



An Economy By Design

2010 Annual Report
Economic Development Council of Collier County

October 1, 2009 - September 30, 2010

Founded in 1976, the Economic Development Council of Collier County (EDC) is a private, not-for-profit corporation with a mission to diversify the economy and create high wage jobs. The EDC, through a Public/Private Partnership for Economic Diversification created in 1997 with the Collier County Board of Commissioners has developed a five year strategic plan focused on innovation and entrepreneurship. The 2010-2015 Economy by Design plan includes five key strategic elements: Business Expansion & Attraction, Economic Gardening, Project Innovation, Regional Branding & Marketing, and Investor Relations. These elements combine to create a business-friendly environment that focuses on a strong entrepreneurial support system to grow a world class vibrant economy.

Including a Report of the Collier County Public/Private Partnership for Economic Prosperity

Fiscal Year 2009/2010



Economic Development Partner

An Economy By Design, Strategic Elements

An Economy By Design: 2010-2015

An Economy by Design is a 5-year strategic plan that provides the Economic Development Council of Collier County (EDC) an outstanding opportunity to ensure the economic and social vitality of our area. We have the very best quality of life in America – a strong dedicated workforce, a thriving entrepreneurial spirit and a good environment to grow and develop new businesses.

We are creating opportunities to generate new jobs and improve our quality of life. Business Expansion & Attraction initiatives, Economic Gardening, Project Innovation, Marketing & Regional Branding and Administration & Investor Relations are the five strategic elements that will bring our vision to fruition. These elements will focus on three target clusters: Health & Life Sciences, Infotech and Cleantech.

Business Expansion & Attraction

Attract, retain and expand target industry businesses that provide knowledge-based jobs and increase capital investment in the Collier County area.

Economic Gardening

Create an environment and develop programs to assist entrepreneurial CEOs of second stage growth businesses.

Project Innovation

Action To Power Our Local Economy

Project Innovation has two simple but critical goals:

TO CREATE A SHARED VISION and action plan for a strong and innovative economy using the power of our entire community.

TO STIMULATE INNOVATION among businesses, schools, government and the community.

Declaration for the Place we call home: Collier County is a diverse community known worldwide for its innovative spirit, strong economy and outstanding quality of life.

Marketing & Regional Branding

Execute a regional and local marketing program that brands Collier County with a pro-business climate and the region as a brighter place to do business.

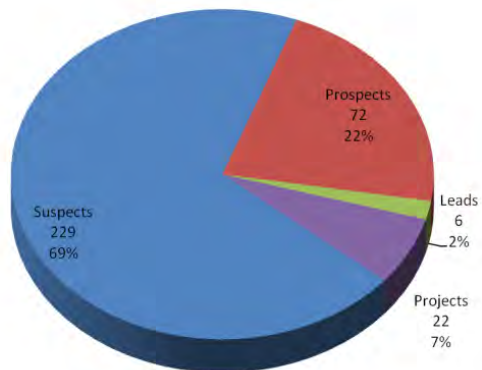
Investor Relations & Administration

Provide communications and opportunities for interaction among investors and stakeholders.



Suspects, Prospects, Leads and Projects

All Open Economic Development Activity by Pipeline Level



A suspect is a company that the EDC has made contact with through one of a variety of outreach methods, such as direct mail, phone or marketing, etc. As of September 20, 2010, there were 229 companies the EDC was actively working with to determine opportunities to provide services or help participate in the variety of programs and services of the EDC.

Working with the decision maker of the company, prospects have been qualified by the EDC and interest has been expressed to participate in one or more EDC programs or services. As of September 30, 2010, there were 72 active prospects.

Leads have been moved beyond the prospect stage and companies are actively applying for participation in programs. Once approved for programs, the company becomes a project. As of September 30, 2010, there were 6 companies in the lead phase and 18 active projects.

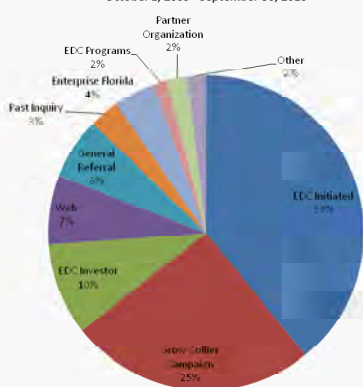
The programs and services most often utilized are Economic Gardening, Business Assessments & Outreach, Customized Assistance and Export Assistance and Counseling.

1. What Interactive: Economic Gardening
2. Ciccarelli Advisory Services: Economic Gardening
3. Fischer International: Economic Gardening
4. Naples Transportation & Tours: Economic Gardening
5. Pelican Wire: Economic Gardening and M.O.S.T.
6. Prestige Printing: Economic Gardening
7. Structure Medical: Economic Gardening
8. Florida Specialties: Economic Stimulus Program
9. Atomic Machine: Economic Stimulus Program
10. MediaBrains: Economic Gardening
11. Mr. Shower Door: Economic Gardening
12. Thomas Riley Artisans' Guild: Economic Gardening and M.O.S.T.
13. Joint Replacement Institute: Workforce Training
14. Haynes Corporation: Economic Stimulus Program and M.O.S.T.
15. Air Technology Engines: Economic Gardening
16. US Metro Tel: Economic Gardening
17. V-Tech: Economic Gardening
18. Prism Microwave: Economic Gardening

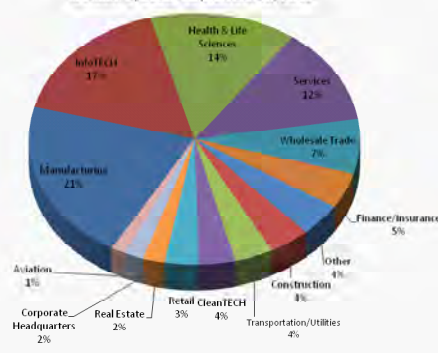
New Activity for the 2009/2010 Fiscal Year

These charts reflect EDC's activity in continued outreach to the existing businesses within Collier County, as well as new business relocation opportunities. Top referral sources included outreach by EDC staff and volunteers, accounting for 64% of the activity. Health & Life Sciences, Infotech and Manufacturing industries accounted for 54% of the total activity for 2009/2010, followed by Services and Wholesale Trade.

