

Dear SeminoleWAY Stakeholder:

This purpose of this note is to provide more information regarding the SeminoleWAY Initiative. As you know, SeminoleWAY is a cooperative economic development initiative focused on attracting high-value jobs and businesses to Seminole County. The SeminoleWAY district is associated with the State Road 417 Corridor that spans the length of the County. SeminoleWAY is a forward looking plan that involves a targeted approach to economic development in partnership with the cities of Sanford, Winter Springs, Oviedo, and area Chambers of Commerce.

SeminoleWAY represents an innovative approach to economic development and sustainable growth. Building upon Seminole County's solid economic foundation and technology driven corporate base, SeminoleWAY is ideally suited as a location for the following high impact industries:

- Financial Services
- Digital Media
- Life Sciences and BioTechnology
- Technical and Research Services

These key sectors are targeted because they are closely aligned with Seminole County's exceptional quality of life and inherent business strengths. Seminole County is known as "Florida's Natural Choice" and is renowned for beautiful neighborhoods, business opportunities, abundant natural beauty, and the State's leading school system. SeminoleWAY is also 'The Central Location' when it comes to accessing the Space Coast, The University of Central Florida, Orlando Sanford International Airport, and the North Interstate 4 corridor.

With so many assets to draw from, opportunities for business and development in Seminole County are at an all time high. The region has an impressive track record with over 12,211 business start-ups in the past year alone. Seminole County is home to seven cities, each with fast access to the region's efficient highway system and the Orlando Sanford International Airport.

Targeting high-value job growth along SeminoleWAY represents what is best about Sustainable Development. This allows for continued job growth, helps ease the tax burden on homeowners, and directs new business to areas with existing infrastructure. SeminoleWAY's central location also means less time on the road to get to work. Keeping and caring about the environment, families, amenities and schools; while planning for smart growth and a more stable tax base ... that's "The Natural Choice" ... that's the SeminoleWAY ....