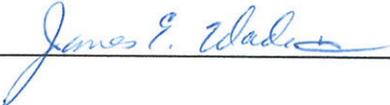


ORIGINAL

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

PART 4
PROPOSALS DOCUMENTS

PROPOSALS COVER PAGE

Name of Firm, Entity or Organization: Sumter County Economic Development Council, Inc.	
Federal Employer Identification Number (FEIN): 59-2870873	
State of Florida License Number (If Applicable): 70-8012257801-1	
Name of Contact Person: Title: Executive Director	Mary Jane Stanley
E-Mail Address: scedc@embarqmail.com	
Mailing Address: P.O. Box 337	
Street Address (if different): 408 E Seminole Avenue	
City, State, Zip: Bushnell, FL 33513	
Telephone: 352-793-3003	Fax: 352-793-2339
Organizational Structure – Please Check One: Corporation <input checked="" type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship <input type="checkbox"/> Joint Venture <input type="checkbox"/> Other <input type="checkbox"/>	
If Corporation: Date of Incorporation: 4-20-75 State of Incorporation: FL	
States Registered in as Foreign Corporation: none	
Authorized Signature: Print Name: James E. Wade, III	
Signature: 	
Title: President	
Phone: 352-793-3003	
<i>This document must be completed and returned with your Submittal.</i>	

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Introduction

In 2008 through a community visioning process, Sumter County leaders recognized the vital importance of protecting the rural character and sensitive environmental resources of the county while supporting and encouraging economic development to increase the quality of jobs available in the county. The County has been progressive in its approach by initiating agreements with the cities to coordinate and consolidate planning, zoning, and development review and other public services.

In the 1990's, Sumter County grew by an unprecedented 69%. That high growth rate continued from 2000 - 2006 with an additional population increase of over 40%. Currently, many Florida counties are experiencing severe budget shortfalls due to poor government management of revenues; Sumter County is not. Sumter County leaders should be commended for being proactive in recognizing that the housing bubble and the residential construction sector could not sustain the high levels seen over the previous 15 years. Sumter County began reducing costs before it became a crisis which now puts the county in an enviable position of being fiscally solid and ready for new business growth to fuel its economy.

This forward thinking and the availability of industrial sites with adequate infrastructure in place will position Sumter County to become a viable economic development contender in central Florida. The roadway network is in place and Sumter County is truly at the crossroads for economic growth. During the first quarter of 2009, Sumter County saw an increase in employment growth of 4.6%, the second highest in the State of Florida, at a time when the State saw -4.0% and U.S. experienced -3.2%.

The Sumter County Economic Development Council (SCEDC) has an existing partnership with Sumter County government and the County is gaining a more competitive position by providing economic development expertise in the areas of program development, marketing, business recruitment and expansion, and retention of existing businesses. The SCEDC will provide assistance to Sumter County in developing an Economic Development Element to the Comprehensive Plan, and in developing other appropriate ordinances that will encourage business relocation and expansion.

The SCEDC works collaboratively with the County, other local governmental entities, Enterprise Florida, Department of Transportation, Lake-Sumter Community College and other education partners, utility providers, CSX railroad, Chamber, Workforce Central Florida, and local businesses to recruit new industry to relocate and with existing businesses to expand in Sumter County.

About the Sumter County Economic Development Council -Bio

The SCEDC is a public-private non-profit corporation, formed in 1975 to deliver economic development services in Sumter County. Members of the SCEDC are dedicated businesses, industries and individuals with a mission "To facilitate environmentally-sound and community enhancing development in Sumter County by assisting in the attraction, establishment, retention and expansion of commercial and industrial enterprise."

