase: **INKAS's** temporary facility and **Project 4 PSL**.

The **Treasure Coast Center for Economic & Educational Development**, the EDC's tax-exempt nonprofit focused on workforce, had an action-packed 2025.

The official kick-off of the nonprofit as a distinct organization was at the EDC partner lunch in June and its first donations were received in May and June, with a \$10,000 match opportunity provided by **The Community Foundation Martin – St. Lucie**.



➤ TCCEED's first donation was received from the **Rotary Club of Fort Pierce** in May.



➤ A robust and interactive website was created with the assistance of **WebSuted**. Visit [www.TCCEED.org](http://www.TCCEED.org) online as well as on Facebook, LinkedIn and Instagram.



TCCEED is a 501(c)3 organization accepting your tax-deductible donations!

➤ In September, directors were elected: **Azlina Goldstein** as chair, **Brandon Nobile** as vice chair, **Nikita Lloyd** as secretary and **Trisha Hawthorne** as treasurer. **Anita Fischer** was officially appointed executive director.

➤ The most exciting TCCEED events revolved around **St. Lucie Public Schools** students, thanks to the school district's commitment to its **Classrooms2Careers** initiative.



➤ Once again, in April, the EDC and TCCEED supported two **student career fairs** where approximately 1,000 high school juniors and seniors were able to connect with 78 local employers and post-graduate educators. The students learned about the careers available to them right here at home and the employers had an opportunity to engage with their future workforce.

➤ During the summer, with the help of **The Boys & Girls Clubs of St. Lucie County**, TCCEED created an incredibly successful summer internship program. Fifty-one St. Lucie Public Schools juniors and seniors worked part-time at a wide variety of 25 local businesses, receiving \$15/hour and a half-day each week of soft skills training at the Boys & Girls Clubs. Of the 51 students, 50 completed the internship and 14 were offered regular employment with their company; all 14 were still working in these positions as of the end of 2025.



➤ Inspired by the highly regarded workforce readiness program in Bowling Green, Kentucky, and working closely with St. Lucie Public Schools, TCCEED launched its very first **Eighth Grade Experience** in November. TCCEED recruited 30 local businesses and organizations to provide hands-on activities for 760 eighth graders as an introduction to the many different types of careers available locally. The experience was scheduled ahead of when the students select their high school Career and Technical Education courses.



It was a very busy and eventful inaugural year for TCCEED. In addition to all these initiatives, TCCEED also organized two sets of high school **CTE program tours** for local business people and two sets of **industry tours** for high school counselors and CTE educators, assisted with a **skilled trades boot camp**, fundraised, and more!

# EDC IN THE NEWS

Newspapers, TV, radio, newsletters, blogs, online news ... EDC-related stories appeared in more than 120 headlines during 2025. Florida Trend featured the INKAS project in its May issue and Site Selection magazine focused on St. Lucie County and OCULUS Surgical in a story titled "Making it in Florida." TCCEED's programs, Port St. Lucie SC and the EDC's upcoming leadership changes also received a lot of ink...and bytes!



# Business Attraction

The EDC took advantage of multiple opportunities at home and away in 2025 to spread the word about all the benefits St. Lucie County has to offer employers and targeted industries.



◀ This was our third year co-hosting the **Bisnow Treasure Coast Update** with FPL – and the best one yet. 180 attendees filled one of the rooms at the Crane Club at Tesoro. Panels included a mayoral roundtable, state of the Treasure Coast market, and growth & housing. The Treasure Coast is generating so much interest, we even had attendees from the Midwest flying in to check us out.

FPL and the EDC once again hosted site selectors for the **Florida First Sites** program – this time for a deep dive into **Ashley Capital's Pruitt Commerce Center** project. With this program, the commerce center will receive a marketing boost through FPL's economic development outreach program and the Florida First Sites website.



◀ Kadian and Glexi took the EDC's show on the road, all the way to Las Vegas for the **SIOR (Society for Industrial and Office REALTORS®)** spring meeting. Kadian reports that she made a lot of great connections. Looks like Elvis was one of them.

In September, Wes and EDC board members Peter Crane, Ken Krasnow, Jill Marasa and Andy Treadwell anchored the **NAIOP South Florida's** Treasure Coast event. This year's program included a bus tour through Martin & St. Lucie Counties as well as panel discussions.

These are just some of the highlights of our 2025 business development outreach. The EDC also participated in **Port St. Lucie's City University**, an event with **Commercial Real Estate Women (CREW)**, FPL's **Illuminations**, a local **GrowFL** program showcasing regional second-stage companies, and Wes and Kadian met one-on-one with top site selectors from across the country at the December **Area Development Consultants Forum**.



