



**25<sup>TH</sup>** St. Lucie  
EDC  
ANNIVERSARY



**25 Years  
of Building  
Economic  
Vitality**



**2025**  
MID-YEAR REPORT



**Azlina Goldstein**  
Chair



## Letter from the Chair

Dear EDC Investors & Stakeholders,

As I near the close of my two-year term as Chair of the EDC Board of Directors, during the very milestone of our 25<sup>th</sup> anniversary, I find myself both reflective and deeply optimistic. This Mid-Year Report is more than a progress update, it reflects the pulse of a community in transformation. The past 18 months have been a masterclass in collaboration, courage, and the power of intentional action. It has been my greatest honor to serve during this pivotal time.

From day one, my goal was to reimagine how we engage with and serve our investors and partners—not just through results, but through experiences that deepen our shared purpose. We've met in new spaces, bridged county lines, and welcomed conversations that challenged us to think bigger, act bolder, and lead with greater equity and innovation.

The pages ahead are rich with tangible accomplishments. Yet beyond the numbers lies a deeper truth: *we are no longer reacting to change—we're authoring it.* The EDC is not a passenger in this journey; we're at the wheel, steering toward a future we get to shape together.

And growth without investment in people? That isn't progress. That's why I'm especially proud of our renewed focus on workforce readiness. This year saw the launch of our Treasure Coast Center for Economic and Education Development (TCCEED), a new 501(c)(3) corporation under the guiding wings of our EDC, and the addition of Anita Fischer as our TCCEED Executive Director. Anita is fueling what I like to call our "pink rocketship"—a bold journey to build a future-ready workforce shaped by our community and for it, one that will take us to infinity and beyond.

As I prepare to pass the torch at the end of this year, my eyes are on the horizon. If the past two years have been about building momentum, the next 25 must be about sustaining boldness. Let's continue breaking molds, challenging limits, and transforming St. Lucie into not just a destination—but a demonstration of what a "Can-Do County" can achieve when vision and execution lock arms.

Let this Mid-Year Report be more than a snapshot. Let it be a springboard. As you review this report, I invite you to reflect on how your leadership can amplify the EDC's reach, deepen our collective impact, and shape the trail we're blazing for generations to come. Because, while this may be my final letter as Chair, the story we've started is far from finished.

As I look ahead, I carry the following belief with me, which I hope will inspire you to continue engaging with our EDC to author an even bolder and brighter next 25 years:

***"The future doesn't arrive fully formed—it's built by those brave enough to imagine it differently."***

With deepest gratitude,

**Azlina Goldstein**

Chair, EDC Board of Directors





**Pete Tesch**  
*President*



## **Letter from the President**

Dear EDC Investors & Partners,

It has been a very busy six months at the EDC, which I'm sure you'll notice as you read through our 2025 Mid-Year Report.

First, happy birthday to the EDC, our 25<sup>th</sup> anniversary is a huge milestone that I'm glad we had the opportunity to celebrate with some of our founders and first board members at our annual meeting in February! I'm proud to have served as the EDC's President for the last 11 of those years.

We've already had a couple exciting project announcements so far this year – INKAS's plan to manufacture armored vehicles in Fort Pierce and Costco's decision to accelerate the development of Phase II of their Port St. Lucie campus. You can read more about both and other projects within these pages.

Every few years we commission an economic impact analysis from the Economic Strategy Center so we have a picture of how the economic benefits of the projects we work with ripple throughout our county. This time around, the Center analyzed 64 of our projects announced since 2017 and found that these projects created or retained 21,721 jobs, generating job income within the county of more than \$1.2 billion annually and economic output of more than \$4.3 billion. To put that into perspective, \$4.3 billion is 17.2% of the county's total \$25.4 billion in annual economic output. The analyst who worked on our report wrote, "Very few economic development programs have this amount of impact on a county."

We've long recognized that, as more employers are attracted to our county, workforce issues become more and more paramount. The EDC has been focused on these issues for some time through our Skills Gap studies, as well as awareness and readiness programs we partner with St. Lucie Public Schools on, and our #WorkLocalStLucie activities.

In 2025 we took a huge step forward and launched the charitable 501(c)3 Treasure Coast Center for Economic and Educational Development, or TCCEED for short. Anita Fischer, the EDC's Director of Workforce Readiness, is also serving as Executive Director for TCCEED and she certainly hit the ground running, you can read all about the exciting things that have been happening so far this year on pages 10 and 11 of this report.

I want to take this opportunity to thank St. Lucie County, the City of Port St. Lucie, the City of Fort Pierce and our business partners. We could not do any of this without their support and without everyone pulling in the same direction to help the EDC achieve its mission of enriching the economic vitality of our community and creating quality jobs for our residents.

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



# Business Attraction & Expansion

## Newly ANNOUNCED PROJECTS

### ➤ COSTCO DEPOT PHASE II

When the first phase of the Costco Depot project was announced in January 2024, the start of the second, larger, phase was planned for a couple years out. Instead, Costco advanced its development schedule and is building out both phases of the 1.7-million-square-foot, \$149 million campus. As of June 2025, walls were going up on the cold and dry storage facilities 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 and 23.4 megawatts of battery storage.