New Economic Development Activity by Referral Source
October 1, 2009 - September 30, 2010

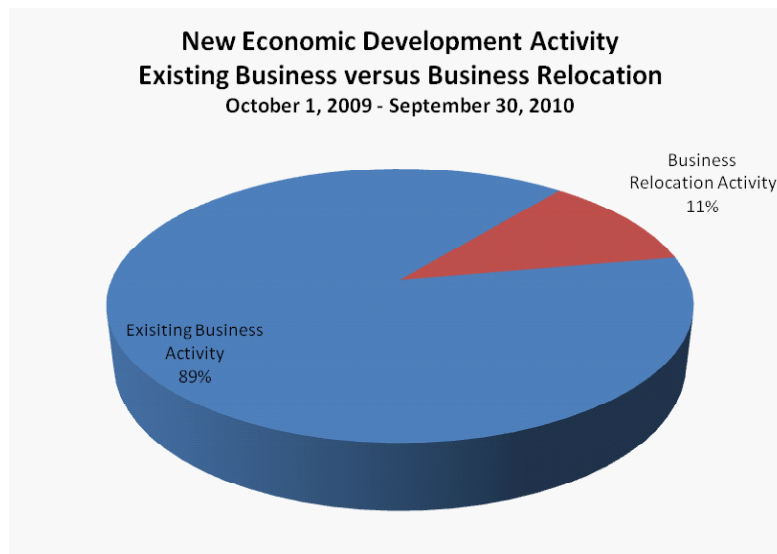
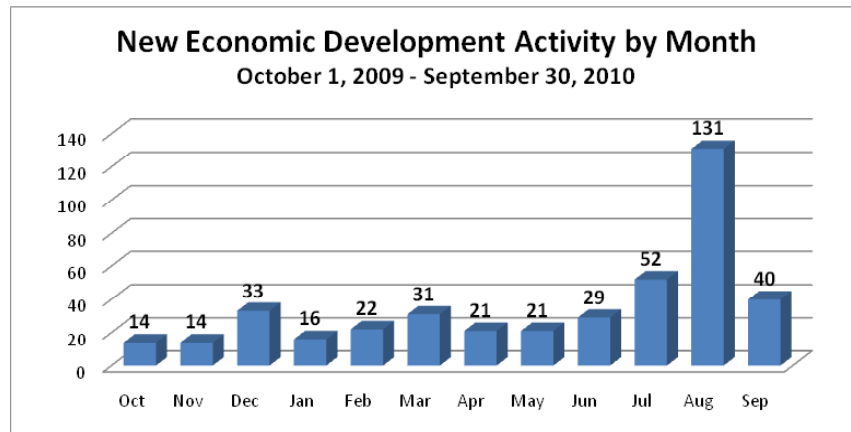


New Economic Development Activity by Industry Type
October 1, 2009 - September 30, 2010



New Activity for the 2009/2010 Fiscal Year

July, August and September 2010 proved to be the most active months as a result of the Grow Collier Campaign. 89% of the activity for the FY 09/10 was focused on existing business with 11% of the activity dedicated to business relocation.



Local Business Outreach through Workshops

The EDC held the business seminar, “Financing Your Business in Today’s Economy” on Tuesday, April 6, 2010 in the Naples Daily News Community Room. A team of experts reviewed a number of financing options available for qualified companies and determined if a company met the criteria to participate. In addition, representatives from SCORE were available to counsel CEOs and business owners who might need additional assistance.

The team of experts included Tim Cartwright, Gulf Coast Venture Forum, to discuss venture capital; J.J. Miranda, Fifth Third Bank, to present loans available through the Small Business Administration; Don Pickworth, P.A., to provide a synopsis of the Recovery Bonds Program and revenue bond financing available through the Industrial Development Authority; and, Inez Long, BBIF, to explain the Economic Gardening Loan program for second stage growth companies.

“There are quite a few financing options available to businesses in Collier County. This seminar provided participants with the knowledge to determine which opportunity is best suited to their business,” said Tim Cartwright, “Using capital efficiently inside of your enterprise is crucial in this tight economy and choosing the right financing option is part of that equation. New alternatives such as Recovery Zone Bonds and Economic Gardening loans were attractive and deserve attention from CEOs and their Boards.

Partners in this program are SCORE and Southwest Florida Hispanic Chamber of Commerce.

Business of the Month

Collier County Board of Commissioner Fred Coyle recommended highlighting Collier County businesses that help advance innovation through entrepreneurial activity within the community. The Collier County Business of the Month program honors companies for their contributions made to the community, showcases the diversity of innovative businesses and demonstrates success stories to encourage other CEOs to expand or relocate to Collier County.

Businesses recognized by the Business of the Month program in fiscal year 2009-2010 include: Ingage Networks, Thomas Riley Artisans' Guild, Pelican Wire Company, 4What Interactive, Arthrex and Parker Hannifin.



Ingage Networks



Thomas Riley Artisans' Guild



Pelican Wire Company



4What Interactive



Arthrex, Inc.



Parker Hannifin

Business Expansion Provides Opportunities in Collier County

Florida Specialties

The Collier County Board of Commissioners approved economic development assistance for Florida Specialties, a grower, packer, shipper and broker of quality fresh produce. The assistance will enable the company to expand its operations in Immokalee, continue its product innovation and create stable employment opportunities in the eastern Collier County town.



Florida Specialties is the first fresh produce company in Immokalee that will do the final “value-added” processing in-house rather than shipping the produce outside of the area for final packaging. By doing so, the company will improve employment opportunities and create at least 25 jobs that should be full-time and not subject to the seasonality of the area. The direct economic impact will be \$4,391,174 with a total direct and indirect economic impact of \$6,889,437.

Assistance from the EDC and county staff didn’t stop there. Other companies began to take notice of the innovative approach taken by Florida Specialties and rewarded them with enough contracts for work to warrant a new building and an additional capital investment that wasn’t initially contemplated. In response to the deadlines Florida Specialties needed to meet in order to finalize the contracts, the Board of County Commissioners and county staff worked together to design a quicker, more efficient way to permit the project, which included simultaneously reviewing a site development plan and building permit, and issuing the building permits and allowing for vertical construction prior to the issuance of the site plan. This will result in more jobs than anticipated, and the jobs will be available sooner.

“Many of these new positions involve skilled or professional labor due to the complexity of the computerized processing equipment and distribution channels,” said Ron Bailey, Jr., CPA, on behalf of Florida Specialties. Without EDC involvement, and a solid team this project would not be where it is today. This has been a good group. Who ever imagined we would be in/out with a permit in under 30 days, and a grant recipient to boot. Perhaps this project will spawn additional processing to occur in our area.

Haynes Corporation

Haynes Corporation, a manufacturer of diesel fuel injection systems and precision component parts, has been headquartered in Collier County since 1989. They also operated a plant in Norwalk, California and wanted to consolidate their operations in one of the two locations.



The EDC actively pursued Haynes Corporation to consolidate its California operations in Collier County. Through a series of meetings and evaluations related to the type of assistance that could be provided, Haynes agreed to move its operations to Collier County. As a result, Haynes Corporation will keep the 45 jobs currently here as well as bring 20 additional jobs during the consolidation.

“We are very appreciative that the BOCC has encouraged Haynes to move forward with our job creation and retention plans. The decision allows us to definitively continue with the development of a new industrial facility in Collier County, therefore increasing our industrial presence and diversifying our local job market,” said Brandie Dixon, vice president of Haynes Corporation.

