

St. Lucie EDC

Fort Pierce • St. Lucie County • Port St. Lucie



▲ Groundbreaking for Legacy Park at Tradition in Port St. Lucie



▲ Rendering of Interstate Crossroads Commerce Park facility in Fort Pierce

Mid-Year Report

2021

INSIDE:

- 16 exciting project updates
- #WorkLocalStLucie
- Strategic Doing™ and much more



Rob Lord
Chairman

Letter from the Chairman

Dear EDC Investors,

As Chairperson of the Board of Directors, I am both proud and humbled by all that has been accomplished by the amazing team of professionals comprising the Economic Development Council. This is especially true given the unprecedented challenges the past year has presented to us all.

I am grateful for the opportunity I have had to work with county and city officials who have been proactive in so many ways, to chair an incredibly dedicated board of directors, and to interact with the remarkably talented team of professional staff so committed to the well-being of the community we all serve.

None of the initiatives and accomplishments that you'll read about in this report would have been possible without our EDC investors, both public and private, and our community.

I would especially like to acknowledge and give my thanks to the other executive committee members on the board: Christopher Fogal of Carr, Riggs & Ingram, serving as Chair-Elect/Treasurer; Richard Houghten of the FIU Center for Translational Science serving as Secretary; Kate Cotner of Florida Power & Light Company; Lauren Dudley of Lawnwood Regional Medical Center; Tim Moore of Indian River State College; Azlina Siegel of GL Homes; John Tompeck of the Fort Pierce Utilities Authority; and EDC President Pete Tesch.

In my message included in the 2020 annual report, I noted the leadership role the EDC took on during the pandemic, offering critical resources for the business community. I anticipated these endeavors would hasten 2021's recovery efforts. The results of the EDC's efforts over the last six months have soared far beyond my expectations, as you'll soon realize reading through this report.

As always, the EDC's focus continues to be on attracting and retaining businesses and creating new employment opportunities for our residents. In furtherance of those goals, we have enhanced efforts to engage our investors and the community, particularly in the areas of workforce readiness and training. This report will describe some of those initiatives.

I hope this finds you healthy, and I look forward to seeing you soon as we resume our regular investor meetings and events during the second half of 2021.

Robert L. Lord Jr.
EDC Chairman
President, Cleveland Clinic Martin Health





Pete Tesch
President

Letter from the President

Dear EDC Investors and Partners,

The first half of 2021 has seen extraordinary advances for economic development in St. Lucie County.

Within the next few months, we'll see industrial enterprises at every major interchange along I-95, from the Airport West Commerce Park to the north to Interstate Crossroads and Project Midway in mid-county to Legacy Park at Tradition in the south.

In addition to positive forward motion on previously reported projects, over the last six months alone the creation of more than 1,700 new jobs and development or redevelopment of more than 3 million square feet of industrial space have been announced, including:

- Ashley Capital proposing development of a Class A commerce park at the Treasure Coast Research Park;
- Chandler Bats announcing its headquarters relocation and the build-out of a 17,000-square-foot facility, with the anticipated creation of 11 jobs;
- Cheney Brothers choosing Legacy Park at Tradition for its newest distribution center, a 427,000-square-foot, \$55 million facility that will employ 380;
- Contender Boats acquiring the 100,000-square-foot Indian River Packers facility, now being retrofitted for a boat manufacturing operation projected to create 200 jobs;
- D&D Welding & Fabrication announcing a 33,000-square-foot expansion;
- Derecktor Ft. Pierce erecting the world's largest boat lift;
- FedEx beginning construction of its \$44 million, 245,000-square-foot regional ground sortation center which will employ 490;
- The Silverman Group breaking ground on Interstate Crossroads Commerce Park in Fort Pierce for what will ultimately be 1.1 million square feet of industrial facilities;
- JANSTEEL announcing plans for a 45,000-square-foot manufacturing operation with 55 projected jobs at Midway Business Park;
- Maverick Boat Group beginning its Phase 2 expansion of an additional 106,000 square feet of manufacturing space, which will add another 150 positions;
- Two significant distribution center projects receiving approval in Port St. Lucie, one being developed by the Sansone Group and one by Seefried Properties, with end-user announcements coming this summer.

With our county and city governments, the EDC and its partners all working together, St. Lucie County has truly come into its own this year in terms of economic development, demographics, population, gross regional product and economic output. We are building an economic powerhouse which will result in many sustainable, high-wage jobs and other opportunities for our residents.

Now is our time,

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



New & Active Projects: January–June 2021



EXPANSIONS

5



ATTRACTION

7



INDUSTRIAL DEVELOPMENT

4



CAPITAL INVESTMENT

\$200mm+



JOBS

1,700+

Project Activity: Industry Sectors



MANUFACTURING

5



DISTRIBUTION

5



AVIATION

1



MARINE

2



INDUSTRIAL - End Use TBA

3



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



Business Expansions



➤ California Closets

California Closets is a distributor of custom cabinetry and hardware for the residential marketplace. The company has expanded their distribution facility from 2,000 square feet to 10,000 square feet at a new location in Fort Pierce. The EDC aided the company with site assistance and student internship opportunities in partnership with St. Lucie Public Schools carpentry program.



