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Economic Development marketing strategies and Hertz Equipment Rental highlighted at 23rd annual Horizon Council meeting

Fort Myers, FL, Jan. 13, 2015 – The Horizon Council and Horizon Foundation will host the 2015 Annual Meeting at 11:30 a.m. Friday, Jan. 30, at Broadway Palm Dinner Theatre, 1380 Colonial Blvd., Fort Myers. To register online, visit www.horizonevents.com.

The luncheon program features keynote speaker John Boland, vice president of business development for Hertz Equipment Rental (HERC), a division of Hertz Global Holdings, Inc. that is slated to spin-off into a stand-alone company. Recently tapped to lead strategic growth and corporate development efforts for HERC, Boland will provide insight into HERC's operations, why they selected Lee County, and the organization's anticipated impact on Southwest Florida's job market and economy.

"Lee County has excelled during the economic recovery due in part to the Horizon Council's efforts to help the Board of County Commissioners build a vibrant business climate," said Denis Noah, incoming chair of the Horizon Council. "Big job announcements in 2014 by Gartner, Comcast and Alta Resources prove our efforts are succeeding,"

Lee County Economic Development Director Glen Salyer said, "We are thrilled to have played a part in helping great companies join the Lee County business community last year. We extend a warm welcome to Hertz Equipment Rental, Universal Trailer Corp., Camuto Group and all of the businesses that now view Southwest Florida as a first-class business destination."

In addition to Boland's presentation, Andy Levine, president/chief creative officer of Development Counsellors International, will present the findings of *"A View from Corporate America: Winning Strategies in Economic Development Marketing,"* a survey of 356 corporate executives with site selection responsibilities.

According the *"Winning Strategies"* survey, Florida ranks No. 2 in U.S. state rankings as having the most favorable business climate. In addition, survey respondents report that online marketing strategies, planned visits, public relations, special events and trade shows are the most influential strategies for reaching executive decision makers.

"It's a powerful tool to have this insight from key decision makers," Salyer said. "As we look to grow and strengthen relationships with site selectors and influence corporate executives' decisions on where to locate,

invest and create jobs, we are leveraging this data and building upon these strategies to help guide our 2015 strategic marketing plan and enhance our position.”

“Economic prosperity requires public commitment, private involvement and financial investment, and we are fortunate to have all three in this community. I salute the Horizon Council and its Foundation for contributing so much time, talent and treasure to enhancing economic development in Lee County,” said Lee County Commissioner Larry Kiker, the liaison for the Horizon Council from the Board of County Commissioners.

The Horizon Foundation continues to engage the local business community and provide new opportunities to strengthen Lee County’s business climate. The foundation is dedicated to enabling individuals and businesses to actively support the program of work of the Horizon Council and the Lee County Economic Development Office.

“The achievements of 2014 are due in large part to the support of the local business community, represented by the Horizon Council,” said Bob Koenig, outgoing President of the Horizon Foundation. “We are very pleased with the this year’s successes, and we hope to build upon that as more Lee County businesses see and realize their full potential to influence economic growth this year.”

Those interested in Horizon Foundation “PaceSetter” Investor/Sponsor opportunities and recognition at the Annual Meeting, please contact B. Pat O’Rourke at bporourke@leegov.com.

The Lee County Economic Development Office [offers numerous resources](#) for businesses considering relocation and site selectors, in addition to incentives, including statistical data, demographic information, custom property locator tools and other research. Current target industries for major growth in Lee County, Florida include medical technologies, aviation, information services and distribution and logistics. For information on the Lee County Economic Development Office, visit LeeCountyBusiness.com.

The Horizon Council is a public-private board established in 1991 to advise the Lee County Board of Commissioners on economic development issues. The Council’s mission is to improve Lee County’s business environment, retain and encourage expansion of existing businesses, and attract new and diversified employers. It is the only public-private partnership of Lee County Government and business leaders. The Horizon Foundation, Inc. is a 501(c) (3) organizations established as a fundraising vehicle enabling individuals and businesses to actively support the program of work of the Horizon Council and the Lee County Economic Development Office. For more information, visit www.leecountybusiness.com or call 239-338-3161.

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