The SCEDC is the only agency or organization in Sumter County whose primary responsibility is to attract new business to the county and to assist existing businesses to grow and expand. The SCEDC has assisted numerous existing businesses to expand or new businesses to relocate adding millions of dollars in ad valorem tax revenue to the county each year. The SCEDC also arranges for training programs through the Sumter County School Board, Lake Sumter Community College, area Technical Training Facilities and the Jobs and Education Partnership Regional Workforce Board. In addition, the SCEDC serves as a resource office, providing demographic data and other pertinent information to a wide variety of contacts.

The SCEDC is governed by a Board of Directors consisting of 15 business representatives elected from the general membership. In addition, the immediate past president and representatives appointed by supporting governmental agencies serve on the Board of Directors, for a total of 19 directors.

The SCEDC receives operating funds from Sumter County through the Industrial Development Authority, and also from the City of Bushnell and the City of Wildwood. The balance of the SCEDC funds come from membership fees, fundraisers and small grant programs. The SCEDC has a total of 59 members.

The SCEDC recently hired, Mary Jane Stanley a seasoned economic development professional, to head the organization. Ms. Stanley was named Economic Development Professional of the Year in 2008 by the Florida Economic Development Council. Ms. Stanley is a nationally certified economic development professional with over 30 years experience in both the public and private sectors having worked in Philadelphia, Washington D.C., New York City and several Florida locations.

Ms. Stanley recently completed 10 years as President & CEO of the Pasco Economic Development Council. Prior to that, she had experience with the City of Tallahassee as the Downtown Development Administrator, the City of Cocoa as the Director of Planning and Community Development, the City of Hollywood as the Director of Economic Development, and also served as the Assistant director of the Hollywood Community Redevelopment Agency.

About the SCEDC Executive Director – Bio

Ms. Stanley was hired September 1, as the Executive Director of the Sumter County Economic Development Council. She has 30 years of professional experience in both the public and private sectors. Prior to joining the Sumter County EDC, Ms. Stanley spent 10 years as President & CEO of the Pasco Economic Development Council. She managed a public/private partnership responsible for countywide business and industry recruitment, retention and expansion initiatives. Pasco County is a rural county turned urban with nearly 480,000 residents; it has a diversified business community with 400 manufacturers. She managed an annual budget of \$1 million and a staff of five economic development professionals. Some highlights include:

- Recruiting the financial services firm of T. Rowe Price with 1,600 jobs, \$191 million capital investment, and 450,000 SF of new corporate office space-property closed on July 1, 2009 (These figures are not included in the totals that follow.)
- Business Development-Assisted over 152 new companies with the creation of 3,900+ jobs; capital investment of over \$354 million; and creation of over 1.7 million SF of new space
- Existing Industry-Assisted over 124 existing companies to expand, retaining 1,500+ jobs; capital investment of over \$179 million; and creation of over 1.3 million SF of new space
- In total, assisted over 276 new and expanding companies with the creation and/or retention of 5,400+ jobs; capital investment of over \$533 million; and creation of over 3 million SF of new space
- In 2008, coordinated an Urban Land Institute Advisory Panel initiative with Pasco County to determine steps needed to make the County economically competitive
- Extensively involved with the Comprehensive Planning Process to preserve land (4,600 Acres) for future employment centers and office/business parks
- Developed the Economic Development Element for the County's 2005 Comprehensive Plan
- Developed a new Economic Development Incentive Ordinance in 2007
- Increased public funding by 100%, private sector funding by 150%, and total budget by over 160%
- In 2009, conducted an aggressive fundraising campaign increasing the private sector funding by 25%
- Expanded the Existing Industry Program to include an annual manufacturers survey, visitation committee and manufacturers council
- Developed a Business Assistance Coordinator position (funded by the workforce board) to provide existing industries with training opportunities through Supervisory Training Programs, Lean Process Manufacturing, Green Belt and Black Belt Lean Process Training
- Accessed over \$710,000 in training funds for local businesses
- Developed Business and Industry Day for Leadership Pasco Program
- Expanded the Annual Industry Appreciation banquet to an event attended by 500 business leaders
- Developed award winning marketing materials to include a Manufacturers Directory, Annual Report, Fundraising Campaign collateral brochure, and web site

