



Stacy W. Ranieri

Stacy Ranieri is the founder, President and Chief Illuminator of **The Firefly Group**, a public relations, marketing and community outreach firm headquartered in Palm City, Florida. Born and raised in New York and a resident of Florida since 1993, Ranieri has more than twenty years of experience in public relations, community outreach and advocacy building, marketing and communications, strategic planning and project management.

During her professional career in New York, Ranieri held a variety of marketing and communications positions in the private, public and non-profit sectors including the **National Audubon Society**, the **New York Landmarks Conservancy**, the **City of New York's Economic Policy & Marketing Division**, and **MetLife's** Corporate Social Responsibility Division.

After moving to Florida in 1994, Ranieri worked for **Martin County's Solid Waste & Utilities Division** before serving as the first Executive Director of the non-profit community organization, **Keep Martin Beautiful**. She then founded the non-profit **Sustainable Martin Alliance** organization, bringing together diverse representatives throughout the community to create a neutral, citizen-focused, educational program to provide information to the public about sustainable communities. During that time, Ranieri also served on Martin County's **East Coast Greenway committee**, an urban trail project to connect a continuous, traffic-free route 3,000 miles long from Maine to Key West. In 2004, she was appointed by Governor Jeb Bush to serve on the **Committee for a Sustainable Treasure Coast**, a 36-member group that produced a report detailing the Principles, Recommendations and Action Steps needed to create a more sustainable region including natural systems, rural lands, built environment, social systems, and the economy.

Ranieri founded **The Firefly Group in 2003**. Today, the six-person firm has a diverse client base including government agencies, small businesses, non-profit organizations, energy companies, developers and landowners throughout Florida. Firefly provides full-service public relations and marketing consulting services including: comprehensive campaigns planning and implementation; community outreach and education programs; stakeholder engagement and advocacy building; media relations; crisis communications; issues management; strategic planning and message point development; brand identity; development of logos, websites, signage, presentations and printed collateral; plain language copywriting; and special events management.

Ranieri's firm has been recognized with nearly 40 awards on the local and state levels from the **Florida Public Relations Association (FPRA)** and the **Advertising Federation** for its exemplary work on behalf of clients throughout Florida. Ranieri's awards also include **Sustainable Florida's 2010 Best Practices Leadership Award**, three separate **FPRA Communicator of the Year Awards**, and the **Soroptimist International of Stuart's 2009 Woman of Distinction Award**.

Ranieri has a *Bachelor of Science* degree in **Marketing and International Business** from New York University's Stern School of Business and a *Master of Science* degree in **Environmental Resource Management** from Florida Institute of Technology.

Relevant Projects

The Farmton Plan. Ranieri spearheaded a multi-county outreach program to educate and engage the public about a historic conservation opportunity and long-range vision for sustainable community development on a 59,000 acre tree farm in Volusia and Brevard County owned by the Miami Corporation. The plan will conserve more than 40,000 acres of significant natural lands including critical black bear wildlife corridors. The plan also includes nearly 13 miles of the 52-mile East Central Regional Rail-Trail which runs from Enterprise through south Deltona to Edgewater and Titusville. Ranieri played a central role in all public engagement efforts during the last four years, from strategic planning and message point development to website and collateral materials development, media relations and logistics and coordination of all public meetings.

Agricultural Targeted Employment Center (AgTEC) – Ranieri is spearheading all aspects of community outreach, education and public meetings on behalf of **King Ranch/Consolidated Citrus** for their recently approved Targeted Employment Center plans on their 1,700-acre property in Martin County. **AgTEC** will be a campus-like setting where a variety of targeted institutions, research and development companies, clean manufacturing, distribution facilities and corporate headquarters can thrive, and will dovetail with agricultural-related ventures while providing community benefits to the county and region including environmental restoration, water quality improvements, and recreational enhancements such as walking, biking and equestrian trails. Part of the community support included a commitment to protect the scenic value of a portion of Country Road 714 where a beloved oak tree canopy is located. A non-profit group is seeking designation as a Scenic Highway and outreach collaboration will help to achieve this community-wide objective.

Martin County Coastal Division – Oyster Reef Restoration and Manatee Pocket Dredging Projects. Ranieri and her firm coordinate all public outreach and education efforts for these two government projects including public workshops, neighborhood meetings, groundbreakings, media relations, educational website development and maintenance, collateral materials, direct mail and email communications and event coordination.

The **Manatee Pocket Project** is a dredging project that entails the removal of approximately 280,000 cubic yards of sediment from the Manatee Pocket in Port Salerno. Once completed, the project will provide navigational, economic and environmental enhancements to the Manatee Pocket and its tributaries.

The National Oceanic and Atmospheric Administration (NOAA) awarded Martin County more than \$4 million in federal funding for the **Oyster Reef Restoration Project**. The project is restoring important oyster habitat in the St. Lucie and Loxahatchee Estuaries, leading to long-term and significant ecological improvements to the health of the river and providing social, recreational and economic benefits to the community. The Oyster Reef Restoration project also takes a significant step toward the fulfillment of one of the goals of the Comprehensive Everglades Restoration Plan (CERP).

Community Involvement/Recognition & Awards

Stacy has been a presenter at the Florida Environmental Networks annual Growth Management Conference as well as the annual conference of the Florida Chapter of the American Planning Association on the topic of public outreach and education. She has also won numerous awards and is deeply involved in the community.

- Florida Sustainable Leadership Award – presented by Sustainable Florida/Collins Center (2010)
- Leadership FLORIDA, Class XXVIII
- Sustainable Treasure Coast, Inc. – Board of Directors (2007-Present), Past President & Founding member
- Stuart/Martin County Chamber of Commerce - Board of Directors (2008 - Present)
- Martin County Community Redevelopment Agency – County Appointed (current)
- Palm City Neighborhood Advisory Committee - County Appointed (2009 – 2010)
- Soroptimist International of Stuart - 2009 Business Woman of Distinction
- United Way of Martin County - Board of Directors (2006 - Present)
- LEADERShip Martin County - Alumni (2000-Present)
- Boys & Girls Clubs of Martin County - Chair, Gathering of Goddesses (2005-Present)
- Treasure Coast Green Building Conference - Publicity Chair (2007 - 2008)
- Martin County Public Art Advisory Board - Appointed member (2004 – 2007)
- Committee for a Sustainable Treasure Coast - Governor Appointed Member (2004–2005)
- National Philanthropy Day - Publicity Chair (2005)
- Economic Council of Martin County - Blue Ribbon Task Force (2000-2002)
- Local Emergency Planning Council - District X Member (1996-1997)
- Environmental Crimes Coordinating Committee - Chair (1996), Member (1995-1997)
- Martin County Sustainable Communities Team (1999-2003)