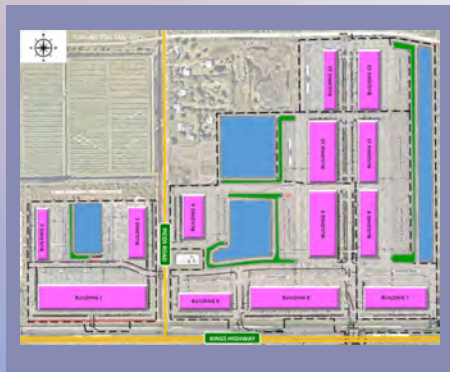
### ➤ INKAS®

INKAS®, a global conglomerate headquartered in Toronto, Canada, will manufacture armored vehicles in a new facility on the site of a former tomato packing house on Enterprise Road in Fort Pierce. The \$30 million project, previously named Project Knight Rider, will include a new 110,000-square-foot manufacturing facility and four floors of office space, for a total of 190,000 square feet. Inkas plans to begin operations locally while the facility is under construction in a 30,000-square-foot building on Angle Road in Fort Pierce.

The INKAS Group of Companies has operations in the Americas and Africa and is an integrated security solutions provider to industry and high-profile individuals around the world. This will be the company's first U.S. manufacturing facility; within five years they plan to employ at least 294 people at an average wage of more than \$53,000.

### ➤ 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 on May 31. 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.



### ➤ 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. Formerly known as Project Vision, the development plan calls for 13 buildings ranging from 50,400 to 216,300 square feet on 160 acres within the Treasure Coast Education, Research and Development Authority (TCERDA) research park.

The Class A business park will offer flexibility and divisible space from approximately 5,000 square feet to accommodate smaller and mid-sized businesses, offering ample outside storage and parking as well as amenities not often available to smaller space users.

Developer-owned, Ashley Capital is recognized as a national Top 20 industrial real estate and property management firm.



# Business Attraction & Expansion

## In the PIPELINE



### Project CAST

- ◀ A foreign company is considering St. Lucie County for the manufacture of aluminum architectural products in a facility of approximately 100,000 square feet. The manufacturer anticipates employing 50 office/management workers and 200 production workers with an average annual salary of \$48,000.



### Project JARVIS

- ◀ The EDC is working with a technology company to site its research and technology campus on 1,218 acres of a former citrus grove north of Orange Avenue in unincorporated St. Lucie County. The company would employ 422 in high-tech, high-wage jobs with an average annual salary of \$110,000.



### Project PALM TREE

- ◀ A foreign company wants to establish its first US manufacturing facility to produce PVC-O pipes and fittings here. The company is looking at building a 45,000-square-foot manufacturing facility with a capital investment of \$16-\$20 million and would initially employ 50 people at an average salary of approximately \$74,000/year.



### Project SANDWICH

- ◀ An existing industry-leading manufacturer of materials used in the production process of multiple industries, Project Sandwich is seeking to relocate within the county to a 50,000-square-foot facility. The expansion would create a capital investment of \$5 million and allow the company to increase its current workforce of eight by another 25.



### Project SCALE

- ◀ A technology company is considering 150 acres in western Port St. Lucie for the development of an approximately 1-million-square-foot facility that will pay its employees significantly more than the county's average wage.



### Project SUN RAY

- ◀ A manufacturer of solar industry products is considering St. Lucie County for a production and distribution facility of approximately 260,000 square feet. The employer anticipates creating 285 jobs.



### Tradition ENTERTAINMENT DISTRICT

- ◀ Gustavo Lumer, who is currently developing a 5.5-acre parcel in Southern Grove for dining and shopping, is also planning a 45-acre entertainment district and a 20-acre retail plaza near the Costco Depot. All three properties front Village Parkway and will include hundreds of square feet of shopping, entertainment facilities, a hotel, restaurants and other amenities.

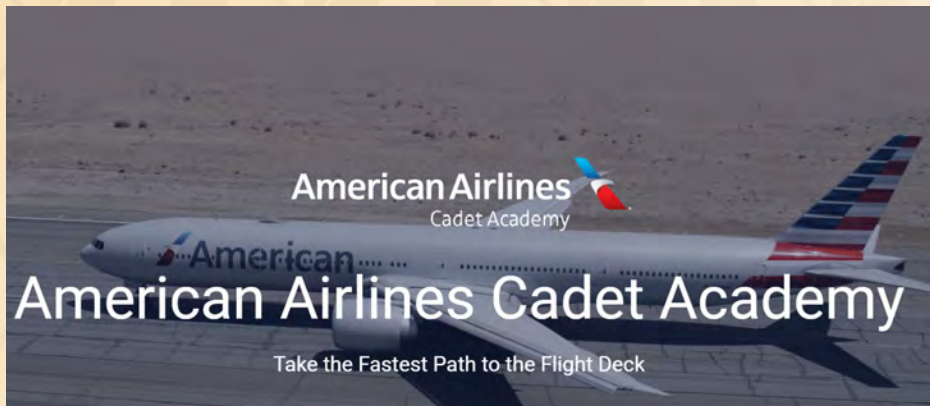
# Milestones & Completions



▲ **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.



▲ **OCULUS Surgical's** new manufacturing, office and warehouse facility in the Tradition Center for Commerce has been completed and the company is moving 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.



