

Item 2



SERVING ORANGE, SEMINOLE, LAKE AND OSCEOLA COUNTIES AND THE CITY OF ORLANDO



## **Metro Orlando Economic Development Commission Activity Report**

**Prepared for:**

**Seminole County  
Board of County Commissioners**

**January 2006**

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## Organizational Overview

Three years after its inception, the Metro Orlando Economic Development Commission (EDC) entered into a significant economic development partnership with Seminole County that has remained strong for 24 years. Much of the success shared by the EDC and the County can be attributed to the County Commission's leadership, vision and commitment to diversifying the economy. Today, the EDC, Seminole County's Economic Development Department, Florida's High Tech Corridor Council and Enterprise Florida are strong and effective partners in regional economic development.

The vision of the EDC is to create and sustain a prosperous and diverse business community. The organization's mission statement has three key phrases:

- **“In concert with our investors and partners...”** – The EDC fully recognizes that its success is the result of partnerships with key stakeholders, such as Seminole County.
- **“Our mission is to build a diverse economy capable of withstanding dramatic shifts in the global marketplace...”** – Now, more than ever, the region's capability to sustain prosperity in times of distress is critical to sustaining the quality of life of its citizens.
- **“And, to position Metro Orlando as the world's premier business location.”** – As the EDC continues its business development initiatives, the region will increasingly become the premier location for companies offering high-wage, high-value jobs.

Ray Gilley, EDC president and CEO, leads a staff of 38, including 28 marketing and economic development professionals. The organization's business development groups include business recruitment and prospect development; technology industry development; international business development; and film and digital media development. While the EDC's main office is located in downtown Orlando, the EDC maintains a Seminole County office, which is headed by Tracy Turk, the EDC's senior director.

The EDC's 2005-2006 budget is approximately \$6.0 million. Of that, 61 percent comes from the private sector, mostly from corporate investment or “dues.” The remaining 39 percent is derived from the EDC's five public partners; the counties of Seminole, Orange, Lake and Osceola and the City of Orlando. Based on a per capita formula, Seminole County provides funding in the amount of \$412,101 which equals 6.9 percent of the EDC's total budget.

There are 64 members of the EDC Board of Directors, including 16 Governors Council Investors and 14 Policy Council Investors. At the Governors Council level, investors have committed to contribute a minimum of \$100,000 annually to the EDC. Policy Council investors contribute at least \$50,000. Seminole County is well represented on the Board, beginning with Commissioner Bob Dallari. Other representatives from Seminole County include:

- Dean Kurtz, Sprint - EDC Chairman 2005-06
- Tom Green, Colonial Properties Trust
- Larry Dale, Sanford Airport Authority
- Ann McGee, Seminole Community College
- Bill Vogel, Seminole County Public Schools

## Overview of Function Teams

The Metro Orlando Economic Development Commission plays an important role in diversifying and sustaining the economy of the Metro Orlando region, including Seminole County. The organization's efforts to meet this need are addressed through five cross-functional teams, which are outlined and described below.

**Marketing & Communications:** The Metro Orlando EDC markets the region globally as a premier location for business relocation and expansion. Marketing efforts center around “*Putting imagination to work*”, the region's community brand, and include three core strategies:

- **External Marketing:** On a national and international level, the EDC's marketing team spearheads a variety of integrated strategies designed to create a multi-faceted identity for Metro Orlando and to generate quality prospects for our business development team.
- **Internal Marketing and Partnerships:** On a regional level, the marketing team works to enhance understanding of the importance of economic development to community prosperity and helps build the coalitions and services that are critical to economic development success.
- **Resource Development:** In addition, the marketing team fully supports EDC fundraising initiatives and events designed to increase the level of community investment in the organization and to provide long-term financial stability.

Locally, the EDC works to educate and engage local residents in the community branding effort, thus creating business “ambassadors” for Metro Orlando. This effort is augmented by marketing the region's business aspects to the estimated 40 million visitors that travel to the region annually. Extensive signage, video and other collateral supporting the campaign has been placed at the **Orlando Sanford International Airport**, as well as in other key regional gateways. In addition, the **Orlando Marriott - Lake Mary** is a partner in our bookmark campaign, through which information about the region's business advantages is placed daily in local hotel rooms catering to the corporate traveler.

A variety of marketing and communication efforts are also in place to target external decision-makers, influencers and knowledge workers in key industries. A critical component of these efforts is our partnerships with various local, regional and state organizations, including **Seminole County Government, Seminole Community College, Seminole County Regional Chamber of Commerce** and **Enterprise Florida**. Through collaboration, we are successfully maximizing EDC dollars and enhancing communication and cooperation between numerous community development organizations.

