

# BDB BUSINESS DEVELOPMENT BOARD of PALM BEACH COUNTY



## 2023—2024 Annual Report



# Letter from the President and CEO



BDB President/CEO Kelly Smallridge

The 2023-2024 fiscal year has been a landmark period for Palm Beach County, showcasing extraordinary achievements in economic development that have set new benchmarks for growth and innovation. This year has been transformative, marked by robust industrial and commercial relocations and expansions that further cement our county as a dynamic hub of innovation and opportunity.

Celebrated as "Wall Street South" for its concentration of financial leaders, Palm Beach County has grown into a diversified economic powerhouse. Key industries such as aviation, biotechnology, corporate headquarters, distribution, logistics, and advanced manufacturing now thrive alongside its financial sector, creating a vibrant and resilient economy.

## Key Highlights of the Year:

- 23 successful relocation and expansion projects resulting in the creation of 1,556 new jobs.
- \$152 million in capital investments secured, exceeding the \$135 million achieved in the prior fiscal year.
- 476,660 square feet of net new leased or constructed space facilitated to support economic growth.
- An average county salary of \$74,801\*\*, ranking second-highest among Florida's 67 counties.



BDB Chair Brian Seymour

These achievements are a direct reflection of the steadfast commitment from our BDB members and the powerful partnerships we've cultivated with county, state and city leaders. Collaboration with organizations like the Palm Beach County Board of County Commissioners, SelectFlorida, FloridaCommerce, CareerSource, the Economic Council, Lake Okeechobee Regional Economic Alliance (LORE), local chambers of commerce, and our exceptional educational institutions has been pivotal in driving these outcomes.

As we celebrate the progress of this remarkable year, we must continue to address needs of local businesses. With the continued strength of our partnerships and the dedication of our community, we are poised to shape an even brighter future of prosperity and innovation for Palm Beach County.

Kelly Smallridge  
President & CEO  
Business Development Board of Palm Beach County (BDB)



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## Vision Statement

To position Palm Beach County as the premier destination for business innovation and economic prosperity, fostering a vibrant community where enterprises thrive, jobs flourish, and a sustainable, diversified economy that drives the future.

## Brand Statement

The Business Development Board of Palm Beach County collaborates with key partners to advance the county's economic growth, strategically promoting the region as a premier business destination. By working together to attract and retain world-class companies, we are dedicated to supporting the creation of high-quality jobs, fostering entrepreneurial excellence, and cultivating an environment where businesses of all sizes can thrive.

## Mission Statement

Our mission is to lead Palm Beach County's economic development by attracting, retaining, and expanding businesses that create quality jobs and build a robust, sustainable, and diversified economy. We partner with the public and private sectors to cultivate a dynamic business environment that supports innovation, enhances the quality of life for residents, and secures Palm Beach County's position as a global leader in business excellence.

## Our Services:

- Site inventory on available industrial buildings, land and office space are provided through our state-of-the-art computerized tracking system.
- Site tours personally conducted by our Business Relocation and Expansion Staff.
- Information on grants, assistance, and financial incentives available through the State of Florida, Palm Beach County, and local municipalities.
- Introductions to the CareerSource Palm Beach County employee-training programs.
- Introductions to public and private educational institutions.
- Introductions to elected officials and local business leaders.
- Review of available housing and cost of living.
- Government zoning and permitting information.
- Local buyer and supplier information.
- Demographics and labor market information.
- Available services and rates for utilities, communication, and transportation.
- Introductions to banks, law firms, employment agencies, accounting firms, and all other appropriate suppliers.
- Technical presentations tailored to company's specific location requirements.
- Overview of Palm Beach County's lifestyle, including recreational and cultural amenities.
- Research Services.