Ms. Stanley has a BA-University of Florida and a MBA in Real Estate Development & Management- Nova Southeastern University. She is a graduate of the Economic Development Institute and Leadership Pasco. She has served on numerous boards and taskforces, including the County's Comprehensive Plan Citizen's Advisory Committee, Pasco Hernando Jobs & Education Workforce Board, Enterprise Florida Stakeholders Council, Board of Trustees of Regional Medical Center Bayonet Point; Chair of Marketing Committee for the Tampa Bay Partnership; and she is a Past-Chairman of the FL. Economic Development Council.

Ms. Stanley is one of only 58 Certified ED professionals in the State of Florida. She is actively involved as a grader and serves on the International Economic Development Council's Professional Certification Committee; and she is a speaker at the Basic Economic Development Course given in Tampa each year.

Experience and approach in retaining/expanding existing business/industries

EXPERIENCE of the SCEDC

The SCEDC works with the County and the Industrial Development Authority to assist existing businesses to grow and expand in Sumter County. The SCEDC provides assistance with demographic data, site selection, coordination of State and local incentives, training needs for existing businesses and new businesses, and other similar activities. The SCEDC holds monthly board meetings; additionally quarterly membership meetings are conducted and an existing industry is showcased along with a report on recent activities of the SCEDC.

The SCEDC has assisted numerous existing businesses to expand adding over a million dollars a year in ad valorem tax revenue to the county.

An example of an Existing Industry assisted by the SCEDC is Outokumpu Stainless Steel Pipe, Inc.:

Outokumpu Stainless Steel Pipe, Inc.

December 2007 – June 2009

The SCEDC facilitated meetings and the development of incentive agreements between Outokumpu and the City of Wildwood, Board of County Commissioners, Lake-Sumter Community College Business Resource Center, TECO Energy, Florida Governor's Office, Enterprise Florida and Workforce Central Florida. A formal incentive proposal was developed for presentation to the corporate board in Sweden to secure this expansion award.

In June 2009, the Wildwood plant received approval for Phase 1 expansion at \$7.5 million. Due to economic issues the expansion will be accomplished in phases. Phase 1: Conversion from Propane to Natural Gas - essential to the expansion award as well as to cost savings. Extension of a natural gas line into the plant and Wildwood produced a 45-50% savings for Outokumpu and provided infrastructure that will benefit future businesses in the Wildwood area. This expansion allowed the company to retain existing employees due to the cost saving with natural gas.

EXPERIENCE of the Executive Director

Ms. Stanley led the Pasco Economic Development Council for 10 years, highlights of accomplishments with existing industry programs included:

- Assisted over 124 existing companies to expand, retaining or creating 1,500+ jobs; capital investment of over \$179 million; and creation of over 1.3 million SF of new space
- Expanded the Existing Industry Program to include an annual manufacturers survey, visitation committee and manufacturers council
- Developed a Business Assistance Coordinator position to provide existing industries with training opportunities through Supervisory Training Programs, Lean Process Manufacturing, Green Belt and Black Belt Lean Process Training
- Accessed over \$710,000 in training funds for local businesses
- Developed Business and Industry Day for Leadership Pasco Program
- Expanded the Annual Industry Appreciation banquet to an event attended by 500 business leaders with over 45 industry displays at the tradeshow; revenue from the event totaled \$95,000.