# Advertising & Marketing



The EDC makes strategic advertising choices among multiple site selection media options, in print and online, along with a strong social media outreach program. We negotiate added-value packages and typically choose our timing to coincide with content relating directly to our targeted industries.



Our three-month digital extension advertising campaign in **Trade & Industry Development** served up 93,045 impressions with a very healthy click-thru rate of 6.98%. The ad followed [www.TradeandIndustryDev.com](http://www.TradeandIndustryDev.com) website visitors around on Facebook and Google and resulted in 4,100 website visits.

The EDC also promoted all our county has to offer in **Business Facilities**, the annual **Business Florida** magazine and with **Area Development** for its December consultants forum.



The EDC ran two digital campaigns with **Expansion Solutions**, one targeted to the research/biotech industry and the other to advanced manufacturers. Rotating ads will appear on the company's home page and for a full year within the site.



Working with an aerial videographer and the international production team at ARQUI300, the EDC developed an updated marketing video focusing on available industrial properties and opportunities for greenfield development from Midway Road to north of Orange Ave. Check it out on our **YouTube** channel.

While the EDC's social media couldn't match 2024's numbers when our post about Amazon's hiring supercharged our stats, 2025 held its own. We had 69,967 post views and 4,387 followers on **Facebook** and 46,531 post impressions with 1,856 followers on **LinkedIn**. The top Facebook posts were about the Hegener Leadership Award nominees with 11,097 views and the top LinkedIn post, with 3,554 impressions, was about Co-Working Café naming Port St. Lucie Florida's entrepreneurial engine.



Our website, [www.youredc.com](http://www.youredc.com), is a treasure trove of information – commercial property listings, demographics and data visualizations, market intelligence, partner directory, years of studies and reports, all available at the click of a mouse. In 2025, we had 22,670 active website users and 73,367 page views.

# Our Initiatives & More

## AWARDS



**Anita Fischer** and her efforts with TCCEED were honored by the **Association of Fundraising Professionals** with a **Community Impact Award**, an impressive feat considering that TCCEED is just getting started!



The EDC brought home another Deal of the Year Award from **Business Facilities** for the **Costco Depot** project (2024 awards were presented in 2025). And, **Pete Tesch** was named to the **Southern Business & Development** Hall of Fame.

EDC partner **A-1 Industries of Florida** was recognized as a runner-up Manufacturer of the Year by the **South Florida Manufacturers Association** and **Remnant Construction** was named a company to watch by **GrowFL**.



Pete with his voodoo doll, created for the occasion.

### Pete's Roast

After 12 years of dedicated, transformative service as the EDC's president, at the close of 2025 **Pete Tesch** stepped back to become our senior advisor for strategic initiatives. What better way to thank him for all he's done than with a roast at the elegant Crane Club at Tesoro? Not only did everyone have a great time, approximately \$10,000 was raised for TCCEED.



A gift from Azlina Goldstein with Pete's tutus and butterfly wing collection.

## Jenn DuBey Career & Technical Scholarship Fund

Since Jenn's scholarship fund was created in 2023, more than \$80,000 has been contributed to fund scholarships for St. Lucie and Martin County residents pursuing career and technical education. So far, 28 scholarships have been granted toward tuition or fees for CDL, welding, Yamaha marine engine maintenance, and HVAC programs.

Here's what we heard from Henry and Devion who attended a **Fleet Force** CDL program with assistance from the fund:

“*Devion and I wanted to just say thank you so much for all your help. We officially graduated from Fleet Force and have our CDL cards. We also, as of today, have secured jobs starting off at \$85K a year! We couldn't have done this without the support of the Jenn DuBey Scholarship. You guys helped to change the direction of our lives and we're forever thankful.*”

The EDC is extremely grateful to everyone who has supported the scholarship fund and we hope you will keep this much-needed resource in mind for your charitable giving during 2026. Most of the students who receive these scholarships would have otherwise been unable to pursue these life-changing programs.

SCAN ME



## ST. LUCIE EDC EXCEL

The EDC EXCEL program provides rising young executives with leadership experiences and training, career path development and meaningful business connections.

**Team UES** was title sponsor and high-scoring team at the 4th Annual



**EDC EXCEL Sporting Clay Tournament** in January. This sold-out event helped defray the cost of the EXCEL Speaks seminar series.

The **Excel Speaks** seminar in September with inspirational speaker and author Alyson Van Hooser was a huge success.



The EXCEL group and friends enjoyed a pre-opening tour of the **Treasure Coast Food Bank's** impressive new multi-use facility.



# Kings Highway Jobs Corridor Initiative

With all sites in the Southern Grove Jobs Corridor spoken for, the EDC, in partnership with the **City of Fort Pierce** and the **Fort Pierce Utilities Authority**, launched the **Kings Highway Jobs Corridor Initiative** in late 2024. Working with the **District Planning Group**, the first phase report and recommendations were completed in August and an economic impact analysis is currently underway. The goal of the initiative is to bring a coordinated and focused approach to attracting high-quality employers to this growing part of the county.