Business Expansion Provides Opportunities in Collier County

MOST

The EDC partnered with the Florida Manufacturing Extension Partnership (MEP) to bring a unique training opportunity to Collier County that would benefit individuals looking for a new career path, and the employers that would hire them.



The Mobile Outreach Skills Training (M.O.S.T.) program provides quick-start job training for small and mid-sized manufacturers in need of entry-level workers. Outfitted with cutting-edge equipment and highly qualified industry trainers, the M.O.S.T. traveling unit offered participants an opportunity to upgrade or learn new manufacturing skills. It also positioned those participants for job offers and success in their new career field.



The first step in bringing the M.O.S.T. program to Collier County was finding employers who would be willing to hire the graduates. Haynes Corporation had a need for six entry-level workers, Pelican Wire Company needed two and Thomas Riley Artisans' Guild needed one. Once the potential jobs had been identified, the EDC and Florida MEP worked closely with the Career and Service Center, part of the Southwest Florida Workforce Development Board, to identify candidates that had the desire and skills necessary to complete the intensive program.

"With unemployment rates still at record highs, the job market is saturated with people looking for work. This has made it increasingly difficult for jobseekers to stand out," said Tammie Nemecek, president and CEO of the EDC. "Florida MEP's innovative M.O.S.T. program, which we helped bring to Collier, is one way to assist our residents in gaining the extra training and knowledge needed to find full-time employment. At the same time, this program helps encourage growth and expansion by making the hiring and training process a whole lot easier for the participating companies."



Dan Neely, Director of Manufacturing for Haynes Corporation, expressed his appreciation for the program. "I've been very impressed with [M.O.S.T.] curriculum, as well as their instructors, and we are fortunate to have this opportunity to work with the Florida MEP!"

The training was provided at no cost to the employers or participants because of a U.S. Department of Labor grant awarded to the Florida MEP.

Grow Collier

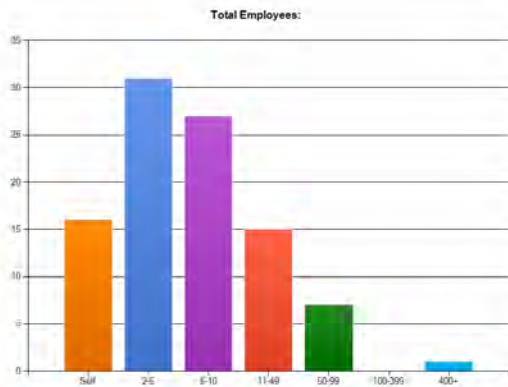
In the third quarter the EDC launched the Grow Collier campaign, to increase the amount of outreach to local businesses and make them aware of the programs and services available through our organization. By capitalizing on a dedicated group of volunteers, the campaign goal was to reach out to over 300 businesses in 60 days, and complete surveys to diagnose needs.



Grow Collier is the evolution of the Southwest Florida JOBS! Program, and was generously sponsored by BB&T, GrowFL, BanyanBrown and Lutgert Insurance. Volunteers were trained in the language to use when conducting a survey and asked to make at least 5 phone calls each. Many volunteers went above and beyond, including Dara Goren of Adler Realty, who made 53 calls and collected 17 surveys, and Michael Brown of BanyanBrown, who made 26 calls and collected 21 surveys.

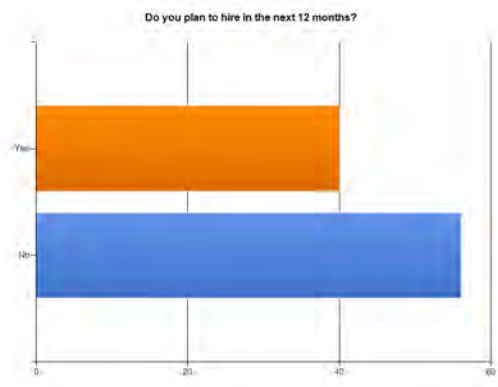
Thanks to the tremendous effort by more than 20 volunteers, the Grow Collier campaign exceeded its goals by reaching out to 403 companies in just over 60 days. Of those companies, 100 completed surveys, allowing the EDC to better assess appropriate programs and services.

The results of the surveys are outlined below:



Program Interest by Companies Surveyed

- o International Trade: 12
- o Workforce Training: 28
- o Expansion: 11
- o Economic Gardening: 51



Industry: The businesses surveyed represented a broad array of industries, most notably Manufacturing (17%); Professional Services (13%); Computer Software and Services (13%); Retail, Service & Hospitality (11%); and Construction (11%).

Employment: Florida is a small business state, and Collier is no exception. 99% of the companies surveyed had less than 100 employees. The above chart on the left provides a breakdown of surveyed companies by employment. It is noteworthy that 53% of the companies that responded are eligible for participation in the Economic Gardening program offered through the EDC.

Employment Growth: The companies surveyed were asked whether they planned to hire in the next 12 months. 40 businesses answered “yes” to that question.

Of the 40 businesses that said they planned to hire, 19 had between 2-5 employees (indicating a startup or Stage One business) and 21 had between 6-99 employees (indicated a Stage Two business). None of the businesses categorized as self-employed intend to grow in the next twelve months.

When asked “how many” people those companies planned to hire in the next twelve months, 30 businesses answered the question. Those 30 businesses plan to create a total of 130 new jobs within one year. Most of the projected jobs come from the following industries: Computer Software & Services; Transportation & Utilities; Wholesale Trade & Distribution. Manufacturing also showed potential gains.

Percent Revenue Generated Outside Collier County: Companies that generate revenue outside of Collier County brings new money into our economy, and increases the overall capacity for prosperity. Thirty percent of companies that answered this question generate greater than 50% of their revenue outside of Collier County, thereby bringing “good money” to the area.

Interest in EDC Programs and Services: As a result of the Grow Collier campaign we have identified companies who can benefit from, and are interested in, EDC programs and services. Staff has completed initial follow up with these prospects and will continue efforts to engage them in the programs during FY 2010-2011.



Thank you to our Grow Collier Sponsors!



Collier Businesses Expand Around the World

The EDC continues to selectively target global business opportunities to generate high-wage jobs and increased investment in Collier County. The Naples- Marco Island MSA increased its merchandise exports by 78.1%, totalling \$324.4 million between 2006 and 2009.

The EDC actively assists local businesses through offering access to opportunities in international markets. When appropriate the EDC can facilitate the process. The EDC also provides contact information for entities that will assist in the search for trade partners.

Inbound Trade Mission from Costa Rica

The Economic Development Council of Collier County, working under a grant from Enterprise Florida, and the Governor's Office of Tourism, Trade and Economic Development (OTTED) established an international trade initiative designed to identify and capitalize on opportunities for export trade development and foreign direct investment.

