

**ECONOMIC DEVELOPMENT DEPARTMENT  
ACTIVITIES FOR THE MONTH OF  
August, 2012**

**Inquires/Appointments/Successes**

The EDO's efforts to recruit and maintain existing businesses continue with:

- ✓ 70 pending prospects.
- ✓ 3 new projects reviewed.
- ✓ 1 Incentive Application.
- ✓ 12 site visits and presentations.
- ✓ 2 external and 11 internal research requests – LexisNexis; CoStar; web.
- ✓ 9 appointments with prospects, their representatives or realtors.

**Meetings**

- ✓ Federal Level
  - Congressman Rooney's Small Business Roundtable
  - EDA
- ✓ State Level
  - APA Florida State Conference Program Committee
  - ULI Sustainability Committee
  - Enterprise Florida
  - Community Breakfast - Senator Benacquisto and Commissioner Putnam of the Florida Department of Agriculture
  - VisitOrlando Marketing Meeting
- ✓ Regional Level
  - Southwest FL Regional Planning CEDS Working Committee
  - Southwest FL Workforce Development
  - Suncoast Technology Forum Board Meetings
- ✓ Local Level
  - Directors' Meetings, Staff Meetings
  - Meetings with Commissioners, Administration and the Attorney's Office
  - BCC Board Meetings and PreAgenda Meetings
  - Charlotte County Industrial Development Authority
  - Enterprise Charlotte Economic Council
  - Charlotte County Airport Authority
  - Edison State College
  - Entrepreneurial Support Organization
  - TAC/MPO
  - Charlotte County Chamber
  - Punta Gorda Economic Development Task Force
  - Charlotte County Community Development
  - Charlotte County Community Services
  - Charlotte County Public Works
  - Quarterly Budget Business Meeting
  - Historical Advisory Committee
  - Broadband Community Workshop
  - Wellness At Work Focus Group
  - Health Insurance Focus Group
  - Emergency Management

**Presentations/Newspapers/Magazines**

- ✓ Speaking Engagements: Curmudgeon Club; BCC Workshop; Ambassadors Program
- ✓ Newspaper/Magazine Interviews: Charlotte Sun/IMPAC Center and Australia Yachts
- ✓ Press Releases/E-Mail Blasts: Broadband, Market Trends Meeting, STF Luncheon, Charlotte Harbor Wine Fest

## **Office Activities**

- ✓ Website updates: Data collection included monthly housing trend chart, vacancy rates, sales tax, lease information, median home prices, unemployment stats, residential and commercial building permits, added/deleted economic development events. Updated social media sites and calendar. Also worked on an FTP site. Added Enterprise Zone webpages.
- ✓ Prepared and circulated monthly department newsletter.
- ✓ Prepared Agenda, Minutes and coordinated meetings for the Charlotte County Industrial Development Authority and Murdock Village CRA Advisory Committee.
- ✓ Reviewed and updated Charlotte County property listing profiles for on-line commercial property database.
- ✓ Reviewed and updated Demographic Profile.
- ✓ Reviewed newspaper and posted articles relevant to the EDO on its website.
- ✓ Reviewed paper and electronic files for Records Retention.
- ✓ Working with the Florida/Brazil Chamber of Commerce to strengthen business ties.
- ✓ Assisted with a CDBG Economic Development Grant to bring sewers to a parcel of land east of Murdock Village CRA. Assistance included participating in conference calls with the client; coordinating the development of maps and information from CCU and preparing BCC agenda items and legal notices.
- ✓ Continued to participate in SWF Regional Planning Council Working Committee to develop the 5 year Comprehensive Economic Development Strategy (CEDS). Continued to track Charlotte County projects for inclusion into the CEDS and provided comments regarding the entire document.
- ✓ Continued to coordinate the establishment of an Enterprise Zone in Charlotte County including:
  - 1) Facilitated the August 2 open house regarding the incentives available in an Enterprise Zone.
  - 2) Facilitated a presentation on the Enterprise Zone to Charlotte County Airport Authority;
  - 3) Board of County Commissioners approved the nominating boundaries on August 28.
  - 4) The BCC approved the establishment of the Enterprise Zone Development Agency.
  - 5) Began the recruitment of members to the Enterprise Zone Agency
- ✓ GrowFL – Continued to participate in monthly telephone conference calls to determine how the program can be implemented in Charlotte County. Nominated Marketing Arm International for the “Florida’s Companies to Watch” award and they were selected in August as one of the 50 top companies in Florida to Watch for 2012. A ceremony to honor the companies will take place on October 19 in Orlando.
- ✓ Coordinated the August 22 Entrepreneurial Support Organization (ESO) meeting and finalized the events for Global Entrepreneurship Week, which is in November. Events will include three programs and recognition of local entrepreneurs.
- ✓ Attended the public meeting organized by the Office of Freight, Logistics, and Passenger Operations (FLP) for the Florida Department of Transportation (FDOT) to provide input for the development of Florida's Freight Mobility and Trade Plan. Discussion centered on the issues, opportunities, and potential solutions affecting today's freight community in Florida and specifically how it impacts Southwest Florida and Charlotte County.

