

John Scott

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January 30, 2026

Human Resource Director
City of Edgewater
104 North Riverside Dr.
Edgewater, FL 32132

Dear Human Resource Director,

I am excited to submit my application for the Economic Development Manager position with the City of Edgewater. With more than 15 years of experience in economic development—including major successes in business recruitment, implementing effective strategies, and engaging a wide range of stakeholders—I bring a record of results and skills that align perfectly with your mission and goals for economic development in Edgewater, Florida.

During my career, I have led major industrial recruitment efforts, most notably securing SK Battery America's \$2.7 billion investment in Georgia. This work included complex incentive negotiations, coordinating public-private partnerships, and aligning stakeholders across multiple jurisdictions. These experiences taught me how to move large projects forward while maximizing benefits to the community.

My approach to economic development combines strategic vision with creative problem-solving that delivers the best possible outcomes for the communities I serve. I value collaboration, clear communication, and the ability to adapt strategies to meet real-world challenges—and I am eager to bring that mindset to Edgewater.

I'm confident my skills and experience will help take the City of Edgewater to the next level, and I would welcome the opportunity to discuss further. Thank you for your consideration.

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PROFESSIONAL SUMMARY

Strategic Economic Development professional with 15+ years of experience driving transformative investments through site selection strategy, incentive development, and stakeholder engagement and alignment. Successfully led the local effort to secure SK Innovation's initial \$2.7 billion investment to establish U.S. based electric vehicle battery production.

Expert in incentive analysis, comparative policy research, and precision documentation, with technical fluency in GIS platforms, CRM systems, AI-driven analytics, and data visualization tools. Adept at translating complex tax structures, economic data, and workforce demographics into clear, actionable insights for executives and decision-makers.

Known for building trust and alignment among corporate leaders, community stakeholders, and government officials to deliver competitive, mutually beneficial outcomes. Excels in both remote and collaborative team settings and is recognized as a tech-savvy, data-driven problem solver who consistently delivers deal-closing solutions.

EXPERIENCE

Economic Development Director

Southwest Tennessee Economic Partnership (STEP), Jackson, TN

August 2024 – October 2025

- Launched a new regional economic development organization to build on Tennessee's success in securing Blue Oval City, a \$6 billion dollar investment by Ford and SK Innovation, establishing a strong foundation for supplier recruitment and long-term regional growth.
- Developed and implemented a unified regional brand and marketing strategy that enhanced the competitiveness of the eight-county region for industrial recruitment.

- Directed the design and launch of a regional website featuring an integrated GIS property viewer linked to Tennessee’s statewide real estate database, improving accessibility for site selectors and investors.
- Created the 2025 annual marketing plan, incorporating a targeted LinkedIn strategy, coordinated regional events, and trade show participation to increase both national and international visibility.
- Built a custom artificial intelligence platform to generate community profiles, demographic reports, responses to requests for information, and target industry strategies, improving efficiency and responsiveness to prospects.
- Represented the region at the 2025 SelectUSA Investment Summit, hosting the organization’s first booth and building relationships with international investors, site selectors, and state level partners.

Director of Economic Development

Jackson County Area Chamber of Commerce, Jackson County, GA

August 2018 – August 2024

- Served as the community lead in incentive negotiations for SK Battery America, which resulted in \$1.7 billion dollars in local investment and a fully executed agreement within just three months of the project’s start.
- Researched, structured, and documented complex local and state incentive packages while coordinating efforts among corporate executives, legal teams, property owners, and public sector stakeholders, including elected officials and educational leaders.
- Secured an additional 1 billion dollars investment from SK Innovation through relationship building, strategic supplier engagement, and long-term partnership development.
- Awarded 2019 Deal of the Year by the Georgia Economic Developers Association (GEDA) for delivering the gold standard in local incentives.
- Developed comprehensive financial models and policy analyses to evaluate incentive performance and ensure compliance with state and local program requirements.
- Conducted detailed supply chain and workforce research to attract SK suppliers and industrial real estate developers, resulting in additional investments.
- Designed data driven marketing strategies and GIS integrated property tools to enhance Jackson County’s visibility with site selectors and corporate decision makers.
- Produced high quality presentations, reports, and digital content including websites, promotional

videos, and newsletters to support industrial recruitment efforts.