▲ **Infinity Flight Group** started its first cohort of students in the American Airlines Cadet Academy in early 2025. Located at Treasure Coast International Airport, graduates of this flight school receive further training in a cadet program and a conditional job offer with an American Airlines regional carrier.



▲ **Pursuit Boats** completed the third phase of the company's four-phase expansion plan for its campus on St. Lucie Boulevard just north of Fort Pierce. This phase added 109,000 square feet of manufacturing space. At the end of 2024, Pursuit employed 584 people.

# Milestones & Completions



🏡 **Tenet Health's Florida Coast Surgical Hospital** completed construction of its 54-bed hospital at Becker Road and Florida's Turnpike. Interior buildout, equipment installation and hiring has begun ahead of a September opening. This photo is of the boiler room as seen on an EDC tour in May.



🏡 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, and Artisan Design Group.



🏡 **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.



🏡 **Freedom Boat Club** of Fort Pierce now has an additional location - in Port St. Lucie at Sandpiper Bay. The grand opening was held on May 31.

# UNDER CONSTRUCTION



The 132,000 SF multifunctional warehouse and distribution facility for the **Treasure Coast Food Bank at Orange 95 Commerce Center** in Fort Pierce is well on its way to completion, as shown in this aerial image from March.

**Marine Digital Integrators** is building out its 38,000 SF interior space in **Legacy Park at Tradition** for an anticipated 2025 opening. They plan to employ 61 people.



The roof is going onto Phase I of the **Costco Depot in Legacy Park at Tradition** in April. Even more exciting is that the company has decided to move ahead immediately with Phase II of the 1.7 million SF campus which will employ at least 370 on a 100% solar-powered campus.

# UNDER CONSTRUCTION



Construction is ahead of schedule at **Dragonfly Commerce Park** in the **Tradition Center for Commerce**, as this photograph from May 21 illustrates. These Class A industrial buildings are designed for lease by small- and mid-sized companies.

Buildout of the **LactaLogics** processing and distribution facility on US 1 in Port St. Lucie was 50% complete as of the end of 2024, with opening set for November 2025. The human-milk company plans to employ 60 people. The photo is of the installation of concrete and walls added for large-scale freezers.



After finishing the outdoor portion and parking lot of the **APP Jet Center** facility and new hangars at **Treasure Coast International Airport**, renovations to the FBO and restaurant are set to begin, with an anticipated date to for full operations in October.



Both **Tradition Commerce Park** and **Import Mex Distributors**, a subsidiary of **Alex Lee, Inc.**, are in the early phases of development as of June 2025.

# WORKFORCE Readiness

The first half of 2025 has been a momentous one for the EDC's **Workforce Readiness** programs! After incorporating the Treasure Coast Center for Economic and Educational Development in 2023 and receiving charitable 501(c)3 status in 2024, in June 2025 we launched TCCEED as a distinct organization, with Anita Fischer as its Executive Director. The EDC's workforce readiness activities will now operate under the nonprofit's umbrella.



Anita and EDC Chair-elect Robert Barfield launched TCCEED at the EDC partner lunch on June 4. They also accepted donations from Seacoast Bank, Remnant Construction, Lightbridge Academy, Andy Favata and Pete Tesch with a \$10,000 match opportunity made possible by The Community Foundation Martin – St. Lucie.



With the help of Nikita and Rhett Lloyd of WebSited, TCCEED debuted its own website in April. Check it out at [www.TCCEED.org](http://www.TCCEED.org)! You can also find TCCEED on Facebook, LinkedIn and Instagram!

TCCEED's first major initiative was coordinating a multi-faceted paid summer internship program for high school juniors and seniors. Working with St. Lucie Public Schools and the Boys & Girls Clubs of St. Lucie County, with support from the Busch Family Foundation and the Community Foundation Martin – St. Lucie, the program is employing 51 students at 25 local companies.

A true collaboration, Anita and her team recruited St. Lucie County business partners as employers for the interns, St. Lucie Public Schools and the Boys & Girls Clubs recruited the students. EDC intern Alouna Alincy worked as liaison with the students. The Boys & Girls Clubs hosted a week-long orientation and is providing mentoring, soft-skills training and HR support for the project.



TCCEED received its very first donation from the Rotary Club of Fort Pierce for \$1,500 in front of a packed house at the club's Business Leaders Lunch on May 1.



Pete Tesch with TCCEED's intern, Mikael Baltodano



Alouna Alincy speaks during a Train the Trainers lunch for the interns' employers.



Interns work on a group task at the Boys & Girls Clubs during orientation

# WORKFORCE Readiness

The EDC once again worked with St. Lucie Public Schools to host two career fairs for approximately 1,000 juniors and seniors in April. The students learned about many potential career options from 78 local employers and post-graduate educators.



Last year, Port St. Lucie Utility Systems hired Kerby Jeanlouis, a recent St. Lucie Public Schools graduate, after interacting with him at one of the career fairs. Coming full circle, Kerby is now talking to other students about his work with the city and encouraging them to learn more about careers in utilities.



The EDC is very excited about St. Lucie Public Schools **Classrooms2Careers** initiative. One of the ways we assist is in coordinating and conducting tours of local businesses for high school counselors and career and technical education teachers.



The January 21 Lunch & Learn session with our business partners included a tour of Centennial High School's allied health, marine outboard, game simulation/animation and digital design programs.