**Business Recruitment & Project Development:** The goal of this team is to promote quality economic growth by focusing on the attraction, retention and expansion of businesses in high-value industry sectors, including: corporate and association headquarters; advanced manufacturing; financial, shared and administrative services; aviation and aerospace; and distribution centers. Numerous studies have shown that the growth of varied industries in a local economy can have a positive impact through increased capital investment and high-quality job creation. Projects developed by this function team bring capital and jobs from outside the region, thus providing resources for more entrepreneurial efforts.

The EDC's efforts to meet this team's goals include *proactive* business development activities aimed at targeted industries. It also includes external outreach to corporate advisors such as site selection consultants and national real estate representatives who generate high-quality project leads. Emphasis is also given to outreach within the local brokerage community and at targeted, existing industries to identify expansion opportunities.

This level of business development activity depends heavily on extensive business intelligence-gathering and efficient lead-response and project management systems that integrate the technology business development, international business development, and film and entertainment teams' efforts. Our efforts are closely aligned with Enterprise Florida, Florida's High Tech Corridor Council, Seminole County's Economic Development staff, business groups and community partners.

**Technology Industry Development:** Technology companies have consistently been shown to offer higher average wages than most other industries. With this in mind, the EDC's Technology Industry Development team focuses on developing the region into a premier location for this important sector. The efforts of this team are focused on recruiting, incubating and growing companies, as well as facilitating the improvement of the region's tech climate.

While the team's strategies encompass traditional economic development activities, the EDC has expanded its reach into non-traditional areas by partnering with local and regional organizations, such as Seminole Community College, the University of Central Florida, the Florida High Tech Corridor Council, Enterprise Florida, and many others. The EDC provides support for entrepreneurial activities and creation of new companies, as this strategy will best position our community for the future. In addition to general technology community development, the Tech team also focuses on established and emerging sectors, including: photonics; modeling, simulation and training; digital media; and bio-medical technology.

**Film & Digital Media Development:** The role of this team is to generate high-wage, high-value jobs and the infusion of capital into our local economy. The team works to market Metro Orlando as a premier location to create and produce traditional film, episodic television, indigenous (independent) film, and commercials, as well as a hub for the emerging digital media formats. The EDC has also been involved in encouraging the establishment and expansion of facility investments by networks and entertainment businesses.

Specific strategies of the team include external marketing that highlights Metro Orlando's film and entertainment production infrastructure and diverse locations. These efforts are targeted at studios, networks, production companies and advertising agencies. The team also provides on-going support of production activity through one-stop permitting, community awareness and industry outreach. EDC strategies include encouraging the continued development of the film industry through positioning of the region as a cost-effective production center.

Metro Orlando is also in the unique position of having both strong technology and entertainment industries – leading to the development of a new industry referred to as digital or dynamic media. Our film and digital media development team has been actively involved in facilitating the many initiatives that are growing under the digital media umbrella.

**International Business Development:** The EDC's International Business Development team is responsible for marketing the Metro Orlando region as a premium business destination and to generate high-wage, high-value jobs and attract Foreign Direct Investment (FDI) into the region. Consequently the team is well informed about the industries that are prominent in the region such as: Simulation & Training, Aviation & Aerospace, Digital Media, High Technologies, Manufacturing and Distribution, Financial Services, etc., and how to retain and grow existing industries. The team is also responsible for providing resources for local companies that want to grow through international trade. The EDC also manages the Metro Orlando International Affairs Commission (MOIAC), a community-wide effort that brings together a variety of local organizations working to promote the region's international business activities. As a special request from Bill McDermott, the EDC did an extensive research on the most prominent industries in Ireland and companies that were a good match to visit during his trip to Ireland. (Report in file)

Specific strategies of the EDC's international team includes promoting a strategic trade and reverse-investment marketing program; raising the profile of Metro Orlando as a premium location for international business; assisting local manufacturers and companies who want to enter and/or expand in overseas markets; enhancing the internationalization of the region; providing programs related to how to do business in other countries and the business opportunities by industry sector; and unifying community efforts in the global marketplace. Other important function of this team is to facilitate the continued globalization of Orlando's business community, which is a critical step towards economic diversification.

**Results:** All total, in the past year, the EDC worked with corporate expansions and relocations that directly resulted in the announcement of 5,773 new and saved jobs and \$237 million in new capital investment. In addition, our Film Commission announced \$845 million in direct production expenditures region-wide. (Based on 2004 data, most recent data available.)