## #WorkLocalStLucie

Taking advantage of the boost we received in **#WorkLocalStLucie** followers after assisting with **Amazon's** hiring of 1,000+ employees in 2024, our Wednesday jobs posts on Facebook and LinkedIn get robust response. The posts for initial hiring at the **Florida Coast Medical Center** in Port St. Lucie had more than 2,500 views and the posts for multiple jobs available at **Derecktor Fort Pierce** had more than 1,600 views. Do the posts get results? Here's the feedback from one employer:



“ Thank you again for posting this position. For the first time in years, we have two candidates we are going through the final interview process with. ”



## Incentives Study

With the assistance of the **Florida Economic Development Council** and **Planning & Economic Strategies**, the EDC undertook a statewide survey of economic development incentives. Approximately one-third of all the economic development organizations in the state shared their data and experiences, providing important insights and new ideas for future consideration. **Wes McCurry** and **Mark Satterlee** presented the findings at the May FEDC conference.

## Affordable Housing Summit



Following through on one of the action items of our 2024 Strategic Doing™ workshop, in January the EDC hosted a sold-out summit on **The Future of Affordable Housing in St. Lucie County**. Presenters included experts on housing issues, such as **Ashon Nesbit**, the CEO of the **Florida Housing Coalition**, and **Keith Richard** of the **Florida Chamber**.

## EDC's Economic Impact

In 2025, the EDC tasked the **Economic Strategy Center** with analyzing the economic impact of our projects from 2017-2024. Calculating the impact of only those projects with identified employers in place, the study found that EDC projects created 21,721 jobs and generated \$4.36 billion in economic output, a number equivalent to 17.2% of the county's total economic output. Using this data, the **Small Business Development Center** found that the return on **St. Lucie County's** investment, even after adjusting for any tax abatements, was a whopping \$78.90 gain for every dollar allocated to the EDC.



With a new year, new leadership, new challenges, and a new 501(c)3 organization, the EDC is beginning development of an intensive new strategic plan to grow our organization's impact to an even higher level. The process began in December as we kicked off an investment campaign feasibility study with the aid of **Convergent Nonprofit Solutions**.

# FINANCES & LEADERSHIP

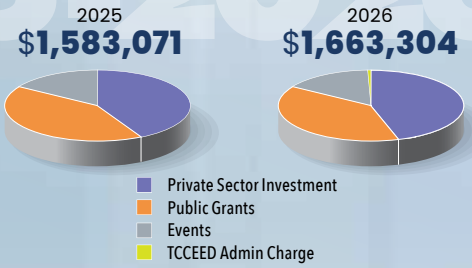
Focused leadership plus robust public and private sector investment ensure that the **financial position of the EDC continues on solid footing.**



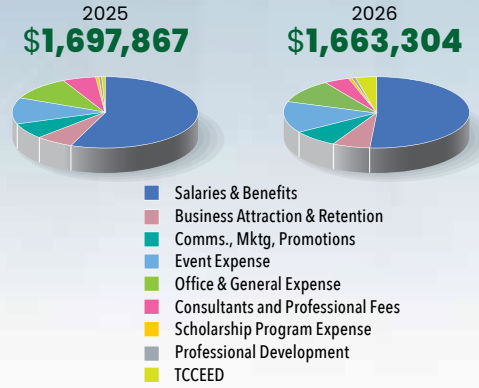
## SPECIAL THANKS to our 2025 Board of Directors for their commitment and leadership

