



**Partnership for Collier's Future Economy**

**Annual Report**

**October 1, 2015 – September 30, 2016**

**Deliverable 1** – Summarize the accomplishments or progress toward actions outlined in the Pre-Implementation Activities.

- a. Held Implementation Committee meeting on 10.15.15, 1.21.16, 6.2.16

**Deliverable 2** - Summarize the maintenance of the marketing plan and how it is aligned with Opportunity Naples Strategic Plan's target business analysis and target sectors.

- a. The Opportunity Naples Communications Work Group has drafted documents for distribution as a part of its internal marketing campaign. Presentations have been made to the Leadership Collier Foundation Alumni Association, East Naples Civic Association, Champions for Learning, Leadership Collier Class of 2016 and NABOR. Presentations have also been made on a one-on-one basis to potential investors and board members. Met with Orlando EDC to discuss their rebranding campaign. Met with Austin Chamber of Commerce to discuss their marketing plan for Opportunity Austin as a template. Also realigned targeted industries.
- b. Promoted projects in local media including Naples Daily News, NBC-2, Fox and ABC7.
- c. Met with elected officials to discuss Project Nikita and Project Ice.
- d. Met with Immokalee Chamber and CRA May 26, 2016.
- e. Completed Excellence in Industry video to use as a marketing piece for business retention, expansion and attraction.

**Deliverable 3** - Summarize the maintenance of the interactive website which is search engine optimized and monitor of analytic reports on its usage.

- a. The Opportunity Naples page on the [www.napleschamber.org](http://www.napleschamber.org) site has had 3,548 unique views.

**Deliverable 4** - Summarize the maintenance of the automated system for managing all relevant aspects of customer relationships and associated business information.

- a. Salesforce was fully implemented and customized in April 2015 and renewed in April 2016.

**Deliverable 5** - Summarize on how PCFE's marketing plans are leveraged and aligned with the Southwest Florida Economic Development Alliance and/or Enterprise Florida marketing plans and initiative to distinguish Collier County as a premier business location.

- a. The dedicated PCFE staff member plays an active role in the Alliance's monthly Marketing Advisory Committee meetings. Participates in outbound and inbound events when appropriate. Invites Alliance to participate in PCFE board meetings and Opportunity Naples Implementation Committee meetings. Participates in monthly EFI phone calls. Promotes projects in local media including Naples Daily News, NBC-2, Fox and ABC7.
- b. Attended Enterprise Florida board meeting May 10-11, 2016.

**Deliverable 6** – Summarize the internet based marketing tool for identifying existing sites, buildings and market ready facilities (office space and industrial locations) for prospects and planning purposes is performing ad has been improved.

- a. Upload and maintain inventory on [www.enterpriseflorida.com](http://www.enterpriseflorida.com).

**Deliverable 7** – Detail of Industry networking engagement with the following or similar organizations while attending two (2) of these or comparable conferences: International Economic Development Council Conferences, Events (IEDC); CoreNet Global Summit (domestic); BIO Florida; and Area Development Consultant's Forum

- a. Attended the following events:
  - a. CCIM Annual Conference in Austin, TX October 26-30, 2015
  - b. MDM Florida Conference in Orlando, FL November 18-19, 2015
  - c. IEDC CEcD Exam in Arlington, VA April 2-3, 2016
  - d. FPL Illuminations in Miami, FL April 7-8, 2016
  - e. Florida Chamber meeting May 5-6, 2016
  - f. Florida Chamber SWFL Regional Meeting May 17, 2016.
  - g. Presented on Florida Tax Watch Panel May 24, 2016
  - h. IEDC CEcD Exam in Tulsa, OK June 11-12, 2016

**Deliverable 8** – Submit a quarterly brief to the County which provides an overview of progress toward at least Forty (40) business retention/expansion visits and listing the companies.

- a. Met with the following companies:
  - a. Air Technology Engines
  - b. Alliance Financial Group
  - c. AmDev
  - d. ArgoTrak
  - e. Arthrex Inc./Arthrex Manufacturing (6)
  - f. Azimuth (3)
  - g. Bayshore Brew Garden
  - h. Benseron
  - i. Bruno Air Conditioning (2)
  - j. CenturyLink
  - k. City Gate (2)
  - l. Cleaver Company
  - m. DeAngelis Diamond
  - n. Everglades Moonshine
  - o. Ferris Marketing (2)
  - p. Fifth Avenue Advisors
  - q. Fifth Third Bank
  - r. Fletcher Flying Services
  - s. Global Business Publishing
  - t. Gulfshore Insurance
  - u. Haynes Corp.
  - v. Healthcare Network of SWFL
  - w. HyperTeam
  - x. IDM: Innovation Driven Marketing (4)
  - y. IFAS
  - z. Koala Home Care

- aa. Kore Wireless
- bb. Lipman Produce
- cc. Little Paris
- dd. Local Greens
- ee. Marbles
- ff. MassiveU
- gg. Mattamy Corp.
- hh. Moorings Park
- ii. Naples Airport Authority
- jj. NewsBank
- kk. Oxxe Oil
- ll. Parker Aerospace
- mm. Platinum Dry Cleaners
- nn. Project Atlantis (2)
- oo. Project Blue Circle (2)
- pp. Project Ice (12)
- qq. Project Nikita (9)
- rr. Project Tilt (4)
- ss. Project TNT (2)
- tt. Pure Florida
- uu. Ronin Development
- vv. Salazar Machine and Steel
- ww. Siena Wealth
- xx. Slidr (2)
- yy. Steelbridge Capital
- zz. United Capital
- aaa. Victoria Luxury Silk

**Deliverable 9** – Summarize the progress toward the complete toward the facilitation and participation in at least two international development events.

- a. Participated in the October 2015 RETIS event with Collier County.
- b. Attended RETIS Pitch Presentations May 25, 2016.