## Function Team Activities

The business of economic development is no longer “command and control,” but rather, “partner, partner, partner.” Under the new, emerging model of economic development, it is less important to determine who gets “credit” and most important to know that the pieces of the community puzzle are in place to nurture development. The list of programs and projects below is not an attempt to claim credit for any one single item, but to demonstrate that the EDC is working openly and behind-the-scenes to build the coalitions and services that are required for success. Each of these activities drives towards our ultimate goal: the attraction, retention and creation of high-value companies that create good jobs and enhance the prosperity of the Metro Orlando region.

### Marketing & Communications:

- **National advertising:** The EDC's national advertising campaign targets business decision makers nationally, and this year expands into several international markets. The goal of this campaign is to build awareness of our region's business advantages in major metro markets with broad range economic development potential. This year we will utilize mediums including National Public Radio and *Wired* magazine. We will extend the reach of our advertising buys through negotiated placement on affiliated internet resources, by securing access to publication mailing lists, and taking advantage of value added surveys and events.
- **Site Selection advertising:** Additional advertising resources focus on reaching key site selection industry clients through concentration in the real estate professional and site selection markets. This year, we will continue advertising in CoreNet publications, including six issues of *Real Estate Leader* magazine and the annual *Who's Who Directory*. We will also initiate advertising in the following: *Site Selection* magazine and online newsletter; *Area Development's* annual *Southern Technology Sites* magazine, to include banner ad on related website; *Southern Business & Development* magazine's online resource, *BioIndustrySouth.com*; and *Black's Guide Interactive* as well as the bi-monthly *Black's Guide* newsletter.
- **Sector specific advertising:** For the first time this year, the EDC will initiate a technology focused advertising campaign in a variety of targeted industry publications including: *Optics & Photonics News*, *DV Magazine*, *Game Developer*, *Computer Graphics World*, and *eContent*. These target prospects in very specific technology niches. These placements are designed to complement the series of ads running in *Wired* magazine.
- **International advertising:** Also this year, the EDC will initiate ad and editorial placement in the *American British Investment Guide*, a publication of British American Business Inc., as well as in the *Spanish-American Chamber Directory*.
- **Local/Regional advertising:** Continue partnership in UCF Pegasus magazine's bi-monthly Tech Watch section; continue sponsorship of Orlando Business Journal's Diversity Works section; work directly with government partners to determine and support ad priorities within their jurisdictions.
- **Direct Mail:** Direct mail will be used extensively to target our prospects this year as follows:
  - **Site Selection Professionals:** Develop and disseminate pre and post-show direct mail promotions to attendees of CoreNet Summit in Las Vegas (Oct '05) and Philadelphia (April '06).
  - **Customized Industry Sector Outreach:** Building on lists built as a result of business intelligence program, develop and disseminate tactical direct mail campaign. Each program will be customized to use appropriate collateral and attention getting products, such as... (see c below)
  - **Tupperware promotion:** Utilizing product supplied by corporate partner Tupperware, develop an outreach campaign targeting decision makers in key industry sectors and designed to encourage business prospects to “seal the deal” in metro Orlando.
  - **Publications:** Mail 24,000 copies of *Texture* magazine to technology executives in targeted northeastern markets, throughout Florida's High Tech Corridor, and to all EDC investors; Mail 4,000 *Orlando Filmbooks* to target commercial and independent film producers in the New York and Los Angeles markets.
  - **Customized County Promotions:** Work directly with business development and marketing teams from each county in the region, as well as the City of Orlando, to develop targeted messaging to industry sector audiences of particular interest to those government partners.
- **Publishing:** The EDC will publish and distribute two ad-supported editions of *Texture* magazine, printing a minimum of 12,000 copies of each edition; publish and distribute one ad-supported

edition of *The Orlando Filmbook*, printing a minimum of 7,500 copies; publish our electronic newsletter, *Communiqué*, on a weekly basis; publish the *Seminole County Update Report* on a quarterly basis; and maintain a complete complement of regional resources and collateral material, including promotional bookmarks; interactive CD-ROM; and, detailed demographic and data sheets for each county and city in the Metro Orlando region.

- **Websites:** We will also continue to develop and maintain our two award-winning websites, [OrlandoEDC.com](http://OrlandoEDC.com) and [FilmOrlando.com](http://FilmOrlando.com). This year, the EDC website will be graphically revamped and structurally enhanced to capture additional provide more comprehensive tools and tracking data.