- Mike Adams, Adams Ranch
- Michael Ansoerge, OCULUS Surgical
- Nicolas Apfelbaum, Esq., Apfelbaum Law
- Will Armstead, Boys & Girls Clubs of St. Lucie County
- Terissa Aronson, St. Lucie County Chamber of Commerce
- Robert Barfield, Seacoast Bank – Chair-Elect
- Brian Bauer, CareerSource Research Coast
- Austin Burr, GreenPointe Developers
- Chirag Choudhary, MD, MBA, Cleveland Clinic
- Javier Cisneros, PE, Fort Pierce Utilities Authority
- Ian Cotner, AT&T Florida
- Linda Cox, City of Fort Pierce
- Peter Crane, Sansone Group
- Marshall Critchfield, Florida Power & Light Co.
- Lee Dobbins, Esq., Dean, Mead, Minton & Moore/TCMA
- Phil Doumar, Doumar Insurance/EXCEL
- Chris Fogal, CPA, Carr, Riggs & Ingram – Past Chair
- Azlina Goldstein, Esq., GL Homes – Chair
- Canieria Gardner, MBA, Incubate Neighborhood Center
- Laura Hamel, BBL Hospitality
- Justin Horoszko, MBA, FIU Center for Translational Science
- Rod Kennedy, PE, Engineering Design & Construction
- Cody Kiess, CORE Construction
- Richard Kolleda, FACHE, Spherion
- Leonard Karam, Rangeline Road Industrial
- Ken Krasnow, Cushman & Wakefield
- Leslie Kristof, Keiser University
- George Landry, St. Lucie County
- Chief Jeff Lee, St. Lucie County Fire District
- Jill Marasa, Ashley Capital
- Alex Masmela, MBA, HCA Florida Lawnwood Hospital
- Tammy Matthew, Bank of America
- Jesus Merejo, City of Port St. Lucie
- Neil Morgan, Comcast Business
- Evan Mouhalis, Mouhalis Capital Management
- Brandon Nobile, Remnant Construction
- Cara Perry, Florida Atlantic University
- Roxanne Peters, SouthState Bank
- Jon Prince, PhD, St. Lucie Public Schools
- Charles Sisca, SISCA Construction
- Staci Storms, Broward, Palm Beaches & St. Lucie Realtors®
- Richard Tambone, Tambone Companies
- Peter Scholer, CWR Contracting
- Peter Tesch, Economic Development Council
- Andy Treadwell, Indian River State College – Secretary
- Shrita Walker, MBA, MIDFLORIDA Credit Union – Treasurer
- Jeremy Wiernasz, PGA Golf Club
- Kara Wood, Hi-Tide Boat Lifts
- Bob Zaccheo, LMHC, SAE, Project L.I.F.T.

## REVENUE BUDGET



## EXPENDITURE BUDGET



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# Pete Hegener Leadership Award

The recipient of the Pete Hegener Leadership Award exemplifies the qualities of the Tradition developer who passed away in 2012: a visionary, a trusted role model and leader whose inspiration and achievements impact the quality of job creation, economic vitality and business growth.

The 11th annual award was presented to **Lee Dobbins** of Dean, Mead, Minton & Moore. In his 30-year career as an attorney focusing on land use, zoning and commercial real estate, Lee's work has resulted in many signature developments which have enhanced St. Lucie County. He developed a lifetime of enduring business alliances due to his genuine focus on developing relationships, fostering cooperation and working with great effectiveness to ensure that every project he is involved with is executed with the utmost care and professionalism. Lee has helped guide the community's growth, making a direct impact on economic vitality and job creation.



Azlina Goldstein, Denise Hegener, Lee Dobbins, Susan Rabinowitz, and Richard Tambone

**THANK YOU** to title sponsor **Bank of America**; diamond sponsors **Cleveland Clinic** and **GL Homes**; and platinum sponsors **Ashley Capital**; **Dean, Mead, Minton & Moore**; **Hedrick Brothers Construction** and **PGA Golf Club**.



The EDC's premier networking event, the 11th annual **Leaders on the Links reception and golf tournament**, was held on **October 30 & 31 at the PGA Golf Club**. On Thursday, guests enjoyed great company in a cocktail party atmosphere and friendly competitive bidding on silent auction items and travel packages. On Friday, golfers played the PGA championship Ryder Course.

THANK *You* to all our Sponsors, silent auction donors and volunteers for making this event special!

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Mark Satterlee, Andy Treadwell, Jon Prince and Terence O'Leary; Bailey Harrington and Toby Overdorf in the background



Azlina Goldstein with Jamie Gavigan; Richard Chess, Misty Minton and Candy Marlow in the background



Cole Greenwalt, Peter Crane, Jeff Greenwalt and Pete Quinn



**January 23 | 2026**

**EDC EXCEL Clay Shoot** | 7:30 a.m. – 1:30 p.m.  
Quail Creek Sporting Ranch

**April 30 | 2026**

**Leadership Dinner** | 6:00 – 9:30 p.m.  
Harbour Ridge Yacht and Country Club

- **JOIN** the EDC for our **monthly partner luncheons** at the MIDFLORIDA Event Center.
- **SPONSOR** a lunch and get your message to the right people, contact **Rachel Savela** at [rsavela@youredc.com](mailto:rsavela@youredc.com) to reserve.

The EDC is proud to have earned the designation of Economic Development Organization of the Year





December's supermoon rising over the Indian River Lagoon. ▶ Photo by Donald E. Root



**Economic Development Council of St. Lucie County, Inc.**

1790 SW Gatlin Blvd., Suite 202, Port St. Lucie, FL 34953

772.324.2014 | [www.YourEDC.com](http://www.YourEDC.com) |  

The front cover photo ▶

This photo by Donald E. Root beautifully illustrates why Fort Pierce is nicknamed the Sunrise City.