

CONTINUING TO THRIVE:

Advanced manufacturing, life sciences and logistics help St. Lucie's economy rise



Accel International will be opening its new 150,000 SF advanced manufacturing plant in the Tradition Center for Commerce this year



LactaLogics founders announced the location of the company's headquarters and innovative processing facility for human milk in Port St. Lucie



Walls went up in February for the Sansone Group's 520,000 SF spec industrial building in Legacy Park at Tradition

2023
Mid-Year
Report

INSIDE

- Project updates and a look ahead
- Awards & events
- Telling the St. Lucie County story *and much more*



Chris Fogal
Chairman

Letter from the Chairman

Dear EDC investors and stakeholders,

As I begin the final six months of my two-year term as chairman of the EDC Board of Directors, I want to take this opportunity to thank our dedicated and talented EDC Board of Directors, partners and staff for the significant efforts which have led to so many successes over the last 18 months.

The EDC works closely with our partners in local government. We could not be successful without the high level of support we receive from our elected officials and staff at St. Lucie County, the City of Port St. Lucie and the City of Fort Pierce. Over the past several years, our close working relationships with former St. Lucie County Administrator Howard Tipton and former Port St. Lucie City Manager Russ Blackburn have resulted in extraordinary accomplishments, bringing in millions of dollars of capital investment and hundreds of jobs. We will miss their contributions and guidance but, at the same time, we are excited to be working with George Landry and Jesus Merejo, both of whom bring their energy, expertise and new perspectives to our shared mission. You can read more about them on Pages 20 and 21 of this report.

In addition to business attraction and retention, the EDC has focused on identifying challenges and enhancing opportunities for the county's workforce. These efforts include working with the schools, Indian River State College and organizations like

Project L.I.F.T. and the Treasure Coast Builders Association ensure that training programs for our youth dovetail with current and future local job opportunities. We also help local employers promote career opportunities through our #WorkLocalStLucie program and marketing. Page 16 of this report provides an update on these programs.

In recent years, a new challenge has emerged for our workforce – the rapidly rising cost of housing. Once a haven for housing affordability, St. Lucie County's workers and families now struggle to afford rents and even the most modest of home purchases. There is no quick fix for this widespread issue, but the EDC has been working with our county and cities to assess where we are today and identify various opportunities to make a difference. Our economy cannot succeed long term if our essential workers are unable to afford to live and raise families here.

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, Chairman
Economic Development Council of St. Lucie County





Pete Tesch
President

Letter from the President

Dear EDC investors and stakeholders,

2022 was a hard act for the EDC to follow as the culmination of years of effort saw long-term projects completed and others break ground. As you'll see throughout this report, however, despite high interest rates, persistent inflation and a challenging worldwide economy, St. Lucie County's outlook continues to be not only positive but simply amazing!

Along with helping to create quality jobs for our residents, the mission of the EDC is to help expand the tax base of our local governments so it was exciting to read Property Appraiser Michelle Franklin's May 26 news release. She reported that St. Lucie County's 2023 property values had increased by 13.5% over the 2022 tax year, with an even more impressive 17% gain within the City of Port St. Lucie. While most of the new construction projects the EDC assisted with had not been fully completed by the January 1 valuation date, both Amazon facilities are included in the 2023 tax roll. The delivery station in Legacy Park has a preliminary, estimated valuation of \$26.5 million. Amazon's fulfillment center will be added to the rolls this tax year at approximately \$100 million. Amazon does not have any tax abatements, so just these two buildings alone should provide more than \$3 million to help support St. Lucie County, Port St. Lucie, our schools, our fire district and other taxing authorities.

Of the five EDC projects completed in the first half of this year, shown on Pages 10 and 11 of this report, only the Amazon fulfillment center is accounted for in 2023, the other four and at least three others should be completed before the 2024 valuation deadline. We look forward to sharing even more significant tax revenue numbers next year.

While we haven't kept to the same breakneck pace of groundbreaking we saw in 2022, there was still a lot going on in the first half of this year:

- LactaLogics is currently renovating the former Liberty Medical building on Highway 1 in Port St. Lucie where they will be opening their corporate headquarters and processing facility for revolutionary human milk products to aid premature babies.
- Twin Vee is expanding its campus in Fort Pierce. When completed, the catamaran sport boat builder will have a connected 96,000 square foot facility and additional manufacturing line.
- On the heels of completing two large spec industrial facilities in Legacy Park, the Sansone Group is working on a 278,640-square-foot cold storage facility.
- Nationwide slowdowns in industrial facility construction have yet to impact St. Lucie County where, in addition to the Sansone Group, Sina Companies, BTH Development Partners, and Dragonfly Investments are all planning Class A industrial parks here.
- Last but far from least, the EDC is currently working with many prospective projects and we feel good about our chances of being able to make announcements in the coming months about several of these. One project close to my heart is for the Treasure Coast Food Bank. While there are still a few steps left to take before an official announcement, we are looking forward to being able to help the food bank consolidate its operations in a state-of-the-art 113,000-square-foot facility with a full kitchen, cold storage and the ability to serve as a FEMA-approved shelter-in-place site.

As always, the EDC has also been busy with events, workforce initiatives, marketing outreach, and much more, as you'll see in the pages that follow.

