



Southwest Florida
ECONOMIC DEVELOPMENT ALLIANCE
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Florida's Future Grows Here!

Lee County Board of County Commissioners
Workshop
November 3, 2015

SOUTHWEST FLORIDA IS STRONGER MARKETED AS A REGION TO DRIVE ECONOMIC DIVERSIFICATION



We are **stronger, more competitive, and more visible as a region** than as individual counties or municipalities

- ✓ **Greater strength in numbers**
 - 1 million+ population
 - 500,000 person workforce
- ✓ **Seamless presence** for prospects
- ✓ Increased national and international **visibility**
- ✓ **Efficiencies** of scale and capabilities
 - Maximizes leadership resources
 - Leverages programs, marketing dollars and expertise

Economic diversification is critical to building a stronger economy and to enhance the quality of life for our citizens

THE ALLIANCE WAS FOUNDED BY THE PRIVATE SECTOR, BUT IS A PUBLIC/PRIVATE/CIVIC ORGANIZATION



The Southwest Florida Economic Development Alliance (“Alliance”) was founded by:

- Florida Gulf Coast University
- Horizon Foundation, Inc. (of Lee County)
- Greater Naples Chamber of Commerce Partnership for Collier’s Future Economy

The founding counties of Lee and Collier have engaged Charlotte, Hendry and Glades county economic development offices

To date, the Alliance has 42 private investors with annual funding commitments of \$265,000

VISION AND MISSION

We envision that . . .

Southwest Florida is perceived internationally as an excellent place to do business, along with being a premier vacation and retirement location.

Our mission is to . . .

Create a marketing engine representing Southwest Florida to attract businesses to the region, working in collaboration with local economic development organizations (EDOs)

THE BUILDING BLOCKS OF EXECUTION

Create and maintain a comprehensive **website and regional data repository**

Generate awareness and interest in Southwest Florida as a business destination through **branding and outreach**

Serve as transparent economic development coordinator in **disseminating leads**

Develop and maintain **community awareness** as to the importance of regionalism and a diversified, growing economy

Coordinate all efforts in conjunction **with Local Economic Development Offices**

APPROACH TO MARKETING IS MULTI-PRONGED, TARGETING EXTERNAL AND INTERNAL AUDIENCES

External

Marketing plan is developed annually with input from the Marketing Advisory Committee comprised of local EDOs, emphasizing the most effective marketing techniques including:

- CEO, corporate executive or other key constituent events (57%)¹
- Website (55%)¹
- Hosted special events (35%)¹
- Tradeshows, site selector or Enterprise FL events (35%)¹
- Media relations / publicity (33%)¹

(1) Most effective marketing techniques, % rating effectiveness a 4 or 5 on a 5 point scale, by corporate executives in the study, *Winning Strategies in Economic Development Marketing: A View from Corporate America*, by Development Counsellors International

APPROACH TO MARKETING IS MULTI-PRONGED, TARGETING EXTERNAL AND INTERNAL AUDIENCES

Internal

Marketing to community to obtain and maintain buy-in, underscoring:

- Rationale for regional versus individual county approach
- Broad, regional economic impact of site location, including direct and indirect benefits

Leverage media and publicity, newsletters and investor relations

LEE COUNTY INVESTMENT FY2015

Focused on Three Objectives:

1. Marketing Outreach & Site Selector Relationships
2. Website Expense and Marketing Data
3. Staff & Operations to Manage 1 and 2

Funds were Allocated:

• Website Expenses and Marketing	\$ 30,000
• Regional Video and Collateral Material	\$ 30,000
• Other Marketing Plan Activities	\$ 20,000
• Personnel Costs (salary and wages)	<u>\$ 20,000</u>
Total Reimbursement Limit	\$ 100,000

ACCOMPLISHMENTS: WEBSITE

Based on **Industry Best Practices**, focused on meeting needs of site locators

Comprehensive Data Repository Developed and Maintained by FGCU Regional Economic Research Institute

Includes **Property Locator** of Available Sites and Office Space utilizing LoopNet

Mobile Responsive for Access Across Devices

Flexible, Allocated Space for **Advertising**

Enhanced for **Search Engine Optimization, Digital Marketing** Processes, and **Video**