➤ D&D Welding

D&D Welding is a structural steel fabrication and erection company located in Fort Pierce. The company currently operates out of a 30,000-square-foot manufacturing, assembly and distribution facility and is expanding operations with the addition of a new 33,000-square-foot facility adjacent to its current operations. The company is currently working through permitting and anticipates beginning construction in late summer 2021.



➤ Maverick Boat Group

In May, boatbuilder Maverick Boat Group (MBG) announced Phase 2 of an expansion that will boost the company's manufacturing space by 106,000 square feet and add 150 new jobs. The company previously underwent a major expansion in 2018 on a new site at St. Lucie Boulevard in Fort Pierce, also adding 106,000 square feet of manufacturing space at that time. The latest expansion, expected to be completed by January 2022, will increase production in the newer of MBG's two production facilities by over 30%, to more than 16 boats per week. Maverick is currently hiring for the 150 new positions that will be needed for the expansion and increased production.



➤ OCULUS Surgical

OCULUS Surgical is a German-headquartered international medical device manufacturer expanding operations in the Tradition Center for Commerce in the City of Port St. Lucie. The company acquired a 10-acre site and is constructing a new 55,000-square-foot facility projected to create 50 new jobs. OCULUS Surgical is currently working on site design with construction slated to begin in late 2021.



➤ Plus One Air

Plus One Air is a private air charter service company in St. Lucie County. The company established operations at the Treasure Coast International Airport through a sublease agreement with APP Jet Center and St. Lucie County and purchased two existing 12,000-square-foot hangars from APP. The company is constructing two new 12,000-square-foot hangars on adjacent parcels. These new hangars will be the first new private investment hangar construction at the airport since 2006. The company is currently preparing to begin hangar construction.



Business Attraction



➤ **Accel International Holdings (Project Connect)**

Accel is a manufacturer of coated wire and cabling, expanding operations in the Tradition Center for Commerce in the City of Port St. Lucie with a new 150,000-square-foot facility and the creation of 125 jobs. The company has acquired 40 acres for initial development and future development. The site plan was approved by the City of Port St. Lucie in September 2020. Construction is slated to begin in summer 2021.



➤ **Ashley Capital (Project Vision)**

Ashley Capital is one of the largest privately held real estate investment companies in the U.S. The company develops and manages business and industrial parks. The EDC is assisting Ashley Capital with the purchase of 515 undeveloped acres in the Treasure Coast Research Park for the development of a Class A commerce park. In January, the county commission green-lighted a proposal to release the land as surplus property. Currently, the landowners (the county, school board, and state) are coordinating efforts to make the land available for sale.



➤ **Chandler Bats (Project Power)**

Chandler Bats is a premier manufacturer for wood bats used in major league and international baseball. The company is relocating its headquarters and manufacturing operations from Pennsylvania with the lease of a 17,000-square-foot facility projected to create 11 jobs in the City of Port St. Lucie. The company is currently building out the interior of the facility and operations are anticipated to begin by late summer 2021.



➤ **Cheney Brothers (Project Bullet)**

Cheney Brothers, Inc., one of the fastest-growing broadline food distributors in the country, has chosen Legacy Park at Tradition in Port St. Lucie as the home for its newest distribution center. The proposed 427,000-square-foot, \$55 million facility to be built on 52 acres fronting Interstate 95 will bring 380 new jobs to the area with wages that exceed the county's average by approximately 35%.



➤ **Contender Boats (Project 350)**

Contender Boats is a Florida manufacturer of premier sportfishing boats seeking to expand operations in Florida. The company has acquired the former Indian River Packers 100,000-square-foot facility on 11 acres, located at Midway Road in Fort Pierce. The project is expected to create 200 new jobs. Contender is currently retrofitting the site for boat manufacturing operations and anticipates production to begin by late 2021.



➤ **FedEx Regional Ground Sortation Center (Project Denny)**

FedEx's new southeast Florida regional ground sortation center will be located at the Sansone Group's Legacy Park at Tradition. Construction of FedEx's new 245,000-square-foot facility is currently underway. The project is anticipated to create 40 new full-time and 450 new part-time jobs, with a capital investment of \$44 million. The EDC assisted with expedited site plan review and master site plan approval in 108 days.



Business Attraction



Interstate Crossroads

➤ Interstate Crossroads (Project Fusion)

Interstate Crossroads Commerce Park is a new industrial development by nationwide developer, The Silverman Group, which has acquired 132 acres in the City of Fort Pierce, south of Okeechobee Road. The development will be comprised of 1.1 million square feet of industrial development with Phase 1 construction totaling 550,000 square feet. The EDC assisted the project with expedited site plan review and master site plan approval in 108 days. Site clearing and development is currently underway.



➤ JANSTEEL (Project Ash)

JANSTEEL is an Israel-based chassis manufacturer seeking to establish manufacturing operations in the United States. The EDC assisted the company with site selection and has identified a seven-acre parcel at Midway Business Park in the City of Port St. Lucie for a new 45,000-square-foot facility and 55 projected new jobs. The company is currently in the planning and site plan approval stage.



A similar distribution center by Seefried Properties

➤ Project Midway

Project Midway is seeking to establish a distribution center at Midway Business Park in the City of Port St. Lucie. Seefried Properties, the developer, will be constructing the 1.1-million-square-foot distribution center on 110 acres. The distribution center is projected to create over 500 new jobs with the end-user to be announced summer 2021. The EDC assisted with site selection, end-user due diligence, expedited site plan review and master site plan approval in 91 days.



