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PRESS RELEASE FOR IMMEDIATE RELEASE

Matthew R. Rocco Accepts EDC Board Position

MIAMI, FL | MARCH 9, 2023 — Economic Development Council of South Miami-Dade (EDC)

The Economic Development Council of South Miami-Dade (EDC), the local economic development organization for the southern region of Miami-Dade County, is proud to announce the expansion of its Board of Directors. Mr. Matthew R. Rocco, President, South Florida Manufacturers Association (SFMA) has accepted the position as Board of Director member.

Mr. Rocco's addition to the EDC's Board furthers its commitment to growth and innovation in the manufacturing industry, as he will provide valuable insight and strategic guidance to the organization ongoing efforts in executing the Strategic Economic Development Plan for South Dade (Strat Plan) (<https://edcsouthmiamidade.com/strategic-economic-development-plan/>). The strategies developed include the expansion of the manufacturing industry by bringing new manufacturing businesses to South Miami-Dade and the creation of new jobs.

Lisa Greer, Chair of the EDC says, *"It is with great delight and pride that we welcome Mr. Matthew Rocco to the Board of Directors of the EDC. Matt's experience, insight and guidance in the manufacturing industry aligns very well with the EDC's mission for job creation and retention."*

Mr. Rocco showed great enthusiasm in joining the EDC, by saying, *"I am excited to join the Board of Directors for the Economic Development Council for South Miami-Dade. Manufacturing is so vital to the growth of our economy and with Miami-Dade County being an important county in Florida for manufacturing, we truly can make an impact on manufacturing in South Miami-Dade county for resources, advocacy, and advisory services. It is an honor to be part of the Board of Directors and I look forward to the great collaboration and work that can be done together."*

The EDC's goal is to be at the forefront of supporting emerging and targeted industries, including manufacturing. Mr. Rocco's will assist in guiding the EDC's effort to promote growth and innovation in this sector. Manufacturing has been identified as a key driver of economic growth as noted in the Strat Plan. This includes the creation of jobs and contributing to local and national economies as economic indicators have shown. The SFMA, in partnership with FloridaMakes, has provided an economic impact of \$2 Billion dollars to the South Florida manufacturing industry. This data is through the fourth quarter of 2022. EDC's commitment to expanding the manufacturing industry in South Miami-Dade will be bolstered by Mr. Rocco's knowledge and ability, as the organization continues to identify and support emerging opportunities in this field.



Continued

Matthew joins the current Board of Directors, from a wide range of industry sectors:

- » *Tania Acosta, Miami-Dade College* | Education
- » *Wilbur Bell, Miami-Dade Councilman* | EDC Founder
- » *Richard Candia, Avanti Way* | Real Estate
- » *Sioux dePass, Marketing, Apparel & Premiums* | Advertising
- » *Baldwyn English, Florida Power and Light* | Utility
- » *Lisa Greer, SouthState Bank* | Financial
- » *Michelle Mejia, Baptist Health South Florida* | Healthcare
- » *Richard Miller, South Florida Defense Alliance* | Military & Defense



About the Economic Development Council of South Miami-Dade

The EDC of South Miami-Dade, originally called the Perrine-Cutler Ridge Council, was formed in 1993 soon after Hurricane Andrew devastated the southern part of our county. Community leaders and local business owners began working together to bring a cohesive voice to our area to bring back its vital economy. Today, the EDC's Mission is to provide support and advocacy to existing and prospective businesses and promote initiatives which bolster the vibrancy and sustainability of the South Miami-Dade region. The Vision of the EDC seeks to improve and advance quality of life, expansion of businesses and job creation through the implementation of projects that harness sustainability and resiliency through economic development, infrastructure improvements, education, and skilled workforce. The EDC continues its efforts in growing our communities together by collaborating with Private, Municipal, County, State and Federal agencies to assist in acquiring funding for the economic development efforts in South Miami-Dade. Further, the EDC is relied upon by its residents and community businesses as a vital link to resources, our government officials, and their offices to voice critical needs, quality of life issues and future economic development opportunities in our communities. <https://edcsouthmiamidade.com/>

About the South Florida Manufacturers Association

The South Florida Manufacturers Association (SFMA) has held the distinction of being the #1 resource for manufacturers in South Florida since 1961 – saving its members time and money through advocacy, networking and resources. SFMA prides itself on being member driven – creating new products and services as members' needs change. Founded by a group of realtors who understood the importance of manufacturing to a strong economy, the SFMA has served manufacturers and related industries for over 60 years. As a non-profit trade association, the mission of the SFMA has remained constant though out its history: To Serve Manufacturers. <https://sfma.org/>