Pete Tesch, President
Economic Development Council of St. Lucie County





Accel Industrial Park

The Sina Companies are developing industrial space owned by Accel International immediately to the south of the manufacturer's new facility in Tradition Center for Commerce. Options are available for single or multiple buildings from 40,000 up to 350,000 square feet, build-to-suit or lease with occupancy available in 2024.

Dragonfly Commerce Park

Dragonfly Investments is developing a Class A industrial park in the Tradition Center for Commerce. The industrial park's plans are designed for clean manufacturing, industrial, flex and service users and include four rear-load buildings totaling 405,508 square feet with bay sizes from 6,000 square feet to full buildings. Building square footages are 72,120; 90,119; 115,635; and 127,634.

LactaLogics

LactaLogics, a mission-driven company dedicated to bringing more human milk to babies, is opening its headquarters and processing facility in Port St. Lucie. The company is currently renovating and upgrading the 60,000-square-foot former Liberty Medical building at 8883 U.S. Highway 1. Once improvements to the building are complete and manufacturing equipment installed, the company plans to hire an additional 60 full-time workers.

Legacy Park Cold Storage Facility

With construction wrapping up on the Sansone Group's 520,000-square-foot Class A industrial building, bringing the completed square footage at Legacy Park at Tradition to more than 1.1 million, the nationally ranked developer is working on a 278,640-square-foot state-of-the-art cold storage facility with a 45,360-square-foot refrigerated dock area. Delivery is anticipated in the third quarter of 2024.

Traditions Commerce Park

BTH Development Partners and Thomas Miller Construction are collaborating on Traditions Commerce Park with options for build-to-suit manufacturing, logistics, warehousing or life science facilities of up to 558,558 square feet on 34.21 acres in the Tradition Center for Commerce.

Twin Vee Expansion

On April 25, Twin Vee Powercats Co. announced that the company was moving forward with the expansion of its manufacturing facilities in Fort Pierce, adding a 23,456-square-foot single-story building and a 4,389-square-foot covered awning to its existing catamaran sport boat production and storage facilities. Once complete, the campus will consist of a connected 95,000-square-foot space. The increased space will enable Twin Vee to add another manufacturing line, allowing for the construction of both Twin Vee and LFG Marine boats simultaneously. Construction is slated for completion by the end of 2023.





◀ Project BANYAN

This is an expansion of a local repair and maintenance company in the aviation industry in Fort Pierce. The company is planning a new 26,600-square-foot facility with a capital investment of \$5.6 million and creation of 10 new jobs.



◀ Project BEARS

A global manufacturer and distributor of steel and wood products is seeking to expand to Port St. Lucie. The company plans to build a 250,000-square-foot state-of-the-art manufacturing facility, creating 300 local jobs with an investment of \$37.5 million in the facility and another \$16.5 million in equipment.



◀ Project CAYMAN

Project Cayman is a proposal to develop multiple aviation-related service facilities at Treasure Coast International Airport with a Phase 1 investment of \$15 million and the creation of a minimum of 45 jobs.



◀ Project ROSEFINCH

An overseas energy industry company is in the exploratory stages of a multi-phase manufacturing project. The first phase could include leasing an existing facility of 200,000 to 300,000 square feet with capital expenditures of approximately \$23 million and the creation of 279 jobs. The EDC has received multiple inquiries from this industry sector.



◀ Project SANDWICH

An industry-leading manufacturer of materials used in the production process of multiple industries, Project Sandwich anticipates use of a 60,000-square-foot facility, employing 50 people with a capital investment of \$5 million.



◀ TREASURE COAST FOOD BANK

The EDC is working with the Treasure Coast Food Bank on construction of a new 113,000-square-foot warehouse and distribution facility with a value of approximately \$30 million. This regional nonprofit organization is seeking to consolidate its multiple properties and enhance its operating capacity. The new facility would include cold storage, a full kitchen and be a FEMA-approved shelter-in-place location during emergencies.



project spotlights

Accel International



Accel International groundbreaking on December 9, 2021 in the Tradition Center for Commerce.



Accel International facility on April 4, 2023

Accel International Holdings, Inc., a producer of high-performance wire and cable products for use in aerospace, medical and telecommunications equipment, broke ground at the Tradition Center for Commerce in Port St. Lucie on December 9, 2021.

The 150,000-square-foot facility was completed by general contractor Itasca Construction Associates in early 2023 and the company is currently installing manufacturing equipment and preparing to open. At least 125 new jobs will be created by the company's capital investment of more than \$55 million for its new facility and manufacturing equipment. Average annual earnings per worker at the Tradition facility are estimated to be approximately 16% higher than St. Lucie County's average wage.

Originally established in 2002 and headquartered in Meriden, Connecticut, Accel currently operates three manufacturing facilities in Indiana and Connecticut.

Interstate Commerce Center

Currently under construction in the Crossroads Park of Commerce, the 207,458-square-foot Class-A industrial building has 1,300 feet of clear I-95 frontage and is located in St. Lucie County at the northernmost point where I-95 and Florida's Turnpike intersect.

The facility is being developed on 12.7 acres by JBL Development and will be managed by JBL Asset Management. Itasca Construction Associates is the general contractor and Colliers is the leasing agent. Designed for mid-size users with space requirements from 20,000 to 200,000 square feet, the facility was nearing completion in June.



