

# St. Lucie EDC

Industry + Innovation + Lifestyle





# WELCOME



**Ed Massey**  
Chairman, EDC Board of Directors

### Dear EDC Investors:

In 2016, the EDC of St. Lucie County was primed to realize new goals and greater aspirations. We rose to the occasion, and now conclude a remarkable year defined by progress and partnership. The momentum we carry into 2017 is a credit to the collaborative efforts of our stakeholders in realigning our mission, initiatives, and resources to more strategically promote economic development in St. Lucie County.

The implementation of our 2015-2020 Strategic Plan was a main component of that work. This blueprint will help shape our region for years to come. We were also tactical with our marketing, building coalitions with trade organizations and sponsoring site selection events. Marketing efforts also included the development of six videos with local partners to showcase the essence of what our county has to offer. Lastly, as part of our mission to develop high-skill, high-wage jobs, we completed the Treasure Coast Skills Gap Study, the first of its kind in our region. Assessing the talent pipelines and gaps will be vital in directing our efforts to build a sustainable workforce and attract local, regional, and national employees.

Progress has its rewards. Among them, a healthy pride of ownership that stems from stewarding our vision and realizing accomplishments. It's a reward shared with investors and stakeholders whose commitment to economic development is a barometer of our success. Progressive practices in a climate of economic innovation combined with an excellent coastal lifestyle tell our story loud and clear: St. Lucie County is a great place to live and St. Lucie Works.



**Pete Tesch**  
President, EDC



Dr. Edwin Massey, President  
Indian River State College

Peter J. Tesch, President  
Economic Development Council

**"Manufacturing, skilled trades and healthcare sectors are prime candidates for job development, and each one pays extremely well, with wages above average.**

**When final recommendations are announced in early 2017, we'll choose the best strategies to build and grow our workforce. A high quality workforce is an absolute essential for economic development and attracting new business."**

*Pete Tesch,*  
EDC President

# A SUSTAINABLE FUTURE

In 2016 the EDC leadership team and our diverse stakeholders began implementing the 2015–2020 Strategic Plan, focusing on the parallel goals of developing high-wage, high-value jobs, coupled with a second goal of business retention, expansion and attraction. We accomplished both goals. Supporting expansion efforts in the year ahead, a new staff member was hired to develop business expansion and retention.

The plan heavily emphasizes bringing goals to fruition by following prescribed but flexible action steps that lead to tangible outcomes. As a blueprint and compass for economic expansion, the plan focuses on critical quality of life issues, all pertinent to economic development including developing infrastructure to protect and improve precious natural resources; ways to grow income and wages; workforce readiness; advocating for education; and globally promoting the county, as a business and tourism-friendly destination.

- Goal 1:** Develop product - land and buildings
- Goal 2:** Position County's image and brand for economic development
- Goal 3:** Improve infrastructure for balanced growth
- Goal 4:** Position the county for economic development
- Goal 5:** Activate business retention, expansion and attraction countywide
- Goal 6:** Enhance tourism infrastructure and quality of life



### Treasure Coast Skills Gap Study

Fueled by a major public-private collaboration, the EDC made critical progress this year with the launch of the Treasure Coast Skills Gap Study in the fall of 2016. The study is part of the long-range strategic endeavor to spark economic growth in Indian River, Martin, St. Lucie, and Okeechobee counties. Results will help employers in the fields of manufacturing, skilled trades and healthcare identify talent gaps and develop recommendations to expand the talent pipeline; and direct talent development for high-wage, high-value jobs, setting the stage to work with our educational institutions to develop curriculums in support of those jobs and careers.

Results from the comprehensive study, led by professional consulting firm Gehant & Associates of St. Petersburg, Florida, will be available in spring 2017.

The study was generously funded by:



**Patricia J. Gehant**  
Partner, Gehant & Associates

### Distinguished Economic Development Professional Joins EDC Staff

In November the EDC announced the hiring of Jill Marasa who will serve as Vice President of Business Retention and Expansion. Prior to joining the EDC, Marasa served as Business Development and Finance Manager for the Business Development Board of neighboring Martin County. Her career has followed a distinguished path from working with high-net worth clients at nationally recognized investment firms to her role in Martin County, a position she held for eight years, where she helped secure and announce 1,900 new/retained jobs and \$59 million of capital investment since 2009. Likewise, she secured more than \$560,000 in training grant awards for existing businesses.



