



## 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).

## International Warehouse & Logistics Trade Show March 10-12

The IWLA annual conference and trade show was held March 10-12, 2013 at the Loew's Portofino hotel in Orlando. Ms. Lucienne Pears, Charlotte County Business Development Specialist, attended the conference events and represented Charlotte County at a trade show booth in the exhibit hall.



The EDO Booth

The show was attended by over 400 professionals in the 3PL industry including technology companies, contract staffing companies and various large warehouse space providers. Thanks to a combination of networking events and good booth placement (right by the front door!) Ms. Pears was successful in engaging many of the A level executives in attendance and discussing what Charlotte County has to offer with many companies. Ms. Pears returned with several firm leads and is diligently following up after the show.

This was a very well attended trade show with a specific target audience that matches well with the Strategic Marketing Plan adopted by the Economic Development office. The Economic Development Office anticipates attending this annual trade show and conference in the future to continue to develop the contacts and relationships made this March.

## Enterprise Florida Tour

Tom Patton, Kay Tracy and Debrah Forester, from the Charlotte County Economic Development Office, recently hosted a site tour for eight



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[UPCOMING EVENTS](#)

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

April 4 - ECEC Meeting (Call for Information)

April 8 - Murdock Village CRA, EDO Conference Room 504, 5 PM

members of Enterprise Florida, Inc., the economic development organization for the state of Florida.

The purpose of the event was to showcase Charlotte County's focus area, the Punta Gorda Interstate Airport Park, formerly referred to as the Enterprise Charlotte Airport Park (ECAP). During the tour, the Charlotte County Economic Development Staff underscored the importance and definite advantages for companies who locate in the Airport Park area. Those advantages not only include direct access between two Interstate 75 interchanges (a major logistic corridor, allowing access to the entire Southeastern United States, reaching about ¾ of the Florida's population within a 150 mile radius) but also a newly designated Enterprise Zone, Enhancement Zone, Foreign Trade Zone, and also Charlotte County's new Certified Site Program. All of which could allow a qualified business "bottom-line" financial benefits.

Tom Patton stated, "In addition, the Punta Gorda Interstate Airport Park is one of the largest contiguous Industrial zoned parcels in south Florida. Few other communities boast the availability of 4,300 acres of light industrial lands with existing entitlements, infrastructure and competitive prices! Parcels range in size from 1 acre to over 800 acres in size to accommodate a wide range of project needs."



Later that afternoon, the group was invited to a Ray's vs. Yankee's game at the Charlotte Sports Park where the Board of Directors of the Enterprise Charlotte Economic Council (ECEC), and it's members, Lew Albert (Calusa National Bank), Kevin Russell (W. Kevin Russell, P.A.), and Pat Land

(Edison State College) provided a "Welcome" reception. Also in attendance from the County Commission were, the Commission Chair, Chris Constance, and Commissioner, Bill Truex.

## Congratulations to SCORE

SCORE, the National volunteer organization that provides free and confidential mentoring to businesses and business start ups, has announced that the **Port Charlotte SCORE Chapter** is one of ten Chapters that have received the highest scores for client engagement and satisfaction in their 2012 Client Impact Survey.

There are 348 Chapters throughout the United State made up of business executives and business owners that provide this mentoring service. The top ten Chapters are:

1. Sacramento SCORE, Sacramento, Ca
2. Seacoast SCORE , Portsmouth, NH
3. Lancaster SCORE, Lancaster, PA
4. **Port Charlotte SCORE, Port Charlotte, FL**
5. Central PA SCORE, State College, PA

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

April 17 - IDA Meeting Noon at the EDO Conference Room 504

April 18 - Enterprise Zone Development Agency Meeting, Noon at the EDO Conference Room 504

May 2 - ECEC Meeting (Call for Information)

May 6 - Charlotte Harbor CRA Advisory Committee Meeting 10:30 AM, Room 119

May 15- IDA Meeting Noon at the EDO Conference Room 504

May 21 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

May 27 - EDO Closed for Memorial Day

June 3 - Charlotte Harbor CRA Advisory Committee Meeting 10:30 AM, Room 119

June 6 - ECEC Meeting (Call for Information)