Fort Pierce City Commissioner Curtis Johnson signs the cornerstone during a February ceremony.



Interstate Commerce Center in May 2023



project spotlights

LactaLogics



LactaLogics co-founder Glenn Snow (at right) during one of the company's three human milk processing pilot runs at the TetraPak Pilot Plant in Denton, Texas.

LactaLogics, a mission-driven company dedicated to bringing more human milk to babies, is opening its headquarters and processing facility in Port St. Lucie.

LactaLogics plans to collect excess milk from qualified donor moms across the United States and then gently process the milk to meet the unique needs of premature infants.

With multiple patents filed, the company has tested and refined its systems and is currently making extensive renovations and upgrades to the 60,000-square-foot former Liberty Medical building at 8883 U.S. Highway 1. The company plans to hire an additional 60 full-time workers.

Legacy Park at Tradition

It's been a short two years since the Sansone Group held groundbreaking ceremonies for Legacy Park's first building, the 245,000-square-foot FedEx Ground Regional Sortation Center. FedEx opened for business in late 2021 and Amazon's 220,000-square-foot delivery station in the fall of 2022. The 168,000- and 520,000-square-foot spec buildings are now available for interior buildout and lease.

That adds up to more than 1.1 million square feet of new industrial facilities along Port St. Lucie's Jobs Corridor that didn't exist in mid-2021. And, the 367,427-square-foot Cheney Brothers warehouse and distribution facility is slated to be complete before the end of 2023 as well.

Plans are underway for a 278,640-square-foot state-of-the-art cold storage facility just to the north of Cheney Brothers with delivery anticipated in the third quarter of next year.



Legacy Park site plan 2023



Sansone Group's 520,000-square-foot spec building in foreground with the 168,000-square-foot building shown upper left and FedEx Ground's facility to the immediate left.



Construction on the 520,000-square-foot Class A industrial building had moved into its final stages in June.



MILESTONES

Even though the EDC and our local governments offer the fastest speed-to-market around, for a variety of reasons some industrial projects can take years to go from planning, permitting, and construction to completion. So, it's always a pleasure to celebrate milestones along the way.

▀ FEBRUARY 15

With work progressing quickly on the 207,458-square-foot Interstate Commerce Center, JBL Development wanted to take the opportunity to recognize their contractors, the City of Fort Pierce, St. Lucie County and the EDC for helping keep the project on track by inviting the organizations' officials to inscribe their names on the building's cornerstone. The Class A industrial building features 1,300 feet of clear I-95 frontage and is designed for multiple users from 20,000 square feet and up.



Interstate Commerce Center was substantially complete in May



▴ FROM LEFT: **Michael Rem** of JBL Development, Fort Pierce Mayor **Linda Hudson** and **Sandra Pabon** of Itasca Construction Associates sign the cornerstone of the Interstate Commerce Center

▀ MARCH 16

Founded in 2002, Total Truck Parts has grown to become the largest independently owned commercial truck parts and repair business in the southeastern United States. The company received development approval for a new 51,780-square-foot facility in Port St. Lucie in 2020. The new location will have the potential to more than double local employment to 30, with wages at 25% above St. Lucie County's average. Capital investment for the facility is estimated at \$6 million plus additional investment for equipment and interior buildout.



▴ FROM LEFT: Total Truck Parts executives **Marc Karon**, **Tom Gibson**, **Leo Cordeiro** and **Dennis Imbody** break ground for the company's new 47,000-square-foot facility on Glades Cutoff Road in Port St. Lucie

▀ MARCH 28

Catamount Constructors, the general contractor for Kings Logistics Center, celebrated the building's topping off as the roof for the 664,176-square-foot Class A industrial facility was completed. Seefried Industrial Properties received development approval for the building in 2021 and construction was substantially complete this May. Affinius Capital will own the building which is currently for lease. ➤



Interior of Kings Logistics Center after the topping off ceremony held by Catamount Constructors





Under Construction

UNDER CONSTRUCTION UNDER CONSTRUCTION UNDER CONSTRUCTION UNDER CONSTRUCTION UNDER CONSTRUCTION UNDER CONSTRUCTION UNDER CONSTRUCTION UNDER CONSTRUCTION



Walls going up at the Sansone Group's 520,000 SF spec building at Legacy Park (Feb 2023)



Sansone Group's 520,000 SF spec building (May 2023) with the Amazon delivery station shown in the background



The 1.1 million SF South Florida Logistics Center with the pad for the 245,300 SF building shown at left (May 2023)



Cheney Brothers distribution center and food service warehouse at Legacy Park (May 2023)

- ▶ **Arcosa Meyer Utility Structures**
- ▶ **Cheney Brothers**
- ▶ **Freshco/Indian River Select**
- ▶ **Glades Commerce Park**
- ▶ **Legacy Park at Tradition Spec B**
by the Sansone Group
- ▶ **OCULUS Surgical**
Tradition Center for Commerce
- ▶ **South Florida Logistics Center**
by the Stonemont Financial Group
- ▶ **Indian River Spirits**
- ▶ **Pursuit Boat expansion**
- ▶ **Total Truck Parts**
- ▶ **Wolflube**



completed projects

It's exciting to see projects move from groundbreaking to construction to completion.