**PR MISSIONS:** In addition to monitoring lead sources and generating story placement on an ongoing basis, this year the EDC will coordinate PR missions to Atlanta and New York. We will build missions around the availability and participation of EDC business development reps with specific sector insight and responsibility, targeting national and regional news bureaus located in those markets, along with publications covering this region's targeted industry sectors. The mission to New York will be planned to coincide with a custom roundtable breakfast to be hosted on our behalf by WIRED magazine in the Condo Nast Corporate Dining Room at 4 Times Square in NYC. WIRED will host 50-100 guests, including subscribers, analysts, clients or others of our choice. WIRED will produce the event, including speakers, content, catering, invitations and list.

### **Business Recruitment & Project Development:**

- Site selection consultant and corporate real estate outreach includes:
  - Bay Hill Classic VIP Event.
  - CoreNet Global advertising, participation and chapter development.
  - Dedicated site selection tools on the EDC website.
  - Consultant Showcase events in partnership with Enterprise Florida in Atlanta, New York, Chicago and Dallas.
- Participation with partners in targeted sector trade shows and conferences (see Appendix A).
- One-stop project management – brokering information and relationships to potential investors.
- Participation in NAIOP, CoreNet, CREW, FEDC, SEDC, IEDC and other organizations.
- Co-location and participation with Manufacturers Association of Central Florida (MACF).
- Leveraging business development resources through a partnership with Workforce Central Florida (WCF).

### **Technology Industry Development:**

- Management, development and distribution of *Texture*, a publication focused on the technology companies, personalities and innovations that comprise Metro Orlando's "technology landscape."
- Participation with partners in targeted sector trade shows and conferences.
- Participation with local sector specific industry associations – National Center for Simulation, Florida Photonics Cluster, Digital Media Alliance Florida, Society for Information Managers (SIM)
- Ongoing assessment of venture capital activity and the angel investor community.
- Facilitating convergence of entertainment and DOD activities through development of community-based programs.
- Management of Central Florida Technology Partnership and Florida High Tech Corridor Marketing Committee.
- Through CFTP, manage industry specific Tactical Advisory Teams, including: Telecommunications, Equity Capital, Film/Digital Media, Legislative, Real Estate, Small Business Technology, Large Business Technology, Entrepreneurship and Photonics.
- Continued support of the Disney/SBA National Entrepreneur Center.
- Marketing resources offered by the Space Alliance Technology Outreach Program (SATOP) to local companies. (Recent beneficiaries of the program include Sanford-based Smart Biometrics.)
- Develop, create and distribute quarterly *Technology Report*, benchmarking our region in the areas of venture capital, patents, job growth, company creation and academic R&D funding.

### **Film & Digital Media Development:**

- Recruit location-based projects to be filmed in the region using local crew and facilities.
- Participate with local and state partners to improve business climate for local production companies and filmmakers.
- Facilitate convergence of Entertainment and Technology sectors through development of community-based programs using technology from both sectors (accomplished via cross functional cooperation with Technology Team).
- Develop and support local and state entertainment industry incentives to boost production work within Metro Orlando and throughout the State of Florida.
- Manage processing of film permits. Expand use of uni-permit (one permit form to be used by all four counties and the cities within those counties).
- Provide location assistance to visiting and local producers – matching locations called for in a script to those in Metro Orlando.
- Work closely with UCF to support the Downtown Media Arts Center (d-MAC).
- Partner with UCF School of Film & Digital Media, Florida Interactive Entertainment Academy (FIEA) and Full Sail Real World Education, as well as local film, entertainment and advertising associations, to strengthen the region's production capabilities.

### **International Business Development:**

- Manage Metro Orlando's participation in Team Florida trade missions.
- Develop a foreign direct investment program with emphasis on countries with prominence in the EDC's targeted industry clusters, such as the U.K. and Canada.
- Provide one-on-one export counseling to area companies and introductions to potential overseas agents and distributors.
- Manage the Metro Orlando International Affairs Commission, including the annual Metro Orlando's International Summit.
- Manage in-bound missions from overseas.
- Coordinate out-bound missions to other countries.

## Organizational Performance Metrics October 1, 2004 to September 30, 2005

With the fiscal year 2004-2005 completed, the following performance metrics have been reported:

<b>BUSINESS DEVELOPMENT METRICS</b>	
Number of Inquiries Received	861
Number of Visits From Out-of-Region Clients	78
Number of New Active Projects Generated	127
Number of Projects Established	41
Total Jobs Announced and Saved	5,773
Total Capital Investment	\$237,162,980
Total Square Footage Leased or Purchased	2,292,550
Number of Film Projects that Scouted the Region	322
Number of Projects Permitted Through the EDC's Film Office	226
Number of Existing Companies Assisted (non-project related)	472
Total Publicity Impressions	27,524,675
Website Page Views	2,353,486
<b>FINANCIAL METRICS (1)</b>	
Private-Sector Investor Funding & Events Revenue	\$3,677,531
Local Government Support	\$2,411,777
Other Revenue	\$176,130
Total Revenue Received	\$6,265,438
Total Expenses	\$5,937,903
Excess (Deficit) Revenue Over Expenses	(2) \$327,535

(1) Financial metrics represent a preliminary estimate of year-end results

(2) Excess amount applied towards prior year loss due to fundraising campaign.