**Jill Marasa**  
Vice President of  
Business Retention  
& Expansion



### Business Recruitment and Expansion

In 2016 the EDC engaged in greater collaboration and consensus building which resulted in working partnerships that enhanced our outcomes and mission. In partnership with CareerSource Research Coast and the Small Business Development Center, visits were made to 28 companies in manufacturing, distribution, marine, professional services, utilities, and real estate industries. Working with our partners and in concert with the county and municipalities, we provided assistance to businesses within the broad range of complex issues associated with expansion and relocation; from permitting to assisting with tax credits, tax refunds and site location, to making businesses aware of a wide range of options including ad valorem tax exemptions, expedited site plan reviews, impact fee mitigation and fast-track permitting, to name a few.

Name of Firm	Jobs Created	Assistance Provided
A-1 Roof Trusses*	27	SLC permitting assistance via Business Navigator
ABC Medical	60	Needed larger facility; assisted with issues related to leasing McKesson-vacated space
A-Ventures	N/A	Brought company before SLC DRC to review issues with zoning
Expert Shutters	10	PSL site plan & permitting assistance; SLC JGIG & tax abatement
GraphTec	N/A	Considering expansion; brought together with CSRC for training needs
Indian River Biodiesel	25	Site selection, zoning/permitting assistance FP; IRSC assistance
Islamorada Brewing Company	10	FPUA utilities & SLC permitting assistance via Business Navigator; IRSC assistance
iVox Solutions	300	PSL, SLC permitting assistance
Liberty Medical	N/A	PSL, FDOT permitting & eminent domain issues
Maverick Boats*	N/A	Site selection; SLC permitting assistance via Business Navigator
McKesson	150	Identified new facility; CSRC employment services (QVC dislocated workers)
Precast Specialties*	150	Site selection; zoning, site plan & permitting assistance FP
Pursuit Boats*	30	SLC permitting assistance via Business Navigator
Radical Cosmetics	50	Site selection; permitting assistance FP; IRSC & CSRC training/employee assistance
Rocla Industries	42	Site selection; permitting assistance FP; CSRC employment services
Ross Mixing*	N/A	PSL PUD/zoning assistance for plant expansion
Teleperformance USA	300	Needed larger facility; assisted with purchasing city-owned property
TentLogix	N/A	SLC permitting assistance FP; Property Appraiser tax assistance
Twin Vee	N/A	Considering expansion; brought together with financial assistance/lenders

St. Lucie County (SLC); Port St. Lucie (PSL); Fort Pierce (FP); CareerSource Research Coast (CSRC); Development Review Committee (DRC)  
Job Growth Investment Grant (JGIG); Indian River State College (IRSC); Planned Unit Development (PUD).

\* Project pending

In 2016, the EDC actively worked with over 20 new and existing businesses that were in the process of expansion or made commitments to do so in the next 12 months. These firms are in diverse industry sectors such as manufacturing, contact centers/back office operations, and other health care services. For 2017, we have estimated that these firms will create 1,279 jobs with a combined payroll of \$21.5M and a \$32M capital investment. This data has been aggregated due to confidentiality reasons.

The EDC works with its partners to attract new employers to the community and encourage existing ones to expand by providing building and site selection services, expediting the permitting process, identifying skilled workers and implementing technical training initiatives. The EDC acts as a resource broker and business advocate to help businesses quickly grow and create quality jobs.



## MANUFACTURERS ALIGN WITH EDC

New Treasure Coast Manufacturers Association Created



The Treasure Coast Manufacturers Association (TCMA) was created this year to enhance job and economic development in the manufacturing sectors so vital to the Treasure Coast economy. The organization's kick-off event was held mid-summer at the Pelican Yacht Club featuring keynote speaker Al Stimac, President of the Manufacturers Association of Florida, who spoke to more than 100 attendees.

Supporting the TCMA mission to strengthen manufacturers' economic competitiveness, the association will work to educate colleagues, local leaders, and lawmakers about the significant opportunities for growth within the industry and the economic impact of job creation in diverse manufacturing sectors that employ 3,000 people in St. Lucie County and nearly 9,000 in the Treasure Coast Region. Education efforts began this year when manufacturers opened their doors and led tours of their facilities. In 2016 regional manufacturers Piper Aircraft, PAC Seating Systems, and Tropicana provided tours of their facilities and operations. Building on its initial success, TCMA will continue this program in 2017.

### Regional Manufacturers Snapshot

In the four-county region served by the TCMA, there are 605 manufacturing companies that employ nearly 9,000 people. The average annual wage per worker is \$49,273. Highly diverse, the sector spans from small operations employing just a handful of workers to full-scale agricultural and high-tech organizations.

