

**ECONOMIC DEVELOPMENT DEPARTMENT  
ACTIVITIES FOR THE MONTH OF  
April, 2013**

**Inquires/Appointments/Successes**

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

- ✓ 29 pending prospects.
- ✓ 10 new projects reviewed.
- ✓ 13 site visits and presentations.
- ✓ 6 research requests – LexisNexis; CoStar; web.

**Meetings**

- ✓ National Level
  - 9th Annual Warehousing Resource Convention
- ✓ State Level
  - Urban Land Institute
  - Enterprise Florida
  - Florida Economic Gardening
- ✓ Regional Level
  - Southwest Florida District Council ULI
  - Regional Loan Program
  - Southwest Florida Regional Planning Council - Quarterly CEDS meeting
  - Southwest Florida Manufacturers Association
- ✓ Local Level
  - Directors' Meetings, Staff Meetings
  - Meetings with Commissioners, Administration and the Attorney's Office
  - BCC Board Meetings and PreAgenda Meetings
  - Charlotte Harbor CRA Advisory Committee
  - Murdock Village CRA Advisory Committee
  - Enterprise Zone Development Agency
  - Enterprise Charlotte Economic Council
  - County Budget Office
  - Charlotte County Airport Authority
  - Entrepreneurial Support Organization
  - TAC/MPO
  - Public Works
  - Charlotte County Chamber
  - Punta Gorda Economic Development Task Force
  - Charlotte County Community Development
  - Charlotte County IT Department
  - Charlotte County Community Services
  - Health Insurance Focus Group
  - Leadership Charlotte
  - Customer Service Focus Group

**Presentations/Newspapers/Magazines**

- ✓ Media Blasts: Southwest Florida Regional Technology Partnership 5<sup>th</sup> Annual Awards Gala; ULI Florida Summit Keynote Speaker Announcement; Southwest Florida Economic Development Basketball
- ✓ Presentations: ECEC, Charlotte County Airport Authority – new marketing materials.

**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. Changed background on all pages.

- ✓ Prepared and circulated monthly department newsletter.
- ✓ Prepared Agenda, Minutes and coordinated meetings for the Charlotte Harbor CRA Advisory Committee, Murdock Village CRA Advisory Committee and Enterprise Zone Development Agency.
- ✓ 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 relevant company notices in LexisNexis.
- ✓ Worked with Marketing Alliance on new marketing campaign.
- ✓ Submitted new marketing video for consideration in an upcoming FEDC competition.
- ✓ ROI presentation to new commissioners.
- ✓ Fine-tuned/updated marketing materials.
- ✓ Planned office relocation to 3<sup>rd</sup> floor. Updated in house marketing materials with new suite number.
- ✓ Worked with the first company (SuperTrak) who was approved to participate in the local Economic Gardening program for emerging second-stage companies in Charlotte County.
- ✓ Facilitated the quarterly meeting of the Entrepreneurial Support Organization and finalized the presentation for the May 2 ECEC luncheon and the survey for small businesses and the development of a Proclamation for May14 BCC meeting.
- ✓ Member of the Urban Land Institute State Summit Local Arrangements Committee which is developing programs for the June 6/7 State conference to be held in Naples. The State Summit will provide an opportunity to showcase development opportunity in Charlotte County to developers from outside of the local area.
- ✓ Worked with ECAP property owners on Certified Site qualifications.
- ✓ ROI presentation to new commissioners.
- ✓ Attended a Constant Contact Marketing class.

### **Research and Policy Initiatives**

- ✓ Continued to work on EDO policies, strategic plan and marketing.
- ✓ Continued working with local commercial land developers regarding land trades.
- ✓ Microloan program - continued to provide support to the discussion regarding the opportunity to develop a microloan program for small businesses.

### **Charlotte Harbor CRA**

- ✓ Harbor Walk Project – Continued to work with Administration to coordinate with FDOT to allow this project to be advanced. Permits in place pending FDOT approval to begin construction. Staff will continue to monitor and discuss other strategies to move the project forward.
- ✓ Prepared and facilitated the April 16 Joint Meeting of the BCC and the Charlotte Harbor CRA Advisory Committee.
- ✓ Met with Community Services Director to discuss future development of Bayshore Live Oak Park.
- ✓ Oversaw the tasks of the Bayshore Live Oak Park Special Events Coordinator.
- ✓ Facilitated the April 1 Charlotte Harbor CRA Advisory Committee meeting which included a discussion on topics for the April 16 Joint Meeting.
- ✓ BCC approved the Rules and Procedures at the April 23 Board of County Commissioners meeting.
- ✓ Continued to facilitate discussions regarding opportunities for private/public partnerships in the Riverwalk area of Charlotte Harbor CRA.
- ✓ Requested Kimley Horn to prepare a Scope of Services for the final design and permitting of Phase IB of the Harbor Walk Project in Charlotte Harbor CRA.
- ✓ Letter of Interest - advertised for the survey and design work for Phase I of the Trails and Wayfinding Project – Parmely Street. Proposals are due May 9.
- ✓ Coordinated with Community Development to finalize the land development code and the Comprehensive Plan amendments as directed by the BCC at the April 16 workshop.

- ✓ Met on site with Gregg O'Connor, Engineering Division, to review existing landscape conditions and prepare for the next landscape maintenance.
- ✓ Prepared BCC item for the amendment to the Charlotte Harbor Historical Town Ordinance. The ordinance will be presented on May 28, 2013.
- ✓ Participated in a site visit with the Sheriff's Office and FDOT to view the conditions of the US41 Bridges. FDOT will be posting No Trespassing signs under the bridge.

#### **Murdock Village CRA**

- ✓ Prepared information for the May 21 workshop on Murdock Village.
- ✓ Coordinated the Joint Meeting with the BCC and the Murdock Village CRA Advisory Committee scheduled for May 21.
- ✓ Finalized the development of a one page marketing flyer on Murdock Village.
- ✓ Provided a tour of both Murdock Village and Charlotte Harbor CRAs with an interested real estate agent from the east coast.

#### **Parkside CRA**

- ✓ Attended the Team Port Charlotte Board meeting.
- ✓ Facilitated an internal staff meeting with various departments that are involved in Parkside projects to help coordinate activities in the area.
- ✓ Participated in a tour of the Parkside CRA with Susan Swanson and participated in a follow-up meeting with Susan Swanson to discuss community priorities.
- ✓ Reviewed information on Parkside including the Latent Transit Demand Study and the Citizen's Master Plan.

#### **Enterprise Zone**

- ✓ Facilitated the quarterly meeting with the Enterprise Zone Development Agency on April 18, 2013.
- ✓ Facilitated the distribution of Enterprise Zone materials throughout the County. Including direct mail to one potential user of the program.