## Seminole County Current & Past FY Established Projects

1. During fiscal year 2004-2005, the EDC has completed 41 projects, fourteen (or 34%) of which are located in Seminole County. The overall average annual wage: \$43,602 (two not reporting).

COMPANY NAME	NEW/SAVED JOBS	CAPITAL INVESTMENT	SQUARE FOOTAGE
Lenders First Choice	225	*	24,530
Media 1 Graphix	35	\$537,000	12,000
Project Test	800	\$2,000,000	55,000
Allegiant Air	250	\$20,000,000	7,011
Remington College	125	*	27,000
Pneu-Tech Aerospace	75	\$2,000,000	14,000
Axium	170	\$4,000,000	45,000
Sears Home Improvement Products	343	*	50,000
Electronic Fasteners, Inc.	30	\$750,000	15,600
Accredited Home Lenders	110	\$3,500,000	32,300
Guarantee Insurance	20	\$475,000	5,462
Compak	40	\$9,000,000	47,000
Stromberg	330	\$4,200,000	18,712
HOTUSA - KEYTEL	7	\$20,000	500
Total:	2,560	\$59,493,000	354,115

\* Confidential Project

2. During fiscal year 2003-2004, the EDC has completed 38 projects, twelve (or 32%) of which are located in Seminole County. The overall average annual wage: \$44,397.

COMPANY NAME	NEW/SAVED JOBS	CAPITAL INVESTMENT	SQUARE FOOTAGE
American LaFrance	18	\$693,145	0
Mountain State University	6	\$100,000	4,000
Team Information Services	300	\$530,000	0
Insurance Office of America	171	\$14,000,000	55,000
Quadrant Systems	20	\$200,000	0
The Hartford	71	\$12,800,000	70,000
Leisure Bay	60	\$18,000,000	300,000
Kinetics USA, Inc.	63	\$3,194,000	17,402
Universal American Financial Corp.	30	\$13,000,000	60,000
Priority Healthcare Corp.	870	\$17,000,000	55,000
Mathews Associates, Inc.	180	\$2,300,000	40,000
Fath, Inc.	6	\$90,000	4,250
Total:	1795	\$81,907,145	605,652

3. In FY 2002-2003, which ended September 30, 2003, the EDC completed 35 projects, 10 (or 30%) of which were located in Seminole County.

**Total Results:**

New/Saved Jobs	800
Capital Investment	\$19,917,250
Square Footage	207,415

4. In FY 2001-2002, which ended September 30, 2002, the EDC completed 42 projects, 11 (or 26%) of which were located in Seminole County.

**Total Results:**

New/Saved Jobs	535
Capital Investment	\$139,900,000
Square Footage	549,000

5. Another attractive generator of wealth for the region is the film and television industry. An important function of the EDC is to serve as the regional "film commission." The impact of this industry was shown in the findings of a recent study, which was commissioned by the EDC. Entitled "*Film & Entertainment Production Activity Survey*," the study reports that the region's film and entertainment industry supports more than 2,500 direct employees and generates more than \$845 million in combined sales revenue annually.

RECENT SEMINOLE COUNTY PROJECTS			
DATE	PROJECT TITLE	PRODUCTION TYPE	LOCATION USED
November '04	Invacare Motorized Scooters	Commercial	Seminole County
November '04	The Way Back Home	Independent Film	Sanford
November '04	The Way Back Home	Independent Film	Sanford
December '04	Scarlet	Music Video	Sanford
March '05	Aleve	Commercial	Seminole County
March '05	University of Pittsburgh Medical Center	Commercial	Sanford
May '05	Awana	Promotional Video	Sanford
May '05	The Way Back Home	Independent Film	Seminole County
August '05	Health Inspector	Film	Seminole County
September '05	Isuzu	Commercial	Seminole County
September '05	Isuzu	Commercial	Seminole County
September '05	Shinedown	Music Video	Sanford
November '05	The Lonely Lights. the Color of Lemons.	UCF Student Film	Oviedo

