

Helene M. Caseltine, CEcD
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Professional Summary

Over 35+ years experience in the economic development field at the local and state levels; Certified Economic Developer; highly organized and detail-oriented; excellent written and verbal communication skills; keen business acumen; self-motivated

Experience

Indian River County Chamber of Commerce, Vero Beach, FL

Vice President of Economic Development October 2003 – January 2025

- Served as primary economic development contact for Indian River County for business recruitment, retention, expansion, and small business development
- Promoted the county to domestic and international firms interested in relocating via coordinated efforts through the FL Department of Commerce (formerly Enterprise Florida), Florida Power & Light, industry-focused trade shows, and site location advertising
- Worked closely with county staff in preparing and submitting incentive applications on behalf of eligible clients, developing agenda items for County EDC meetings
- Collaborated with county staff in developing and administering the IRC/VB Enterprise Zone, a state program that provided tax benefits to eligible local businesses (now “Sunsetted” by FL Legislature)
- Assisted local firms with their expansion plans; met with owners and plant managers of local manufacturing firms providing information on beneficial programs
- Collaborated with local commercial realtors in promoting their industrial sites for prospective clients
- Coordinated local surveys on cost of living, business needs
- Developed and coordinated Manufacturing Workshop Week for local high school students, working with representatives from the IRC School District, CareerSource Research Coast and local non-profit organizations
- Coordinated Industry Appreciation program, recognizing local businesses for their contributions to the community, expanded award categories
- Organized several Treasure Coast Legislative Conferences, prepared information packets for attendees providing them proposed legislation; arranged speakers, hotels, meeting venues
- Recruited/retained organization's economic development private investor base, scheduling investor-only events featuring special guest speakers
- Developed and maintained annual budget of \$250,000+ via public sector/private sector investments
- Promoted programs via public speaking and media releases

**Collier County (FL) Department of Housing and Urban Improvement
Collier County (FL) Planning Services Department**

Economic Development Manager

June 1997 to October 2000; July 2001 - October 2003

- Liaison for County's Expedited Permitting Program, assisted clients with site plan and building permit review process
- Coordinated activities related to the Immokalee Enterprise Zone; designed marketing brochure
- Worked closely with the County's Community Redevelopment Advisory Boards
- Partnered with local Economic Development Council in promoting County for business expansion and relocation projects; assist with State program applications
- Served as County Liaison for Immokalee businesses
- Assisted in development of Collier County Microloan Program; designed marketing brochure; served as Secretary to the Board
- Developed impact fee comparison chart for proposed Impact Fee Deferral Program; served as facilitator for County-sponsored Impact Fee workshop
- Promoted special programs via public speaking and media releases

City of East Point (GA) Economic Development Department

Economic Development Director

November 2000 to June 2001

- Further developed a newly formed city-wide economic development program
- Maintained an annual budget of \$315,000
- Assisted in implementation of city's Tax Allocation District program
- Liaison for major developers interested in redevelopment of the city's downtown
- Developed the city's promotional/advertising campaign for business relocation, including a promotional package to assist property owners in marketing their projects
- Assisted in promoting the city's Main Street program
- Coordinated activities related to the city's Business and Industrial Development Authority

St. Augustine & St. Johns County (FL) Committee of100/Economic Development Council

Executive Director

October 1995 - February 1997

- Served as primary economic development contact for St. Johns County
- Marketed the county to domestic and international firms interested in relocating
- Assisted local firms with their expansion plans
- Served as membership liaison to local and state government

- Organized regional semi-annual fundraisers
- Planned weekly membership breakfast meetings and arranged for speakers
- Recruited and retained organization's membership base
- Developed and maintained annual budget of \$200,000+
- Supervised staff

Florida Department of Commerce

Development Representative, Division of International Trade

December 1992 - September 1995

- Set up and managed local international trade/investment office covering a 17-county region
- Recruited local participation in statewide trade events (shows, missions, conferences); Coordinated international trade mission to Bogota and Medellin, Colombia
- Assisted local economic development organizations in international investment opportunities
- Provided research reports and conducted seminars to assist local companies
- Marketed and expanded local firms' international sales
- Developed and maintained a local industry database

Contract Auditor, Division of Economic Development

October 1990 - December 1992

- Audited local governmental expenditures throughout Florida as they pertained to the state's Economic Development Transportation Fund grant program

Development Representative, Division of Economic Development

July 1987 - October 1990

- Coordinated and promoted Economic Development Internship program for graduate students at FSU
- Interviewed prospective student candidates; Arranged training and internships
- Supervised graduate students assigned to local communities to complete projects
- Organized statewide Small Business Issues Conferences
- Assisted small businesses in resolving problems with other state agencies
- Researched proposed legislation as it might negatively impact small business

Education

The Florida State University, Tallahassee, Florida

Bachelor of Science, Multinational Business, May 1987

Lakewood Community College, White Bear Lake, Minnesota

Associate of Arts, Marketing, June 1 1982

Community/Professional Involvement

- Taxpayer Association of IRC
- CareerSource Research Coast – (former) Board Member
- Treasure Coast Regional Planning Council – (former) CEDS Committee
- FL Economic Development Council; International Economic Development Council