Amazon's warehouse

The hospital's helipad for trauma cases



In February, the counselors and teachers toured HCA Florida Lawnwood Hospital, Walmart's Distribution Center, Derektor Fort Pierce, and Amazon's 1 million SF warehouse.



As the EDC has done for many years now, Anita assisted with the Treasure Coast Builders Association boot camps, now called Careers in Construction Week. Anita served as a team leader in this year's program held at the Indian River State College Advanced Workforce Training Complex in June.

Telling the

St. Lucie County

story

# Outreach

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



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. If the project is greenlighted for inclusion, it 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.



FPL’s **Illumination 2025** was educational, as always. Kadian and Glexi attended sessions such as Capitalizing on the Opportunity & Challenges of US Demand Growth and Data Center Impact to Getting Your Site in the Game and more.



Bug Bite Thing’s Kelley Higney, left, and Weedoo Greenboat’s Tara Lordi were two of the featured entrepreneur speakers at a local **GrowFL** program co-sponsored by the EDC and Martin County’s BDB.



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.

Telling the

St. Lucie County

story

# Advertising & Marketing



Our 3-month digital audience extension campaign with *Trade & Industry Development* "blew it out of the water" with a total click-thru rate of **6.98%** and more than **93,000** impressions!

The EDC is running a campaign targeted to the research/biotech industry on *ExpansionSolutionsMagazine.com*. Rotating ads will appear on the home page June-August and on the site for a full year. Sidebar editorial about St. Lucie County's research sector was also included.



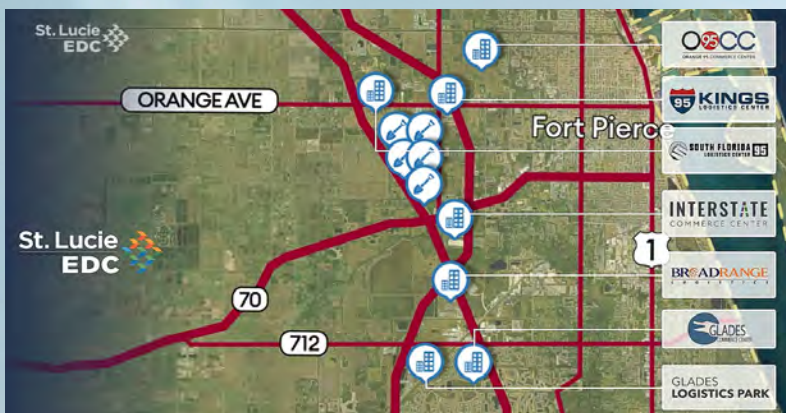
The EDC posts on Facebook and LinkedIn make big impressions! The post announcing the 2025 Hegener Award nominees had **11,097** views, **405** reactions and **129** comments! On LinkedIn, the announcement had **1,064** views and **144** click-thrus but the most-viewed LinkedIn post was for the Housing Summit with **1,632** impressions, **52** reactions and **14** reposts.



Versions of this ad highlighting our workforce were published in *Business Facilities* magazine, *Area Development's* site selector conference agenda, and *Site Selection* magazine.



While most of our marketing dollars are spent for business attraction, we also run a limited number of ads in *Treasure Coast Business* and *Indian River Magazine* to keep the local community updated on some of our initiatives.



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 Avenue. Watch it at <https://youtu.be/6i6i4zOwa0w>.

# EXCEL 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.

LEADERSHIP TEAM



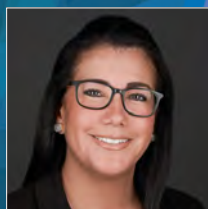
**Phil Doumar**  
Chair  
Doumar Insurance



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



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



**Karla Gabay**  
UES



**Doug Gordon**  
Banyan Development Partners



**Crystal Perez**  
District Planning Group



**Rachel Savela**  
St. Lucie EDC



**Logan Wellmeier**  
Dean, Mead, Minton & Moore



**The fourth annual tournament**, held at Quail Creek Sporting Ranch on a chilly day in January, was another sold-out success! Title sponsor UES's team took home honors for top scoring team and top scoring male shooter. A great time was had by all. Proceeds from the event help defray the cost of the EXCEL Speaks leadership seminars.



UES – title sponsor and top scoring team



Kelly Johnson, top scoring female shooter, with Greg Iannelli



At right, Tom Montano, top scoring male shooter, with Greg Iannelli



Jill Marasa, Ashley Capital



Roxanne Peters displays the Beretta A400 XCEL sporting rifle raffle prize

## EXCEL & CREW

On June 18, **EXCEL** members and the Palm Beach – Treasure Coast **CREW** (Commercial Real Estate Women) Network joined forces for "Tee up Your Connections," a fun evening of networking, food, drink and mini-golf at PopStroke, Port St. Lucie.



Turnout for the combined event was excellent



Niki Norton scores at mini-golf!



**Sept. 11** The EXCEL Speaks Series continues with *Bridging the Generational Divide* with inspirational speaker and author Alyson Van Hooser. Reserve today at <https://bit.ly/4jRMIqA>

**Jan. 23** The fifth annual EDC EXCEL Sporting Clay Tournament

**EDC EXCEL** is always looking for emerging leaders to join their group! Contact Rachel Savela at [rsavela@youredc.com](mailto:rsavela@youredc.com) for more information.

