

Jacksonville Daily Record
September 17, 2024

St. Johns County confirms new economic development director

St. Johns County unanimously confirmed the appointment of Sara Maxfield as its new economic development director Sept. 17. Maxfield was selected following a nationwide search.

County Administrator Joy Andrews reported that the county received 52 qualified applications through executive search firm Colin Baenziger & Associates of Daytona Beach. The firm conducted first- and second-round interviews with the top six candidates, and three finalists were interviewed in person by county staff.

Andrews told the board that Maxfield brings 15 years of economic and business development experience. Her previous roles include manager of economic and business development for Riviera Beach; director of economic development for Delray Beach; and executive director of the Athens County Economic Development Council in Ohio.

Maxfield received a bachelor's degree from Ohio University and has certifications as an economic development finance professional and practitioner. Her experience includes P3 solicitations, marketing campaigns, CRA development projects and project negotiations.

The county's Economic Development Department aids businesses in locating and expanding within the county, providing services such as site selection, incentive negotiation and other due diligence requests. It also serves as the county's primary partner with SelectFlorida, the state's international commerce organization.