# Our Board During the 2023—2024 Fiscal Year

Leaders who served between October 2023—September 2024



Photo: 300 Banyan in West Palm Beach

**Kelly Smallridge**, President and CEO  
Business Development Board  
of Palm Beach County

**Brian Seymour**, BDB Chair  
**Gunster**  
Director At Large

**George Elmore**, Chair Emeritus  
Retired, **Hardrives, Inc.**  
Director At Large

**J. Michael Prince**, BDB Vice Chair  
**USPA Global**  
Representing PBC Vice Mayor Maria Marino

**Ken Kahn**, Chair Emeritus  
**LRP Media Group**  
Director At Large

**Juan Tagle**, Treasurer  
**Palm Beach Capital**  
Director At Large

**Don Kiselewski**  
**Florida Power & Light**  
Director At Large

## EXECUTIVE COMMITTEE

**Michelle McGovern**, Secretary  
**Comcast**  
Representing PBC Commissioner  
Mack Bernard

**Gina Melby**  
**HCA Florida Healthcare**  
Director At Large

**Benjamin Boynton**  
**Boynton Financial Group, Inc.**  
Director At Large

**Carey O'Donnell**  
**Native Intelligence**  
Director At Large

**Fabiola Brumley**  
**Bank of America**  
Director At Large

**Harvey E. Oyer, III**, Past Chair  
**Shutts & Bowen, LLP**  
Representing Chamber of Commerce  
of the Palm Beaches

**Frank Compiani**  
Retired, **RSM US LLP**

**Maria Sachs**, Mayor  
**Palm Beach County**  
**Board of County Commissioners**

**BDB** BUSINESS  
DEVELOPMENT  
BOARD of  
PALM BEACH  
COUNTY





## BOARD OF DIRECTORS

**Colonel Antonio Araujo**  
Palm Beach County Sheriff's Office  
Representing PBC Commissioner  
Michael Barnett

**Mark Bellissimo**  
Wellington Lifestyle Partners, LLC  
Director At Large

**Richard Bernstein**  
Richard S. Bernstein & Associates, Inc.  
Director At Large

**Cressman Bronson**  
PNC Bank  
Director At Large

**Daniel Cane**  
ModMed  
Representing PBC Commissioner Marci  
Woodward & Greater Boca Raton  
Chamber of Commerce

**Mukang Cho**  
Morning Calm Management  
Director At Large

**Marty Cass**  
BDO  
Director At Large

**Bobby D'Angelo**  
Compson Associates  
Director At Large

**Varisa Lall Dass**  
Port Commissioner  
Representing Port of Palm Beach

**Matthew Enochs**  
Prett & Whitney  
Director At Large

**Pepe Fanjul, Jr.**  
Florida Crystals  
Director At Large

**Jake Geleerd**  
Tortoise Properties  
Director At Large

**George Gentile**  
2GHO  
Representing Palm Beach North Chamber  
of Commerce

**Kyle Goebel**  
Suffolk  
Director At Large

**Francisco Gonzalez**  
Gonzalez, Shenkman & Buckstein, P.L.  
Representing Central Palm Beach County  
Chamber of Commerce