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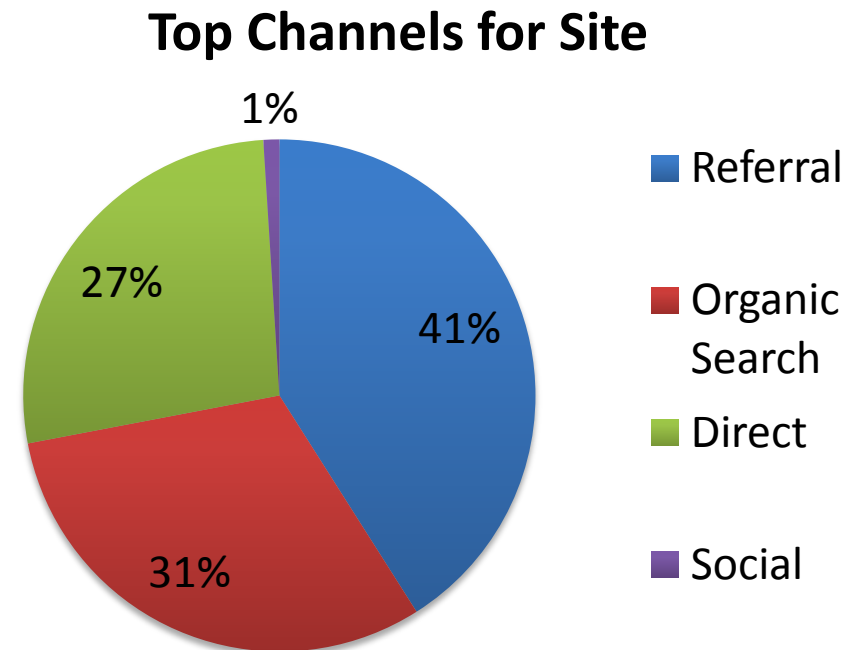
ACCOMPLISHMENTS: WEBSITE

WHO IS LOOKING AT US?

In 2015: (through Sept. 30th)

➤ Over 8,495 Users and more than 10,334 Sessions

- ◆ 82.1% are new visitors
- ◆ 1.92 average pages per session
- ◆ 1:46 minutes average duration
- ◆ 19,799 page views



ACCOMPLISHMENTS

MARKETING: BRANDING

2015 Perceptions Survey: To Determine our Existing Image from:

- Site Location Consultants
- Companies within Targeted Industry Recommendations and Clusters
- Large Existing Employers and Business Leaders

Results will be used to craft **Brand Messaging** based on the **Assets and Challenges** of the Region as Perceived by the Customer and Potential Client

Serves as the foundation for **Regional Marketing Strategy**

ACCOMPLISHMENTS

MARKETING: BRANDING

Collateral Material Development

- Developed Regional Video with WGCU coming in substantially under our budget estimates
- Plan to Create Series of Targeted Industry Profiles

Digital Marketing

- Aggressive Digital Marketing Strategy
- Search Engine Optimization, Keywords, and Social Media

ACCOMPLISHMENTS

OUTREACH MARKETING: 2015 ACTIVITIES

Foreign Direct Investment/Consulates

- April – Florida Chamber International Days
- October – Florida International Trade & Cultural Expo
- October – Sponsored RETIS (French Innovation Network) In-bound Event
- One-on-One Meetings with 8 Consulates

Trade Shows

- September – Intermodal Association of North America (Ft. Lauderdale)
- September – Canadian Manufacturing Technology Show (Toronto)
- October – Certified Commercial Investment Member Thrive Conference (Austin)
- November – Medical Device Manufacturing Show (Orlando)