# EDC IN THE NEWS

Newspapers, TV, radio, magazines, trade press and newsletters, online .... Coverage related to the EDC appeared in more than 54 stories reported from January through early June of this year. 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."

- All Things Treasure Coast
- American Public Works Magazine
- Business Facilities
- Expansion Solutions
- Florida Trend
- Hometown News
- NAIOP South Florida
- Port St. Lucie Annual Report
- Port St. Lucie City Manager's newsletter
- St. Lucie Voice
- Site Selection magazine
- TreasureCoast.com
- Treasure Coast Business
- Treasure Coast Newspapers/TCPALM
- WPTV

Florida Trend



### SPOTLIGHT Luxury & Security

Toronto-based Inkas will build a factory to make armored vehicles in Fort Pierce. The company refits vehicles with tech and ballistic materials for global markets including the corporate, executive, luxury, cash-moving and law enforcement arena under the tagline, "where luxury meets security." The company will renovate and expand a vacant tomato packing facility and employ 294 at 107% of the county's average wage. St. Lucie County approved tax exemptions and other incentives for Inkas.

**TCPalm.**  
It's expensive for workers to live here. Can St. Lucie County create affordable housing?  
By Jack Berman

**WPTV**  
"We're talking on the vehicle end, we're going to build armored personnel carriers, we're going to build infantry fighting vehicles," said INKAS Managing Partner Eugene Gerstein.

# The Inside EDC

## DEAL of the Year

The EDC was recognized with a **Deal of the Year Impact Award** for the Costco Depot project by *Business Facilities*. The 2024 awards, announced in January 2025, spotlight corporate relocation and expansion investments that will make a significant impact for their communities.

# The EDC Marks a Quarter Century!



A direct descendant of the St. Lucie G.O. Team and the Chamber of Commerce, the EDC's founding in 2000 was due to a remarkable collaboration between St. Lucie County, the cities of Fort Pierce and Port St. Lucie, the St. Lucie County School District, Fort Pierce Utilities Authority, the Workforce Development Board (now CareerSource Research Coast), Indian River Community College (now Indian River State College), Florida Atlantic University, the Fort Pierce/Port St. Lucie Tribune, St. Lucie West Development, Lawnwood Regional Medical Center and St. Lucie Medical Center (now HCA), Martin Memorial Health Systems (now Cleveland Clinic), Tropicana, three banks, two law firms, and six local businesses.



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.

The EDC's first chairman was the late Jim McKenzie of Labor Finders of the Treasure Coast. Its first CEO was Don Root. In 2006, Larry Pelton became EDC president, followed by Pete Tesch in 2014.

Between 2017 and 2024, working with the county and cities, the EDC has helped more than 85 employers locate or expand within the county, which in turn created or retained 11,297 direct jobs and resulted in more than 16 million square feet of new facilities. The economic impact of these last eight years of EDC activity generated \$4.3 billion in economic output, or 17.2% of the county's total economic output. (Pete discusses more about this milestone report in his letter.)

That's a lot to celebrate on your 25th birthday, but it couldn't have happened without the support of our local governments and all our partners through the years.



# The Inside EDC

## Congratulations to Intern Alouna



EDC intern **Alouna Alincy** is having quite the year! She graduated from Centennial High School with honors and was

accepted to the University of Miami with a grant that covers her full tuition. She's both starred in and created videos for the EDC – one of which was featured on TCPALM.

Alouna has done excellent work on all her internship assignments (including some highly technical and detailed analysis projects), given live presentations to more than 150 adults, and she's been a fantastic liaison with local teens as we've kicked off TCCEED.

We'll miss her when she starts college, but it has sure been great working with her.



✓ Ryker Mules is one of 11 St. Lucie and Martin residents the scholarship fund has assisted so far with completion of a marine engine maintenance certification course at the Chapman School of Seamanship.

# Jenn DuBey Career & Technical Education Scholarship **FUND**

As of mid-June, the Jenn DuBey Scholarship Fund, administered by The Community Foundation Martin-St. Lucie, has raised **\$79,387** and granted **\$37,100** in scholarships to 26 people seeking certifications in the skilled trades. The scholarship has helped 11 obtain marine engine maintenance certifications, 12 receive CDLs, one complete a welding program at Indian River State College and another take an advanced manufacturing program there, and one gain HVAC certification. Most of these students would not have been able to enroll in these programs without the assistance of the scholarship fund.

The EDC is very grateful to everyone who is helping keep Jenn's memory and mission alive by supporting the scholarship fund over the last two years. We hope you will help keep this much-needed funding going as part of your charitable giving in 2025.