Legacy Park in Tradition

➤ Project Senior

Project Senior is a new 220,000-square-foot distribution center to be located on 52 acres at Legacy Park in Tradition by the Sansone Group. The end-user announcement for this significant project is expected by mid-summer. The EDC assisted with expedited site plan review and master site plan approval in 57 days.



➤ Seefried Properties

Seefried Properties, a nationwide developer, is acquiring a 65-acre site in unincorporated St. Lucie County to develop approximately 650,000 square feet of new industrial space. The EDC assisted the company with industrial site location, and expedited site plan review and approval.



Industrial Developments and Business Parks



PROJECT spotlight

➤ Cheney Brothers

On June 1, Cheney Brothers, Inc., a family-owned broadline food distributor headquartered in Palm Beach County, announced that the company will join FedEx at Legacy Park with a 427,000-square-foot, \$55 million facility which will bring 380 new jobs to the area. Estimated wages per employee will exceed St. Lucie County's average wage by approximately 35%.



➤ Legacy Park



The Sansone Group, a nationally prominent industrial and commercial developer, broke ground for its first tenant, FedEx, at Legacy Park at Tradition on April 22. At build-out, the park will feature approximately 5.4 million square feet of single- and multi-tenant Class A, institutional quality light industrial and distribution facilities.

Based on industry averages, the facilities will likely employ 2,500+ people once completed. At build-out, the payroll created is anticipated to exceed \$100 million annually.

The park's first tenant, a FedEx sortation facility, will be 245,000 square feet situated on 22 acres. The project includes a capital investment of \$44 million in real and tangible personal property, and the creation of more than 450 part-time jobs plus 40 full-time jobs at over 120% of St. Lucie County's average wage.



“
The speed of this has been incredible. I needed a facility that could serve all our facilities down in South Florida, and the convenience to the highway... This location is really, really good for what we're looking to do.
 ”
 Joe Vitaliano, District Managing Director, FedEx Ground

The second Legacy Park tenant will be Project Senior, a 220,822-square-foot warehouse and distribution center on 52 acres. The warehouse will be a single-story, 44-foot-tall building housing 203,605 square feet of warehouse space and 17,757 square feet of ancillary office space. The end-user will be announced shortly.



PROJECT spotlight

Project Midway

Plans for a new distribution center with more than 1 million square feet of warehouse space have been approved at the LTC Ranch Industrial Park near Midway Road at Interstate 95. The single-story building, 60 feet in height, will have 35,805 square feet of office space, 98 loading bays for trucks, 390 drop-trailer parking spaces and 1,000 parking spaces for employees. The end-user will be announced soon.



A similar distribution center by Seefried Properties

Interstate Crossroads

In February, the Fort Pierce City Commission approved site plans and building designs for a 1.13-million-square-foot industrial warehouse development on 130 acres south of Okeechobee Road between Florida's Turnpike and I-95.

The project developer, The Silverman Group, has developed warehouse projects in 15 states for companies such as Amazon, Walmart, Wayfair, Pepsi, Honeywell, and others.

The Interstate Crossroads Commerce Park will include either one 1.13-million-square-foot building or two separate 550,505-square-foot buildings.

This project was moved in speed-to-market efforts in 108 days from site plan submission on Oct. 30 to the February commission approval, a remarkable timeline for any commercial development much less a 1 million-square-foot industrial building.



EDC

IN THE NEWS



Pursuit Boats expansion wins South Florida Economic Impact Deal of the Year award



EDC VP **Jill Marasa** named a Top 50 Economic Developer



St. Lucie County featured in *Florida Trend*



County's **industrial and commerce parks** featured in *Site Selection* and *DC Velocity magazines*



EDC represented in the *Business Journals'* 2021 Florida First for Business Hub



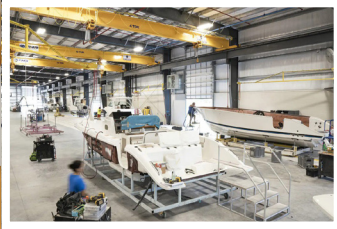
The **EDC** helped promote the county at the Site Selectors Guild Annual Conference



Multiple **videos and presentations** were created to aid in outreach efforts during the pandemic



OUTREACH and RECOGNITION



➤ Pursuit Boats wins Award of Excellence

Pursuit Boats won an Award of Excellence from the South Florida Chapter of the Commercial Real Estate Association, NAIOP, for the South Florida Economic Impact Deal of the Year. The EDC nominated Pursuit for the award.

Pursuit has been manufacturing luxury sport fishing and cruising boats in Fort Pierce for 38 years. The economic impact deal recognized by NAIOP added a 181,000-square-foot, state-of-the-art facility to the company's original 220,000-square-foot facility. Pursuit employs more than 550 people.

The multi-phase, multi-year expansion project received development approval in just six weeks and included the donation of 32 acres of land to the county to protect the threatened Florida scrub jay.

➤ Jill Marasa named a Top 50 Economic Developer

Vice president of business retention and expansion for the Economic Development Council of St. Lucie County, Jill Marasa, was named one of North America's Top 50 Economic Developers in January.