APPROACH GOING FORWARD

- **Hire a Business Retention and Expansion/Marketing professional** to conduct day to day existing industry activities in addition to the following:
 - **Purchase project data tracking software** - A project data tracking reports system such as ACT or GoldMine is needed to track all prospects, projects and follow-up.
 - **Develop a Manufacturers Directory** - Develop a directory of manufacturers and related industries. This would be a yearlong effort the first year and would entail coordination with the Chamber of Commerce. A data inquiry sheet would need to be developed and sent to - businesses to establish the type of industry, NACIS classification codes, key contact info, year business was established, # of employees and the like. The directory would be published and distributed to local businesses; it would be updated annually.
 - **Conduct Annual Existing Industry Survey** - After the Manufacturers Directory is completed; conduct an annual survey of those manufacturers and related industries in the county to identify trends and employment needs, growth trends and space needs, product market information, sources of material inputs and supplies, labor force demands and training needs. This information would be used when conducting follow-up visits to the company.
 - **Create a Workforce Development Program** - Explore contracting with the regional workforce board for the SCEDC to conduct existing industry visits to promote the services of the SCEDC and the career one stop centers; to conduct the Annual Existing Industry Survey as outlined above, and to promote the training programs available through the workforce board. (Funded by the workforce board.)
 - **Develop an Industrial site and Building Compendium** - Inventory and map all existing industrial buildings and available industrial property; place the information on the SCEDC web site with an interactive map. Identify infrastructure available at each location and utility service providers. This activity will be time intensive.
 - **Establish an Industry Appreciation Event** - This could be either a lunch or dinner to honor successful businesses that expand or relocate by adding high value jobs and new capital investment. This event could also include a tradeshow.

Experience and approach in recruiting external business/industries

EXPERIENCE of the SCEDC

The SCEDC works with the County and the Industrial Development Authority to assist new businesses to relocate to Sumter County. The SCEDC provides assistance with demographic data, site selection, coordination of State and local incentives, training needs for a new business, and other similar activities. The SCEDC works collaboratively with the County, other local governmental entities, Enterprise Florida, DOT, education partners, utility providers, CSX railroad, Chamber, workforce board, and local businesses to recruit new businesses to relocate or expand in Sumter County.

The SCEDC has assisted numerous new businesses to relocate adding over a million dollars a year in ad valorem tax revenue to the county.

Recent activity of the SCEDC from April 2009-August 2009:

- Responded to 6 Enterprise Florida Inc. (EFI) Proposal Requests
- Conducted multiple meetings on EFI-Project Fire with Project Fire representatives, SCEDC representatives, County staff, utility providers, CSX railroad, City of Leesburg Gas representatives, City of Wildwood and the Chamber
- Provided information on State and local incentives, and conducted property site research for 14 companies
- Provided information on Enterprise Zone Incentives to 9 businesses
- Established the SCEDC as the point of contact in Sumter County for the Florida High Tech Corridor Council's Virtual Entrepreneur Center Website

Examples of two new businesses assisted by the SCEDC include Charlotte Pipe & Foundry and Xpress Windows & Doors, LLC:

Charlotte Pipe & Foundry

The SCEDC provided assistance to Charlotte Pipe for a new 85,000 SF manufacturing facility. The SCEDC led the site selection process and assisted with obtaining funds from the State for a Road Grant to provide turn lanes in front of the business on Highway 301. The company was able to create 35 jobs.

Xpress Windows & Doors, LLC

The SCEDC assisted Xpress Windows & Doors to establish a vinyl window and door manufacturing and distribution facility with a capital investment of \$6 million, new square footage of 25,400 and creation of 62 jobs paying an annual wage of \$42,000.

The SCEDC led the site selection efforts and facilitated meetings and the development of incentive agreements between Xpress Windows & Doors, the Governor's Office and Enterprise Florida for State incentives. The SCEDC also provided assistance with an IDA application for industrial revenue bonds and approval of a local resolution supporting the project.