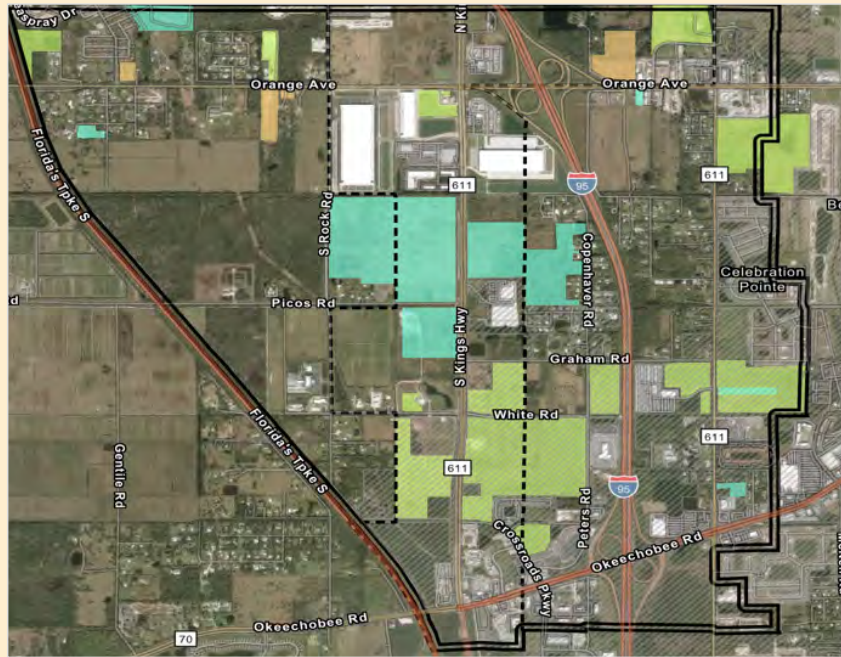
**SCAN ME!**

## We're still MIXING THING UP!

EDC Chair Azlina Goldstein told us at the beginning of her term last year that she wanted to mix things up, and we've enjoyed making that happen. In the first half of Azlina's final year, we offered an Italian wine tasting experience at Total Wine & More for board members and guests, an evening social and meeting at the Pelican Yacht Club, a pre-opening tour of the new Florida Coast Medical Center, and a tour of Amazon's huge PB13 warehouse off Midway Road for executive committee members and our government partners. Plus, there's more to come during the second half of 2025.



➤ 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 Study** late last year. Working with the District Planning Group, in June 2025, after completing a GIS analysis and holding numerous stakeholder interviews, the findings were reported out to the Kings Highway Corridor Association. Follow up is scheduled with the city and FPUA in July. 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.



## GIS Analysis: St. Lucie County/City of Fort Pierce Future Development

### Legend:

#### SLC Future Development

- Approved
- Pending
- Pre Apps

#### COFP Future Development

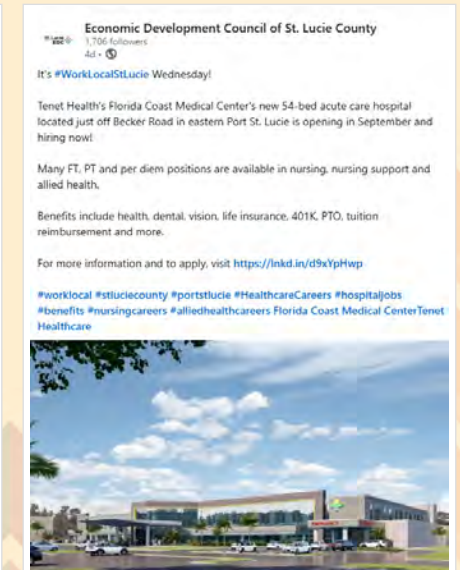
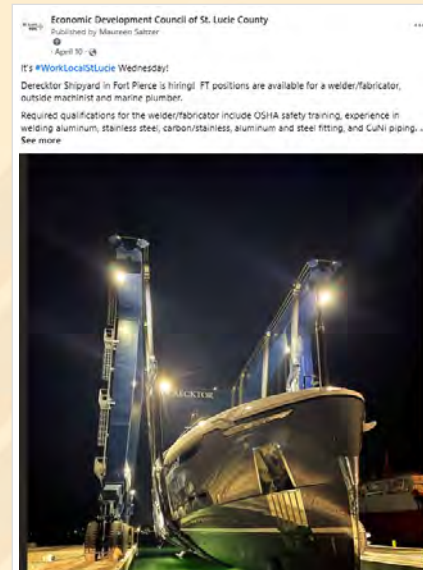
- Resolution
- Approved
  - Pending

## #WORKLOCALSTLUCIE



➤ Taking advantage of the boost we received in the number of **#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 Derektor Fort Pierce had more than 1,600 views. Do the posts get results? Here's the feedback from UrbanAir Adventure Park: *"I just wanted to say 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 Foundation 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 Florida Economic Development Council conference.

St. Lucie EDC
Key Survey Findings

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**Economic Incentive Trends & Insights**

- **Eligibility Criteria:** Most EDOs require wage and job creation thresholds; fewer mandate capital investment thresholds.
- **Performance-Based Incentives:** Many jurisdictions require compliance for tax exemptions; clawback provisions recommended.
- **Compliance Monitoring:** Long-term monitoring is critical to maintaining transparency and public trust.

**Eligibility Requirements**

- 20% increase in minimum pay/position requirements
- 10% increase in minimum wage thresholds
- 10% increase in minimum capital investment
- 10% increase in minimum job creation

**Performance-Based Incentives**

- 20% increase in performance-based incentives
- 10% increase in performance-based incentives
- 10% increase in performance-based incentives
- 10% increase in performance-based incentives

**Compliance Monitoring**

- 20% increase in compliance monitoring
- 10% increase in compliance monitoring
- 10% increase in compliance monitoring
- 10% increase in compliance monitoring

**Key Finding:** City's requirements align with industry standards



## 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 state and local experts on housing issues, such as Ashon Nesbit, the CEO of the Florida Housing Coalition, and Keith Richard of the Florida Chamber Foundation.

