

1. MARKET ASSESSMENT

2. OPPORTUNITIES

3. ACTION PLAN

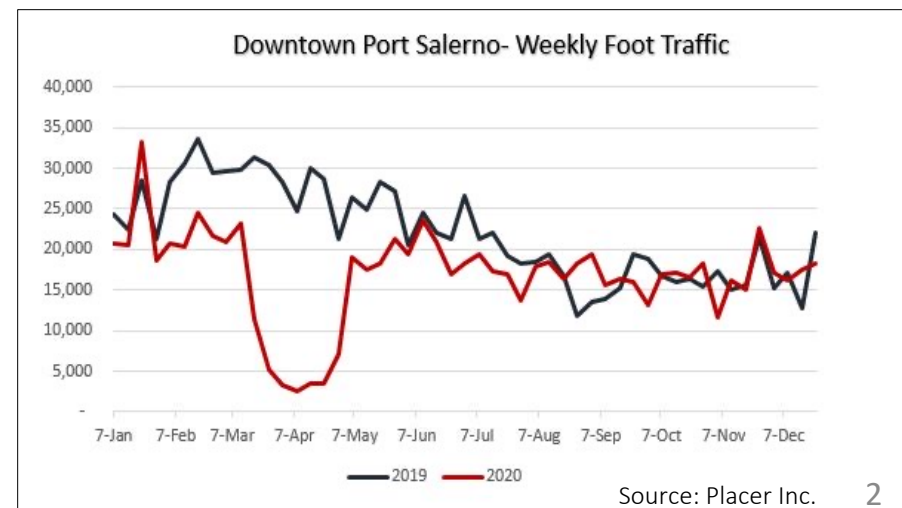
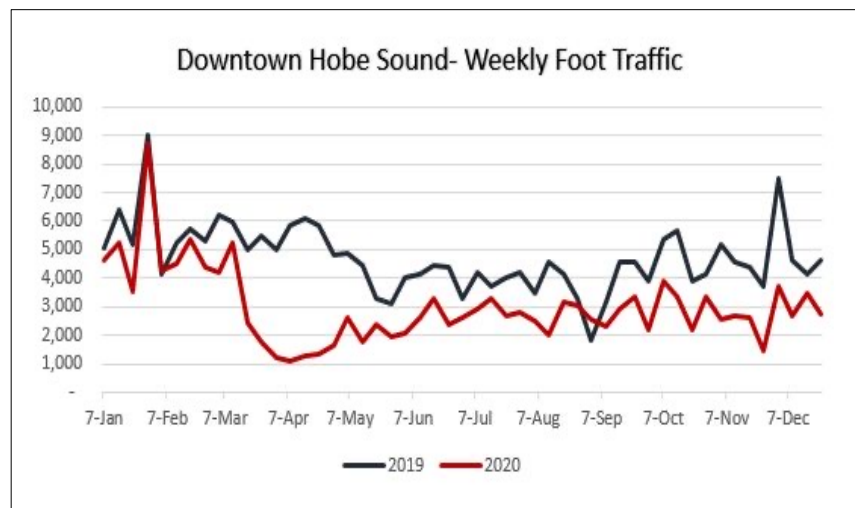
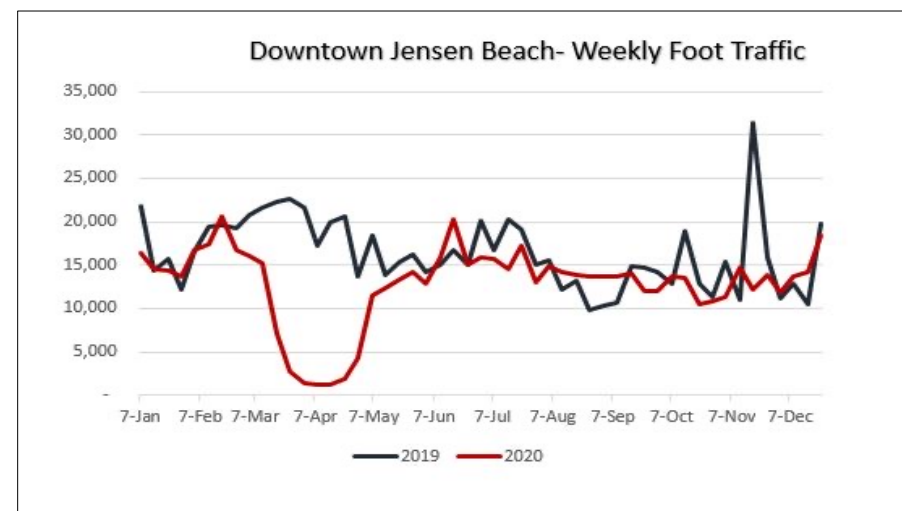
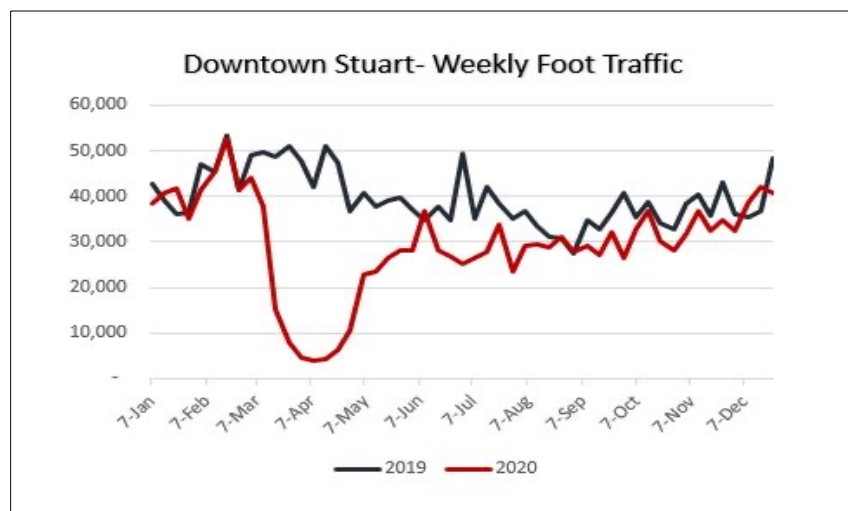
BUSINESS **FLARE**®

