



## Welcome to Charlotte County Economic Development Office Newsletter

Please enjoy your copy of the Charlotte County Economic Development Office Newsletter. If you need any further information, please feel free to contact our office at 941-764-4941 or at [FloridaEDO@charlottefl.com](mailto:FloridaEDO@charlottefl.com).

### Charlotte EDO Has Moved

The Charlotte County Economic Development Office has moved to:  
18501 Murdock Circle  
**Suite 302**  
Port Charlotte, FL 33948

Telephone and email addresses remain the same.  
Please change your contact information.

### Business Tax Renewal

It's that time of year again to renew your Business License. Business License renewal notices will include a link to a business survey that was prepared by the Entrepreneurial Support Organization. The survey is available online when you pay your tax at <https://www.charlotte.county-taxes.com/public> or you can go directly to the survey site and take the [Business Survey](#) at a different time.

Survey results will be provided to our Entrepreneurial Support Organization (ESO) organizations (Charlotte County Chamber of Commerce; Florida Works; Goodwill; SBDC; and SCORE) to assist in developing programs to serve the needs of our existing businesses. Please take the time to complete the survey.

### Warehousing Education & Research Council

In April, Lucienne Pears, Charlotte County Business Development Specialist, attended the Warehousing Education and Research Council conference and trade show

#### In This Issue

[Charlotte EDO Has Moved](#)

[Business Tax Renewal](#)

[Warehousing Education & Research Council](#)

[Enterprise Florida](#)

[Regional Economic Development Symposium](#)

[Marketing Budget](#)

[Curmodqeons Club](#)

[Charlotte Chamber Breakfast](#)

[Cheney Food Show](#)

[Parkside Business Alliance](#)

[Florida Economic Development Conference](#)

[Charlotte Harbor Community Redevelopment Area](#)

[Coaches Needed](#)

[Urban Land Institute Florida Summit](#)

[GrowFL - Economic Gardening](#)

[Enterprise Zone Reminder](#)

[Blue Chip Award](#)

[Want to be Your Own Boss?](#)

[Business Tax Receipts](#)

#### UPCOMING EVENTS

*Charlotte County  
New Business Tax  
Receipts*

April - 118

May - 95

in Dallas, TX. Despite the loss of the trade show booth by the airlines, the show was a big success. Many useful contacts were made, especially with large 3PL companies and a follow up campaign is in the works.

The conference had approximately 1,000 attendees, consisting of primarily North American companies. Of the 1,000 present, Managers, Supervisors, and C-Level executives made up over 90%.

After the conference and trade show wrapped up, Lucienne met with several site consultant firms one on one to highlight Charlotte County and take the opportunity to make them aware of the PG Industrial Airport Park, Murdock Village and the opportunities they represent. Some of the firms she met with included, Site Selectors Group, Jones Lang LaSalle and KPMG.

## Enterprise Florida

Kay Tracy and Lucienne Pears attended an Enterprise Florida, Inc. (EFI) sponsored event in May to welcome and meet with the International reps from Germany. This event was held in Naples and included a public portion in which the EFI reps described the process of creating relationships with German companies, as well as private sessions between the three regional Economic Development Office's (Charlotte, Lee and Collier) and the German reps. Kay and Lucienne were able to provide the German reps with in depth information about Charlotte County programs, initiatives, incentives and available lands. Typically these meetings are held annually and offer the ability to develop a long term relationship with the EFI staff as well as the international representatives.

## Regional Economic Development Symposium

Tom Patton, Charlotte County Economic Development Director, and Lucienne Pears, Business Development Specialist, attended the Regional Economic Development Symposium on May 9 at Florida Gulf Coast University. The symposium was held by the Greater Naples Chamber of Commerce and the Horizon Council of Lee County. The purpose of the symposium was to highlight the importance of regionalism in economic development and bringing attention to the Gulf Coast of Florida as a great place to live and work. In addition, Boyette Strategic Advisors provided a lengthy presentation providing an in-depth look at the site selection process and how to best represent your community to site selectors.

## Marketing Budget

June - 103

Join Our Mailing List!