Five EDC projects have been completed in the first six months of 2023.

Accel International in the Tradition Center for Commerce

Amazon fulfillment center on Midway Road

Interstate Commerce Center, a 207,458 SF Class A warehouse along I-95 south of Okeechobee Road

Sansone Group's 168,000 SF Class A industrial facility in Legacy Park

Kings Logistics Center, a 664,176 SF Class A industrial facility off Kings Highway



Accel International, completed in March, is outfitting and equipping its interior for opening later this year



Amazon's 1 million SF fulfillment center received its Certificate of Occupancy in January



completed projects



Construction was being finalized at the **Interstate Commerce Center** along I-95 in June.



The **Sansone Group's** facility at the entrance to Legacy Park was completed in early 2023.



Kings Logistics Center construction was in the homestretch in May.

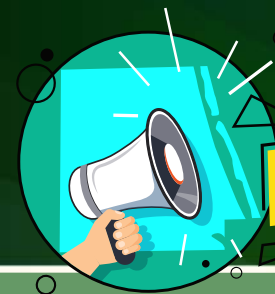


EDC in the NEWS

Newspapers, TV, radio, newsletters, magazines, blogs, podcasts, online.... The EDC appeared in more than 63 headlines during the first six months of 2023. From cornerstone signings and awards to special sections, St. Lucie County feature stories about manufacturing, economic growth and more ran locally and nationally.

- All Things Treasure Coast
- Business Facilities
- City of Fort Pierce Annual Report
- Expansion Solutions
- Florida Trend
- Fort Pierce City Manager's Report
- GrowFL.com
- Hometown News
- Industrial Distribution
- KSN.com
- Lucie Link
- Port St. Lucie City Manager's Report
- PR Newswire
- Scripps News (TV)
- SLCTV
- Smart Engineering (SME.org)
- South Florida Business Journal
- Southern Business & Development
- SpotonFlorida.com
- St. Lucie Voice
- Stuart Magazine
- Trade & Industry Development
- Treasure Coast Business
- Treasure Coast Newspapers/TCPALM
- Truck Parts & Service
- Vero News
- WPBF
- WPEC-CBS12
- WPTV
- WQCS





Telling the
St. Lucie County
story

OUTREACH

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



◀ In January, Pete, Wes and Jenn attended the FPL Powering Florida Illumination event which connects the state's economic development leaders with top corporate real estate and site selection executives and offers opportunities to learn about best practices.



◀ Maureen assisted Port St. Lucie Business Navigator Elijah Wooten at the economic development table during the city's annual Citizen's Summit in February. The event attracted 800 residents who had the opportunity to gain in-depth knowledge about the city's strategic plan.

In partnership with FPL's Economic Development Office, eight top site selection consultants spent two days in March here in St. Lucie County. The visit, organized through Consultant Connect, provided the consultants with a mix of data, excitement and fun, with side trips to Derecktor Shipyard, Quail Creek Sporting Ranch, PGA, and Sailfish Brewing Company.



◀ Just a short week later, NAIOP South Florida, the commercial real estate development association, hosted about 150 commercial real estate brokers, agents and developers at St. Lucie Trail Golf Club for their Treasure Coast event.

Jenn and Wes attended the Florida Supply Chain Summit in Tampa in May. The summit provides a platform for collaboration between supply chain executives, government, economic development organizations and education to advance the state as a global trade hub.



◀ The EDC had the opportunity to again participate in Bisnow's South Florida Industrial & Logistics Update in June. Wes and Jenn networked with the region's top brokers and developers while manning a table creatively outfitted with the St. Lucie County industrial development map. This September Bisnow, the world's leading B2B platform serving the commercial real estate industry, will be producing its first Treasure Coast event.

The EDC's outreach went beyond seminars and business networking events, Pete was interviewed for SLCTV's Inside St. Lucie, Maureen presented to the Port St. Lucie Business Women and was interviewed on WFLM and WRPB, and Wes addressed a group of new Tradition homeowners.



Telling the

St. Lucie County

story

ADVERTISING & MARKETING

The EDC repeated its three-month digital extension advertising campaign on the *Trade & Industry Development* website. The campaign again significantly outperformed national averages with 62,713 impressions and an enviable click-through rate of .99%. The ads touting our 6 million square feet of industrial facilities followed www.TradeAndIndustryDev.com website visitors around on Facebook and Google.



Our most ambitious advertising buy in the last six months was sponsorship of a 10-page special section in the May 19 edition of *South Florida Business Journal*. While *South Florida Business Journal* does not consider us to be part of their market and provides no coverage of our region. As sponsors of this section, which was inserted into all paper and digital copies of the weekly business magazine, we were able to direct topics for editorial content which included our available industrial properties, manufacturers, airport, port, workforce, educational opportunities and research institutions. Read the section at https://youredc.com/studies_reports/2023.

This spring, World Population Review reported that Port St. Lucie is now the 6th largest city in Florida (and still the third largest city in South Florida). We incorporated that information into our messaging for *South Florida Business Journal* and *Florida Trend* ads, highlighting our great location, available industrial properties, educational resources and more.

Where is the 6th LARGEST CITY in Florida?