In October 2009, the EDC hosted its first Inbound trade Mission with Florida Foreign Trade Association (FFTA). The EDC hosted an inbound trade mission from Costa Rica on October 21- 22, 2009. Working in cooperation with the FFTA and the U.S. Commercial Services of the U.S. Embassy in Costa Rica brought nine Costa Rican companies to Naples to meet with various local businesses that want to expand their products and companies into the Costa Rican market. Ten local companies participated in the inbound trade mission from Collier County several other companies from around the region also participated in the program. To date, two local companies are currently in contract negotiations with Costa Rican companies they meet with during the trade mission.



The EDC is also working closely with SCORE and created SCORE International. SCORE members who have previous international experience can assist us in this outreach.



Workshop attendees learn about exporting from Enterprise Florida

Export 101 Workshop May 26, 2010

The EDC and SCORE International hosted an Export 101 seminar featuring Enterprise Florida, Inc. and the United States Commercial Service. Over 56 people participated in the program. The workshop connected a local business with the Florida Manufacturing Extension Partnership to explore relocating its manufacturing from China to Collier County, creating job opportunities and capital investment. Two companies were also assisted with export financing for existing export contract orders. SCORE International.

The EDC worked with SCORE to create SCORE International to offer enhanced export counseling and outreach.

Collier Businesses Expand Around the World

The EDC Board of Directors approved a Strategic Alliance Agreement for "Alliance to Promote International Trade" at its board meeting on August 3, 2010.

The agreement is a memorandum of understanding (MOU) between the Florida Foreign Trade Association (FFTA) and the EDC to promote both parties' activities as well as collaborate on specific initiatives to reach objectives that are consistent with the respective missions and goals of the organizations.

A steering committee will be established to develop and implement an action plan to accomplish initiatives related to international trade and economic development.

FFTA is a nonprofit trade organization incorporated in July 1985. The organization represents the most diverse group of individuals and companies in the foreign trade market. FFTA provides a forum where information and concepts are freely exchanged.

The mission of FFTA is to serve the international business community by facilitating global exchange through trade missions, networking, education, and innovative trade development programs. FFTA connects Florida with the rest of the world by organizing trade missions outbound and inbound for U.S. businesses to locate, explore opportunities, and interact with peers and foreign buyers/sellers. FFTA also organizes export seminars, exhibits, tradeshows, and networking activities.

FFTA's goal is to increase U.S. exports, bilateral trade, sustain/expand current key export destinations, and develop new markets, business and investment opportunities. FFTA also facilitates access to U.S. laws, infrastructure, private and public resources, and market base in the shortest time and at the lowest possible cost.

Core Values:

- Strive for excellence and innovation.
- Act with honesty and integrity in every endeavor.
- Exercise social responsibility
- Offer excellent customer service
- Take pride in the services it provides and assist companies in developing their business through the association's programs
- Appreciate the importance of diversity and respect the different traditions and cultures

Core Purpose:

- To assist its members in the promotion of international trade through the State of Florida;
- To promote and encourage unity of purpose, ideals and ethics among its members;
- To act as a forum for the interchange of ideas regarding methods, developments and standards, as well as any and all matters which may be of interest to its membership;
- To publish and disseminate booklets, pamphlets and other material which may result from research conducted by its members;
- To encourage good fellowship amongst the membership.



The EDC Honors Local Businesses at the 2010 Excellence in Industry Awards



With a nod to 27th Anniversary of Florida Industry Appreciation Week, the Economic Development Council of Collier County (EDC) recognized area businesses with the 2010 Excellence in Industry Awards ceremony held at the Hilton Naples. A sell-out audience of 250 people gathered to congratulate the winners and enjoy a multi-media presentation, emceed by WINK News Anchor Lois Thome and chaired by Trish Biebricher, EDC Board member and Vice President of Marketing and Communications for Moorings Park. The 2010 winners were:



Conditioned Air,
Business Expansion



AgingCare.com,



Haynes Corporation,
Export
Excellence



Proximus Mobility,
Newcomer



Naples Beach Hotel
& Golf Club, Green to
Gold



MediaBrains,
Innovation Small
Company



Structure Medical,
Innovation Medium
Company



Collier County
Sherriff's Office,
Innovation Large
Company



Yamron Jewelers,
Civic Responsibility
Small Company



Gulfshore Insurance,
Civic Responsibility
Large Company



Dick Botthof, Vice Chairman of Naples Trust Company was honored as Volunteer of the Year. Bill O'Neill called him a "gift to the community." Julie Schmelze, Senior VP for Bank of America and Immediate Past Chairman for the EDC Board said he was tenacious, keeping them all focused on regional growth, landing the big one, and being omnipresent in getting us to task." When Botthof took the microphone, he shared his family's love of quoting lines from movies and offered this salvo by Tom Hanks from "A League of Their Own."

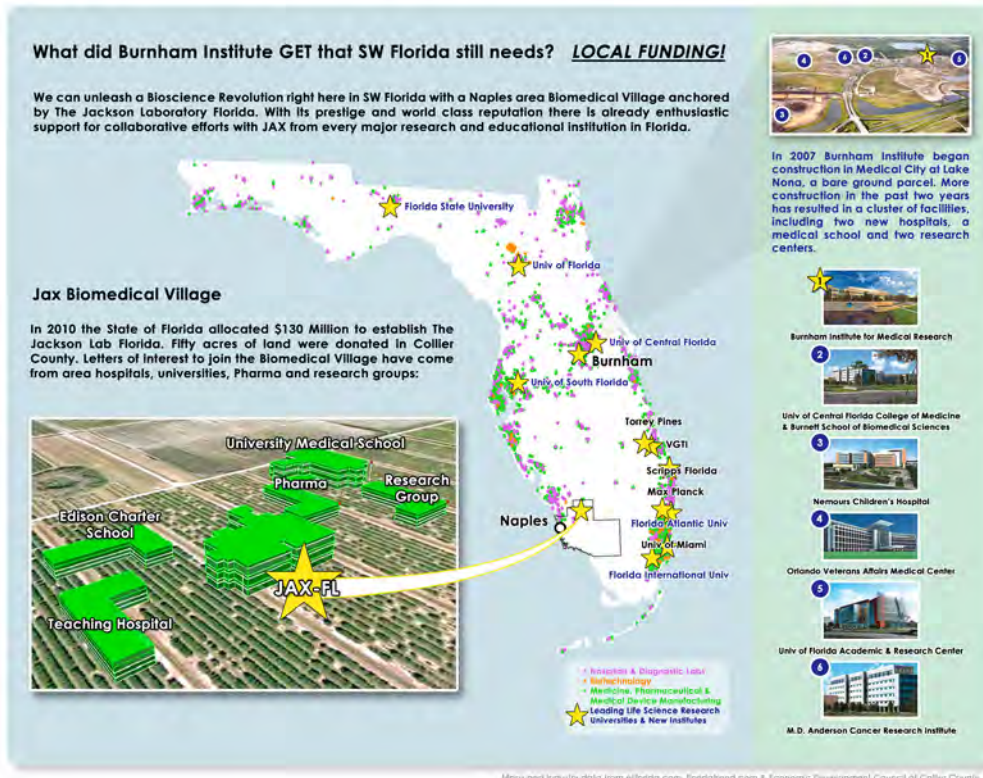
When the character played by Geena Davis wants to quit the team saying 'It's just too hard,' Hanks says, 'If it was easy, everybody would do it. It's the hard that makes it great.'