Consultant Connect, an organization that offers education, events, and connections between economic development professionals and site selection consultants, awards the honors to top-notch industry professionals.

Jill and the other 2021 Top 50 recipients were individually featured on Consultant Connect's LinkedIn and Twitter channels and interviewed on its America's Jobs Team podcast.

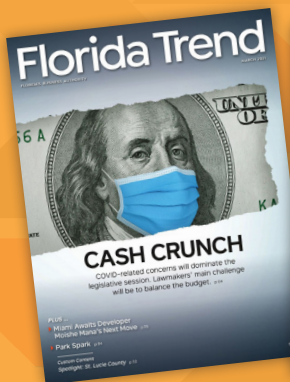
Prior to joining the EDC in November 2016, Jill was the business development and finance manager for the Martin County Business Development Board, the managing partner for the Treasure Coast Baseball-Softball Training Academy, and a high-net-worth client liaison for a New York City wealth management firm.

➤ St. Lucie County featured in Florida Trend

St. Lucie County was featured in a 33-page special section in the March edition of **Florida Trend** magazine.

"St. Lucie County is a hotspot for research, real estate, manufacturing and health care – all buoyed by workforce development efforts and partners in education. Cemented by unified collaboration across agencies, the county has created a welcome mat for businesses and economic growth. At the same time, its leaders recognize the importance of preserving what makes the area special in terms of natural resources: scenic beaches, unique history and diverse activities. Add to that scenario an airport property with acres of developable land and cargo port with a state-of-the-art mega-yacht facility. You've got a region ripe for success. You've got St. Lucie County," read the section's opening paragraph.

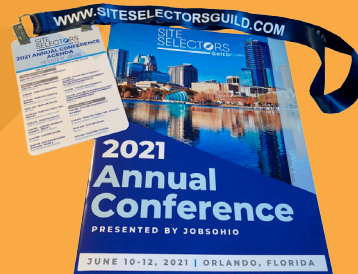
Job creation, health care resources, biotech, education, workforce, transportation, amenities, and, of course, economic development were among the topics explored. Read the complete special section [here](#).



OUTREACH and RECOGNITION



SITE
SELECTORS
GUILD



➤ Advertising Initiatives

An advertisement featuring industrial development opportunities at Legacy Park, Tambone @ Tradition, Interstate Crossroads by the Silverman Group, and the Tradition Center for Commerce, ran in **Site Selection** magazine in May. *Site Selection* magazine is an internationally circulated business publication covering corporate real estate and economic development.

An advertisement featuring 350 acres of prime industrial space for big box distribution at Legacy Park at Tradition is running with **DC Velocity**, the market-leading multi-media magazine serving the specific informational needs of logistics and supply chain managers and executives. The EDC also has an enhanced listing in the logistics industry's annual **IWLA Directory**.

The EDC is featured on the **South Florida Business Journal's** multi-media 2021 Florida First for Business Content Hub. [Check us out here.](#)

➤ Events

St. Lucie County was represented by the EDC's Jill Marasa at the **Site Selectors Guild annual conference** in **Orlando June 10-12**. Due to the pandemic, this was the first in-person event held in over a year. The conference draws the nation's foremost site-selection consultants. The Site Selectors Guild members provide location strategy to corporations across the globe and for every industry, sector, and function.

➤ Virtual Outreach

With travel and in-person meetings a challenge during the first months of the year, the EDC developed tools available with the click of a mouse to showcase all St. Lucie County has to offer employers.

■ **Why St. Lucie?** This upbeat one-minute video covers a lot of ground – from our affordable housing, focus on career & technical education, small-town feel, convenient location, top hospital system, #1 state college, along with the PGA, and NY Mets spring training. [Watch the video here.](#)

■ **St. Lucie County Industrial Development.** This three-minute video highlights seven available sites for industrial users throughout the county – Legacy Park at Tradition, Tradition Center for Commerce, Tambone @ Tradition, Midway Business Park, Treasure Coast Research Park, Thomas Produce, and the Airport West Commerce Park. [Check out the video here.](#)

■ **Moving Forward and Poised for Growth.** This detailed PowerPoint presentation was developed by the EDC for the South Florida CCIM, a commercial real estate organization. The presentation provides information about county demographics, growth, workforce, wage, housing, economic development, and much more. [Read the presentation here.](#)



PRIMING

THE TALENT PIPELINE



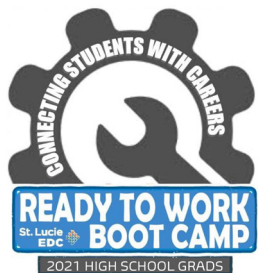
Created a multi-media **#WORKLOCALSTLUCIE** campaign, reaching out to the **62% of the local workforce** commuting outside the county daily. The campaign showcases employment opportunities with St. Lucie's varied, vibrant and dynamic businesses.



Expanded the **Treasure Coast Skills Gap** initiative to help navigate talent to high-demand careers by creating a pathway to **connect talent and local employers**.



Formed a **task force** to pilot a rapid deployment **recruitment program for Derecktor Ft. Pierce** using input and tools from the Skills Gap studies.



