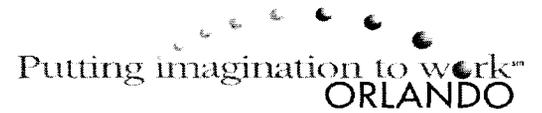




SERVING ORANGE, SEMINOLE, LAKE AND OSCEOLA COUNTIES AND THE CITY OF ORLANDO



Metro Orlando Economic Development Commission Activity Report

Prepared for:

**Seminole County
Board of County Commissioners**

October 2004

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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 23 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; technology business 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 2004-2005 budget is approximately \$5.77 million. Of that, 58 percent comes from the private sector, mostly from corporate investment or “dues.” The remaining 42 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 \$396,400 which equals 6.9 percent of the EDC's total budget.

There are 57 members of the EDC Board of Directors, including three Governor's Council Investors and 19 Policy Council Investors. At the Governor's Council level, investors have committed to contribute at least \$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 Grant Maloy. Other representatives from Seminole County include:

- Dean Kurtz, Sprint - Incoming EDC Vice Chairman
- Susan Lawrence, Real Estate Strategies
- 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; distribution; and technology-oriented operations in photonics and digital media. 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 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 and other 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 & Entertainment Production 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 entertainment production development team has been actively involved in facilitating the many initiatives that are growing under the digital media umbrella.

International Business Development: Amidst increasing competition from other regions, Metro Orlando must continue efforts to build its reputation as a global business leader. The EDC's International Business Development team is responsible for encouraging this international business growth in Metro Orlando. Providing resources for local companies to enter the international marketplace and facilitating the expansion of overseas companies into the area will pay off in the form of higher-paying jobs for the region. 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. MOIAC is chaired by Rick Joyce, CEO of Seminole County-based Dixon Ticonderoga. Commissioner Randy Morris is also an active MOIAC advisory board participant.

Specific strategies of the EDC's international team include establishing and promoting a strategic trade and reverse-investment marketing program; raising the profile of Metro Orlando as a viable location for international business; assisting local manufacturers who want to enter and/or expand in overseas markets; enhancing internationalization of the region; and unifying community efforts in the global marketplace. This team facilitates 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 4,922 new and saved jobs and \$180 million in new capital investment. In addition, our international efforts resulted in the generation of \$17 million in export sales and our Film Commission announced \$586 million in direct production expenditures region-wide. (Based on 2002 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, with particular emphasis on major markets east of the Mississippi. 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.
- **Site Selection advertising:** Additional advertising resources will focus on reaching key site selection industry clients through concentration in the CoreNet publications. This includes positioning in six issues of Real Estate *Leader* magazine, two issues of the *Global Summit Guide*, and CoreNet’s annual *Who’s Who Directory*.
- **Sector specific advertising:** A series of ads will run in *Wired* magazine, supplemented by companion advertising on WiredNews.com. This strategy is designed to primarily reach digital media targets, as well as other general technology targets. The message will focus on this region’s emergence as a digital media hub.
- **Direct Mail:** Pre and post-show direct mail promotions are scheduled to reach attendees of the CoreNet Global Summits in San Antonio and Chicago; 14,000 copies of *Texture* magazine will be mailed to technology executives in the Northern Virginia and Boston markets, as well as throughout Florida’s High Tech Corridor; 4,000 copies of *The Orlando Filmbook* will be mailed to select commercial and independent film producers in the New York and Los Angeles markets; direct mail collateral has been translated into a variety of languages (German, Spanish, Portuguese) and will be used in direct mail promotions targeting our international prospects.
- **Publishing:** The EDC will publish and distribute two ad-supported editions of *Texture* magazine, printing a minimum of 10,000 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, *Communique*, 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 and FilmOrlando.com. This year, the EDC website will be enhanced to include video testimonials from corporations operating in the region.