- It's in the 5th fastest-growing county in Florida
- Has a drive-time of 3 hours or less to 70% of the state's population
- Its regional workforce numbers 300,000+
- The school district is #8 in the state for career & technical education and one of 98%+ graduation rate
- Is home to an award-winning state college with 80+ career training and/or technical certificate programs
- Has the lowest labor and housing costs in South Florida
- Offers the most development-ready acreage in the region, including parcels with direct access to Interstate 95 and the turnpike
- Has over 100,000 square feet of Class A industrial space. Total EDC acreage with a total of 6+ million sq. ft. of completed, under construction or site plan permitted facilities in its county!

Give us up! The Shannon Group, J&J Asset Management, Tandem Companies, Seaford Industrial Properties, High Commercial Holdings, Summit Financial Group, the Silverman Group and more are already there. Shouldn't you be here too?

The Gateway to South Florida: the cities of Port St. Lucie and St. Lucie County.

St. Lucie EDC | 336.6250 | Learn more at www.YourEDC.com

Our ad in the May/June edition of *Business Facilities* magazine's feature on the supply chain underscores our selection as an economic development organization of the year which was announced in the same issue. *Business Facilities* also shared our Why St. Lucie video to their email list in May.

Let our #1 economic development team take care of YOUR business

- In the heart of SE Florida with easy I-95 and turnpike access
- Major industrial marketplace player with 6+ million SF of new space, leasing from 16,000 to over 1 million SF
- Fast-growing blue & white collar workforce of 158,436

St. Lucie EDC

Contact: Jenn DuBey 772.336.6256 or jdubey@youredc.com | www.YourEDC.com



The EDC's posts on Facebook and LinkedIn are popular! In addition to our weekly #WorkLocalStLucie posts, we keep our followers updated with EDC news, partner news, opportunities of all kinds and much more. This March 16 post about Total Truck Parts groundbreaking was seen by 15,764 Facebook users, shared 19 times, had 48 comments and 228 interactions. The EDC currently has more than 3,400 followers on Facebook and another 1,000 on LinkedIn.



CELEBRATING SUCCESS

EDC AWARDS JANUARY-JUNE 2023

Business Facilities Economic Development Organization of the Year

Population 100,000-500,000

The EDC was recognized by *Business Facilities* for our resiliency: "These 2023 EDO Award winners characterize tenacity from grassroots level to securing multimillion-dollar projects."



2023 AWARDS OF EXCELLENCE



The EDC was recognized by NAIOP South Florida as a finalist in the Economic Impact category for the redevelopment of the vacant Packers of Indian River County facility in Fort Pierce. Contender Boats' expansion, its first facility outside of Homestead, revitalized the 100,000 square feet into a boatbuilding operation that will employ 200 people manufacturing premium semi-custom sportfishing boats.



In April, EDC President **Pete Tesch** was named an **Economic Development Rock Star** by *Southern Business & Development* magazine – an achievement celebrated by the EDC staff unveiling matching Pete Tesch t-shirts at the April board meeting.

Partner AWARDS



Manufacturer of the Year Second Place
31-65 employees



Florida Companies to Watch
2023 Honoree

Appreciation and Farewell

The EDC honored two partners who had been integral to our success over the past several years and left their roles in late 2022/early 2023 – Howard Tipton, former St. Lucie County Administrator, and Russ Blackburn, former Port St. Lucie City Manager.



Howard Tipton reception November 2022



Russ Blackburn reception January 2023



FROM LEFT: Dr. Joseph Iannotti, Dr. Michaela Gack, George Landry, Port St. Lucie Vice Mayor Jolien Caraballo, Pete Tesch, St. Lucie County Board of County Commissioners Vice Chair Linda Bartz, Jesus Merejo, Dr. Madhu Sasidhar

The EDC and Cleveland Clinic hosted an update on the Florida Research & Innovation Center's exciting research programs which also served as an introductory meet & greet for new County Administrator George Landry and new Port St. Lucie City Manager Jesus Merejo.



EDC Initiatives

The goals of the EDC's #WorkLocalStLucie and workforce readiness initiatives include ensuring employers in our county have access to a skilled workforce, connecting local workers with the dynamic businesses operating in St. Lucie County, bringing awareness to residents that they have the option to stop commuting and work locally instead, and helping inform today's students (tomorrow's workforce) about the many options available to them here at home.



In April, the EDC partnered with Maverick Boat Group and Pursuit Boats on manufacturing activities at the 2023 Career Source Research Coast Career Connect Conference for hundreds of high school students in St. Lucie and neighboring counties.



The EDC's in-person counselor tours were back in 2023! Guidance counselors from St. Lucie Public Schools learned first-hand about careers in homebuilding, logistics and boatbuilding thanks to industry partners GHO Homes, Amazon, Twin Vee, the Treasure Coast Builders Association and the Marine Industries Association of the Treasure Coast.



The EDC's targeted Quit Your Commute campaign continued to outperform on the Waze navigation app. Our Quit Your Commute message is targeted to users commuting south each morning and returning home in the evening. In May, we added those commuting north to the campaign.