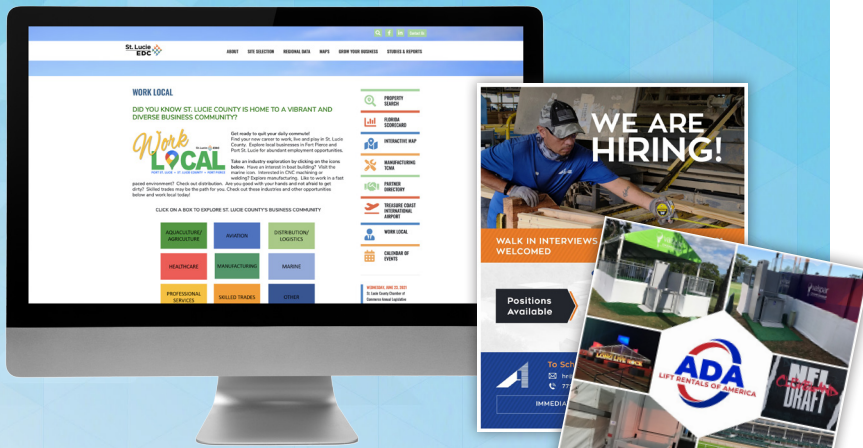
Working closely with education partners, the EDC and Treasure Coast Manufacturers Association helps **prepare recent high school graduates to fill in-demand jobs** through the coordination of **counselor tours** and **Ready to Work Boot Camps**.



Work LOCAL

St. Lucie EDC

PORT ST. LUCIE + ST. LUCIE COUNTY + FORT PIERCE



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

We hope you follow the EDC on [Facebook](#) and [LinkedIn](#). If so, we'd love it if you would **HELP SPREAD THE WORD** by sharing our posts!

#WorkLocalStLucie

This spring, the EDC rolled out the **#WorkLocalStLucie** campaign in response to a [March 2021 study](#) by the Florida Department of Economic Opportunity which reported that more than 62% of St. Lucie County residents commute outside the county for work each and every day, some traveling over an hour and beyond for employment – even as far as Orlando and Miami.

The Work Local campaign is aimed at showcasing employment opportunities with our county's vibrant and dynamic businesses, bringing awareness to residents that they have an option to stop their commute and work locally.

The **#WorkLocalStLucie** campaign initiatives include:

- Three months of billboard advertisements featuring key in-demand careers and a local hourly wage being paid for workers in that role. Thanks to a partnership with Team IP Outdoor Media, the ads went live in mid-June on Fort Pierce's first digital billboard, located on US 1 in front of Treasure Coast Lexus. This digital billboard has traffic counts for daily impressions of over 40,000! One of the ads will be displayed every minute for 7.5 seconds.
- The #WorkLocal webpage, <https://youredc.com/worklocal>, includes targeted industry sectors where St. Lucie County businesses have a free opportunity to promote their company with a logo, brief description, and direct link to their company website.
- Print and digital media and advertising:

#WorkLocal advertorial in the *Treasure Coast Business Journal*.
[See the two-page spread here.](#)

A Knowhere News article about why residents should #WorkLocal and data on the financial aspects of out-commuting, read it [here](#).

Digital ads in the Treasure Coast Brief, which is emailed to more than 28,000 people in the region.

- Social Media – Thrice-weekly #WorkLocal Facebook and LinkedIn campaigns:

"Made In St. Lucie County Monday" posts spotlighting local manufacturing businesses

"Work Local St. Lucie Wednesday" featuring company-specific employment opportunities and/or hiring events

"Work Local Friday" drives users to the #WorkLocalStLucie webpage to learn about local companies and employment opportunities





High School Talent Pipeline INITIATIVE

➤ Counselor Tours

In February, St. Lucie Public Schools (SLPS) administrators, counselors, educators and graduation coaches participated in a Virtual Tour of the Marine Industry, developed by the EDC and the SLPS Career and Technical Education Department, along with Maverick Boat Group, Shearwater Marine, Derecktor Ft. Pierce, and Freedom Boat Club of Fort Pierce.

Discussion centered on employment opportunities and talent recruitment at local marine industry companies. Marine industry career pathways at St. Lucie Public Schools include the Outboard Marine Service Technology program at St. Lucie West Centennial. Other pathways programs in engineering/manufacturing, construction, and automotive are also relevant to local marine industry employers. The virtual session was recorded and can be viewed by students and counselors at any time. Links to individual company videos can be viewed at <https://youredc.com/workforceandtraining/marine>.



➤ St. Lucie SALTZ

Patterned after the Salty Jobs video series in South Florida, the St. Lucie SALTZ initiative was developed as a result of feedback from a marine industry roundtable. The participants – Pursuit Boats, Maverick Boat Group, Freedom Boat Club of Fort Pierce, the Marine Industries Association of the Treasure Coast, Derecktor Ft. Pierce, and Shearwater Marine – agreed to help jumpstart a video campaign targeting area high school students. SLPS Superintendent Wayne Gent supported the collaboration and tasked his communications team with developing the branding for the series and the creation of the video content. The series will be available to show to students considering careers in the marine industry, a key St. Lucie County employment sector.

➤ Global Logistics and Supply Chain Technology

The EDC coordinated virtual sessions for St. Lucie Public Schools with Walmart Distribution to encourage students to learn about a new logistics program which will be part of the curriculum for Career and Technical Education (CTE) in the 2021/2022 school year.