**Desmond Greene**  
Aerojet Rocketdyne  
Director At Large

**Mitchell Harris**  
Carrier  
Director At Large

**Kenneth A. Himmel**  
Related Southeast  
Representing PBC Commissioner Gregg Weiss

**Joseph Jacobs**  
Wexford Real Estate Investors (WREI)  
Director At Large

**Kenneth Kennerly**  
K2 Sports Ventures, LLC  
Director At Large

**Michael Kohner**  
Alvarez & Marsal  
Representing Economic Council

**Brendan Lynch**  
Plastridge Insurance  
Director At Large

**Neil Merin**  
NAI/Merin Hunter Codman, Inc.  
Representing Economic Council

**Dr. David Stiles-Nicholson**  
Stiles-Nicholson Foundation  
Director At Large

**Noreen Payne**  
Amy and Noreen Team of Lang Realty  
Representing Delray Beach Chamber  
of Commerce

**Deana Pizzo**  
I.T. Solutions of South Florida  
Representing Economic Council

**Dr. Amit Rastogi**  
Jupiter Medical Center  
Director At Large

**Richard Rendina**  
Rendina Healthcare Real Estate  
Director At Large

**Donia Roberts**  
Representing Lake Okeechobee  
Regional Economic Alliance (LORE)

**Keith Spina**  
Spina O'Rourke + Partners  
Director At Large

**Grasford Smith**  
Akerman LLP  
Representing Black Chamber  
of Commerce of Palm Beach County

**Gordon Springmyer**  
Moss  
Director At Large

**Erick Strati**  
Wells Fargo  
Director At Large

**Pam Tahan**  
Wellington Regional Medical Center  
Representing Economic Council

**Keith Wedgworth**  
Wedgworth Farms  
Representing PBC Commissioner  
Sara Baxter



## EX-OFFICIO

**Michael Burke**  
School District of Palm Beach County

**Julia Dattolo**  
CareerSource Palm Beach County

**Art Menor**  
Shutts & Bowen, LLP  
Past Chair of Economic Council

**Ava L. Parker, J.D.**  
Palm Beach State College

**Dr. Stacy Volnick**  
Florida Atlantic University

# Our Team



Kelly Smallridge  
President & CEO  
ksmallridge@bdb.org



Lisa Anderson  
Vice President,  
Private Funding  
landerson@bdb.org



Kristen Boyd-Liberman  
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Marketing & Media  
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Tim Dougher  
Vice President,  
Business Recruitment,  
Retention & Expansion



Shawn Rowan  
Vice President,  
Business Recruitment,  
Retention & Expansion



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Events Coordinator  
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Administrative Asst.  
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Judy Fancher  
Administrative Assistant,  
Private Funding and IT  
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Kyle Paez  
Events and Marketing  
Assistant  
kpaez@bdb.org



# Economic Development Results

<b>23</b>	<b>1,556</b>	<b>476,660</b>	<b>\$152 Million</b>
Corporate Relocations & Expansions	New & Retained Jobs	Square Feet of Commercial & Industrial Space	New Capital Investment

- American Molding & Plastics: 18 jobs; Manufacturing; 8,000 s.f.; \$475,000 Capital Investment; Boynton Beach
- Aventusoft: 15 jobs; Life Science; \$2M Capital Investment; Boca Raton
- Berlin Packaging: Distribution/Logistics; 77,865 s.f.; \$1M Capital Investment; Unincorporated PBC
- Bush Brothers: 90 jobs; Distribution/Logistics; 36,000 s.f.; Royal Palm Beach
- CLN of South Florida: Manufacturing; Belle Glade
- Dycom Industries: 150 jobs; Corporate HQ; 40,000 s.f.; West Palm Beach
- E-Z Weld: 56 jobs; Manufacturing; 109,225 s.f.; Mangonia Park
- Empire Aviation USA: 70 jobs; Aviation/Aerospace/Engineering; 30,000 s.f.; Unincorporated PBC
- Encompass Health: 152 jobs; Life Science; 52,570 s.f.; \$67.5M Capital Investment; Unincorporated PBC
- Evo Door & Window: 191 jobs; Distribution/Logistics; \$100,000 Capital Investment; West Palm Beach
- Helix Logistics: 30 jobs; Distribution/Logistics; 900 s.f.; West Palm Beach
- Innovative Solutions: 100 jobs; Corporate HQ / IT; 2,600 s.f. Boca Raton
- Instrumentum: 30 jobs; Healthcare; 10,000 s.f.; Boca Raton
- Kaufman Rossin: 50 jobs; Financial Services; 5,000 s.f.; Palm Beach Gardens
- Merchant Lynx: 100 jobs; Corporate HQ; Palm Beach Gardens
- NYU Langone: 200 jobs; Healthcare; 76,000 s.f.; \$75M Capital Investment; West Palm Beach
- Palm Beach Trim: 50 jobs; Manufacturing; 12,000 s.f.; Unincorporated PBC
- Precision 360: 15 jobs; Aviation/Aerospace/Engineering; 6,200 s.f.; \$3.75M Capital Investment; Palm Beach Gardens
- RMS International: 75 jobs; Corporate HQ; 4,000 sf.; \$2M Capital Investment; Unincorporated PBC
- Spotwork: Distribution/Logistics; 500 s.f.; West Palm Beach
- SWD Bespoke: 20 jobs; Distribution/Logistics; 2,000 s.f.; \$1M Capital Investment; West Palm Beach
- United Franchise Group: 125 jobs; Corporate HQ; Unincorporated PBC
- X-Golf: 15 jobs; IT; 10,000 s.f.; \$3M Capital Investment; Unincorporated PBC

# Facts and Figures for 2023-2024



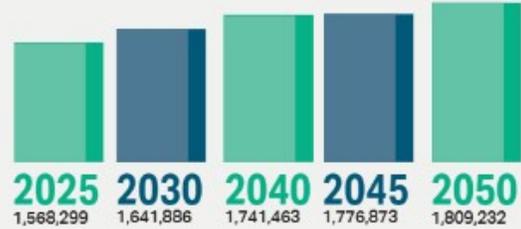
## HERE WE GROW.