Business Attraction Provides Opportunities to Collier County

The Jackson Laboratory- Florida



As part of a strategic plan initiated in conjunction with the Board of County Commissioners in January of 2008, the EDC has been working to attract a top notch non-profit research institute to Collier County. This effort began with the creation of a Catalyst Committee that worked to identify specific opportunities and strategies needed to accomplish this goal. The EDC specifically identified The Jackson Laboratory and in March 2008 began to work with the leadership to determine if the institute would consider Collier County for an expansion and to become an anchor tenant in a larger research and education park in Eastern Collier County.



- The economy of Collier County needs a transformational event to break its dependency on tourism, development and agriculture, all industries that are under stress and subject to weather and economic conditions beyond local control.
- The Jackson Laboratory is an ideal partner, as it is a best-in-class biomedical research non-profit, and its proposed Collier institute will focus on personalized medicine, which many see as the future of medicine.
- The institute will catalyze a Biomedical Village that will make Collier the epicenter of a vital, emerging industry while creating thousands of jobs and hundreds of millions of dollars in positive economic impact to the County over the next 10 years. Partnerships have already been formed with the University of South Florida, Edison State College and Athleticcode. The Collier County Medical Society and the Florida Medical Association have also endorsed the project.
- This represents an opportunity to leverage approximately \$600 million for the benefit of Collier County -- \$130 million in State funding as well as private, grant and other Lab funding in the range of \$400 to \$500 million.
- State and Collier County vetting processes will assure that the Collier County \$130 million match is a wise investment that will pay back well into Collier's future.

Economic Gardening is an innovative, entrepreneur-centered economic development strategy focusing on a long-term approach designed to generate new jobs from the community's existing base of businesses with high growth potential. The execution of Economic Gardening is based on studies that show second-stage companies (those that have grown beyond start-up but have not yet grown to maturity) create a disproportionate amount of new jobs over time.

In Florida, for example, second stage companies accounted for 5.2% of resident companies in 2008. The same year, those second stage companies accounted for 29.8% of jobs in our economy. By focusing our energy and resources on a relatively small number of entrepreneurs and CEOs of second stage companies, we can have a positive effect on a large number of jobs. In addition, second stage companies tend to face common challenges related to growth, regardless of industry, so tools have been developed that address those common challenges.

Economic Gardening was first developed by Chris Gibbons in Littleton, Colorado as a demonstration program and has since been studied and implemented in communities across the country. The state of Florida adopted the most comprehensive version of any state when the legislature passed the Economic Gardening Pilot Program in 2009, which offers technical and financial assistance to second stage companies, and ultimately accelerates their growth.

The EDC is committed to the Economic Gardening approach to economic development, and has been selected as one of six Regional Hubs in the state to work with the Florida Economic Gardening Institute to provide Technical Assistance to entrepreneurs in our area. Upon receiving this service one entrepreneur wrote, "The Technical Assistance team produced actionable information that I was able to use to produce immediate results and will continue to use to adjust my mid and long term growth strategies."

Economic Gardening Partnership with Bank of America



The EDC and Bank of America have embarked on a partnership in support of Collier County's existing second stage companies through the EDC's Economic Gardening program. Bank of America, through its generous sponsorship, demonstrates its commitment to economic development and the retention and expansion of existing industries.

"Bank of America understands that economic development is key to recovery in our local communities. In addition to general economic activities to retain and attract, the growth and expansion of existing businesses creates the foundation and consistency necessary for stabilization. We are pleased to support the EDC in its economic stimulation efforts," said Gerri Moll, president, Lee and Collier Market.

Common Struggles of Second Stage Entrepreneurs:

- It is "lonely at the top". Entrepreneurs of second stage companies are rarely able to confide in their staff about challenges they face, and they feel as if the world is on their shoulders.
- Time is their biggest commodity, not money. These entrepreneurs are often so busy working in their business that they barely have time to work on growing their business.
- There is still an 'ad hoc' management style. As the employee count grows and processes become more complex, the ad hoc management style that worked when the company was very small will become ineffective.
- Paralysis by analysis is common. When an entrepreneur needs to make a decision concerning the growth direction of his/her company, there is an overwhelming amount of conflicting information available on free websites, which leads the person to either wait to make an important decision, or to act without accurate information.

How Economic Gardening Benefits Second Stage Entrepreneurs:

- The CEO Nexus Forums, held quarterly, present opportunities for peer learning, where entrepreneurs can communicate with others who share their struggles and quickly gain insight into strategies that worked or didn't work for their peers. These Forums also spotlight a CEO who has successfully maneuvered his company through second stage and can share his wisdom.
- CEO Roundtables offer 12-15 non-competing CEOs to share challenges, experiences and problem-solving ability in a confidential environment. The Roundtables are led by a facilitator who keeps the conversation productive and makes best use of the time.
- Through the GrowFL Technical Assistance program entrepreneurs gain free access to tools like competitive market analysis and search engine optimization that often cost a significant amount of money. These tools are operated by a group of expert analysts that has been assisting second stage companies for many years.
- While the three tools mentioned above aim to help entrepreneurs make quicker, better growth decisions, the state of Florida recognized that those decisions often trigger a need for greater capital. Given that need, and the current lending environment, the state offered an Economic Gardening Loan Program that allows second stage growth companies to access up to \$250,000 at 2% interest. The Economic Gardening program has served 57 unique companies this year, and 40% of those companies have participated in more than one program. Companies participating in CEO Roundtables, GrowFL Technical Assistance or the Economic Gardening Loan Program are considered projects, and their job retention and creation is watched closely to track success.

Sixteen companies have participated in Economic Gardening at a project level during this fiscal year. Those projects account for 419 existing jobs, and the companies anticipate creating 68 new jobs within a year.

CEO Forums

The EDC has organized four CEO Nexus Forums this year. Each Forum has been generously sponsored and hosted by the presenting CEO. At each event the EDC asks attendees to complete a feedback form, helping us to better position future programs and be sure that the CEOs are receiving the intended value.

November 16, 2009

The inaugural CEO Nexus Forum was hosted and sponsored by Arthrex, Inc. Reinhold Schmieding, the company's founder, gave a presentation about his keys to success and then answered questions by those present. CEOs from 23 companies attended the event, along with key staff and members of the EDC Board of Directors. Feedback forms indicated that attendees felt the subject matter, location and social portion of the evening were very valuable.