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) and Workforce Central Florida (WCF)

- Leveraging business development resources through a loaned executive 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 & Entertainment Production 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)
- Oversee compilation of semi-annual *Film & Entertainment Production Activity Survey*

International Business Development:

- Direct marketing to Consular and trade representatives in Miami, Washington D.C. and Atlanta
- Manage Metro Orlando's participation in Team Florida trade missions
- Manage Metro Orlando International Affairs Commission, including the Annual International Summit
- Develop foreign direct investment program with emphasis on countries with prominence in the EDC's targeted industry clusters (specifically the U.K.)
- Provide one-on-one export counseling to area companies and introductions to potential overseas agents and distributors
- Manage in-bound buying missions from overseas
- Coordinate out-bound missions overseas

Organizational Performance Metrics October 1, 2003 to September 30, 2004

With the fiscal year 2003-2004 completed, the following performance metrics have been reported:

BUSINESS DEVELOPMENT METRICS	
Number of Inquiries Received	747
Number of Visits From Out-of-Region Clients	53
Number of New Active Projects Generated	132
Number of Projects Established	37
Total Jobs Announced and Saved	4,472
Total Capital Investment	\$179,630,445
Total Square Footage Leased or Purchased	1,586,504
Number of Film Projects that Scouted the Region	253
Number of Projects Permitted Through the EDC's Film Office	219
Number of Companies Counseled for Exporting	58
Export Dollars Generated by Companies Assisted by the EDC	\$62,635,000
FINANCIAL METRICS (1)	
Private-Sector Investor Funding & Events Revenue	\$2,483,555
Local Government Support	\$2,313,492
Other Revenue	\$413,862
Total Revenue Received	\$5,210,909
Total Expenses	\$5,437,748
Excess (Deficit) Revenue Over Expenses	(2) (\$226,839)

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

(2) Budgeted loss due to fundraising campaign expenses.

Seminole County Current & Past FY Established Projects

1. 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

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

COMPANY NAME	NEW/SAVED JOBS	CAPITAL INVESTMENT	SQUARE FOOTAGE
Test Equipment Connection	45	\$2,500,000	30,000
Blue Bell Ice Cream	35	\$1,500,000	15,000
Spartan Staffing	3	\$52,250	1,050
Southeastern Radiation Products	9	\$1,000,000	0
Superchips	74	\$1,800,000	28,750
TI Automotive	173	\$5,500,000	60,000
Metal Essence	50	\$3,900,000	34,500
Wells Fargo	340	\$3,500,000	32,115
Commerce Services International	21	\$65,000	1,000
Cardiovascular Sciences	50	\$100,000	5,000
Total	800	\$19,917,250	207,415

3. 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

4. In FY 2000-2001, which ended September 30, 2001, the EDC completed 42 projects, 12 (or 28%) of which were located in Seminole County.

Total Results:

New/Saved Jobs	2,647
Capital Investment	\$129,520,000
Square Footage	598,564

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 \$580 million in combined sales revenue annually.

RECENT SEMINOLE COUNTY PROJECTS			
DATE	PROJECT TITLE	PRODUCTION TYPE	LOCATION USED
April '04	Invacare HMV Scooter	Commercial	Longwood
March '04	Daiwa Security	Commercial	Seminole County
February '04	Heart of the Matter	Independent	Altamonte Springs
December '03	Untitled – Dino Gallina	UCF Student Film	Sanford
December '03	LAX VOD	Industrial	Seminole County
December '03	Trading Spaces Family	TV Series	Seminole County
November '03	Bellhaven College	Commercial	Seminole County
October '03	Untitled	UCF Student Film	Oviedo
June '03	What Goes Around	Full Sail Student Film	Seminole County
May '03	Drowning	Independent Film	Sanford
April '03	Juvenile/Geriatric Depression	Commercial	Sanford
March '03	The Soccer Academy	TV Pilot	Sports Complex at Lake Sylvan
February '03	Monster	Independent Film	Sanford Court House, Rural Rds.
February '03	Trading Spaces	TV Series	Winter Springs
January '03	Progress Energy	Commercial	Sanford