EXPERIENCE of the Executive Director

Ms. Stanley led the Pasco Economic Development Council for 10 years, highlights of accomplishments with business development activities:

- Recruited T. Rowe Price with 1,600 jobs, \$191 million capital investment, and 450,000 SF of new corporate office space-property closed on July 1, 2009 (These figures are not included in the totals that follow)
- Assisted over 152 new companies with the creation of 3,900+ jobs; capital investment of over \$354 million; and creation of over 1.7 million SF of new space
- In 2008, coordinated an Urban Land Institute Advisory Panel initiative with Pasco County to determine steps needed to make the County economically competitive
- Extensively involved with the Comprehensive Planning Process to preserve land (4,600 Acres) for future employment centers and office/business parks
- Developed the Economic Development Element for the County's 2005 Comprehensive Plan
- Developed a new Economic Development Incentive Ordinance in 2007
- Worked with the County to streamline the permitting and development review processes, and revisions to the Land Development Code
- Worked with the County to identify employment center sites and have them included in the County's Future Land Use Plan to preserve key sites from becoming residential developments

APPROACH GOING FORWARD

While EDC's around the country are commissioned to diversify, sustain and grow their market's economic base by attracting retaining and expanding investment, the governance structures of these organizations vary in size and scope. The best EDC's implement governance structures that enable the organization to capture and utilize the collective influence of the market's private-sector leadership assets. By doing so, EDC's evolve in their ability to execute robust programs that are aligned with the priorities of the market's leaders. The SCEDC will implement changes to its governance structure and membership structure to increase opportunities to engage key community influencers in the SCEDC.

Current staffing needs to be increased to build the economic development program. It will take a concerted effort and a minimum of a 3 year financial commitment by the SCEDC and the County. There is a great deal of catch-up work to be done. Sumter County is well positioned to receive economic prosperity with a renewed commitment and concentration on economic development.

- **Adopt a Strategic Plan** - Conduct a day long retreat with key stakeholders (SCEDC members and the County Administrator). It is vital to include the County Administrator so that the SCEDC Strategic Plan also incorporates the vision for economic development established by the Board of County Commissioners. Information obtained from the retreat along with demographic data that was compiled last year would be utilized to prepare a strategic plan with goals, strategies and objectives.
- **Restructure the SCEDC Board and increase private sector investment** - Restructure the current governance and implement changes required to reflect more up to date industry standards for

operation of an economic development board of directors. This will include decreasing the size of the Board from the current 19 members to a more manageable size. The Board needs to be multi-disciplined with the membership being representative of a cross-section of key diverse industry stakeholders.

Increase private sector investment in the SCEDC by making substantial changes to the current membership investment levels. Create new opportunities for engagement, leadership and collaboration.

- **Develop an Economic Development Element to the Comprehensive Plan** - Collaborate with the County Administrator and County staff to develop an Economic Development Element for inclusion in the Sumter County Comprehensive Plan. This activity could be expanded to include working with the County and other key stakeholders to identify additional industrial sites and to put processes in-place for developing "shovel-ready" sites with infrastructure.
- **Develop an Economic Development Incentive Ordinance** - Collaborate with County Administrator and County staff to develop an Economic Development Incentive Ordinance. This would be extremely helpful in letting prospects know early in their decision making process the minimum incentives available for job creation for both existing industries and new relocation/business development projects.
- **Conduct a Historical Comparative Economic Analysis of Sumter County** - The analysis presents a 25-year economic history of the county; it will show where the economy was in the past, where it is today, and how it compares to the rest of the State. This analysis would be conducted in conjunction with the Goal Setting Study and the Target Industry Study.
- **Conduct a Goal Setting Study** - This study has three parts: 1) a description of the existing economy, 2) projections to the year 2015 identifying the growth in the quantity and quality of the economy, and 3) the creation of an economic goal for the year 2015 with ancillary employment and wage calculations necessary to achieve the goal.
- **Conduct a Target Industry Study** - The study will identify industries upon which the SCEDC should focus its attention which are most likely to locate in Sumter County. The study is needed to determine the appropriate industries to target for recruitment. Prior to conducting these two studies, the SCEDC would contact the workforce board and neighboring counties to see if such studies have been already conducted for our area. The workforce board would be contacted as a potential funding source for these 2 studies and the Historical Comparative Economic Analysis.