# Seminole County

In Seminole County, as throughout the region, we are focused on identifying and building key industry sectors with strong and logical potential for long term growth. Seminole's emphasis will be on expanding the financial services cluster, software/hardware cluster and aviation/aerospace sector. Emphasis will also be placed on supporting location of industry in/and around the airport and in incubator facilities (port, airport), redevelopment efforts along the 17-92 Corridor and further enhancement of the I-4 High Tech Corridor. Success in each of these realms will further enhance efforts to diversify Seminole County's economy and to create additional high-value jobs to enhance the county's average wage. Tracy Turk, the EDC's Senior Director of Business Development, works closely with Bill McDermott, the County's Director of Economic Development, to accomplish many of these objectives.

<b>Objectives</b>	<b>Strategies 2005-2006</b>
<p>1) Maintain the partnership and communication between Seminole County Government, municipalities' economic development staff and Seminole County VIP's (list in EDIX) and Team Seminole participants.</p>	<p>1) Participate in the EDC's "Team Seminole" Government Liaison Committee.</p> <p>2) Work with County ED staff on goals outlined in the County's Economic Development Strategic Plan.</p> <p>3) Work with local utilities, county and municipal economic development staff to coordinate incentive programs, permitting issues and other government issues affecting local business and industry. Coordinate incentive application process for ED projects.</p> <p>4) Serve as secretary to the Seminole County Industrial Development Authority.</p> <p>5) Prepare monthly and/or quarterly reports to be e-mailed to Seminole County VIP's, and Team Seminole participants.</p> <p>6) Update County Commissioners on EDC activity and projects via one-on-one annual mtgs. with myself/Ray/Bill/Team Seminole participant, annual/or semi-annual presentations to the BCC, via monthly/quarterly reports, during individual mtgs. regarding project incentive discussions.</p> <p>7) Support and assist the City of Oviedo's Economic Development Task Force and development/implementation of a strategic plan.</p>
<p>2) Coordinate County Commissioner Outreach Program</p>	<p>1) Facilitate tours/visits of 2 existing industries for each commissioner and Bill McDermott, as they are able/wish to participate. Commissioners Carey &amp; Dallari would like to do frequent/monthly visits when possible.</p>
<p>3) Lead community economic development (retention &amp; recruitment) efforts on behalf of Seminole County.</p>	<p>1) Respond to and service 75 projects leads resulting in 40 new projects and 15 establishments in Seminole County and/or the region.</p> <p>2) Conduct visits to 45 Seminole County companies (avg. 4 per month) to disseminate info. on programs and resources and gather intelligence on labor, business climate, infrastructure issues, etc.</p> <p>3) Participate in targeted tradeshows, consultant events, conferences and associations as appropriate, i.e. Chicago Consultant's event, Orlando Call Center Demo &amp; Conference, ICSA, CREW, Leadership Seminole, FEDC board mtgs. and conferences.</p>

	<ol style="list-style-type: none"> <li>4) Work with other EDC team members and outside consultants to enhance usability and interactivity of the real estate mapping feature for Seminole County on the EDC's website.</li> <li>5) Represent the EDC at community events; Chamber functions; CREW, Leadership Seminole, FEDC and other venues to educate the community on the role and value the EDC plays in the region's economic development process.</li> <li>6) Participate in Seminole Chamber's IRL and Economic Developer's Update where feasible. Sponsor (at least a corp. table) and support event via committee assistance and identification of projects. Sponsor &amp; support quarterly Executive Briefing breakfast meetings.</li> <li>7) Communicate with local/regional, commercial/industrial real estate brokers.</li> <li>8) Represent Seminole County's interest in projects that have regional impact (i.e. UCF Medical School, Parramore Pride Project, EA Sports, etc.).</li> <li>9) Respond to inquiries from EFI, county, existing companies, prospects, etc.</li> <li>10) Maintain relationships with community partners, i.e. SCC, Progress Energy, FPL, SCPS, OSIA, Port of Sanford, Workforce, chambers, private businesses, investors, and county/city officials, ED staff and others.</li> <li>11) Ensure Seminole County's participation in the Central Florida Technology Partnership (CFTP).</li> <li>12) Work with County, SBDC, NEC, other partners to assist in recruitment and placement of companies in OSIA &amp; Seminole County High Tech Incubator.</li> <li>13) Conduct joint venture sales missions with investors or other partners as appropriate to targeted industries/companies/associations.</li> </ol>
<ol style="list-style-type: none"> <li>4) Maintain and promote the viability of film, television and digital media industry in Seminole County.</li> </ol>	<ol style="list-style-type: none"> <li>1) Assist the Film Team in the coordination of information/locations for projects scouting the area for viable locations to shoot.</li> <li>2) Assist with the EDC's Film Appreciation Luncheon in Seminole County.</li> <li>3) Recognize local production companies and their presence in the region.</li> </ol>
<ol style="list-style-type: none"> <li>1) Coordinate and support local efforts of Marketing Team in Seminole County.</li> </ol>	<ol style="list-style-type: none"> <li>1) Assist the Marketing Team in identifying interesting local companies, CEO's, etc. for story ideas.</li> <li>2) <i>Customized County Promotions:</i> Work directly with marketing team and county ED staff to develop targeted messaging to industry sector audiences of particular interest to the county: financial services, software/hardware and aviation/aerospace.</li> <li>3) Collaborate with industry associations in targeted sectors to build information on sectors, both locally and globally i.e. International Customer Service Association (ICSA).</li> </ol>