### UPCOMING EVENTS

July 1 - Charlotte Harbor CRA Advisory Committee Meeting 10:30 AM, Room 119

July 4 - EDO closed for Independence Day

July 8 - Murdock Village CRA, EDO Conference Room 302, 5 PM

July 11 - ECEC Meeting (Call for Information)

July 16 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

July 17 - IDA Meeting Noon at the EDO Conference Room 302

July 18 - Enterprise Zone Development Agency Meeting, Noon at the EDO Conference Room 302

August 1 - ECEC Meeting (Call for Information)

August 20 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

August 21 - IDA Meeting Noon at the EDO Conference Room 302

September 2 - EDO closed for Labor Day

September 5- ECEC Meeting (Call for Information)

September 9 - Charlotte Harbor CRA Advisory Committee Meeting 10:30 AM, Room 119

On May 21st, the Board of County Commissioners held a workshop where Economic Development Director Tom Patton presented the strategic marketing plan for next year and requested \$250k from the Board for the 2013/2014 Fiscal Year marketing budget. The Board gave tentative approval. The official request will be approved with new budget in September.

## Curmudgeons Club

On May 24th, Lucienne Pears, Business Development Specialist, gave a presentation to the Curmudgeons club members summarizing new marketing materials and marketing budget/strategy for FY 13/14. Among the materials were the new [video](#) tailored to site selectors and an eight page color brochure.

## Charlotte Chamber Breakfast

On June 18th, Lucienne Pears gave a keynote presentation at the monthly Charlotte County Chamber breakfast. The presentation included a summary of marketing initiatives to date, a presentation of new materials and strategy, and a synopsis of the marketing for Fiscal Year 13/14.

## Cheney Food Show

On June 24th, Lucienne Pears attended the Cheney Food Show in Fort Lauderdale along with Tourism and Convention Center staff. Lucienne prepared display graphics welcoming Cheney to Charlotte County and highlighting the Punta Gorda Industrial Airport Park. She also brought print materials to hand out at the show.

## Parkside Business Alliance

Parkside Business Alliance (PBA) will be hosting a general meeting on Thursday, August 15 at 5:30 p.m. at the Cultural Center (The Palm Room). The topic: How to market your business via the newspaper; social media; radio and TV.



Check out Parkside Business Alliance Facebook

The Parkside Business Alliance includes all business located within the Parkside Community Redevelopment Area and businesses located along the west side of US41 between Conway and Morning Star Waterway. All business owners are invited to attend.

September 17 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

September 18 - IDA Meeting Noon at the EDO Conference Room 302

October 3 - ECEC Meeting (Call for Information)

October 7 - Charlotte Harbor CRA Advisory Committee Meeting 10:30 AM, Room 119

October 14 - Murdock Village CRA, EDO Conference Room 302, 5 PM

October 15 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

October 16 - IDA Meeting Noon at the EDO Conference Room 302

October 17 - Enterprise Zone Development Agency Meeting, Noon at the EDO Conference Room 302

November 4 - Charlotte Harbor CRA Advisory Committee Meeting 10:30 AM, Room 119

November 7 - ECEC Meeting (Call for Information)

November 11 - EDO Closed for Veterans Day

November 19 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

November 20 - IDA Meeting Noon at the EDO Conference Room 302

## Florida Economic Development Conference



Director Tom Patton, Redevelopment Manager Debrah Forester and Business Development Specialists Kay Tracy and Lucienne Pears attended the three day conference in Orlando at the end of June. Over 250 economic development professionals were present to participate in economic sessions and listen to guest speakers discuss topics that would have the most impact and create a memorable experience.

As Governor Scott said on Thursday evening, "We have *everything* in Florida and the work you all are doing is creating jobs and moving Florida forward to the future. Florida is the gateway to the globe and it is our job to make sure every employer knows that!"

## Charlotte Harbor Community Redevelopment Area

Claire Jubb, Community Development Office, and Gerry Mallet, Emergency Management, presented an overview of the National Flood Insurance Program and the changes that will impact both residential and commercial properties.

One important item presented was the availability of grant programs to help relocate or rebuild structures that are included in high risk areas and have had previous flooding claims. Mr. and Mrs. Wooden received a grant to assist in the replacement of their home located 4499 Ganyard Street in Charlotte Harbor CRA.

In addition, to the FEMA grant, the new residential construction is eligible for Building Materials Sales Tax Revenue because it is located in an Enterprise Zone. The CRA hopes that the new home will spur additional residential development in the area.

For more information on the changes to flood insurance please visit the [National Flood Insurance Program documentation](#).

## Coaches Needed



The MicroEnterprise Institute of Goodwill will begin their second session of "Operation First Step" a six week class designed to assist individuals with a business idea in completing a feasibility plan. The feasibility plan will help to determine if their business idea is viable and to develop the basic plan to guide their start-up. This program utilizes a curriculum developed by the Kauffman

November 28 & 29 - EDO Closed for Thanksgiving

December 2 - Charlotte Harbor CRA Advisory Committee Meeting 10:30 AM, Room 119

December 5 - ECEC Meeting (Call for Information)

December 17 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

December 18 - IDA Meeting Noon at the EDO Conference Room 302

Foundation and is used by organizations across the U.S.