ACCOMPLISHMENTS

OUTREACH MARKETING: 2015 ACTIVITIES

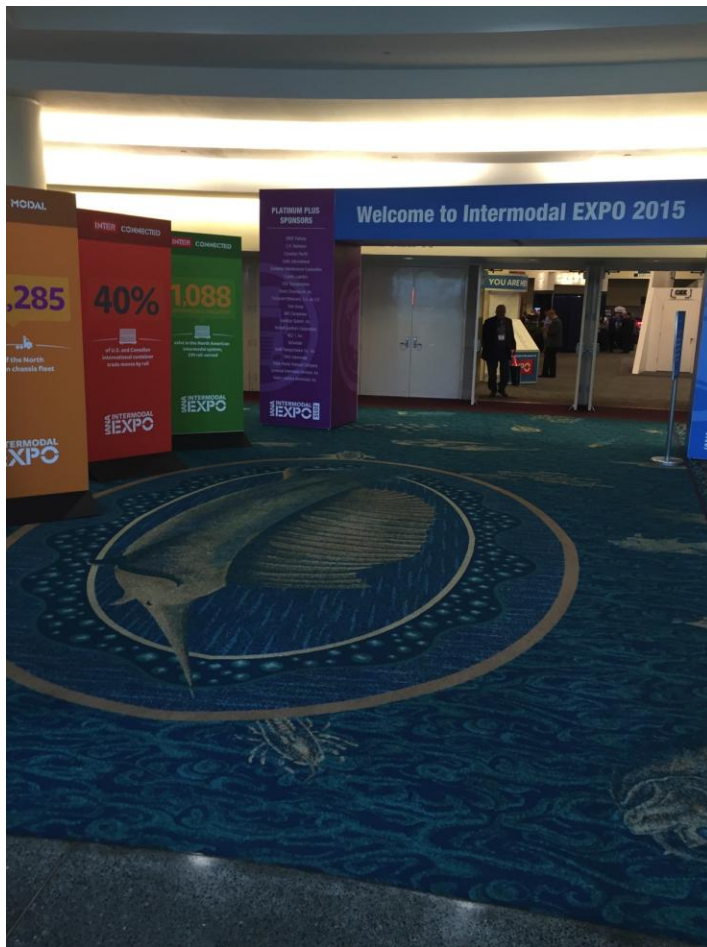
Site Location Consultants

- April – Illuminations Powering Florida
- May – Roundtable in the South
- October – International Economic Development Council Annual Meeting
- One-on-One Meetings with 24 Site Location Consultants

Key Market Visits

- October - Austin (in conjunction with CCIM Thrive)
- Potential to Visit One Additional Market in 2015

OUTREACH MARKETING: 2015 EVENTS



OUTREACH MARKETING: 2015 EVENTS



WHY DO WE DO ALL OF THIS?

Market the Southwest Florida Region to **Attract New Businesses** that **Create Higher Paying Jobs** and **Diversify Our Economy**

Successes to date:

- Distributed four prospects and fulfilled two information requests
- Collecting project information for additional prospect
- One pending company announcement

Provide the **Necessary Data and Information** that will encourage Site Locators to include the Region on their **Short Lists**

Develop and Maintain **Community Awareness** as to the Importance of Regionalism and a Diversified, Growing Economy

For **OUR Future!**

ACCOMPLISHMENTS

LEE COUNTY INVESTMENT FY2015



Focused on Three Objectives:

1. Marketing Outreach & Site Selector Relationships
2. Website Expense and Marketing Data
3. Staff & Operations

Funds were Allocated:	<u>Budgeted</u>	<u>Used</u>
• Website Expenses and Marketing	\$ 30,000	\$ 18,978
• Regional Video and Collateral Material	\$ 30,000	\$ 6,000
• Other Marketing Plan Activities	\$ 20,000	\$ 18,201
• Personnel Costs (salary and wages)	<u>\$ 20,000</u>	<u>\$ 20,000</u>
Total Reimbursement	\$ 100,000	\$ 63,179

THE ROAD AHEAD

LEE COUNTY INVESTMENT FY2016

The Alliance requests that our partnership continue and our agreement renewed for \$100,000.

For 2016, focused on Prospect & Lead Generation through Two Drivers:

1. Regional Marketing (Leveraging Perception Survey Results)
 - a. Marketing Outreach
 - b. Site Selector Relationships
 - c. Data and Key Industry Profiles
2. Website Operation and Enhancement

Anticipate substantial outreach to site consultants including foreign consulates

Alliance will also leverage regional participation with Enterprise Florida in outreach events and marketing

THE ROAD AHEAD

LEE COUNTY INVESTMENT FY2016

For FY2016, Requested Reimbursement Categories:

Regional Marketing Plan & Activities	\$ 55,000
Website Expenses	\$ 25,000
Personnel Costs (salary and benefits)	<u>\$ 20,000</u>
Total Reimbursement Limit	\$ 100,000

Marketing Advisory Committee to finalize 2016 Marketing Program in November

Specific Outreach Events for 2016 will be included in Marketing Program
Recommended by the Advisory Committee



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Thank You!

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