FY04 Business Development Sales, Marketing & Outreach Summary

DATE		EVENT NAME	LOCATION	SECTOR	PARTNER
1-Oct-03	31-Oct-03	<i>Ad Placement:</i> MNI Exec; MNI Bus; Wired; CoreNet Global Summit Guide	NY; DC; NY, MA, DC; Atlanta meeting attendees	Business Executives; Tech Executives; Site Selectors & RE Professionals	
1-Oct-03	31-Oct-03	<i>Direct Mail:</i> MNI Bus; CoreNet Global Summit Guide	NY, DC; Atlanta meeting attendees	Business Executives; Site Selectors & RE Professionals	
6-Oct-03	11-Oct-03	EDC Sales & Marketing Mission	New York, NY	International Bank, Companies and Trade Companies	
7-Oct-03	9-Oct-03	National Business Aircraft Assoc.	Orlando, FL	Aviation	EFI
11-Oct-03	15-Oct-03	CoreNet Global Conference	Atlanta, GA	Consultants and Corporate Real Estate Officials	EFI
13-Oct-03	16-Oct-03	LIA/ICALEO	Jacksonville, FL	Lasers & Electro Optics	
14-Oct-03	17-Oct-03	EDC Sales Mission	Washington, DC Northern VA	HT General, VIPs	CVB
15-Oct-03	18-Oct-03	SPIE/OptiComm	Dallas, TX	Photonics	
Oct	TBD	Film Florida Assoc.	In State-TBD	Film Florida	State Film Office
20-Oct-03	24-Oct-03	SSTI-Building a Tech Comm.	Seattle, WA	CFTP/MS&T/Digital Media	
29-Oct-03	31-Oct-03	Photonics World	Singapore	Photonics	Orange County
29-Oct-03	31-Oct-03	Cargo of the Americas Conference	Miami, FL	Air Cargo companies	
Fall	TBD	Sales Trip	AZ/NM	Photonics +	
1-Nov-03	30-Nov-03	<i>Ad Placement:</i> MNI Exec; Wired; CoreNet Real Estate Leader	NY; NY, MA, DC; nationwide	Business Executives; Tech Executives; Site Selectors & RE Professionals	
1-Nov-03	30-Nov-03	<i>Direct Mail:</i> MNI Exec	NY	Business Executives	
10-Nov-04	14-Nov-04	Sales Mission LA	Los Angeles, CA	Film/Digital Media	
16-Nov-03	20-Nov-03	FTAA	Miami, FL		
14-Nov-03	15-Nov-03	EDC Sales & Marketing Mission	Miami, FL	International Bank, Companies and Trade Companies	
21-Nov-03		IAAPA (Ride & Show Convention)	Orlando, FL	Entertainment	
1-Dec-03	2-Dec-03	Film Florida Assoc.	West Palm, FL	Film/Television/Digital Media	State Film Office
1-Dec-03	4-Dec-03	I/ITSEC	Orlando, FL	Modeling & Simulation	HTCC, UCF, NCS