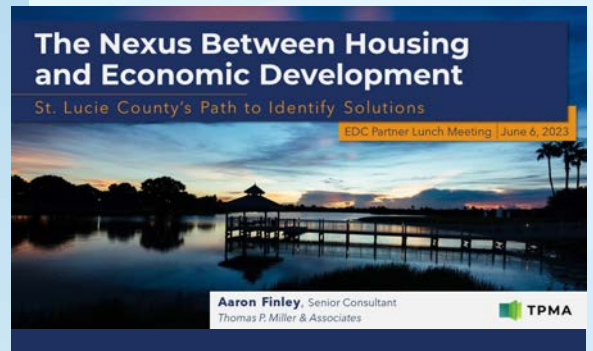


Each Wednesday, we post a #WorkLocalStLucie featured position to the EDC's social media and website. Some of the posts really take off, like this post about FedEx Ground openings in Port St. Lucie which tallied 17,500 impressions and had a reach of 15,800 and this job fair post for Express Shutter Services which had 4,000 impressions and a reach of 3,100.

The EDC worked with FPL on the Treasure Coast regional information for its statewide talent recruitment website www.WonderFL.com. The vibrant site is designed to attract skilled workers interested in relocating to Florida.



The first step in addressing local housing challenges is to know where our community is starting from. The EDC is assisting with the Housing Needs Assessment currently being undertaken by the county's Housing Division in partnership with the City of Fort Pierce and the City of Port St. Lucie. Our June 6 partners lunch keynote address brought attendees up to date on the needs assessment timeline and preliminary data. The report is anticipated to be completed this fall.



In 2022 during the Strategic Doing™ session, we asked "What 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." Our #WorkLocal initiatives address workforce issues, grappling with housing affordability truly takes a village.

2023 Pete Hegener Leadership Award

PRESENTED BY
BANK OF AMERICA

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.

In 2023, the ninth annual award was presented to Russ Blackburn, recently retired Port St. Lucie city manager, at the EDC's Leadership Dinner on May 18. Bank of America was the presenting sponsor.

Blackburn was appointed city manager in 2016, as the City of Port St. Lucie struggled with significant financial challenges such as a dormant 1,200-acre jobs corridor, a vacant research facility for which the city had guaranteed the debt, and a city center mired in legal problems. Utilizing a team approach and strong organizational development skills, Blackburn's leadership was a major factor in the city's recovery and economic progress.

By the time Blackburn retired earlier this year, only approximately 250 acres of developable land remained unspoken for in the jobs corridor in Southern Grove, with millions of dollars in property values already created and thousands of jobs anticipated. The research centers are thriving under the direction of Cleveland Clinic and the Florida International University with more than 140 scientists and staff engaged in high-level bio-science studies. And, after successful negotiations with multiple tax certificate holders led by Blackburn, Port St. Lucie was able to acquire City Center properties from a federal receiver and begin planning for its future development.



Russ Blackburn, center holding the Hegener Leadership Award, flanked on left by last year's recipient Rob Lord, EDC Chair-Elect Azlina Goldstein and on right by Bank of America's Tammy Matthew, Denise Hegener and EDC President Pete Tesch.



Award finalists Charlotte Bireley, Russ Blackburn and Larry Lee Jr.



Bank of America table



Ashley Capital table



St. Lucie County Board of County Commissioners table



City of Port St. Lucie table



EXCEL

EXCEL LEADERSHIP TEAM



Phil Doumar
Doumar Insurance



Doug Gordon
Tambone Companies



Greg Iannelli
Enterprise Fleet Management



Roxane Peters
SouthState Bank



Erin Pozner
Bug Bite Thing



Jessica Taylor Storey
Taylor Realty Advisors



Logan Wellmeier
Dean, Mead, Minton & Moore

UPDATE

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



TOURNAMENT

The second annual tournament held at Quail Creek Sporting Ranch in January, with TD Bank as title sponsor, was a sold-out success. Proceeds from the event are helping to fund the emerging leaders' speaker series.



▸ **Robin Mixon** was top female shooter



▸ **The TD Bank team**

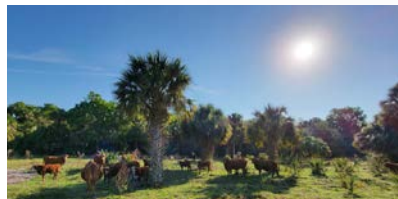


▸ **Austin Alderman**, from Dean, Mead, Minton & Moore, sets up a shot



▸ **Top scoring team**, from HBK CPAs & Consultants

Adams Ranch Tour



In February, EXCEL members toured Adams Ranch, a fourth-generation cattle ranch headquartered in western St. Lucie County, where cattle are raised naturally on open Florida pastures.



