

**LEE COUNTY PROGRAM PERFORMANCE AND
METRICS REPORT FY2015**

ORGANIZATION: Southwest Florida Economic Development Alliance, Inc.
PROGRAM: Economic Development Services

REPORT PERIOD January 1, 2015 Through September 30, 2015

REPORT DATE November 3, 2015

PERCENTAGE OF CONTRACT COMPLETED: 100% of deliverables met / 63% of total funds utilized

I. REPORT ON PERFORMANCE CRITERIA RESULTS

OBJECTIVE	PERFORMANCE CRITERIA	RESULT	STATUS
Marketing Outreach & Site Selector Relationships	Approve Annual Marketing Plan	Plan approved 3/30/15	Accomplished
	Progress Toward Four Marketing Events for Calendar 2015	Three events completed; Four more scheduled through 12/31/15, see list below	Accomplished
	Adopt Lead Dissemination Tool	SalesForce system acquired and customized, same system used by Lee County EDO	Accomplished
Website Expense & Marketing Data	Maintain Website and Regional Data	Content refreshed and data updated at least monthly through agreement with FGCU Regional Economic Research Institute Also added: <ul style="list-style-type: none"> • Monthly blog on topics of regional importance • XML feed • Social Media Engagement • Search Engine Optimization • Updated Security Pending Updates for Photos and Video Content	Accomplished
Staff & Operations	Hire Executive Director	Employed March 2015	Accomplished
	Hire Support Staff	Employed June 2015	Accomplished
	Annual Report Presentation to BOCC	BOCC Workshop Presentation scheduled for November 3, 2015	Pending

Marketing and Outreach Events for Calendar 2015:

- Site Selector Roundtable of the South, Hilton Head (April)
- Intermodal Association of North America, Fort Lauderdale (September)
- Canadian Manufacturing Technology Show, Toronto (September)
- International Economic Development Council Annual Meeting, Anchorage (October)
- Florida International Trade and Cultural Expo, Fort Lauderdale (October)
- Certified Commercial Investment Member Thrive Conference, Austin (October)
- Medical Device Manufacturing Show, Orlando (November)

II. REPORT ON METRIC PERFORMANCE

Goal	Metric	Result
Website Administration and Marketing	<ol style="list-style-type: none"> 1. Page views #, establish baseline 2. Unique visitors #, establish baseline 3. Time on site # of minutes, establish baseline 	<ol style="list-style-type: none"> 1. Collecting monthly data 2. Collecting monthly data 3. Collecting monthly data <p>(See attached Google Analytics Report)</p>
Branding and Outreach	<ol style="list-style-type: none"> 4. Brand perception and penetration, complete perception survey to determine baseline by 12/31/15 5. Execute at least 2 outreach events and have at least 4 total completed by 12/31/15, per approved Marketing Plan 6. Target at least 7 new prospects 7. Meet with 18 national site selectors 	<ol style="list-style-type: none"> 4. Perception survey in process and results expected November 2015 5. Have attended 3 events during contract period and 4 more are scheduled for completion in 2015 6. Four prospects distributed to EDO partners, completed information requests for two additional prospects, collecting data for a seventh prospect. Pending announcement of a prospect's decision to relocate 7. Completed 24 one-on-one meetings with national site selectors
Lead dissemination	<ol style="list-style-type: none"> 8. Coordinate dissemination of leads based on agreed upon protocol, achieve 80% satisfaction rate of Alliance partners (Local EDOs) 9. Develop lead monitoring system and account for and report on prospects and contact activities 	<ol style="list-style-type: none"> 8. Protocol has been agreed upon by the Marketing Advisory Committee, satisfaction survey to be completed by 12/31/15 9. Acquired / customized Salesforce system, currently building prospect and contact information

Goal	Metric	Result
Member and community outreach	10. Distribute two newsletters and achieve 20% open rate	10. Three newsletters distributed, new software being implemented to determine open rate
	11. Sponsor two investor meetings or community forums with at least 50 attendees	11. Sponsored Alliance Annual Meeting and News-Press Regional Economic Development Summit, both with over 50 attendees
Administration	12. Employ Executive Director and hire support staff as necessary	12. Employed March and June 2015, respectively

III. OTHER SIGNIFICANT ACTIVITIES:

- To enhance the website and outreach marketing, the Alliance worked with WGPU television station to produce an eight minute regional video. The cost was significantly below budget due to existing regional footage. Also, commissioned new high-resolution photography for the website and printed publications.
- To strengthen and reinforce Southwest Florida's presence within Florida, the Alliance attended conferences and developed relationships within Enterprise Florida, the Florida Chamber, and the Florida Department of Economic Opportunity.
- Within the region, the Alliance met with public and private investors and participated in and presented at community functions.
- Foreign consulate events from the 2015 Outreach Marketing Plan were delayed due to scheduling issues to maximize attendance. An outbound trip to Miami will likely occur in November and an in-bound trip is in planning for March 2016. Florida Chamber International Days and The Florida International Trade & Cultural Expo events were substituted.