### IN ONE YEAR, WE ADDED:

- » 15,958 to labor force
- » 12,006 occupied housing units
- » Median family income increased by \$10,379
- » Average wage increased from \$71,304 in 2022 to \$74,801 in 2023



## POPULATION PROJECTIONS



## ECONOMIC

County Average Wage (2023 BLS) (2022 ACS)	\$74,801
Median Family Income	\$97,993
Per Capita Income	\$50,180
Median Earnings For Male Full-Time, Year-Round Workers	\$60,081
Median Earnings For Female Full-Time, Year-Round Workers	\$47,991



## POPULATION

April 1, 2023 (Estimate)	1,532,718
April 1, 2020 (Census)	1,492,191



## HOUSING

(2022 ACS)	
Total Housing Units	720,792
Occupied Housing Units	607,453
Vacant Housing Units	113,339
Homeowner Vacancy Rate	1.1
Rental Vacancy Rate	7.2
Average Household Size	2.45



## MEDICAL

(2022 FloridaCommerce)	
Hospitals	
(PB Medical Society)	16
Physicians' Offices	2,255
Dentists' Offices	814
Medical and Surgical Facilities	50



## MEETING FACILITIES

Resorts/Hotels/Lodging Facilities	178
Resorts/Hotels with Meeting Space	79
Total Rooms	19,051
Convention Center	
Total Meeting Space (s.f.)	148,000
Total Space (s.f.)	350,000



## FINANCIAL

(2023 FDIC)	
Banks	50
Branch Banking Offices	390
Deposits (billions)	\$68,937



## LABOR FORCE

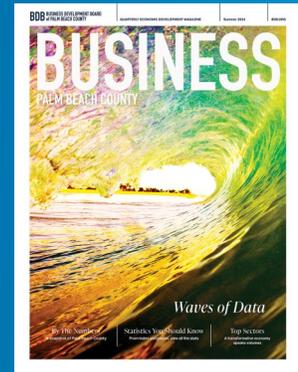
(2023 Annual Avg.)	
Labor Force	778,964
Employment	755,532
Unemployment Rate	23,432
	3.0%

Note: All statistics provided are 2023 estimates and averages, unless otherwise specified.  
Sources: Florida Commerce, US Census Bureau American Community Survey 2022, Florida Demographic Estimating Conference February 2023, Federal Deposit Insurance Corporation Summary of Deposits June 2023, Discover The Palm Beaches

# Palm Beach County Statistics

Source: BDB Data Magazine September 2024

- Second highest salary in the State of Florida at \$74,801
- Average Age: 45.2
- Average Commute Time: 26.5 minutes
- Labor Force: 778,964
- Higher Education Students: 75,000
- Total Housing Units: 720,792
- Home to 59 billionaires and 71,000 millionaires
- \$39 Billion came to Florida → Palm Beach County captured 1/4 of all money
- 2.4 million sq. ft. of industrial and commercial space under construction



## Top 3 Sectors:

- #1 by Income: Finance at \$7.53 billion
- #1 by Jobs: Healthcare / Life Science at 99,726 jobs
- #1 by Average Salary: Company Headquarters at \$190,741

## Education:

- 10th Largest School District in the Nation and Rated-A
- 182 District-operated schools with 330 innovative specialty programs
- Home to 2 of the nation's top 100 schools
- 160 private and faith-based schools

## Real Estate:

- Commercial Buildings: 1,271
- Sq. Ft. of Office Space: 53.4 Million
- Under Construction: 919,000 sq. ft.
- Industrial Property Leases: 540,400 sq. ft. leased
- Industrial Property New Product: 455,200 sq. ft.
- Industrial Properties Under Construction: 1.4 million sq. ft.

## Number of Companies:

- 19,757 Financial Services Companies
- 5,656 Health Care Companies
- 1,692 Aviation / Aerospace / Engineering Companies
- 1,493 Manufacturing Companies
- 2,506 Technology Companies
- 736 Cleantech Companies
- 556 Agribusiness Companies
- 519 Corporate Headquarter Companies
- 655 Distribution / Logistics Companies
- 608 Life Science Companies
- 202 Marine Industries Companies

# Business Recruitment, Retention & Expansion

1

## Changing the Narrative of Palm Beach County's Economy:

BDB launched the results of the "Dr. Jerry Parrish" Economic Research report. This was the first research report on driving industries conducted in over 20 years.