July 13 ▸ Pursuit Boats tour

Sept. 28 ▸ EXCEL Speaks Series kicks off with Dr. Rick Goodman, a globally renowned keynote speaker, author and entrepreneur, who will guide participants in developing their game plan for success. More info at <https://tinyurl.com/2k8x2w7b>



Board of Directors

2023

- Mike Adams, *Adams Ranch*
- Michael Ansong, *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*
- 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*
- Chris Fogal, CPA, *Carr, Riggs & Ingram* - **Chair**
- Azlina Goldstein, Esq., *GL Homes* - **Chair-Elect**
- Rod Kennedy, PE, *Engineering Design & Construction*
- Richard Kolleda, *FACHE, Spherion*
- Leslie Kristof, MBA, *Keiser University*
- George Landry, MBA, *St. Lucie County*
- Chief Jeff Lee, *St. Lucie Fire District*
- Rob Lord, Esq. - **Past Chairman**
- Alex Masmela, MBA, *HCA Florida Lawnwood Hospital*
- Tammy Matthew, *Bank of America*
- Jesus Merejo, *City of Port St. Lucie*
- Nick Mimms, *City of Fort Pierce*
- Neil Morgan, *Comcast Business*
- Brandon Nobile, *Remnant Construction*
- Cara Perry, *Florida Atlantic University*
- Roxanne Peters, *SouthState Bank*
- Jon Prince, PhD, *St. Lucie Public Schools*
- 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*
- Andrew Treadwell, *Indian River State College*
- Shrita Walker, *MIDFLORIDA Credit Union* - **Secretary**
- Jeremy Wiernasz, *PGA Golf Club*
- Kara Wood, *Hi-Tide Boat Lifts*
- Amber Woods, *Treasure Coast Lexus*
- Bob Zaccheo, *LMHC, Project L.I.F.T.*

Executive Committee



Chris Fogal, CPA
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



Alex Masmela
HCA Florida Lawnwood Hospital



Madhu Sasidhar, MD
Cleveland Clinic Tradition Hospital



Pete Tesch
Economic Development Council



Andrew Treadwell
Indian River State College





NEWEST

board members



George Landry

County Administrator for the St. Lucie Board of County Commissioners **George Landry** has extensive experience in operational leadership and business development in local government. Prior to becoming County Administrator, Landry served as Public Utilities and Solid Waste Director for the county, responsible for the enterprise-wide strategy and execution of utility and solid waste operations, including planning, organizing and budgeting water, wastewater, solid waste and recycling services. George also served as St. Lucie County's Human Resources and Risk Manager. He earned two Bronze Stars and a Purple Heart while serving as a First Sergeant, Platoon Sergeant and team leader in the U.S. Army. He holds both bachelor's and master's degrees in business administration from Columbia Southern University.



Jeff Lee

Fire Chief Jeff Lee began his career with St. Lucie County Fire District in 1997 after serving in the U.S. Navy where he was trained in aircraft firefighting, shipboard helicopter firefighting and shipboard firefighting, and flood control. During his tenure with the district, he has served as a Firefighter EMT, Driver Engineer, Station Officer, Management of Information Officer, Training Captain, Division Chief, Deputy Chief, Interim Clerk Treasurer and Assistant Fire Chief. Administratively, even before his appointment as Fire Chief in 2023, he has had the responsibility of overseeing every division within the Fire District. Chief Lee holds a bachelor's degree in fire science from Columbia Southern University, is a Florida Public Pension Trustee Association Certified Pension Trustee and is a Florida Association of Special Districts Certified District Manager.





NEWEST

board members



Alex Masmela

Appointed Chief Operating Officer of HCA Florida Lawnwood Hospital in September of 2022, **Alex Masmela** had served as COO at HCA Florida St. Lucie Hospital since December 2019. Alex joined HCA after an almost eight-year career with Tenet Healthcare where his positions included COO of Palm Beach Gardens Medical Center and as a senior director tasked with developing and implementing vision and strategy across trauma center, emergency department and transfer center service lines. As Lawnwood Hospital's Level II Trauma Center is the Treasure Coast's only trauma center, Alex's expertise is well-matched with local needs. He holds a bachelor's degree from Queens College, an additional bachelor's degree in registered nursing from Adelphi University and an MBA from Florida Atlantic University.



Jesus Merejo

Jesus Merejo's extensive experience in government includes nearly 30 years with the City of Port St. Lucie. Appointed in 2023 to serve as City Manager, he is committed to leading a team dedicated to customer service, high-performance, and strategic planning. He also serves as Chief Executive Officer of the city's Governmental Finance Corporation, providing strategic direction for the development of Tradition Regional Commerce Park. Jesus began his career with Port St. Lucie in 1994 as a wastewater treatment operator. After a series of promotions, in 2003 he was appointed as Utility Systems Director. In 2018, he was promoted to Chief Assistant City Manager. Born in the Dominican Republic, Jesus was a member of the Chicago White Sox professional baseball organization from 1987-1989. He holds a bachelor's degree in organizational management from Warner Southern College.





NEWEST

board members



◀ Jon Prince, PhD

Dr. Jon Prince was appointed Superintendent of St. Lucie Public Schools (SLPS) in July 2022. Recognized for his efforts to support positive school change, Jon worked as an assistant principal and principal in struggling Florida middle and high schools, significantly improving academic outcomes. In 2015, Dr. Prince accepted the position of Deputy Superintendent of St. Lucie Public Schools during which time the district soared from 45th to 28th in overall academic performance while ranking as high as 22nd out of 67 districts. SLPS ranks in the top 10 in the state for graduation rate and is one of only four districts in Florida to maintain a graduation rate of over 90% for five consecutive years. He graduated from the University of Florida with a bachelor's and master's in elementary education and completed his specialist's degree and doctorate in educational leadership at Nova Southeastern University.