The new career pathways program in logistics will be offered this fall at Treasure Coast High School and will help prepare students for working in the logistics and supply chain industry at companies like Walmart Distribution.

➤ Ready to Work Boot Camp

Thirteen recent graduates from St. Lucie County high schools completed the St. Lucie County **Ready to Work Boot Camp** on June 11. Some walked away from the ceremonies with both a certificate and a job offer.

In its fourth year, the boot camp's goal is to introduce career opportunities with local manufacturing and warehouse distribution employers to graduating high school students who are entering the workforce after high school, helping to build the local talent pipeline for today's in-demand careers.

Attendees spent five activity-packed days touring local manufacturers and distributors as well as learning about resume and interview preparation, personal finance, workplace roles, and more. Expert Shutter Services, Indian River Select, Total Truck Parts, Southeast Elevator, Maverick Boat Group, Walmart Distribution Center, Pursuit Boats, Southern Eagle Distributing, A-1 Roof Trusses, Phoenix Metal Products, Derecktor Ft. Pierce, and California Closets hosted tours.

Dashawn Johnson, 18, a Fort Pierce Central graduate, received a job offer from California Closets on Signing Day. He will start in the warehouse and plans to work his way up to becoming an installer after learning about some of the technical aspects of the job, such as how to read blueprints.

Steeven Andrade, 18, a Lincoln Park Academy graduate, said the camp opened his eyes to opportunities he hadn't known about before. His favorite part was the visit to Phoenix Metal Products where he was able to try his hand at welding. He is now interested in looking at the welding course offered by Indian River State College and at welding opportunities with several of the employers.

Ready to Work Boot Camps are presented by the EDC, the Treasure Coast Manufacturers Association, and St. Lucie Public Schools with the support of local business partners.



Strategic

DOING™



➤ Treasure Coast Skills Gap Study 2.1

In 2016, a series of initiatives to prioritize and address regional workforce skills gaps was launched, with leadership support and underwriting from CareerSource Research Coast. The original Skills Gap study, reported in 2017, resulted in key recommendations for skills development in targeted employment sectors.

In 2019, the program expanded to focus on education, training resources and capacity in order to navigate talent to high-demand careers.

A strategic action plan, based upon the principles of Strategic Doing™, was developed. During the first half of 2021, CareerSource Research Coast, the EDC, consultants Gehant & Associates and Graylan Ventures, along with business and education stakeholders, continued to build partnerships to better prime the talent pipeline – mapping career pathways for manufacturing, the marine industry, health care and skilled trades.

The goal is to create “paved” pathways connecting talent with local employers, as well as expanding the pipeline through retraining, identifying crossover skills, and upskilling existing workers.



➤ Derektor Ft. Pierce Task Force Pilot Project

Beginning in March 2021 a task force, convened by the EDC and guided by Gehant & Associates and Graylan Ventures, began working to build a broad recruitment strategy and campaign to meet the new job creation needs for yacht technician positions with Derektor Ft. Pierce.

Mirroring Skills Gap 2.1 input, the goal of the task force is to create a rapid deployment recruitment campaign to help fill approximately 170 positions over the next four years for shipfitters, welders, outside machinists, and haul-out crews.

Action steps, such as an apprenticeship tactical work group, internship program with St. Lucie Public Schools, boot camp participation, and a jobs marketing strategy, were identified.



EDC

PEOPLE

In advancing economic development and vitality for St. Lucie County, the EDC is guided by the expert leadership of a dynamic 36-member board of directors representing the region's foremost public and private sector organizations.



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



Industry sectors represented on the board include **agriculture/ranching, banking/finance, communications, development, education, government, hospitality/recreation, law, manufacturing, marine industries, medical, professional services, real estate, science/technology, staffing, utilities,** and more.



In addition to the current board of directors, the EDC is developing emerging leaders through **EXCEL**, an ongoing **program of leadership development** paired with opportunities to create meaningful business connections. **EXCEL** is **growing future board members and community leaders.**



EXCEL UPDATE

EDC **EXCEL** (Engaging Executive Community Entrepreneurial Leaders) was established to further groom today's emerging business leaders, accelerate their career path, assist members in making meaningful business connections, and help grow St. Lucie County.

During the first half of 2021, **EXCEL** members have been participating in an online leadership training series by author and leadership development expert Phil Van Hooser. The program includes 12 lessons taken at an individual's own pace, plus assigned activities. Even during COVID, approximately half the group met periodically to discuss their interpretation of the materials.

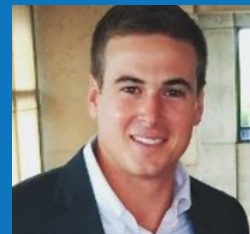
The group focuses on putting together in-depth company tours and roundtable discussions, to learn how various industries operate and talk with a variety of chief executives about their leadership approaches and backgrounds.

On June 10, **EXCEL**'s first roundtable since COVID was held at Indian River State College and featured a riveting presentation by IRSC President Tim Moore.

"If you have a question about what the college can do, the answer is yes," said Moore who shared his life story with the **EXCEL** attendees. "At my very core, I'm a problem solver. My whole role is chief problem solver."