February 22, 2010

Theo Etzel, President and CEO of Conditioned Air Corporation of Naples, hosted and sponsored the second Forum of the year and drew CEOs from 13 companies. Theo's presentation was especially relevant to the audience, because he has recently taken his company from second to third stage. Again, feedback forms confirmed that the attendees received valuable information and time together.

May 25, 2010

The third Forum was hosted and sponsored by Naples Bath and Tennis Club, which is one of many ventures that the speaker, Craig Bouchard, is involved in. His company, Esmark Corporation, grew from Stage 1 to Stage 4 in four years, and his story was enthralling. The event drew 23 attendees from 18 companies. Although the CEOs expressed that many of his "creative financing" techniques didn't directly apply to them, they greatly appreciated his insight into risk management.

August 24, 2010

Structure Medical, LLC was the host and sponsor of the fourth CEO Nexus Forum, and saw the greatest attendance to date, with 42 attendees from 23 companies. Len Zaiser, Sr., who has successfully started, operated and exited four companies spoke about exit strategy. For the final Forum we used a much more in depth feedback form, which fewer people filled out, but the feedback was very positive.

CEO PeerSpectives Roundtables

The EDC identified prospects for a CEO Roundtable and gathered them together for an orientation on February 23, 2010. Steve Quello introduced the purpose and format of the Roundtable to attendees, many of whom enrolled. The group fluctuated in size for the first few months, as some people realized the time commitment was too great, and others joined in. The Roundtable currently has 11 participants, all of whom have expressed that they have made positive changes in their businesses as a result of the feedback they receive from peers.

Other Events/Activities

Tammie Nemecek and Brooke Gabrielsen gave numerous presentations to community, industry, chamber, professional and other groups to spread the word about services available. We also trained two key volunteers to make presentations, in order to spread our reach. Although those presentations were not directly made to second-stage entrepreneurs, they have served a valuable purpose in the "find them" part of the 'Find them, Serve them, Keep them' theory.

Tammie Nemecek attended two retreats at the Edward Lowe Foundation focusing on implementation of Economic Gardening. Brooke Gabrielsen attended GrowFL partner meetings in Orlando and attended meetings or held phone conversations with other practitioners around the state who were interested in comparing best practices for implementation of an Economic Gardening program. Brooke Gabrielsen also spoke on a panel at the Florida Economic Development Council (FEDC) Annual Conference about program development and implementation at a regional level.

Finally, the EDC promoted the Second Stage CEO Summit to Economic Gardening participants and one CEO, Bill Daubmann of Mr. Shower Doors, attended the event. Brooke Gabrielsen and Tim Cartwright also attended to facilitate Bill's introductions and to learn about how the event was executed. While there aren't any immediate plans for a Summit in Southwest Florida, the experience will undoubtedly encourage more CEOs to participate in future events and will eventually translate to an event in our area.

Action Projects for Producing Success (APPS)

APPS are phase 3 phase of Project Innovation. These community-based initiatives involve specific actions and projects with goals and milestones. The APPS align with the goals of Project Innovation and affect at least one of the six drivers. There are currently 28 APPS underway. Endorser organizations are excited to share their APPS and successes with the community as an integral part of Project Innovation. All APPS must go through an extensive approval process. This involves the submittal of the APP application to the Rudder Team. After the Rudder Team determines the APP can move forward, the applicant must present it to the Endorser Organizations. The Endorsers discuss the APP and vote on it. A simple majority vote approves the APP.

Community of Innovation Programs:

Community of Innovation Project Launch

December 15, 2009

Jeff Lytle, Editorial Page Editor and Host of One-On-One with Jeff Lytle moderated an endorser panel which explained and discussed the work of the endorser organizations over the summer months and each of the six drivers that drove the identification of the Action Projects for Producing Success (APPS).

Community of Innovation: Think Differently, Act Differently



Community of Innovation Opportunity Drill

March 25, 2010

Project Innovation Co-Chair Chris Doyle presented the idea of an Opportunity Drill to the Project Innovation team to assist the community in preparing for economic diversification opportunities. The audience was asked to suggest hypothetical economic development opportunities to "run through the drill". It provided insight into the community's response to an opportunity, including support and plan development. The audience generated more than 20 scenarios of various opportunities they would be willing to support.

Community of Innovation with Mike Hyde and Rick Woychick

April 29, 2010

Project Innovation Endorser Organizations and the community met at the Telford Education Building of NaplesCommunity Hospital to discuss opportunities for economic diversification and cluster creation in Collier County. The program featured guest speakers Rick Woychik and Mike Hyde of The Jackson Laboratory in Bar Harbor, Maine. Hyde, Vice President for Advancement and External Relations, provided a history of the Lab, which was established in 1929 in a quest to understand cancer. Woychik, President and CEO, explained the research conducted by the lab and its focus on genomics.

Community of Innovation with PricewaterhouseCoopers

June 3, 2010

Project Innovation Endorser Organizations, Corporate Supporters and community members gathered at the Naples Beach Hotel & Golf Club to discuss personalized medicine and community partnerships as they relate to cluster development and the proposed The Jackson Laboratory- Florida.

The two hour program featured guest speakers Jason Gagnon, manager with the life sciences division of PricewaterhouseCoopers; Karen Holbrook, vice president for Research and Innovation at the University of South Florida; and Chuck Hewett, vice president and chief operating officer of The Jackson Laboratory.

Community of Innovation Luncheon

June 14, 2010

Senator Jeff Atwater, candidate running for the chief financial officer position in the Florida cabinet, addressed attendees of the Community of Innovation luncheon held in the Telford Education Center at Naples Community Hospital. Atwater discussed economic issues facing Florida and Collier County. He reviewed his successful effort sheperding a \$50 million appropriation for the Innovation Incentive Fund Program, part of a three year commitment of \$130 million to establish The Jackson Laboratory- Florida.

Kudos to Project Innovation:



Collier County Commissioners Proclaim Project Innovation Day December 1, 2009

The EDC was honored by the Florida Commissioner of Education and the Florida Education Foundation with a Business Recognition Award for Project Innovation



Project Innovation Wins Statewide IT Florida Award



Tammie Nemecek Accepts ULI's Pathfinder Award for her leadership in Project Innovation

Project Innovation Rudder Team

The Project Innovation Rudder Team is comprised of the Driver Team Chairman and they guide/steer the Project Innovation programs.

Project Innovation Driver Teams

The Driver Teams deliver the ABCs of Project Innovation. The six teams, comprised of volunteers from Project Innovation Endorser and Support organizations, are self-managed groups to support Project Innovation advocacy, determine and set benchmarks, and enhance connectivity between driver teams, endorser organizations and the community.

