

FOR IMMEDIATE RELEASE

SportLife Distribution to expand HQ in Fort Pierce



Mike Rossman, president/CEO & founder of SportLife Distribution. *Photo provided by SportLife Distribution*

Fort Pierce, FL/Nov. 8, 2024 – SportLife Distribution, a nationwide distributor of sports nutrition and health products based in Fort Pierce, plans to expand its operations and headquarters within the city with the construction of a new 25,000-square-foot facility and the addition of 30 fulltime employees.

SportLife Distribution will site its new \$2.2 million headquarters at 3112 Oleander Avenue. CEO Mike Rossman and Wes McCurry, senior vice president of the Economic Development Council of St. Lucie County (EDC), presented the company’s plans at the Nov. 4 meeting of the Fort Pierce City Commission.

“This is a Fort Pierce business expanding its headquarters right here at home. It’s a perfect example of the city and the EDC working together to help our local businesses,” said Fort Pierce Mayor Linda Hudson.

“We’ve been here for 10 years. I live in the city. I love Fort Pierce. I want to see the city grow. I want to bring jobs here,” said Rossman. “This is a big step for us, building our national headquarters.”

In addition to Florida, SportLife Distribution currently operates in Ohio, Nevada and Texas, with plans to expand into Arizona. The company distributes brand name nutrition products to retail stores in all 50 states.

“We looked at Arizona, Las Vegas, Cleveland, they all have their benefits, but I do feel Fort Pierce is our home, where I live, and I am very active in the business so I would like this to be our headquarters,” Rossman added.

MJR Marketing LLC, dba SportLife Distribution, currently employs 13 people at its Fort Pierce warehouse on South 5th Street. Rossman said many of the new headquarters’ jobs would be administrative positions in accounting and human resources. Average wages will be \$53,000/year.

“This is entrepreneurship at its highest level,” said Commissioner Curtis Johnson.

“Thank you for choosing Fort Pierce to locate your headquarters. It certainly is, in my opinion, a great choice. The availability of jobs being created in the area to be filled by local residents is a phenomenal thing to do,” said Commissioner Michael Broderick. “I know you had options and I’m sure you had enticements to locate in other locations.”

“Working with St. Lucie County business owners who want to expand locally is among the most rewarding things the EDC does,” said Wes McCurry, EDC senior vice president. “Not only are these companies creating local jobs, like Mike Rossman’s company, they are creating a legacy for our future.”

At the Nov. 4 meeting, the Fort Pierce City Commission approved an incentive package for SportLife Distribution (Project Hammy) that includes ad valorem tax exemptions for real and tangible personal property at 100% for the first five years, then at 90%, 80%, 60%, 40% and 20% for the next five years; road impact fee mitigation and an opportunity for a Job Growth Investment Grant. The St. Lucie County Commission approved similar exemptions on Sept. 17. Projects with incentives must still pay 100% of all school, fire, voter-approved debt and other taxes.

About the Economic Development Council of St. Lucie County

The Economic Development Council of St. Lucie County (EDC) is a private, not-for-profit organization dedicated to promoting economic vitality in St. Lucie County through the attraction, retention and expansion of businesses in the community. The EDC works in partnership with local governments and the private sector to advance its goals of creating more and better-paying jobs for residents, broadening the tax base and improving St. Lucie County's economic quality of life. Contact the EDC at 772.324.2014, contact@youredc.com or www.youredc.com.

About SportLife Distribution

SportLife Distribution is the leading nationwide distributor of sports nutrition and health products. The Fort Pierce based company offers a full range of premium brands with quality, high-margin products that brick-and-mortar retailers can stay competitive and profitable with. With four distribution centers, SportLife Distribution currently services retail stores in all 50 states. Its strategically located distribution centers give the company the ability to offer next day shipping to a majority of accounts throughout the country. For more information, visit <https://sportlifedistribution.com>.