June 18 - Suncoast Technology Forum Luncheon, Polo Bar & Grill, Lakewood Ranch, 11:30 - 1 PM

June 19 - IDA Meeting Noon at the EDO Conference Room 302

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)

6. SCORE of Hawaii, Honolulu ,Hi
7. Chapel Hill SCORE, Chapel Hill, NC
8. Wilmington SCORE, Wilmington NC
9. SC Lowcountry SCORE, Hilton Head Island, SC
10. Traverse City SCORE, Traverse City, MI
11. Greater Seattle SCORE, Seattle, WA


Congratulations to the entire staff of Port Charlotte SCORE Chapter for a job well done!

To contact SCORE, call 941-743-6179 or [portcharlotte.score.org](http://portcharlotte.score.org).

## Want to Be Your Own Boss?



**WANT TO BE YOUR OWN BOSS?**



**Classes Starting in Port Charlotte on Monday, April 15, 2013**  
Monday and Thursday evenings from 6:00 p.m. - 9:00 p.m. for six weeks at **BUSEY BANK - 1490 TAMIA MI TRAIL - PORT CHARLOTTE, FL 33948**


This class will assist you in developing a feasibility plan, that focuses on cash flow the first and most critical step in creating a business plan. Participants will be coached by an experienced entrepreneur in small groups as well as participate in large group discussion. After completion of the class, participants are 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

**Apply online or attend a FREE application session for this class at Goodwill Job-Link located at: 2325 Tamiami Trail - Port Charlotte, FL. held on March 28th at 6:00 p.m. (Inside the Port Charlotte Goodwill Goodwill Store)**

**Program Partners:**  
Busey Bank  
Cape Coral Economic Development Office  
City of Cape Coral  
Edison State College  
Fifth Third Bank  
Florida Community Bank  
Goodwill Industries of SWFL, Inc.  
IBERIABANK  
Invest In America Veterans Foundation  
Lee County Board of Commissioners  
Lee County Department of Human Services  
Lee County Sheriff's Office  
Lighthouse Chamber of Commerce  
Southwest Florida Community Foundation  
Southwest Florida Enterprise Center

**Classes held:**  
Busey Bank  
1490 Tamiami Trail  
Port Charlotte, FL 33948



## Small Business Index Survey

The Florida Chamber asks that you please take five minutes to complete this short [Small Business Index Survey](#) and provide feedback on what you believe are the important issues facing small businesses.

## Charlotte Harbor CRA

Charlotte Harbor Community Redevelopment Agency Advisory Committee hosted a community meeting on March 7th to provide

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

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



**The Economic Development Office is moving the last week in May to our new location at**

an update on current projects and to seek input on future projects. Over 50 people participated in the meeting.

Projects currently underway include construction of a sidewalk along Bayshore Road between Edgewater and US41; construction of a new bathroom facility in Bayshore Live Oak Park and construction of two drainage improvements. There was



New Bathroom Facility Under Construction

also an update on the Harbor Walk Project, which has received final permits and is pending funding allocation from Florida Department of Transportation. Mike Haymans, CRA Advisory Committee member, also provided an overview of proposed changes to the future land use and land development code that the CRA Advisory Committee has developed and is recommending that the Board of County Commissioners adopt. The Board of County Commissioners and the Advisory Committee will hold a joint workshop on April 16 to discuss future projects.

## CRA Annual Reports

The 2012 Annual Reports for the Charlotte Harbor, Murdock Village and Parkside Community Redevelopment Agencies have been filed as required by the State of Florida. To review the reports please visit:

<http://www.charlottecountyfl.gov/cra/>.

## Urban Land Institute

Registration for the Urban Land Institute (ULI) Florida Statewide Summit is now open. The Summit will be held on June 6th and 7th in Naples Florida.