### #1 for Jobs

Healthcare/Life Science

99,726 jobs

### #1 for Income

Finance

\$7.53 billion

### #1 for Salary

Corporate Headquarters

\$190,741 Average Salary

2

## Industries of the Future:

Transitioning the narrative to "Industries of the Future" with FloridaCommerce, Florida Council of 100, McKinsey and local leaders to include: Quantum computing, Data Analytics, Biotech, Artificial Intelligence.

3

## Strategic Partnerships and Consensus Building:

The success of the BDB is due to the trust and credibility that the organization built in the community. With outstanding strategic partnerships, the results have been transformative. Such synergy has led to long-term economic growth, improved quality of life, and the ability to "move mountains" by turning bold visions into tangible, measurable achievements.

Key partnerships:

- County Commissioners
- Municipal Mayors
- County and municipal staff members
- School District Leaders
- Private School Headmasters
- Public and private colleges and university presidents
- Chambers, Economic Council, CareerSource
- Industry/Trade Associations
- Governor's office

# Business Recruitment, Retention & Expansion

4

## Community Engagement:

Presenting on stage and sharing the Palm Beach County story is essential to generating leads and gaining widespread support for our economic development strategy. As a keynote speaker at 20 events in the fiscal year, we've successfully promoted Palm Beach County's economic transformation and strategic initiatives to key audiences, including chambers of commerce, trade associations, and real estate and development groups, positioning the region for growth and opportunity.

5

## Business Retention Initiatives:

Organized four targeted bus tours across central, north, south, and western Palm Beach County, engaging 20-30 local business leaders on each tour to express our appreciation and strengthen relationships with key industries.

➔ Number of Companies Visited: 100



6

## Existing Business Tour with Florida Secretary of Commerce J. Alex Kelly:

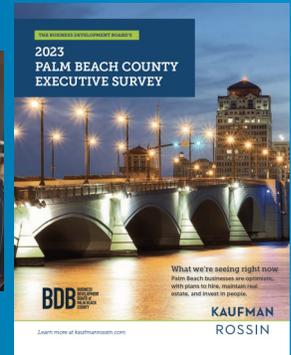
Conducted a bus tour to 14 local companies through Palm Beach County spanning from Boca Raton to Jupiter. Tour stops included the City of Palm Beach Gardens' Economic Development site at Avenir, Pratt & Whitney, Aerojet Rocketdyne, Carrier, The Herbert Wertheim UF Scripps Institute for Biomedical Innovation & Technology, Max Planck Florida Institute for Neuroscience, CareerSource Palm Beach County, 360 Rosemary at the Related Ross office, Boca Raton Airport Authority, Cosmetic Solutions, Boca Raton Innovation Campus (BRiC), lunch with special guests including Boca Raton Mayor Scott Singer, Palm Beach State College and Lockheed Martin.

# Business Recruitment, Retention & Expansion

6

## Existing Industry Survey:

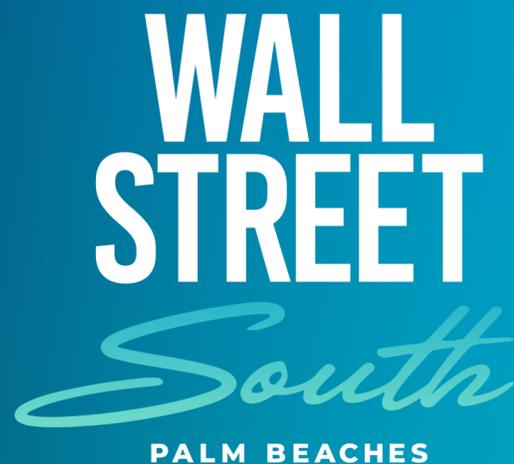
Conducted an Existing Industry Survey to assess business leadership sentiment, providing valuable insights into the local business climate and informing future strategies for enhancing the county's business environment.



7

## Wall Street South:

Led the highly successful Wall Street South Initiative, focused on attracting and retaining financial service firms by providing expedited permitting, tailored real estate solutions, and personalized concierge services for executives and their families. Additionally, completed logo development and ad design, laying the groundwork for impactful future outreach and positioning Palm Beach County as a premier destination for the financial sector.