"The college works for you," said Moore, adding that he is committed to the college's role in workforce development. Moore also said education is the gateway to changing lives and noted that 96% of IRSC graduates stay in the community and 98% graduate without debt.

Over the coming months, the **EXCEL** group plans to hold additional roundtable events and continue with online leadership training.



Phil Doumar
Chair, Doumar Insurance



Lindsey Concannon
Chair-Elect, NuCO2 LLC



Greg Iannelli
*Events & Corporate Relations
Enterprise Fleet Management*



Roxanne Peters
*Professional Development
& Outreach
SouthState Bank*

EXCEL
Leadership Team



Board of Directors

- Mike Adams, *Adams Ranch*
- Michael Anson, *OCULUS Surgical*
- Nicolas Apfelbaum, Esq., *Apfelbaum Law*
- Terissa Aronson, *St. Lucie County Chamber of Commerce*
- Robert Barfield, *Seacoast Bank*
- Amber Batchelor, *weVENTURES™*
- Brian Bauer, *CareerSource Research Coast*
- Russ Blackburn, *City of Port St. Lucie*
- Eric Camehl, *RE/MAX Masterpiece Realty*
- Ian Cotner, *AT&T Florida*
- Kate Cotner, *Florida Power & Light Company*
- Lee Dobbins, Esq., *Dean, Mead, Minton & Moore/TCMA*
- Lauren Dudley, *Lawnwood Regional Medical Center & Heart Institute*
- Chris Fogal, CPA, PA, *Carr, Riggs & Ingram - **Chair-Elect***
- Wayne Gent, *St. Lucie Public Schools*
- Richard Houghten, PhD, *FIU Center for Translational Science - **Secretary***
- Rod Kennedy, *Engineering Design & Construction*
- Richard Kolleda, FACHE, *Spherion*
- Leslie Kristof, MBA, *Keiser University*
- Rob Lord, *Cleveland Clinic Martin Health - **Chairman***
- Tammy Matthew, *Bank of America*
- Nick Mimms, *City of Fort Pierce*
- Tim Moore, PhD, *Indian River State College*
- Cara Perry, *Florida Atlantic University*
- Roxanne Peters, *SouthState Bank/EDC EXCEL*
- Nick Sansone, Esq., *Sansone Group*
- Azlina Siegel, *GL Homes*
- Staci Storms, *Broward, Palm Beaches and St. Lucie Realtors®*
- Richard Tambone, *Tambone Companies*
- Pete Tesch, *Economic Development Council*
- Howard Tipton, *St. Lucie County*
- John Tompeck, *Fort Pierce Utilities Authority*
- Shrita Walker, *MIDFLORIDA Credit Union*
- Jeremy Wiernasz, *PGA Golf Club*
- Kara Wood, *Hi-Tide Boat Lifts*
- Amber Woods, *Treasure Coast Lexus*

Executive Committee



Rob Lord
*Chair, Cleveland Clinic
Martin Health*



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



Richard Houghten, PhD
*Secretary, FIU Center for
Translational Science*



Kate Cotner
*Florida Power & Light
Company*



Lauren Dudley
*Lawnwood Regional
Medical Center*



Tim Moore, PhD
*Indian River
State College*



Azlina Siegel
GL Homes



Pete Tesch
EDC



John Tompeck
*Fort Pierce
Utilities Authority*




Michael Ansoerge
OCULUS Surgical



Chief Executive Officer for OCULUS Surgical, Inc., the U.S. subsidiary of OCULUS Optikgeräte GmbH, headquartered in Wetzlar, Germany. Created in Port St. Lucie in 2012, OCULUS Surgical builds on the strong heritage of its parent company by providing ophthalmic surgeons with innovative, high-quality ophthalmic products and the highest level of customer support. A native of Germany, Michael joined OCULUS Surgical in 2018 as general manager and was promoted to CEO in 2019. He was previously general manager for Titan Strapping System in Charlotte, North Carolina, and North American sales director for Heinrich Georg GmbH in Ohio. He is a certified engineer and has a master's degree in business and engineering from the University of Siegen.


Nico Apfelbaum, Esq.
Apfelbaum Law



Nico founded Apfelbaum Law, with offices in Port St. Lucie and Stuart, with the goal of providing dedicated and exceptional personalized services to individuals and businesses. Nico began practicing law in Orlando, representing national and international businesses, investors and individuals in complex commercial litigation, business transactions and bankruptcy matters. Nico is a native of Argentina and is fluent in both Spanish and English. Nico and his wife settled on the Treasure Coast and have made their home and family here. For a number of years, Nico practiced law at a large firm concentrating his practice in the areas of collections, creditors' rights, business and UCC litigation, and a variety of other business and contractual matters – both transactional and litigation.


Robert Barfield
Seacoast Bank



Treasure Coast Market President for Seacoast Bank. Seacoast Bank provides a full range of banking and investment services to businesses and consumers delivered conveniently and with a personal touch. Headquartered in Stuart, Seacoast is the leader in bank deposit market share in Martin County, the Port St. Lucie Metropolitan Statistical Area, and Okeechobee County, and closely rivals the market penetration of its mega bank competitors in its other principal markets. Robert joined Seacoast Bank in 2007 as Senior Vice President, Commercial Banking Manager, he was promoted to Commercial Banking Director in 2018 and Market President in 2020. He previously worked in commercial lending for BankUnited, Colonial Bank, and Gulfstream Business Bank.