### Largest Treasure Coast Manufacturers by Number of Employees

Industry	Establishments	2015 Employment	Average Annual Wage per Worker
Aerospace Products & Parts	13	1,470	\$73,000
Ship & Boat Building	48	1,060	\$44,700
Printing & Related Support Activities	36	332	\$43,100
Veneer, Plywood & Engineered Wood	5	313	\$35,500

Source: Enterprise Florida



# EDC 2016 & 2017 BUDGETS

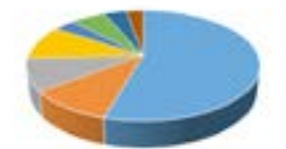
As a result of focused leadership and increased public and private sector investment, the financial capability of the EDC is remarkably improved.

## 2016 REVENUE BUDGET \$772,650



- Public Grants
- Private Sector Investment
- Events
- 2016 Leaders on the Links
- 2016 Leadership Dinner

## 2016 EXPENDITURE BUDGET \$726,726



- Salaries & Benefits
- Communications & Marketing
- Event Expense
- Business Attraction & Retention
- Office Expense
- 2016 Leadership Dinner
- Operating Reserve

## 2017 REVENUE BUDGET \$784,290



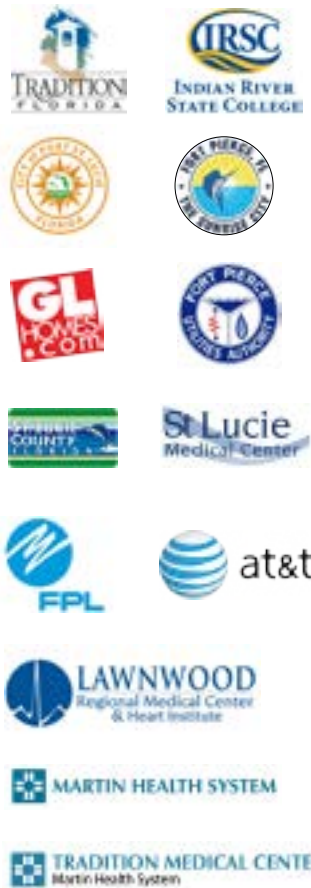
- Private Sector Investment
- Events
- Leaders on the Links
- Public Grants
- Leadership Dinner

## 2017 EXPENDITURE BUDGET \$776,124



- Salaries & Benefits
- Communications & Marketing
- Event Expense
- Leaders on the Links
- Business Attraction & Retention
- Office Expense
- Leadership Dinner
- Operating Reserve

## EDC Investors



## Leadership Level

- Asset Specialists, Inc.
- Florida Business Development Corp.
- Harbor Community Bank
- Home Town Communications
- Keiser University
- Seacoast Bank
- Spherion
- Treasure Coast Newspapers
- Tropicana
- Walton Development & Management



## Special thanks to our 2016 Board of Directors for their commitment, leadership and counsel

- Mike Adams**, Adams Ranch
- Terissa Aronson**, SLC Chamber of Commerce
- Amy Brunjes**, Florida Power & Light Company
- Bob Brunjes**, Treasure Coast Newspapers
- Ian Cotner**, AT&T Florida
- Linda Cox**, City of Fort Pierce
- Megan Davis, PhD**, FAU's Harbor Branch Oceanographic Institute
- Scott Davis**, Tropicana
- Christopher Fogal, CPA, PA**, Proctor, Crook, Crowder & Fogal - **Treasurer**
- Wayne Gent**, St. Lucie Public Schools
- Daniel Holbrook**, City of Port St. Lucie
- Richard Houghten, PhD**, Torrey Pines Institute for Molecular Studies
- Richard Kolleda, FACHE**, Spherion
- Clay Lindstrom**, Fort Pierce Utilities Authority
- Rob Lord**, Martin Health System
- Greg Lowe**, Lawnwood Regional Medical Center & Heart Institute
- Edwin Massey, PhD**, Indian River State College - **Chair**
- Wes McCurry**, Tradition Land Company - **Chair-elect**
- Tammy Roncaglione**, CenterState Bank
- Glenn Ryals**, GL Homes
- Staci Storms**, Realtors of St. Lucie County
- Richard Stetson**, CareerSource Research Coast
- Jimmy Terry**, PGA Golf Club
- Peter Tesch**, Economic Development Council
- Howard Tipton**, St. Lucie County
- Tom Wilkinson**, Seacoast Bank - **Past Chair**
- Joel C. Zwemer, esq.**, Dean, Mead, Minton & Zwemer