- Participated in international stakeholder visits, including SK headquarters in Korea and Hungary and Volkswagen headquarters in Germany, to facilitate executive level negotiations and supplier partnerships.
- Managed cross jurisdictional stakeholder alignment by collaborating with municipalities, school districts, and community leaders to address infrastructure, workforce, and policy needs tied to rapid industrial growth.

Project Manager

Brunswick and Glynn County Development Authority, Brunswick, GA

May 2012 – August 2018

- Built relationships with site selectors, state project managers, and prospective businesses during a weeklong familiarization tour that featured the RSM Classic golf tournament.
- Utilized Salesforce CRM to track project performance, develop key performance indicators, and present return on investment analyses to stakeholders.
- Managed business attraction, expansion, and retention projects, including responses to requests for information, incentive research, and program administration.
- Recognized as the Georgia Economic Developers Association's 2016 Committee Chair of the Year for leadership on the Business Retention and Expansion Committee.
- Our team was awarded the 2017 Excellence in Economic Development Award from the Site Selectors Guild for "innovative project delivery."
- Strengthened stakeholder relationships by coordinating annual engagement initiatives with business and community leaders.
- Developed and managed the organization's website and created data-driven marketing materials, including award winning promotional videos recognized by the International Economic Development Council.

Assistant Director of Economic Development

Choctaw County Economic Development Foundation, Choctaw County, MS

March 2011 – May 2012

- Advanced several renewable energy projects evaluating locations within the organization's clean

energy industrial park, providing site data and coordinating stakeholder engagement.

- Helped establish the Choctaw County Chamber of Commerce, creating a unified platform for business and community development initiatives.
- Led a successful effort to secure a Mississippi Blues Trail historical marker honoring local blues musician “Texas Johnny Brown,” enhancing the county’s cultural and tourism profile.
- Supported the development of workforce training programs and small business support services, strengthening the local talent pipeline and entrepreneurial ecosystem.

Mississippi Film Office Intern

Mississippi Development Authority, Jackson, MS

January 2010 – May 2010

- Collected, validated, and analyzed data on film industry incentive utilization, measuring program effectiveness against stated economic development goals.
- Produced ROI analysis and policy recommendations that directly informed legislative action, resulting in the approval of a more competitive state incentive program.

Graduate Assistant

Southern Entrepreneurship Program, Hattiesburg, MS

August 2009 – December 2010

- Developed and delivered entrepreneurship training programs for students, educators, and displaced workers, creating tailored instructional materials to support workforce development.
- Researched and analyzed Puerto Rico’s entrepreneurship ecosystem, compiling data to inform program strategy and policy recommendations.

EDUCATION

Master of Science in Economic Development University of Southern Mississippi

GPA: 3.675

December 2010

Bachelor of Science in Business Administration University of Southern Mississippi

GPA: 3.15

May 2009

SKILLS

- Economic Development & Strategy: Business Recruitment, Large Scale Incentive Negotiation, Supplier Attraction, Workforce Development, Strategic Partnerships, Regional Branding & Marketing
- Technology & Industry Knowledge: Advanced understanding of robotics, mechatronics, industrial automation, and battery technologies, enabling technical credibility and “shop floor level” discussions with high tech and manufacturing prospects
- AI Integration: AI Driven Site Selection Tools, Data Analytics & Automation for RFI and Proposal Development, CRM Systems (Salesforce), GIS & Property Database Integration
- Creative Media & Digital Marketing: Professional level proficiency in Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign) with award winning community promo videos recognized by the International Economic Development Council; skilled in creating engaging marketing content for investors and site selectors
- Analysis & Research: Cost Benefit Analysis, Industry Cluster Analysis, Demographic & Workforce Analytics, Market Research & Competitive Benchmarking
- Digital & Technical Proficiency: Advanced Office Suite, Data Visualization Tools, Lightcast, Website Design & Management, Social Media for Economic Development, Knowledge of Industry 4.0 technologies and manufacturing processes

CERTIFICATIONS

Certified Economic Developer (CEcD)

International Economic Development Council

January 2016