## **Research and Policy Initiatives**

- ✓ Continued to work on EDO policies, strategic plan and marketing.
- ✓ Continued working with local commercial land developers regarding land trades.
- ✓ Continued to research Certified Site Programs and how a similar program could be designed for Charlotte County.

## **Charlotte Harbor CRA**

- ✓ Continued to monitor the final permit and funding for the Harbor Walk Project. District One Secretary Billy Hattaway has declined to advance the project until further rules are announced regarding the new Transportation Bill (MAP-21). Staff will continue to monitor and discuss other strategies to move the project forward. The final lease document is pending legal approval so that it can be brought before the BCC for consideration.

- ✓ Participated with organizers of CREW Charlotte Harbor – a start-up non-profit organization that will focus on revitalizing Charlotte Harbor CRA.
- ✓ Met with Community Services at Bayshore Live Oak Park to discuss canoe/kayak launch facility. Prepared final comments on the map of the park that will be used as a marketing tool for the area. Oversaw the tasks of the Bayshore Live Oak Park Special Events Coordinator.
- ✓ The final report from Walkable and Livable Communities “Toward Walkable Places; Parkside and Charlotte Harbor” was received and will be presented to the Charlotte Harbor CRA Advisory Committee in September.
- ✓ Facilitated a presentation on the Charlotte Harbor CRA at the sales meeting of ReMax Realtors. Continued to develop market opportunities in Charlotte Harbor to attract outside development opportunities
- ✓ Continued to seek information from engineering on improving pedestrian safety for residents of Villas San Carlos and surrounding residents.
- ✓ Continued to chair the Hands Across the Harbor 2013 Steering Committee. A website has been developed, sponsorship forms are finalized and work has progressed on the development of a video based on last year’s event which will be used for marketing. Several sponsors have already committed to the event. Waste Management is the title sponsor and Charlotte Harbor Environmental Center will continue to be the non-profit beneficiary. Save the Date: January 26, 2013.
- ✓ Continued to work with an interested developer on redeveloping the Sibley Bay property. Activities included conference call and follow up on grant opportunities and existing and proposed entitlements.
- ✓ Provided information to Charlotte County Public Information Office on redevelopment advisory committees and areas to be used on the County’s website.
- ✓ Provided information on the Historic Ordinance regarding the Charlotte Harbor Historic District to the legal department to encourage legal to bring forward the changes to the Ordinance.

#### **Murdock Village CRA**

- ✓ Continued to participate in the master planning of Murdock Village with the Community Development Department on future land use provisions including master infrastructure plan and entitlements.
- ✓ On August 29 the Board approved an extension to Main Stage LLC to finalize an Option Contract that will articulate the terms of the proposed development.