PAYMENT RECORD CHART FOR ALLIANCE AGREEMENT

REPORT PERIOD January 1, 2015 THROUGH September 30, 2015

Budget Categories	Approved Budget	Reimbursement Amount	Unused Balance
Website Expense and Marketing	\$30,000	\$18,978.15	\$11,021.85
Regional Video and Collateral Material	\$30,000	\$6,000.00	\$24,000.00
Other Marketing Plan Activities	\$20,000	\$18,201.00	\$1,799.00
Personnel Costs (salary and wages)	\$20,000	\$20,000.00	\$0.00
Total Expenditure	\$100,000	\$63,179.15	\$36,820.85

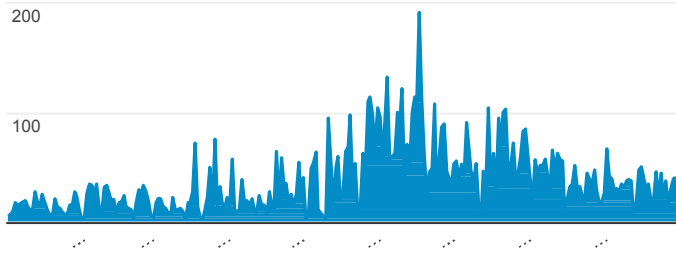
Reporting

Jan 1, 2015 - Sep 30, 2015

All Sessions
100.00%

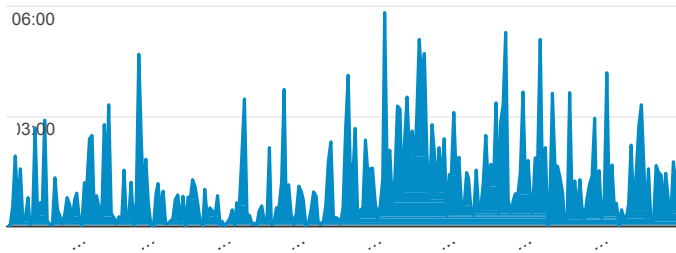
Sessions

Sessions



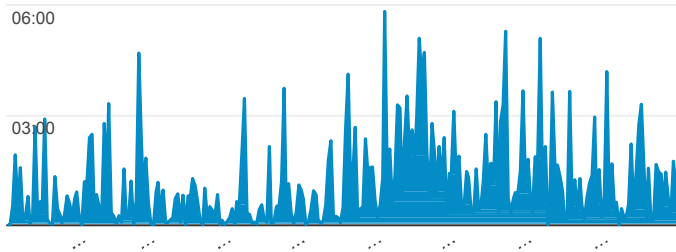
Session Duration

Session Duration



Time on Page

Time on Page



Users

8,495

% of Total: 100.00% (8,495)



Pageviews

19,799

% of Total: 100.00% (19,799)

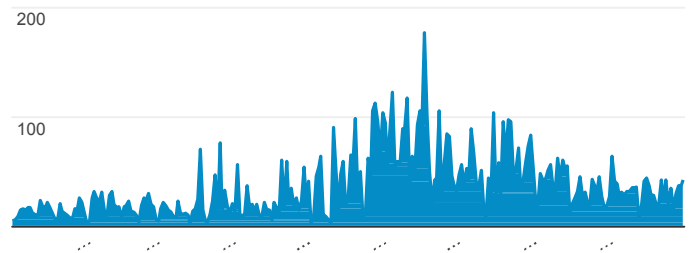


Sessions and Pages / Session by Landing Page

Landing Page	Sessions	Pages / Session
/	7,299	1.94
/top-100-employers/	946	1.39
/colleges-universities/	188	1.41
/demographics/	185	1.71
/property-locator/	150	1.87
/target-industries/	114	2.60
/contact-us/	90	2.23
(not set)	83	0.00
/regional-economic-indicators/	80	2.58
/lee-county/	75	2.17

Users

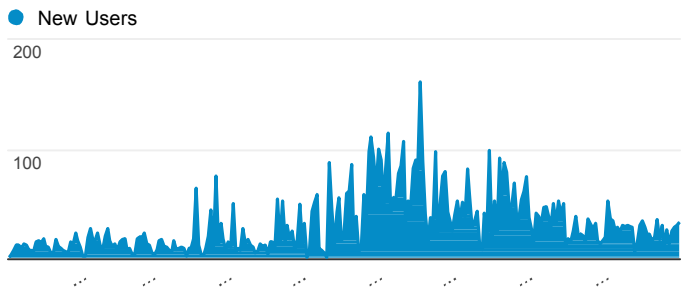
Users



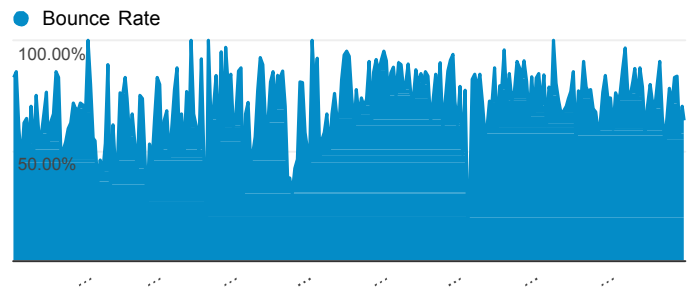
Sessions by Browser

Browser	Sessions
Chrome	6,500
Internet Explorer	1,224
Safari	1,117
Firefox	768
Opera	298
YaBrowser	188

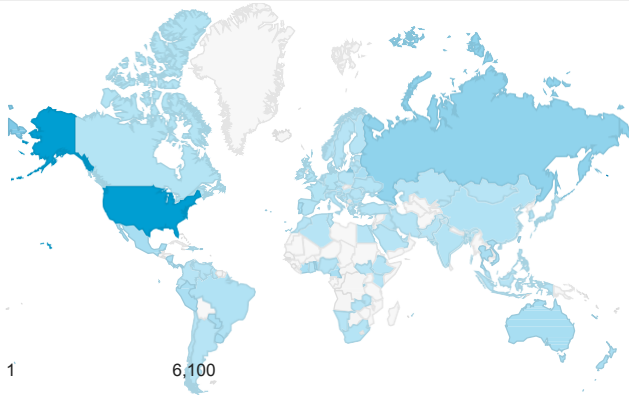
New Users



Bounce Rate



Sessions



Avg. Session Duration and Pages / Session