Economic Development Solutions
Maximize Your Marketplace



Foot Traffic Observations

The “COVID” Curve



Source: Placer Inc.

**Not all study areas had sufficient foot traffic visitation for evaluation.*

Economic Overview

Martin County Economic Output for 2020 Q3:

\$14.2 Billion, down from \$14.3 Billion in 2019

Martin County Economic Output percentage difference between 2019 and 2020 Q3:

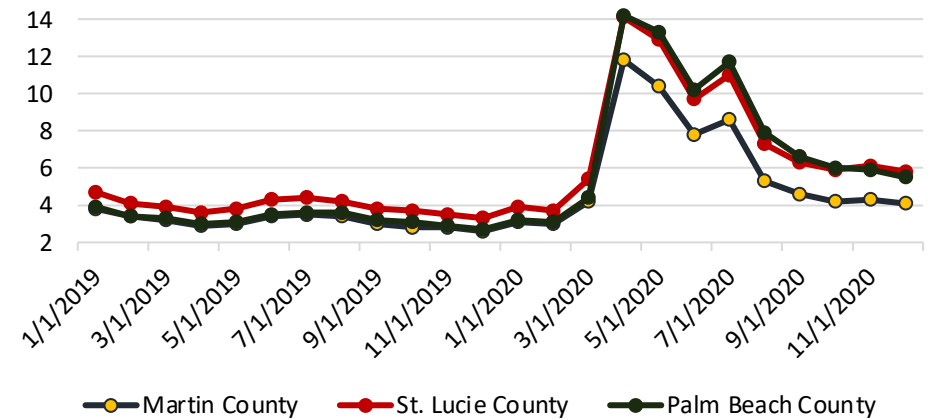
-0.6 %

Martin County Employment percentage difference between 2019 and 2020 Q3:

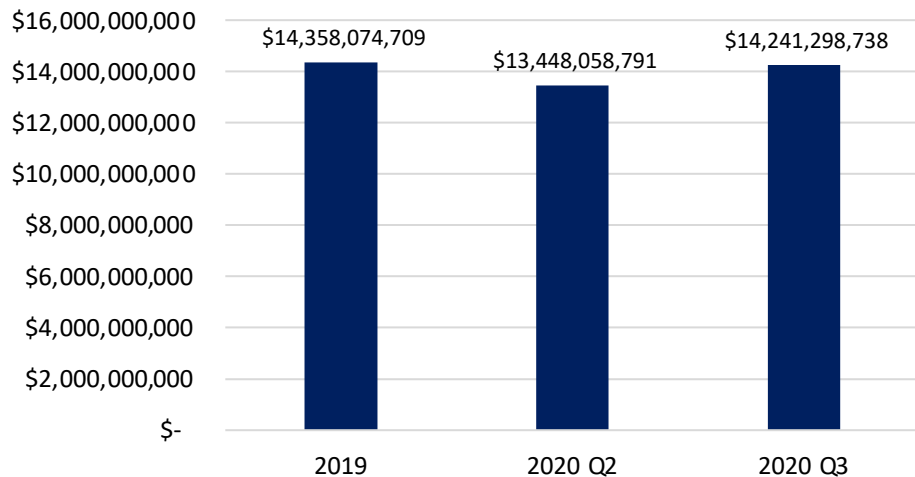
-4.7 %

- Extended Benefits
- Child Care
- COVID Concerns
- Changed industries and started businesses

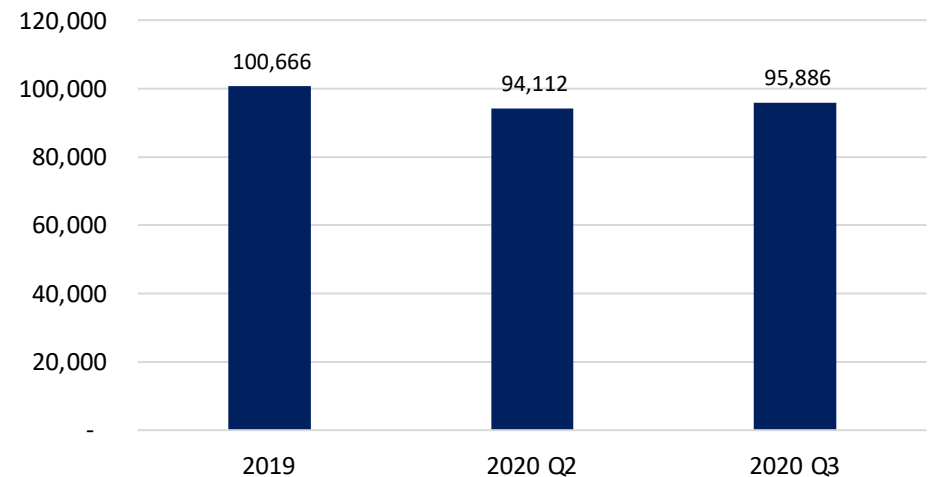
Unemployment Rate



Martin County Economic Output



Employment



Top Five Tapestry Commonalities

Active Educated
Independent Nature
Informed Leisure
Wealth Travel

Opportunities

Preserve your brand and values

Enhance and embrace your talent advantages

Expose your increasing prosperity and positive stories

Invest in key sectors and pandemic recovery

Capitalize on emerging “clean” sectors



Action Plan

Legacy Projects

1. Innovation District – Martin

- Water Quality, Biosolids, and Advanced Ocean Technology

2. Quality of Life – Investment in Recreation

- Talent retention and attraction

3. Infrastructure – Septic to Sewer

- Support business investment

4. Support Legacy Industries

- Aviation
- Marine

5. Agribusiness and Equestrian