1-Jan-04	31-Jan-04	<i>Ad Placement: CoreNet Real Estate Leader</i>	nationwide	Site Selectors & RE Professionals	
12-Jan-04	17-Jan-04	Sundance Film Festival	Park City, UT	Indie Film/Digital Media	
15-Jan-04	17-Jan-04	Florida Venture Forum	Orlando, FL	Tech General	CFIC
Jan or Feb	TBD	International Fam to Orlando	Orlando, FL	Trade Offices, Consulates, Site Selectors	
22-Jan-04	24-Jan-04	Austin Economic Update	Austin, TX	Tech General	UCF
24-Jan-04	29-Jan-04	Photonics West	San Jose, CA	Photonics	HTCC
1-Feb-04	29-Feb-04	<i>Ad Placement: MNI Exec; Wired;</i>	NY; NY, MA, DC	Business Executives; Tech Executives;	
2-Feb-04	2-Feb-04	Export Roadshow Orange County	Orange County, FL	International Trade Companies	ISN / EFI
7-Feb-04		Japan Inbound	Orlando, FL		EFI
9-Feb-04	9-Feb-04	International Dialogue - Amy Chua	Orlando, FL	International Community	UCF
Feb	TBD	EDC Sales & Marketing Mission	Atlanta, GA	International Bank, Companies and Trade Companies	
10-Feb-04	13-Feb-04	Expocomm	Mexico City, Mexico	Telecomm	
15-Feb-04	18-Feb-04	Central America Export Marketing Mission	San Jose, Costa Rica	Best Prospects	EFI / Team Florida
Mar	TBD	Export Roadshow Lake County	Lake County, FL	International Trade Companies	
1-Mar-04	31-Mar-04	<i>Ad Placement: Wired</i>	NY, MA, DC	Technology Executives	
1-Mar-04	31-Mar-04	<i>Direct Mail: Wired</i>	NY, MA, DC	Technology Executives	
7-Mar-04	16-Mar-04	Florida Film Festival	Orlando	Film/digital Media	Enzian Theatre
8-Mar-04	11-Mar-04	NY Sales/Media Mission	New York, NY	Digital Media/Film	
15-Mar-04	16-Mar-04	Film Florida Assoc.	TBD	Film/TV/Digital Media	State Film Office
15-Mar-04	21-Mar-04	Bay Hill Invitational	Orlando, FL	Consultants and Corporate Real Estate Officials	Progress Energy
15-Mar-04	19-Mar-04	CoreNet Global Conference	Chicago, IL	Consultants and Corporate Real Estate Officials	
17-Mar-04	18-Mar-04	Legislative Reception	Tallahassee	Film/Digital Media	Film Florida
18-Mar-04	24-Mar-04	CEBIT	Hanover, Germany	Information Technologies	EFI
22-Mar-04	26-Mar-04	Chicago Consultant Showcase	Chicago, IL	Photonics	FPC/UCF
30-Mar-04	2-Apr-04	Consultant's Round Table	Vail, CO	Consultants	

April	TBD	Inbound Mission from Canada	Florida	International	EFI
April	TBD	EDC Sales & Marketing Mission	Washington, DC	International Bank, Companies and Trade Companies	
12-Apr-04	16-Apr-04	SPIE/Aerosense	Orlando, FL	Photonics	
19-Apr-04	23-Apr-04	Locations Expo	Los Angeles, CA	Film/Entertainment	Film Florida
28-Apr-30	28-Mar-04	Digital Media Summit	Los Angeles, CA	Digital Media	
April	TBD	Chairman Crotty's Hispanic Outreach	Puerto Rico		Orange County
May	TBD	International Summit	Orlando, Florida	International	
1-May-04	31-May-04	<i>Ad Placement: CoreNet Global Summit Guide</i>	nationwide to attendees at Spring CoreNet Global Summit	Site Selectors & RE Professionals	
4-May-04	6-May-04	<i>Washington DC Fly-In/BRAC</i>		Modeling & Simulation	UCF/SAIC
1-May-04	31-May-04	<i>Direct Mail: CoreNet Global Summit Guide</i>	nationwide to attendees at Spring CoreNet Global Summit	Site Selectors & RE Professionals	
15-May-04	18-May-04	CoreNet Global Conference	Chicago, IL		
14-Jun-04	18-Jun-04	The National Show	Chicago, IL	Television/Digital Media	
15-Jun-04	17-Jun-04	EFI NY Consultant Showcase	New York, NY	Consultants and Corporate Real Estate Officials	EFI
4-Jun-04	11-Jun-04	Bio 2004	San Francisco, CA	Biotechnology	EFI
23-Jun-04	23-Jun-04	New Client/UCF Alumni reception	Los Angeles, CA	Film/Digital Media	UCF
24-Jun-04	26-Jun-04	LA Sales Mission	Los Angeles, CA	Film/TV	
20-Jul-04	22-Jul-04	EFI Atlanta Consultant Showcase	Atlanta, GA	Consultants and Corporate Real Estate Officials	EFI
9-Aug-04	13-Aug-04	Siggraph	San Diego, CA	Digital Media	FHTCC
20-Sep-04	26-Sep-04	IFP	New York, NY	Indie Film/Digital Media	
21-Aug-04	22-Aug-04	Film Florida Assoc.	In State-TBD	Film/TV/Digital Media	State Film Office
Aug	TBD	New Sister City	Korea or Russia		City of Orlando
12-Oct-04	15-Oct-04	Consultant's Round Table	Tuscon, AZ	Consultants	