	<ul style="list-style-type: none"> <li>4) Facilitate discussions re: potential partnerships with the Seminole County CVB to leverage business meetings in the region</li> <li>5) Assist with identifying invitees for luncheon/breakfast meetings EDC will host for elected officials.</li> </ul>
2) Coordinate and support local efforts of International Team in Seminole County.	<ul style="list-style-type: none"> <li>1) Coordinate company visits with International Team when feasible.</li> <li>2) Leverage the Orlando-based EDC staff to deliver international services to more Seminole County companies.</li> <li>3) Provide FAM Tours as needed of Incubator, OSIA, Colonial TownPark, etc.</li> </ul>
3) Work to increase the percentage of Seminole County EDC investors.	<ul style="list-style-type: none"> <li>1) Support Investor Relation's activities in Seminole County.</li> <li>2) Assist in organizing and hosting an EDC investor appreciation/recruitment reception in Seminole County.</li> </ul>
4) Maintain personal and professional development opportunities by participating on boards & committees.	<ul style="list-style-type: none"> <li>1) Maintain memberships in professional associations: FEDC, CREW, ICOSA and Leadership Seminole.</li> </ul>

## FY05-06 Business Development Sales, Marketing & Outreach Summary

DATE		EVENT NAME	LOCATION	SECTOR	PARTNER
8-Oct-05	12-Oct-05	IAMC Fall Conference	Corpus Christi, TX	Consultants and CREs	None
14-Oct-05	14-Oct-05	FFSC Board of Directors	Orlando, FL	Financial/Shared Services	EFI
18-Oct-05	25-Oct-05	Consultant's Round Table	Tucson, AZ	Consultants	
18-Oct-05	19-Oct-05	EFI Consultant Showcase	Cleveland, OH	Consultants, CREs & Companies	
18-Oct-05	19-Oct-05	SSTI-Building a Tech Comm.	Philadelphia, PA	Tech General	
23-Oct-05	26-Oct-05	CoreNet Global Conference	Las Vegas, NV	Consultants and CREs	None
12-Nov-05	18-Nov-05	Team Florida Mission	Munich, Germany & Basel, Switzerland	Trade & Investment Promotion	EFI
1-Nov-05	5-Nov-05	GDC	Washington, DC	Entertainment Tech	
10-Nov-05	10-Nov-05	Sales Mission	LA	Film/Entertainment Technology	
23-Nov-05	28-Nov-05	Montreal Mission	Montreal, Canada	Entertainment Tech	City of Orlando
17-Nov-05	18-Nov-05	EFI Consultant Showcase	Greenville, SC	Consultants, CREs & Companies	EFI
12-Dec-05	15-Dec-05	Film Fla. Annual Conference	Orlando, FL	Film/Entertainment Technology	Film Florida
28-Nov-05	1-Dec-05	I/ITSEC	Orlando, FL	Modeling & Simulation	FHTCC, UCF, NCS
1-Dec-05	4-Dec-05	Father-Son Challenge VIP FAM	Orlando, FL	Consultants, CREs & Companies	Spherion
18-Jan-06	23-Jan-06	O-Tronicon	Orlando, FL	Interactive Entertainment	DMAF, Full Sail
1-Jan-06	31-Jan-06	Sundance	Park City, Utah	Film/Entertainment Technology	
1-Jan-05	31-Jan-05	International CES	Las Vegas, NV	Digital Media	
12-Jan-06	12-Jan-06	<i>Tentative CFTP Partnering Conference</i>	Lakeland, FL	Technology	FHTCC/TBTF
1-Jan-06	TBD	AACCLA Conference	Miami	Trade & Investment	EFI
15-Jan-05	20-Jan-05	Fam Tour - Multipliers	Orlando, FL	Trade & Investment	None
24-Jan-06	27-Jan-06	Photonics West	San Jose, CA	Photonics	FHTCC/FPC
26-Jan-06	28-Jan-06	G.A.M.E.S. Synergy Summit	Orlando, FL	MS&T, Digital Media	
25-Jan-06	27-Jan-06	Florida Venture Forum	Jacksonville, FL	Tech General	