## FPL LUNCHEON



➤ Scott Bores, Vice President Finance for Florida Power & Light, was seeking a way to connect with the St. Lucie County business community this past winter. To facilitate Scott's request, Marshall Critchfield, EDC board member and FPL External Affairs Manager, reached out to the EDC for assistance in coordinating a convivial event. EDC Investor Engagement Director Rachel Savela put together a **special luncheon** at Kyle G's Prime Seafood & Steaks on Hutchinson Island for EDC board members and local officials.





# 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.



Lee Dobbins holding the Hegener Leadership Award with, from left, Azlina Goldstein, Denise Hegener, Susan Rabinowitz and Richard Tambone.

In 2025, the 11<sup>th</sup> annual award was presented to **Lee Dobbins**, shareholder at Dean, Mead, Minton & Moore. The Leadership Dinner, presented by Bank of America, was celebrated on May 8 at Harbour Ridge Yacht & Country Club.

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. Lee has 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. He has helped guide the community's growth, making a direct impact on economic vitality and job creation and has been instrumental in shaping the economic development landscape of St. Lucie County in ways that will continue to pay dividends for years to come.



4th Annual Leadership Award recipient Michael Minton, left, with the 10th recipient Richard Tambone, right, presenting the 11th Annual Award to Lee Dobbins.



Finalist Travis Leonard, center, with, from left, Al and Bessie Del Negro, Genia Leonard, Stephanie Leonard, Joliane and Bobby Austin.



Finalist Jill Marasa (center) and fans at the pre-dinner cocktail party.



Port St. Lucie Council Member Jolien Caraballo and State Senator Gayle Harrell.



Rod and Karen Kennedy with Rod's nominee poster.

# INVESTORS & UPGRADES

## Board of ADVISORS



## Chairman-Level INVESTORS



## New INVESTORS & UPGRADES\*

### CHAIRMAN LEVEL

CW Roberts (*upgrade*)

GreenPointe Developers (*upgrade*)

Mouhalis Capital Management

### PRESIDENT LEVEL

Indian River State College (*upgrade*)

Hi-Tide Boat Lifts (*upgrade*)

### LEADERSHIP LEVEL

Florida Atlantic University (*upgrade*)

Truist Bank

Verdex Construction (*upgrade*)

### CORPORATE LEVEL

APP Jet Center (*upgrade*)

Firefly Group (*upgrade*)

RV Johnson Insurance

Apollo Group

Florida Coast Medical Center

Richard K Davis Construction (*upgrade*)

Architects Design Collaborative (*upgrade*)

Gilbane Building Company

Post Insurance (*upgrade*)

Avirom & Associates

Habitat for Humanity (*upgrade*)

Proctor Construction (*upgrade*)

Berry USA

HJA Design Studio

Shearwater Marine (*upgrade*)

Bowman Consulting (*upgrade*)

Jacquin & Sons Construction (*upgrade*)

Shutts & Bowen

Children's Services Council (*upgrade*)

Kasper Electrical Inc.

St. Lucie Battery & Tire (*upgrade*)

ComNet Realty

Lucido & Associates (*upgrade*)

St. Lucie Education Foundation (*upgrade*)

The Community Foundation Martin – St. Lucie

Marine Bank & Trust Company (*upgrade*)

Stanley Steemer (*upgrade*)

Cotleur & Hearing (*upgrade*)

MASON Development & Construction

Treasure Coast Builders Association (*upgrade*)

Culpepper and Terpening (*upgrade*)

MBV Engineering (*upgrade*)

Treasure Coast Hospice (*upgrade*)

David Harrison Realty

Phoenix Metal Products (*upgrade*)

United Way of St. Lucie & Okeechobee (*upgrade*)

Evans Properties (*upgrade*)

Real Estate Revolution

weVENTURE

### AMBASSADOR LEVEL

Banyan Development Partners

Port St. Lucie Medical Wellness

The Scout Guide Treasure Coast

\*New investors & upgrades June 15, 2024 – June 27, 2025

# Board of Directors

Mike Adams, *Adams Ranch*  
Michael Anson, *OCULUS Surgical*  
Nicolas Apfelbaum, Esq., *Apfelbaum Law*  
Will Armstead, *Boys & Girls Club 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, MSA, *GreenPointe Developers*  
Chirag Choudhary, MD, MBA, *Cleveland Clinic*  
Javier Cisneros, PE, *Fort Pierce Utilities Authority*  
Ian Cotner, *AT&T Florida*  
Linda Cox, MBA, *City of Fort Pierce*  
Peter Crane, *Sansone Group*  
Marshall Critchfield, MBA, *Florida Power & Light Co.*  
Lee Dobbins, Esq., *Dean, Mead, Minton & Moore/TCMA*  
Phil Doumar, *Doumar Insurance/EXCEL*  
Dusten Estes, *Stonemont Financial Group*  
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*  
Dan Hoyt, *CW Roberts Contracting*  
Rod Kennedy, PE, *Haley Ward*  
Richard Kolleda, FACHE, *Spherion*  
Ken Krasnow, *Cushman & Wakefield*  
Leslie Kristof, MBA, *Keiser University*  
George Landry, MBA, *St. Lucie County*  
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, MBA, *Mouhalis Capital Management*  
Brandon Nobile, *Remnant Construction*  
Cara Perry, *Florida Atlantic University*  
Roxanne Peters, *SouthState Bank*  
Jonathan Prince, PhD, *St. Lucie Public Schools*  
Michael Rem, PE, *JBL Asset Management*  
Staci Storms, *Broward, Palm Beaches & St. Lucie Realtors®*  
Richard Tambone, *Tambone Companies*  
Peter Tesch, *Economic Development Council*  
Andy Treadwell, M.Ed, *Indian River State College – Secretary*  
Shrita Walker, *MIDFLORIDA Credit Union – Treasurer*  
Jeremy Wiernasz, *PGA Golf Club*  
Kara Wood, *Hi-Tide Boat Lifts*  
Bob Zaccheo, LMHC, *Project L.I.F.T.*