The ULI Florida Summit will bring together Florida's leading experts and practitioners from private practice, public sector and academia to **Learn How to "Get Ahead of Change"** in creating and sustaining thriving communities. Established in 1936, the **Urban Land Institute** has nearly 30,000 members worldwide, representing the entire spectrum of the land use and development disciplines. It is through member involvement and information resources that ULI has been able to set standards of excellence in development practice. The Institute has long been recognized as one of the world's most respected and widely quoted sources of objective information on urban planning, growth, and development.

For more information or to register please visit:  
<http://ulifloridasummit.org>

18501 Murdock Circle  
Suite 302  
Port Charlotte, FL  
33948.

Please bear with us that  
week as our telephone  
and internet  
communications  
will be disrupted.

## Economic Gardening

Does your business have 3 to 10 employees? Does your business generate the majority of its revenue from outside the State of Florida? If yes, your business may qualify to participate in Florida's Economic Gardening program.

Economic Gardening is offered through the Florida Economic Gardening Institute at the University of Central Florida. The Enterprise Charlotte Economic Council (ECEC) is funding scholarships for three businesses to participate in the local program. Qualified companies will receive one-on-one consulting services from business experts that will focus on a review of the business's core strategy, assist with defining the product/service being offered and develop a market approach to grow the business.

For more information on Economic Gardening please contact Debrah Forester at the Economic Development Office by calling 764-4943.

## Brownfield Symposium

Debrah Forester, Redevelopment Manager, and Lucienne Pears, Business Development Specialist, both from the Charlotte County Economic Development Office, attended the Southwest Florida Brownfield Symposium on March 1st. The symposium provided an opportunity to meet with representatives from the State and Region Environmental Protection Agency and to gain further knowledge of how the Brownfields program is being implemented throughout the State.

## Entrepreneurial Support Organization

The Charlotte County Entrepreneurial Support Organization (ESO) held their quarterly meeting on March 19th. The ESO consists of representatives from organizations that provide support services to our local businesses including Goodwill, SCORE, Small Business Development Center (SBDC) and Southwest Florida Works.

Join Southwest Florida SBDC in recognizing the region's 2013 Distinguished Entrepreneur at the May 22nd dinner. The scheduled keynote speaker is Jerry Ross, Executive Director, National Entrepreneur Center, Orlando. For more information or to register <http://sbdcawards.com/>.

## Business Expansion

The Charlotte County Economic Development Office announces the Charlotte County business expansion of Done Right Pool Heating, and Built Right Pool Heaters.

Together, the companies relocated into a 20,400 square foot building on Challenger Boulevard in the Punta Gorda Interstate Airport Park (formally known as the Enterprise Charlotte Airport Park - ECAP) from a smaller facility south of the city of Punta Gorda, Florida.

"Before working with the Charlotte County Economic Development Office, we were seriously considering moving outside of Charlotte County primarily because we didn't know about any available facilities large enough to accommodate our expansion plans. It would have been unfortunate to have moved from the area since the Punta Gorda Interstate Airport Park has great access to I-75, and is centrally located for both our client base and employees," said one of the company's owners, Chris Wasdin.

Tom Patton, Economic Development Director, stated "The construction and manufacturing industries are two focus sectors we are looking to expand and attract to the area to create jobs, and contribute to our tax base. These companies will be a great addition to the Punta Gorda Interstate Airport Park. We are very happy to keep them in Charlotte County."

Done Right Pool Heating, has been in business for over 10 years combining pool heat pump and air conditioning repair. Built Right Pool Heaters design and manufacture pool heaters. Both companies boast, "All products used are sourced from American vendors, and we provide quality service in a prompt and reliable way to Greater Southwest Florida's licensed pool suppliers," added Wasdin. Combined, the companies currently have 13 employees and look forward to adding another five employees to the payroll within the next six months.

Tom Patton, Director  
Charlotte County Economic Development Office  
941-764-4941  
FAX: 941-764-4947  
Email: [FloridaEDO@charlottefl.com](mailto:FloridaEDO@charlottefl.com)  
Web Site: <http://www.FloridasInnovationCoast.com>