1-Feb-05	28-Feb-05	International Dialogue	Orlando, FL	International Community	UCF
15-Feb-05	15-Feb-05	Florida's International Summit	Orlando, FL	International - Organized by EFI & UCF	UCF
1-Mar-06	31-Mar-06	Legislative Reception	Tallahassee, FL	Film/Entertainment Technology	Gov. Office
9-Mar-05	11-Mar-05	Corporate Council Mission	Los Angeles, CA	Inv. Rel/DM/Bio Med	
12-Mar-06	18-Mar-06	Florida Film Festival-Next Art	Orlando, FL	Film/Digital Media	Enzian +
1-Mar-06	30-Mar-06	Mayor Dyer's Sales Mission	Toronto, Montreal	Trade & Investment	City of Orlando
13-Mar-06	19-Mar-06	Bay Hill Invitational	Orlando, FL	Consultants, CREs & Companies	Progress Energy
March 06 TBD	March 06 TBD	Tavistock Cup	Orlando, FL	Consultants, CREs & Companies	Lake Nona
25-Mar-06	29-Mar-05	IAMC Spring Conference	San Diego, CA	Consultants and CREs	None
27-Mar-06	31-Mar-06	Shared Services Industry Assoc.	Orlando, FL	Financial/Shared Services	CVB
28-Mar-06	31-Mar-06	Consultant's Round Table	Vail, CO	Consultants	
1-Apr-06	30-Apr-06	Film Florida Quarterly Report	TBD	Film	
1-Apr-06	1-Apr-06	Locations Expo	Santa Monica	Film Entertainment	Film Florida
April 06 TBD	April 06 TBD	EFI NY Consultant Showcase	New York, NY	Consultants, CREs & Companies	EFI
23-Apr-06	26-Apr-06	CoreNet Global Conf.	Philadelphia	Consultants and CREs	None
14-Apr-05	14-Apr-05	Economic Outlook	Orlando	EDC	UCF
1-May-06	31-May-06	E3	LA	Entertainment Tech	
1-May-06	30-May-06	ITEC	London	Modeling & Simulation	None
May 06 TBD	May 06 TBD	EFI Dallas Consultant Showcase	Dallas, TX	Consultants, CREs & Companies	EFI
17-May-05	20-May-05	<i>Florida Tech Transfer</i>	Orlando	all tech	UCF/TBTF
1-Jun-06	30-Jun-06	Film Florida Quarterly Report	TBD	Film/Digital Media	
19-Jun-06	24-Jun-06	Bio 2005	Chicago, IL	Biotechnology	EFI
1-Jun-06	11-Jun-05	Doing Business in Orlando	Canada	Consultants, Multipliers	?
July 06 TBD	July 06 TBD	EFI Atlanta Consultant Showcase	Atlanta, GA	Consultants, CREs & Companies	EFI

1-Jun-06	30-Jun-06	Mayor Dyer Sales Mission	Brazil	Trade & Investment	EFI?
25-Jul-06	28-Jul-06	CESSE	Salt Lake City, UT	Science Association Executives	CVB
1-Aug-06	5-Aug-06	UCF Alumni Reception	LA	Film/Entertainment Technology	UCF
9-Aug-06	13-Aug-06	Siggraph	Los Angeles, CA	Entertainment Tech	
Sept 06 TBD	Sept 06 TBD	EFI Consultant Showcase	Boston, MA	Real Estate and Consultants	EFI
29-Oct-06	1-Nov-06	CoreNet Global Conf.	New Orleans, LA	Consultants and CREs	
1-Sep-06	30-Sep-06	IFP	NY	Film/Entertainment Technology	Film Florida
30-Sep-06	1-Oct-06	IAMC Summer Conference	Williamsburg, VA	Consultants and CREs	None
TBD	TBD	Boston Sales Mission	Boston	DM, LS, Photonics	UCF
TBD	TBD	Sales Mission	Miami/Atlanta	Trade & Investment	None
TBD	TBD	Sales Mission	New York, NY	Trade & Investment	None
TBD	TBD	Sales Mission	New York, NY	Consultant, companies +	Wired