- Quality of Place
- Talent
- Business Climate
- Innovation
- Infrastructure
- Governance

Project Innovation Endorsers

Project Innovation Endorsers consist of non-profit and public sector partners from throughout Collier County. Currently, there are 76 endorser organizations. These organizations will meet every 5 weeks to review Driver Team

4What Interactive

American Institute of Architects
 Ave Maria University
 Bayshore Cultural And Performing Arts Center
 Bayshore Gateway Triangle Community Redevelopment Agency
 CenturyLink
 Children's Museum of Naples
 City of Marco Island
 City of Naples
 Collier Building Industry Association
 Collier County Audubon Society
 Collier County Board of Commissioners
 Collier County Medical Society
 Collier County Presidents Council
 Community Foundation of Collier County
 Conservancy of Southwest Florida
 District School Board of Collier County
 Early Learning Coalition of Southwest Florida
 East Naples Civic Association
 Eastern Collier Chamber of Commerce
 Economic Development Council of Collier County
 Economic Development Foundation
 EDC 3G Coalition
 Edison State College- Collier Campus
 Education Foundation of Collier County
 Express Employment Professionals
 Florida Chapter, The Jackson Laboratory National Council
 FGCU Small Business Development Center
 Florida Gulf Coast University
 Florida Manufacturing Extension Partnership
 Florida Tax Watch
 Florida Wildlife Federation
 GAIN, Growing Associates in Naples
 Golden Gate Civic Association
 Greater Naples Better Government Committee
 Greater Naples Chamber of Commerce
 Guadalupe Center of Immokalee
 Gulf Coast Venture Forum
 Gulfshore Association of Condominiums
 Hispanic Chamber of Southwest Florida
 Hodges University
 HR Collier
 Immokalee Community Redevelopment Agency
 Immokalee Foundation
 iTech - Immokalee Technical Center
 Junior Achievement of Southwest Florida
 Leadership Collier Foundation
 League of Women Voters
 Lieutenant Governor Jeff Kotkamp
 Marco Island Chamber of Commerce
 N.A.P.L.E.S.
 NAACP Collier County
 Naples Alliance For Children
 Naples Area Board of Realtors
 NAIOP National Association of Industrial and Office Properties
 Naples Backyard History
 Naples Botanical Garden
 Naples Marco Island Everglades Convention & Visitors Bureau
 Naples Orchestra & Chorus
 Naples Town Hall Distinguished Speakers
 NCH Healthcare System
 Northern Trust Bank
 Peridot Condominium Association, Inc.
 Regional Business Alliance of Southwest Florida
 Royal Palm Academy
 Ruby Condominium Association, Inc. at Lely Resort
 SCORE Naples, Chapter 573
 Seacrest Country Day School
 Southwest Florida Chapter of BioFlorida
 Southwest Florida Regional Planning Council
 Southwest Florida Regional Technology Partnership
 Southwest Florida Workforce Development Board, Inc
 Southwest Regional Manufacturers Association
 Tamiami Angel Fund
 United Arts Council of Collier County
 Urban Land Institute - Southwest Florida District Council
 Young Professionals of Naples



Increasing Awareness Through Diverse Print and Media Campaigns

The EDC utilizes advertising in select business publications, integrated marketing programs, public relations and informative website design to reach decision makers..

Enhanced advertising and public relations programs focus on increasing knowledge of Collier County and identifying it as a business destination and relocation/expansion site.

Leveraged resources through integrated regional marketing and branding with the Southwest Florida Economic Development Partnership, includes Charlotte, Collier, Lee, Glades and Sarasota Counties.



A Brighter Place to Do Business

The new Southwest Florida regional brand was implemented and kicked off a multi-faceted campaign. This included a display board in the Southwest Florida International Airport, teaser print ads, banner ads, website, press kit and public relations impact mailer.



Regional Branding Activity Summary

- Overall, the search engine optimization efforts continued to supply first page results for "Southwest Florida Economic Development."
- Traffic in Florida was strong and Ontario, Washington and California showed significant interest.
- Pay-per-click (PPC) advertising provided 55% of lifetime web traffic in only six months of running, showing that keywords and ad content were very effective in driving traffic to the website. It also provided over 270,000 relevant impressions.
- PRWeb Distributions provided over 243,000 impressions and almost 10% of visits. It was one of the top referring domains.



- Banner marketing generated over 11% of the total traffic.
- Paid placements (banners, PRWeb and PPC) provided over 76% of traffic over the lifetime of the site, indicating that these targeted mediums were very effective and were key in developing traffic for the site.
- The top referring websites were Google, Florida Trend, PRWeb and Enterprise Florida.

WGPU Your Voice: The Economy

The EDC sponsored and Tammie Nemecek served as a panelist on the program about the region's future in regard to economic growth. It explored the current economic climate as well as the ideas and industries that will contribute to Southwest Florida's new era of economic growth and success. A panel of economic leaders and prominent, regional CEOs shared their thoughts and expertise about a future built on high-wage jobs in targeted high technology industries such as healthcare, life and environmental sciences, information technology and specialty manufacturing.



Social Media Enhances Marketing Initiatives

The EDC utilizes social media to reach a broader based audience as part of its communications strategy.



- Facebook: [www.Facebook.com/Project Innovation](http://www.Facebook.com/ProjectInnovation) (560 members)
- Twitter: www.Twitter.com/EDCCollier (292 followers)
- You Tube: www.YouTube.com/EDCCollier (55 videos uploaded with a total of 2,880views)

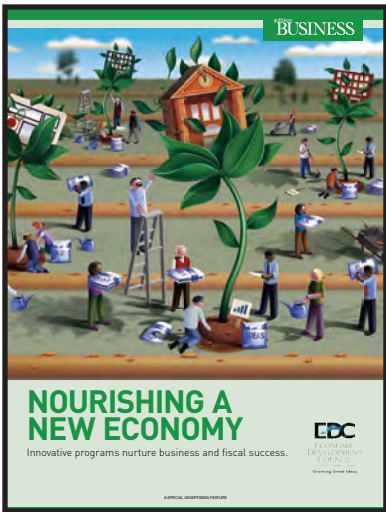
Utilizing Blogs to effectively communicate



Public Relations

Guest editorials, blogs, e-mail blasts and press releases are examples of how the EDC promotes its mission and strategies to the community. There were over 200 EDC media references and EDC originated content topped 95. The EDC also conducted over 80 campaigns to promote successes and events. Over 1700 people attended EDC events in the 2010 fiscal year.