# Executive Committee



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



**Robert Barfield**  
*Chair-Elect*  
Seacoast Bank



**Shrita Walker**  
*Treasurer*  
MIDFLORIDA Credit Union



**Andrew Treadwell, M.Ed.**  
*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



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



**Tammy Matthew**  
Bank of America



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



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



## Austin Burr

As GreenPointe Developers' South Florida Regional President, **Austin Burr** manages the company's operations throughout the southern part of the state, including the development of the master-planned communities of Veranda and Wylder in Port St. Lucie. He is based in Jupiter and is charged with growing the company throughout the region.

Prior to joining GreenPointe, Austin served as a Senior Audit Associate at KPMG in Jacksonville, focusing on real estate clients. He earned his bachelor's and master's degrees in accounting from Florida State University.



## Linda Cox

**Linda Cox** has served as the City Clerk for Fort Pierce since October 2013. As a Charter Officer of the City, she works directly with the Mayor and City Commission, alongside the City Attorney and City Manager. Drawing on her extensive background in business and economic development, Linda also serves as the city's informal Business Navigator and liaison to the Development Review Task Force, helping to streamline processes for local businesses and developers.

Prior to joining the City of Fort Pierce, Linda served for a decade as President and CEO of the St. Lucie County Chamber of Commerce. She earned an MBA from Salisbury University and holds a bachelor's degree in management and technology.



## Dusten Estes

**Dusten Estes** serves as Executive Vice President of Originations and National Director of Business Development for Stonemont Financial Group. He joined Stonemont in 2016 and has originated over \$1 billion in build-to-suit and speculative industrial development projects.

Previously, Dusten franchised and owned over a dozen restaurants, and he successfully repurposed 400,000 square feet of flex industrial buildings into indoor trampoline parks during his time as owner and founder of Flight Trampoline Parks, which he sold in 2015. He holds a bachelor's degree from Southern Virginia University.



## Dan Hoyt

An Area Manager with CWR Contracting, the leading civil construction contractor in Florida, **Dan Hoyt** is based in Palm City and oversees the company's asphalt plants and construction operations on the Treasure Coast and in Okeechobee.

Prior to joining CWR Contracting, Dan was a Project Manager for the Lane Construction Company and is skilled in project management, process scheduling, budgeting and value engineering. He holds a bachelor's degree in economics from the University of Maine.



## Evan Mouhalis

**Evan Mouhalis** is the founder of Mouhalis Capital Management, a real estate development and investment firm based in Port St. Lucie focused on acquiring and adding value to retail properties through ground-up development and repositioning.

Evan also is the Managing Partner of MCM Tire Express – a multi-unit franchisee of RNR Tire Express. RNR Tire Express is a national franchise retailer of safe, quality tires and custom wheels with flexible payment options. He earned his bachelor's degree in finance from Florida State University and his MBA from the University of Florida.

# upcoming EDC events

## ➤ EDC Partner Lunch Meetings ➤

Most held at MIDFLORIDA Event Center  
11:30a.m. – 1:00p.m.

August 5

September 11

October 7 ➤ *St. Lucie County School District Office*

November 4

December 2

## ➤ Leaders on the Links ➤

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

THURSDAY  
October 30

 **LEADERS—on the—LINKS**  
**RECEPTION & AUCTION**

6 – 9p.m.

FRIDAY  
October 31

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

7:30a.m.

## ➤ EDC EXCEL

### ➤ 2025 Speaker Series Seminar

September 11 7:30a.m. – 11:30a.m.

Featuring speaker, author, and leadership expert  
**Alyson Van Hooser**

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

### ➤ 5<sup>th</sup> Annual Clay Shoot

January 23 | 2026

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

## ➤ EDC's 12<sup>th</sup> Annual Leadership Dinner

April 30 | 2026

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

*Nomination forms will be available in early 2026*

*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* • Richard Tambone, *Tambone Companies* • Lee Dobbins, *Dean, Mead, Minton & Moore*



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**

# Your **EDC** Staff 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 Savela**  
*Director Investor Engagement*



**Alouna Alincy**  
*Intern*



**Staci Storms**  
*Investor Development Consultant*

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



## CONTACT US

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

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Port St. Lucie FL 34986

*(Located on the second floor of Seacoast Bank)*

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

