

2021 Martin County

Economic Development Action Plan

NEW RESEARCH ON ECONOMIC OPPORTUNITY AND STRATEGY

August 2021



BUSINESS FLARE®

Economic Development Solutions
Maximize Your Marketplace

ECONOMIC DEVELOPMENT



1. ECONOMIC DEVELOPMENT

Strategy: Create an Innovation District that anchors an ecosystem to support, retain, and expand the existing cluster of marine and aerospace sectors.



Phase II:

- Actively promote the Innovation District and its cluster of job and business opportunities through direct marketing and prospecting compatible businesses.

Phase III:

- Reserve a designated area to establish an Innovation Incubator center to encourage startup relocations and project collaborations.



Strategy: Attract electric boat technology and complementary marine technology industries, with a focus on locations in the Innovation District.



Source: Homewood Marina, Sierra Nevada Alley

Figure 2. Innovation District Conceptual Plan



Source: BusinessFlare Design

1B. GOAL: Grow supportive entrepreneur ecosystems, focused on technology companies to provide the physical environment, local contacts, and capital for existing, relocating, and start-up tech entrepreneurs.



Source: Unsplash. Entrepreneurs


Strategy: Create a countywide research consortium related to clean stormwater and clean drinking water innovations.



Strategy: Create a research consortium related to Advanced Ocean Technology.

Strategy: Develop a coastal test range for autonomous surface and undersea vehicles and data acquisition systems.





Strategy: Consider acquisition of privately held airport for use in general aviation, aerospace, and Unmanned Aerial Vehicle (UAV) testing or consider other sites for UAV testing.

Strategy: Work with owners and the community to identify prospects and establish priorities for redevelopment.



WORKFORCE TALENT



Strategy: Further support the Martin County School District in the creation of middle- and high-school training programs in technology, health care, and advanced technology that meet the needs of Martin County business.



Source: Connected. Science, Technology, Engineering, Arts, and Mathematics (STEAM)

Strategy: Actively market and promote lifestyle aspects of Martin County to attract and retain talent.



Source: Unsplash. Farmers Local Market

Strategy: Utilize American Rescue Plan Act funds to further support the Arts and Culture organizations and assets that make Martin County special.



CAPITAL PROJECTS & INFRASTRUCTURE



3. CAPITAL PROJECTS & INFRASTRUCTURE

Strategy: Create a masterplan for beautification of key gateways into Martin County.

Strategy: Invest in wayfinding signage and recreational asset mapping.

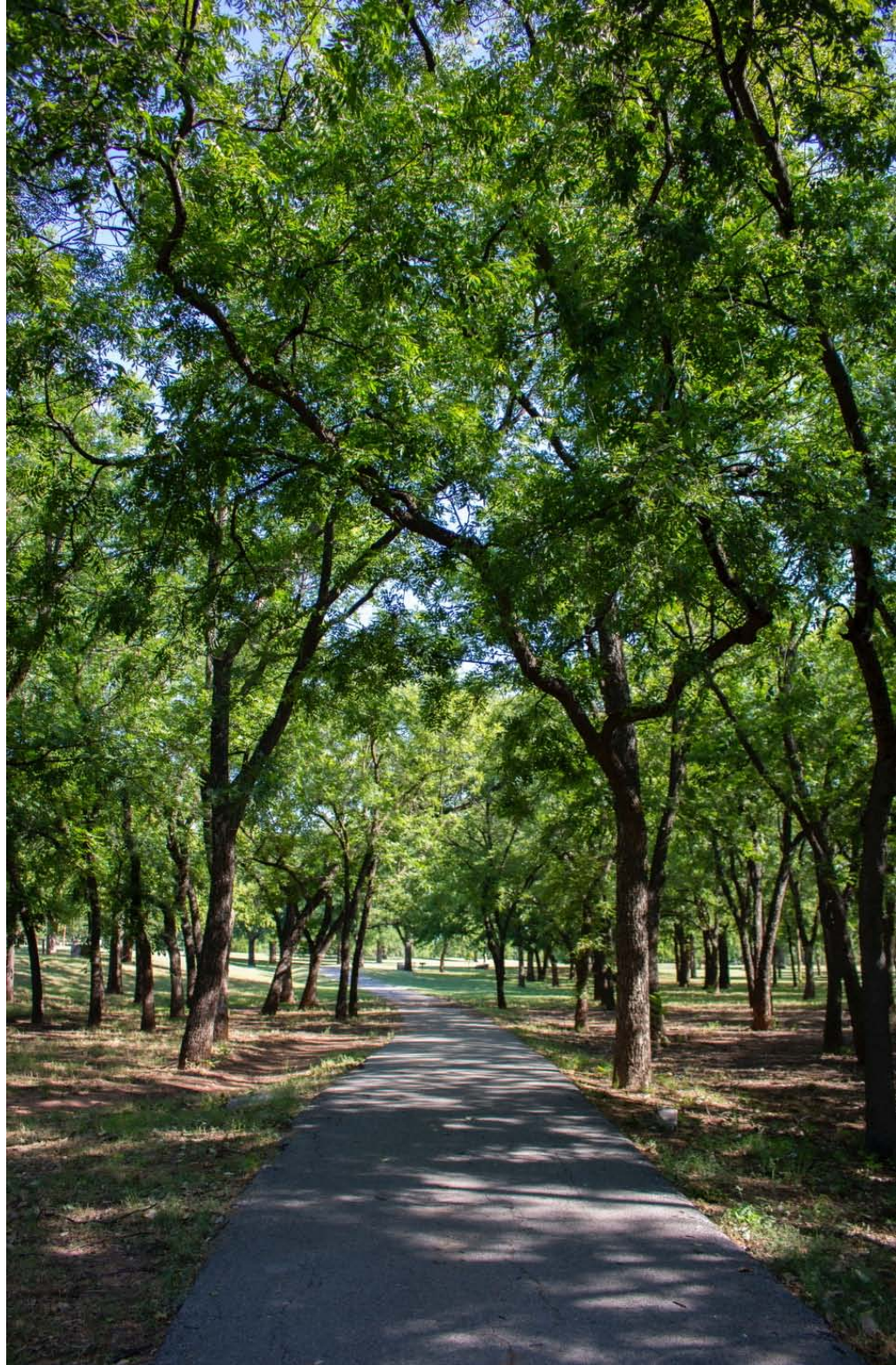


Strategy: Develop connectivity in all modes of transportation through mapping and integration of pedestrian paths, bike lanes, streets, public parking lots and garages, and transit routes.



Strategy: Identify opportunities within existing parks to increase outdoor amenities and improve activity areas relevant to the population.

Strategy: Create safe and connected parks to improve quality of life.



Strategy: Masterplan public access to waterways throughout Martin County.

Strategy: Continue to masterplan, dredge, and improve the St. Lucie Canal, St. Lucie Inlet, and other waterways to support flood protection efforts and preserve marine ecosystems.



Source: BusinessFlare Drone. St. Lucie Canal

Strategy: Enhance opportunities for east-west commuters and cross county transit users to have shorter travel times to work in Martin County and reduce congestion for the benefits of all residents.

Strategy: Improve small scale mobility and “last mile” connections in the County.



Source: Delray Beach free, private, multi-person golf cart transportation services.

Strategy: Invest in the installation and expansion of horse trails to connect destination points.

Strategy: Further utilize Timer Powers Park as an equestrian center.



ACTION PLAN MATRIX



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