

## FLORIDA ECONOMIC DEVELOPMENT COUNCIL'S INNOVATION IN MARKETING AWARDS



Pictured left to right:  
Erica Sittler  
MWB Marketing  
Kay Tracy  
Charlotte County  
Economic Development  
Amanda Benton  
Charlotte County  
Economic Development

The Economic Development Office is honored to have received 3 Innovation in Marketing awards at the Florida Economic Development Council's annual conference in May. We were awarded with the Innovation in Marketing award for our PCS to Charlotte County campaign. This marketing campaign targeted veterans and active service members transitioning out of the military, and encouraged them to choose Charlotte County as their permanent change of station.

We were also awarded with the Pivot and Persist award for our Hurricane Ian Relief and Recovery efforts. Winning this award is a testament to our ability to navigate a crisis and support our local economy. In the aftermath of Hurricane Ian, we recognized the urgent need to assist our business community and established an outbound call center in partnership with CareerSource Southwest Florida. We also sent thousands of emails and postcards, and utilized social media and our website to disseminate crucial information.

We are also honored to receive the Best in Show: Melissa Medley Creativity Award for our Hurricane Ian Relief and Recovery efforts. This award, chosen from all the Innovation in Marketing Award submissions statewide, recognized our response to Hurricane Ian. It pays tribute to the dedication and commitment our team demonstrated during our time of crisis.

Thank you to the Florida Economic Development Council for these awards!

## SOUTHWEST REGIONAL MANUFACTURERS ASSOCIATION'S SKILLS GAP ROUNDTABLE

The Economic Development Office hosted the Southwest Regional Manufacturers Association and The Collaboratory for a Skills Gap Roundtable with local manufacturers.

Local employers discussed problems and challenges like language barriers, lack of basic skills and education, reliability and how Hurricane Ian impacted the local workforce. Lisa Freitas and Alex Breault, of FutureMakers Coalition at The Collaboratory – an initiative working to help people earn credentials to enter the workforce – and Southwest Regional Manufacturers Association Executive Director Rob Harris listened as about a dozen attendees brainstormed solutions to a variety of issues.

The roundtable is a key part of the Southwest Florida Equitable Jobs Pipeline which will connect underemployed and unemployed Southwest Florida residents with training for industry-recognized credentials and, ultimately, careers with local employers committed to this partnership.

Learn more by clicking [here](#).



## BUSINESS HURRICANE SEASON PREPAREDNESS WEBINAR



The Economic Development Office hosted a Business Hurricane Preparedness Webinar at the end of May. We partnered with Charlotte County Emergency Management, the U.S. Small Business Administration, FEMA, CareerSource Southwest Florida, the Florida Small Business Development Council at FGCU, the United Way of Charlotte County, and our local chambers to bring businesses critical hurricane season preparedness information. If you missed the webinar you can view the presentations [HERE](#), and watch the webinar [HERE](#). Thank you everyone who participated. We are so grateful for your support!