Diverse Marketing Reaches New Audiences with Monthly Articles in D'Latinos and Gulfshore Business



The EDC in the News

- Florida Bill Proposes Jackson Lab Contribute More Funds to New Site... GenomeWeb Daily News - Alex Philippidis - Mar 30, 2010
- Immokalee brewery could benefit from bill to lure foreign investors to US... Naples Daily News - Tracy X. Miguel - Mar 27, 2010
- Proposed genetics research facility could pump millions into Collier County Naples Daily News - Liz Freeman - Mar 26, 2010
- "EDC Launches New Outreach Campaign: Grow Collier" - June 22, 2010
- "Jackson Lab could be start of biomedical hub in Collier, officials say," Liz Freeman, Naples Daily News - June 21, 2010
- "Edison College considers charter high school as Jackson Labs neighbor," Leslie Williams Hale, Naples Daily News - June 20, 2010
- "Crist signs off on state budget, Collier County's Jackson Labs expansion," Liz Freeman, Naples Daily News - May 28, 2010
- "Immokalee grower building 22,000-square-foot vegetable processing plant," Laura Layden, Naples Daily News - May 26, 2010
- "Collier looks at new 'innovation zones' to raise money for economic growth," Liz Freeman, Naples Daily News - May 8, 2010

Educate, Inform and Involve

Investors of the Economic Development Council of Collier County (EDC) are an integral part of the organization that supports effective business outreach efforts among existing companies in Collier County. Volunteers from investor companies spend untold hours in the community sharing information about our services and educating others about the successes surrounding the EDC's effort to diversify the local economy.

Educate....

It is our goal to educate our investors and the community on the important work that is conducted to make Collier County an even better place to live, work and play. We educate investors about economic development, the services and programs that are available to local businesses and its ever-increasing value to the entire community. It is through our business outreach efforts, committee participation and varied programs that we are able to provide a deeper understanding of what economic development is all about.

Inform...

We strive to provide regular updates on services available, companies assisted, etc. Through EDC's website, monthly newsletters and programs/events, we are able to regularly update investors on the various programs undertaken by the EDC and issues that impact our region.

Involve....

Business Outreach

Opportunities to make a difference include participation on advisory boards and committees. These groups mirror the initiatives of the EDC and provide meaningful opportunities to support our efforts. From the Investor Advisory Board to the Economic Gardening Task Force, local leaders provided us with the opportunity to extend our business outreach to existing businesses. During a recent phone campaign, board members were able to make more investors aware of events that educate the community about economic development. Through the Economic Gardening initiative, participants in the Grow Collier Campaign, touched approximately 400 existing businesses in 60 days and were able to gather information that will assist local companies.

Fundraising

In addition to traditional fundraising methods, we continue to explore new avenues to increase our funding sources. This year we researched and applied for federal and state grants. We achieved success with a few of these new ventures and we will be able to continue our outreach to second-stage CEOs and add services to assist new and emerging businesses in Collier County.

Monthly Investor Meetings

The EDC hosts Monthly Investor Meetings to update and relay information to stakeholders on important topics in economic development and EDC accomplishments. Speakers have included:

October 2009: Joe Bouch, President; Chisano Marketing Group

November 2009: Randy Berridge, President; Florida High Tech Corridor

December 2009: Amy Evancho, President; Florida Economic Development Council.

January 2010: Mark Vitner, Senior Economist & Managing Director Securities and Investment Group, Wells Fargo Securities, LLC.

February 2010: Susan McManus President; Education Foundation and Dr. Dennis Thompson, Superintendent of Collier County Public Schools

March 2010: Manuel Mencia, Senior Vice President and Chief Operating Officer of the International Trade and Business Development unit of Enterprise Florida.

April 2010: Southwest Florida Regional Economic Development Partners

May 2010: Mark Morton, Vice President of Lykes Land Investments, Inc.



Panelists at the Pre-Legislative Luncheon discuss the upcoming legislative session.

2009 Pre-Legislative Luncheon November 24, 2009

On November 24, 2009, the EDC held its annual Pre-Legislative Luncheon at the Club at the Strand. During this annual luncheon, the Collier County Legislative Delegation answered questions from the attendees on the upcoming 2010 Florida Legislative Session.

2010 Post-Legislative Luncheon June 9, 2010

Economic diversification and job creation were hot topics at the annual Post-Legislative luncheon. The Collier County Legislative Delegation, moderated by Florida House of Representatives Chief of Staff J. Dudley Goodlette, provided the audience with an overview of key legislation passed as well as insight into the session as a whole.

The panel of legislative delegates included State Senator Garrett Richter and State Representatives David Rivera, Trudi Williams, Matt Hudson and Tom Grady. They answered questions from Goodlette as well as from the audience. Sponsored by Teco Peoples Gas and CenturyLink, it was held at the Club at The Strand Naples.



Attendees at the Post-Legislative Luncheon listen to the Collier County Legislative Delegation.



3rd Annual Tee Up for Diversification Golf Tournament August 20, 2010

The Tee Up for Diversification golf tournament fundraiser was held at the Estuary at Grey Oaks Country Club.

The revenue raised at the tournament supports EDC initiatives that sustain the local economy through diversification.

Governor's Council

Co-Chairmen Allen Weiss, NCH Healthcare System, and David Call, Fifth Third Bank, kicked-off the Governor's Council in February 2010.

The Council provides a forum for Naples-Collier County business leaders to discuss and provide suggested solutions to issues and opportunities impacting the region's economic development activities. The objectives of the group are to:

- Bring together key CEO's that have the ability to create momentum and to affect change
- Identify the most important issues impacting our region and meet to discuss and offer input toward solutions
- Expand awareness of EDC's mission and broaden support for the major initiatives of the five-year strategic plan that include Economic Gardening, Project Innovation, Business Expansion and Attraction, Marketing and Regional Branding. The Governor's Council meets quarterly.

Participation in this Council includes the top executives from organizations that contribute significant support to the EDC and these "by-invitation only" events are also sponsored by other EDC investors.

Events have included:

- "The Statewide Road Map – Five Year Plan" hosted by Naples Grande
- "Future of Healthcare in Collier County" hosted by NCH Healthcare System
- "Clean Green Technology" hosted by the Naples Bay Resort

Participants in the Governor's Council include the following companies:

Bank of America



IBERIABANK



WACHOVIA
A Wells Fargo Company



CenturyLink™



GFPAC



MOORINGS PARK®

GULF SHORE BUSINESS

2010 Fiscal Year
Financial Reporting

Between October 1, 2009 and September 30, 2010 the following amounts were paid in accordance with the Public/Private Partnership's Economic Stimulus Program

Company Name	Incentive Program	Amount
Advocate Air	Job Creation/QTI	\$7,666.66
Anchor Health	Job Creation	\$10,000.00
Hole Montes	Broadband Infrastructure	\$8,334.00
Pace Center for Girls	Broadband Infrastructure	\$8,333.00
Total		\$34,333.66

Fiscal Report 2009 / 2010
Annual Totals
October 1, 2009 - September 30, 2010

PUBLIC SECTOR	
Personnel	\$318,203.35
Marketing	\$81,796.65
Total	\$400,000.00



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