A unique feature of the program is use of experienced small business owners to coach and mentor the participants through the program. Coaches break out with small groups of participants and help them apply the concepts directly to their business idea as well as give them advice and share experiences from their business careers. Studies have shown that the availability of a mentor can make a significant difference in the outcomes a new business owner achieves.

If you would be willing to volunteer as a coach, please contact Dorothy Browning at (239)822-0828 to find out more details on the program and how you can help grow new businesses in Charlotte County.

## Urban Land Institute Florida Summit

Debrah Forester participated in the local planning committee to help organize the second annual Florida Summit that was held in Naples, Florida. Over 350 participants gathered together to hear the latest trends in real estate development both at a national and state level. Governor Rick Scott welcomed the participants at the General Session - "Leading Florida's Cities in the Midst of Change" along with mayors from Jacksonville, Tampa, and Orange County. Andy Dodd, Chair of the Murdock Village CRA Advisory Committee attended the program to gain insight into opportunities for the redevelopment of Murdock Village. Debrah Forester participated in the Women in Leadership Panel, a new ULI initiative to raise the visibility and number of women leaders in ULI and the real estate industry.



## GrowFL - Economic Gardening

Tom King, President of Supertrak is the first company in Charlotte County to complete the local Economic Gardening course for emerging second stage businesses. The Economic Development Office and Enterprise Charlotte Economic Council (ECEC) partnered with the Florida Economic Gardening Institute (GrowFL) at the University of Central Florida to develop a local program that assists emerging second stage companies to examine their core strategies to assist in market expansion and sales growth. The ECEC has committed to fund three scholarships to qualifying businesses that wish to participate in the program.

Over the past 20 years, SUPERTRAK® has built custom machinery for numerous customers including Caterpillar. The company is able to provide complete design responsibility as well as build to print. Equipment manufactured includes



heavy-duty trenchers, mechanical citrus harvesting equipment, custom utility trucks, cable retrieval equipment, monorail work tractors, and vegetation management equipment.

According to Jeff Turner, University of Central Florida - Office of Research and Commercialization, who provided the training to Mr. King - "To be a successful CEO, you must take the time to work on your business, rather than just work in your business." The strategic research engagement with GrowFL helped Tom at Supertrak improve how he manages his time and processes for a more streamlined operation. Tom can now focus a higher percentage of his time working on his business and sustaining growth.

If you are a business owner with 3 to 9 employees and are interested in expanding your revenues by exporting your product outside of the region, please contact the EDO to see if you qualify to participate in the program.

## Enterprise Zone Reminder

Check out the Zone - Incentives available for residential (renovations and new construction) and business expansion. For more details call the Economic Development Office or visit the [website](#).



Blue Chip Award  
Nominations Due  
September 9  
[REGISTER](#)

Want to be Your Own Boss?



**SWFL MICRO  
ENTERPRISE**



## WANT TO BE YOUR OWN BOSS?



### Classes Starting in Port Charlotte on Tuesday, September 10, 2013

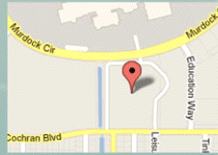
**Tuesday and Thursday evenings from  
6:00 p.m. - 9:00 p.m. for six weeks**

Develop a solid plan to guide your start up with the assistance of an experienced business owner who serves as your coach. Hear from subject matter experts in areas of accounting, legal, marketing, insurance and funding. After completion of the class, participants can apply for a microloan collateral guarantee from Goodwill.

More information and to register go to: [www.goodwillswfl.org/microenterprise](http://www.goodwillswfl.org/microenterprise)  
or call (239) 995-2106, Ext. 2219

#### Program Partners:

Bussey Bank  
Central Bank  
City of Cape Coral  
Collier County Dept. of Housing and Human Services  
Fifth Third Bank  
Florida Community Bank  
IBERIA BANK  
Lee County Board of Commissioners  
Lee County Department of Human Services  
Southwest Florida Enterprise Center  
SunTrust Bank  
U.S. Department of Housing and Urban Development  
[www.goodwillswfl.org/microenterprise](http://www.goodwillswfl.org/microenterprise)



**Classes held:**  
Charlotte Technical Center  
18150 Murdock Circle  
Port Charlotte, FL 33948

### Goodwill Class Information

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