# BUSINESS RECRUITMENT & MARKETING 2015 - 2016



St. Lucie County Overview



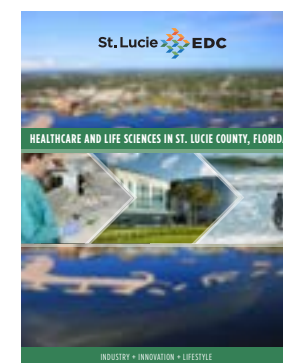
Commercial Real Estate



VGTI / Life Science



Airport & Business Park



## The EDC continued to develop collateral marketing materials including:

- A series of six videos promoting St. Lucie County, designed to attract business and tourism.
- Aviation and life science brochures
- Newsletters and press releases announcing expansions and business recruitment
- On-demand reports available to new and expanding businesses on [www.youredc.com](http://www.youredc.com)

EDC staff and partners attended events to generate business expansions and recruitment. The events afford educational opportunities that supply cutting-edge knowledge and information that is critical to key-decision makers in successful business-recruitment negotiations.

- International Council of Shopping Centers Trade Show – Orlando
- National Business Aviation Association – Orlando
- MRO Americas Trade Show – Dallas
- Miami International Boat Show – Miami
- Enterprise Florida Team Florida Site Consultants – New York
- Site selectors events in partnership with Florida's Research Coast Economic Development Coalition – Chicago and Atlanta
- Site selector Grapefruit League tour – Treasure Coast



## ECONOMIC & UNEMPLOYMENT DATA FOR ST. LUCIE COUNTY

Unemployment	OCT 2016	OCT 2015	OCT 2014
St. Lucie County	5.9	6.4	7.1
Florida	4.8	5.4	5.8
Single Family Home Sales	Q3 2016	Q3 2015	Q3 2014
Median Sale Price	\$181,500	\$160,000	\$137,000
Months Supply of Inventory	3.8	3.4	4.0
Total Taxable Values	2016	2015	2014
St. Lucie County	\$17,567,026,142*	\$16,263,608,260	\$15,599,739,461
Building Permits Issued	2016	2015	2014
City of Port St. Lucie	23,795	24,430	20,779
St. Lucie County	8,182	6,773	6,579
City of Fort Pierce	3,792	4,320	3,905
Certificates of Occupancy Issued	2016	2015	2014
City of Port St. Lucie	823	1,541	1,244
St. Lucie County	39	109	106
City of Fort Pierce	37	26	18

\*The 2016 Value Adjustment Board is currently in session; therefore, the reported 2016 value may change depending upon the decisions made by the board. (11/22/16)



Ed Massey, Denise Hegener, Michael Minton



Jonathan Prince, Donna Mills, Wayne Gent, Kathryn Hensley, Carol Hilson, Rafael Sanchez



Ken Pruitt, Charlie Sembler, Ed Massey



EDC Honors Ken Pruitt



Dan Flynn, Mike Zita, Steve Watters and Bob Brunjes

## Pete Hegener Leadership Award

The prestigious Pete Hegener Leadership Award was presented to Michael D. Minton, a shareholder at Dean, Mead, Minton & Zwemer at the 4th Annual EDC Leadership Dinner held at the Harbour Ridge Yacht and Country Club. Minton received the award for his dedication and contributions to the economy and quality of life in St. Lucie County. In appreciation to our title sponsor Florida Power & Light Company and all of our event sponsors.

## EDC Honors Ken Pruitt

In recognition of his leadership, vision, and dedication to St. Lucie County, the EDC's December 6th luncheon honored former Senate President and St. Lucie County Property Appraiser, the Honorable Ken Pruitt for 26 years of public service. Thank you to our sponsor Florida Power & Light Company.

## Leaders on the Links

Thanks to all of our sponsors, supporters and guests who attended the December 2nd Leaders on the Links. Held at the PGA Golf Club, sponsors and guests enjoyed a memorable golf tournament and holiday party. This festive gathering provided networking and camaraderie while raising funds to support the EDC's important job creation initiatives. We tip our hat in gratitude to Southern Eagle Distributing, the leading beverage distributor on the Treasure Coast, for serving as the title sponsor.



## Save the Date

- The EDC's 5th Annual Leadership Dinner – April 27, 2017.
- The 3rd Annual Leaders on the Links, December 2017 at PGA Golf Club.

## Contact the EDC

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