# Business Recruitment, Retention & Expansion

## 8 External Outreach Trips

- Area Development Executive Summit, Phoenix, AZ: November 15-17, 2023
- Area Development Consultants Forum, Ft. Lauderdale: December 11-13, 2023
- FPL's Illuminations Site Selection Consultant Annual Event: February 12-13, 2024
- Area Development Consultants Forum Workshop: March 18-20, 2024
- Industrial Asset Management Council (IAMC) Conference, Greenville, SC: April 8-9, 2024 (Sponsored and hosted a dinner for Site Selection Consultants with SelectFlorida)
- Florida Economic Development Council Annual Conference, Ponte Vedra Beach, FL: April 15-17, 2024 (Included break-out sessions with national site selection consultants)
- BioInternational Trade Show, San Diego, CA: June 2-5, 2024
- Area Development Site Selection Consultants Forum, Virginia Beach, VA: June 10-12, 2024
- Southern Economic Development Council Annual Conference: July 26-30, 2024
- International Economic Development Council Conference, Denver, CO: September 15-18, 2024



## 9 Major Technology Enhancements to the Organization to Support the Team

- Developed a new, robust events platform, Blackthorn
- Launched a new Membership Portal for private investors to manage accounts
- Migrated On Prem Active Directory to Azure AD and On Prem File Server to SharePoint Online
- Adopted a new MSP company from ImageNet to Level 5, increasing email and file security for the organization
- Enhanced boardroom capabilities through the installation of advanced Logitech conferencing technology, including microphones, cameras, and supporting infrastructure.
- Built various projects within Salesforce to assist the Business Development Team, as well as software-based solutions for the organization.

# Bridging Education and Economic Development

1

## Outreach Initiatives:

Convene and strategically led educational outreach initiatives, including the Academic Leaders Council, Private School Task Force, and education marketing efforts. These initiatives have been essential in fostering collaboration, strengthening educational partnerships, and enhancing Palm Beach County's reputation as an attractive location for families and businesses.



2

## One Palm Beach:

Spearheaded the organization of a high-impact meeting between 25 education leaders and Wall Street South executives, facilitating valuable discussions on public and private school options. This initiative strengthened relationships and provided critical insights to support the relocation of top financial talent in Palm Beach County.



3

## Vanderbilt University:

Conducted three media interviews with outlets such as WPTV Channel 5, The Palm Beach Post, and Sun Sentinel to highlight the economic and educational benefits of establishing a second Vanderbilt University campus. Additionally, the Board collaborated with other business organizations to present a unified and compelling business case in support of bringing a graduate student campus to the area.



4

## Claim Your Future Showcase:

Executed the countywide Claim Your Future Showcase in partnership with the School District of Palm Beach County and CareerSource Palm Beach County, inspiring 1,200 high school students and engaging 50 top employers.



5

## Intern Series:

Organized the BDB Intern Series during the summer, bringing together college students interning with local employers in Palm Beach County. Participants came from universities across the nation, with the program designed to inspire them to consider Palm Beach County for future employment after graduation.



# Marketing Palm Beach County

1

## Publications:

Led content development for Palm Beach County promotional print materials, including the Annual *Profile Magazine*, National Ad Campaigns, Quarterly *Palm Beach County Business Magazine*, reports and programs. These high-quality publications have been crucial in effectively showcasing Palm Beach County's strengths, elevating our brand on a national scale, and supporting business attraction and retention efforts.



2

## Wall Street South:

- Collaborated with an agency and board members to design a new logo, establish branding guidelines, and create cutting-edge advertisement campaigns.
- Launched a high-profile Times Square ad campaign in NYC, generating significant local buzz on New Year's Eve.
- Executed robust public relations efforts, featuring stories, data, and branded displays highlighting companies that have relocated to Palm Beach County.
- Coordinated a major "hard launch" of the Wall Street South brand for September 26, including a large-scale brand activation and merchandise giveaways to maximize impact.
- Planned the next campaign with a compelling new narrative: "Dear NYC, It's Not You, It's Me. Love, Palm Beach County," to further engage and attract key audiences.