◀ Andrew Treadwell

Selected in 2021 as Indian River State College (IRSC) Campus President for the Pruitt Campus, **Andrew Treadwell** joined IRSC in 2009 as part of the President's executive leadership team. He also served as the President's Chief of Staff while overseeing two college departments and managing legislative activities, including the coordination of local and statewide governmental relations. As Pruitt Campus President, Andy leads efforts to grow the college's largest branch campus, create innovative partnerships in the community, and enhance economic and business development endeavors—particularly in the areas of healthcare and nursing. He also continues to coordinate IRSC legislative activities. Andy holds a master's degree in higher education/higher education administration from Florida Atlantic University and a bachelor's degree in political science and government from the University of Florida.



◀ Bob Zaccheo

Bob Zaccheo, LMHC, SAE is Chief Executive Officer and founder of Project L.I.F.T., a nonprofit dedicated to serving at-risk youth utilizing evidence-based substance abuse and mental health therapy coupled with hands-on skilled trades training. He has a passion to create opportunities that solve some of the most pressing problems with the youth of our country. Working with national policy-making organizations the American Enterprise Institute's Leadership Network and the Colorado-based Ascend Network through the Aspen Institute, Bob leads community partners to address generational poverty. Founded in 2010, Project L.I.F.T. now has locations in Fort Pierce, Palm City and Belle Glade where Bob and his team provide innovative education, mental health and substance abuse strategies through dignity and the skilled trades. Bob has a bachelor's degree in psychology from Widener University and a master's in clinical psychotherapy from Florida Atlantic University.



Board of **ADVISORS**



Chairman-Level **INVESTORS**



new **INVESTORS & UPGRADES***

BOARD OF ADVISORS LEVEL

St. Lucie Public Schools (upgrade)

CHAIRMAN LEVEL

Project L.I.F.T. (upgrade)

St. Lucie County Fire District

PRESIDENT LEVEL

Ashley Capital (upgrade)

Bank of America (upgrade)

LEADERSHIP LEVEL

ACCEL International
Amazon.com Services

Dean, Mead, Minton & Moore
(upgrade)

GreenPointe Developers
(upgrade)

NextEra Infrastructure
Solutions (upgrade)

NFP
PI Motor Club
PNC Bank
Sina Development

CORPORATE LEVEL

Adams Ranch (upgrade)
Culpepper & Terpening
(upgrade)

DAVCO Electrical
Doumar Insurance of
Port St. Lucie (upgrade)

Keith & Associates, Inc.
KCarlton International
Kosan Associates
LactaLogics, Inc.
Pharus Global
Rehman

TD Bank (upgrade)
Truist Bank
The Weitz Company
Valley Bank
(upgrade)
WGI

AMBASSADOR LEVEL

Alzheimer's Association
ARCO/Murray National
Construction Company, Inc.
Bug Bite Thing, Inc.
Children's Services Council
of St. Lucie County

Edward Jones
First Citizens Bank
Guarantee Insurance
Partners
Hometown News
Meritage Homes of Florida

Oceanwide Electronics
The Real Team at
Realty ONE Group Engage
RE/MAX of Stuart
Sandpiper Bay Resort

*New/upgrades June 1, 2022 through June 21, 2023





upcoming
EDC 
events

EDC Partner Lunch Meetings

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

August 8
September 12
October 3
December 5
January 9 | 2024

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

Leaders on the Links

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

THURSDAY
October 19

 LEADERS—on the—LINKS
RECEPTION

6 - 9 p.m.

FRIDAY
October 20

 LEADERS—on the—LINKS
GOLF TOURNAMENT

7:30 a.m.

EDC EXCEL > 2023 Speaker Series Seminar

September 28

7:30 a.m. - 11:30 a.m.

Featuring author, entrepreneur & global keynote speaker
Dr. Rick Goodman

Indian River Pruitt Campus, Building S, 500 NW California Blvd., Port St. Lucie

> 3rd Annual Clay Shoot

January 26 | 2024

Quail Creek Sporting Ranch, 12399 NE 224th Street, Okeechobee

EDC's 10th Annual Leadership Dinner

April 18 | 2024

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

Leadership Award nomination forms will be available in early 2024.

Harbour Ridge Yacht & Country Club, 12600 Harbour Ridge Blvd., Palm City

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 • Russ Blackburn, City of Port St. Lucie



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

Economic Development Council of 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)

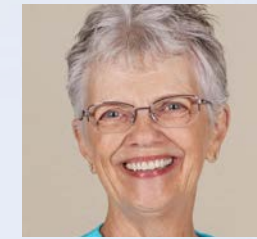
772.336.6250 | www.YourEDC.com



Pete Tesch
President



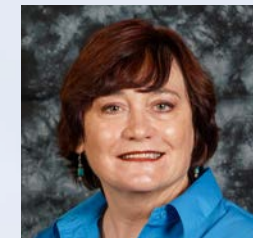
Jenn DuBey
*Director
 Business Development*



Candy Marlow
Investor Relations



Wes McCurry
Senior Vice President



Maureen Saltzer
*Director
 Communications & Outreach*



Rachel Savela
Business Manager



Staci Storms
*Consultant
 Investor Development*

The **Economic Development Council of St. Lucie County, Inc.** 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 and expansion of existing businesses and attraction of new businesses to St. Lucie County, in partnership with