Amber Batchelor

Women's Business Center,
weVENTURE™



Former director of the Women's Business Center, weVENTURE, a program of the Bisk College of Business at Florida Tech, Amber served as an EDC director for several months prior to moving out of the area. The Women's Business Center is dedicated to igniting the economic power of women and entrepreneurs, partnering with clients to create sustainable business growth and offering programming for every stage of a business' life span. weVENTURE is funded in part through a cooperative agreement with the U.S. Small Business Administration to serve clients in Brevard, Indian River, and St. Lucie counties.



Lauren Dudley

Lawnwood Regional
Medical Center



Chief Operating Officer of Lawnwood Regional Medical Center. HCA Healthcare's Lawnwood Regional Medical Center is a 380-bed, acute-care hospital and home to the Heart Institute, offering diagnostic, interventional and therapeutic care, including open-heart surgery. The hospital also has the region's only Level II trauma center, a Level III neonatal intensive care unit, pediatric intensive care unit and a compressive stroke center. Lauren joined HCA in 2018 as Vice President Operations at the John Randolph Medical Center in Hopewell, Virginia. In 2020, she served in the same position at Chippenham Hospital in Richmond, Virginia, before joining the Lawnwood executive management team in December 2020.



Nick Sansone, Esq.

Sansone Group



Licensed attorney and principal of the Sansone Group, a nationally recognized commercial real estate firm that specializes in property and facility management, brokerage, development and redevelopment of retail, industrial, office and residential properties. The Sansone Group is currently developing Legacy Park at Tradition. Nick is an active member of numerous professional organizations including the International Council of Shopping Centers, CORFAC International and the Young Presidents' Organization. He received a B.A. degree in psychology from Webster University and his law degree from the John Marshall Law School.



Kara Wood

Hi-Tide Boat Lifts



Kara Wood is the co-owner and marketing coordinator of Hi-Tide Boat Lifts in Fort Pierce. In business since 1979, Hi-Tide Boat Lifts is one of the most established boat lift manufacturing companies in the industry. This family-run business is now in its second generation of ownership. Its lifts can accommodate everything from a 1,500-pound personal watercraft to a 180,000-pound yacht. Kara has an undergraduate degree from Boston University and a Master of Architecture degree from Miami University. Prior to joining Hi-Tide in 2013, Kara was Planning Manager at the St. Lucie County Board of County Commissioners, and Urban Design Administrator for the City of Fort Pierce.



NEW

Investors

CHAIRMAN LEVEL

Sansone Group

Seacoast Bank (upgrade)

LEADERSHIP LEVEL

Remnant Construction (upgrade)

Silverman Group

Thomas Produce

CORPORATE LEVEL

Allegany Franciscan Ministries
Ashley Capital
Gulfstream Building Group, Inc.
HBK CPAs & Consultants

Hooks Construction
Itasca Construction Associates
Mark Walters & Company
NextCity Networks

Stonemont Financial Group
Synovus Bank
Team IP
weVENTURE Women's Business Center

AMBASSADOR LEVEL

AApex Electric
AAWARD Clean
AHS Residential
Architectonic, Inc.
CenterStar Group
Contractor Supply Store
Crescent Solutions

Florida First Capital
Finance Corp.
Fortified Insurance
Guardians for New Futures, Inc.
Indian River Magazine
JP Morgan Chase Bank
Precision Contracting Services

SCORE Treasure Coast
St. Lucie County
Education Foundation
The Law Offices of Travis Walker
Total LifeSafety Corporation
Total Real Estate Consultants
World Trade Center Palm Beach





Upcoming EDC Events



EDC Partner Lunch Meetings

August 10
September 14
October 5
November 2
December 7

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

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

Leaders on the Links



THURSDAY
November 18

Leaders on the Links
Reception

6 - 9 p.m.

FRIDAY
November 19

Leaders on the Links
Golf Tournament

7:30 a.m.

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

EDC'S 8th Annual Leadership Dinner

February 10
2022

Featuring presentation of the
Peter Hegener Leadership Award

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

Pete Hegener Leadership Award

Nomination forms will be available soon for the 8th Annual Pete Hegener Leadership Award. As we were unable to hold the award ceremony last year, nominations previously submitted for 2020* will be considered this year, along with new nominations.

*Please email cmalow@youredc.com if you submitted a nomination in 2020 which you would like to update.

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



Your EDC staff stands Ready, Willing and Able



Pete Tesch
President



Jenn Dubey
Business Manager



Jill Marasa
VP Business Retention
& Expansion



Candy Marlow
Member Services



Maureen Saltzer
Communications
& Outreach Director



Staci Storms
Business Development

THE **ECONOMIC DEVELOPMENT COUNCIL** OF ST. LUCIE COUNTY IS A PRIVATE 501(C)6 NOT-FOR-PROFIT ORGANIZATION FOUNDED IN 2000, DEDICATED TO ENRICHING THE ECONOMIC VITALITY OF OUR COMMUNITY THROUGH THE RETENTION, EXPANSION AND RELOCATION OF BUSINESSES TO ST. LUCIE COUNTY IN PARTNERSHIP WITH



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 information
-  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)

772.336.6250 | www.YourEDC.com