**WALL STREET**  
*South* PALM BEACHES

# Marketing Palm Beach County



3

### **Talent Optimization Strategy:**

Developed a Talent Optimization Strategy and collaborated closely with an ad agency to create impactful creative visuals designed to resonate with young professionals and encourage relocation. The ads will be launched in Q4 of 2024.

4

### **Palm Beach Post Growth Strategy:**

*Palm Beach Post* covered 10 years of the economy; BDB submitted an ad campaign communicating the top new sectors, and participated in many story interviews.

5

### **Business Journals National Campaign:**

Developed four stories about why Palm Beach County is a great place for Corporate Headquarters, a Life Science Hub, home to Wall Street South and being a great business climate, pushed throughout the *Business Journal* networks in Boston, New York, Chicago and D.C.

6

### **Hot Properties:**

Actively promoted "hot properties" throughout the year, featured in an email marketing campaign, reaching thousands of CEOs, prospects, and site selectors.

7

### **Expiring Lease Brochure:**

Quarterly, 1,000 printed brochures were designed and distributed to recipients in targeted markets who had expiring leases. For example, life science properties were marketed in Boston; Glades Region properties were marketed to large expired leases of recipients who would be seeking land.

# Marketing Palm Beach County

## 8

### Website Enhancement Initiatives:

- BDB.org: Led the conception, design and launch of BDB.org with an agency. Relocated from a decade-old platform, embedding new features such as mobile-friendly, easier forms, access to data, etc.
- PBCedu.org: Led the conception, design and launch of the BDB's education website, PBCedu.org with an agency. Completely revamped the website and launched a first-of-its-kind "Commute Calculator".
- PBCglades.org: Oversaw the BDB's microsite, PBCglades.org, to ensure it's maintained and up to date.



## 9

### Public Relations Initiatives:

- 100 mentions in the media
- Personalized media pitches to targeted reporters
- 30 press releases distributed
- Narratives: Education perception nationwide; New top 3 industries in PBC; Wall Street South



## 10

### Brand Initiatives:

- Oversaw the rebranding of the Business Development Board of Palm Beach County, ensuring adherence to updated branding guidelines, introducing fresh marketing materials, and reinforcing the county's image as a premier destination for business and talent.
- Photo shoots featuring younger, sophisticated, and diverse individuals to showcase the area's dynamic and inclusive environment, aligning with efforts to rebrand it as a vibrant hub for economic development.
- Developed imagery of modern skylines with a futuristic appeal to rebrand Palm Beach County as a cutting-edge and competitive business environment.



# Awards in 2023-2024

## Education + Media + Marketing

- #1 Best in the State -  
Times Square Wall Street South Campaign  
– *Florida Economic Development Council*
- #1 Best in the State -  
Claim Your Future Showcase  
– *Florida Economic Development Council*
- #1 Best in the State -  
Education New York Outreach Mission  
– *Florida Economic Development Council*
- #1 Best in the World -  
General Purpose Print Promotion for “Palm Beach County Business Magazine”  
– *International Economic Development Council*
- #2 Best in the World -  
Special Event: Education Outreach Mission to New York  
– *International Economic Development Council*
- #3 Best in the World -  
Multi-Year Economic Development Program: Wall Street South Efforts  
– *International Economic Development Council*
- #1 Statewide –  
Best Custom Publication (Profile Magazine)  
– *Florida Magazine Association ‘Charlie Awards*
- #1 Statewide –  
Best Illustration (PBC Business Magazine, Education Issue)  
– *Florida Magazine Association “Charlie Awards”*
- #2 Statewide –  
Best Advertisement (Wall Street South)  
– *Florida Magazine Association “Charlie Awards”*
- #3 Statewide – Best Special Themed Issue (PBC Business Magazine)  
– *Florida Magazine Association “Charlie Awards”*



# Economic Development Events

The BDB hosts 30+ economic development events per year. Here are just a few:



BDB Upper-Level Breakfast  
October 11, 2023



BDB Luncheon Featuring CEOs  
October 15, 2023



Annual BDB Engineers Awards Banquet  
February 13, 2024



Raise Your Glass Reception  
May 21, 2024



Annual BDB Gala  
September 21, 2024



BDB End of Year Luncheon  
September 26, 2024



# 2023—2024 Annual Report

Business Development Board  
of Palm Beach County (BDB)

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