Experience in economic development marketing in a rapidly urbanizing rural market

EXPERIENCE of the SCEDC

The SCEDC has conducted marketing efforts through cooperative print advertising with Enterprise Florida's Rural Counties Initiative, billboard advertising, direct mail, and speaking at major community events. A web site was recently completed for listing available industrial and commercial sites and buildings. The SCEDC spent the past year updating its general information web site which is over 50% complete.

EXPERIENCE of the Executive Director

Ms. Stanley led the Pasco Economic Development Council for 10 years; highlights of accomplishments with marketing efforts:

- Development of award winning marketing materials to include an Existing Industry Manufacturers Directory, Annual Report, Fundraising Campaign collateral brochure, and print advertisements.
- In 2000, adopted a new marketing plan to include a new branding slogan. The marketing plan was updated and revised each year to be relevant to current marketing practices for economic development organizations.
- Web site was redesigned every 5 years to stay relevant
- Developed a new Strategic Plan every 5 years
- Developed a Year End Report to highlight accomplishments
- In 2009, conducted an aggressive fundraising campaign increasing the private sector funding by 25%
- Outreach efforts included over 20 presentations to local and regional business and civic organizations
- Worked with the local newspapers for regular placement of business related articles to showcase business expansions and relocations
- Worked with the 5 Chambers of Commerce on economic development articles to appear regularly in their newsletters and participated with them on countywide events.
- Developed a weekly e-mail notice on activities of the Council, this replaced quarterly newsletter
- Developed cooperative marketing with the workforce board
- Participated with one of the Chambers of Commerce to co-sponsor a luncheon during Business Development Week

APPROACH GOING FORWARD

It is extremely important that a consistent brand be developed and communicated. The activity to generate this focus and increase Sumter's profile is accomplished by well-planned marketing and promotional efforts focused at target industries. A Target Industry Study is needed and was highlighted under the Business Development Section of this response. Favorable awareness of Sumter County as a business destination needs to be created.

In years past, the Florida and Sumter buzz has been one of high-speed growth, cost competitiveness and envious quality of life. Recently, however, much national attention has been focused on our state economic climate issues- tax and insurance reform, faltering real estate market, escalating bottom-line business costs, and

overburdened infrastructure. Now more than ever, there is the need for a push into the national media to re-instill confidence in the market.

The assets of Sumter County and the SCEDC need to be promoted locally and outside of the county. The SCEDC needs to develop better communications with the County, local municipalities, the business community and the public in order to manage the expectations of all parties. Currently, due to a lack of adequate staffing the SCEDC is only able to be reactive to phone calls and client information requests; this needs to change to a more pro-active role.

Hire Business Retention and Expansion Manager /Marketing professional to conduct day to day existing industry activities and to manage the marketing efforts in conjunction with the Executive Director and the appropriate consultants.

Develop a Marketing Plan - Develop a marketing plan and budget for web redesign completion, print advertisement, marketing missions in conjunction with other economic development partners such as Enterprise Florida and the community college, trade shows, and other similar related activities that promote Sumter County for business development. Marketing dollars need to be spent in a prudent manner to promote the many attributes of the county and to spark interest.

- **Complete the redesign of the website** - Websites remain the primary point of contact among our target audience of site selectors, consultants, business CEO's, corporate real estate executives, trade show attendees and readers of target publications.
- **Develop a monthly newsletter** - The newsletter will be sent to community leaders, business decision makers, city state and federal government officials. The newsletter would focus on announcements and updates of new project development, the expansion of local businesses, and other economic development news.
- **Develop promotional and print materials** -The SCEDC brand would be expanded into focused brochures for the industries identified to be targeted. This will allow a tailored message that fits the individual interest and need of the target industries. All advertising should be focused on the target industries once they are identified.
- **State and National media exposure** - Consider engaging a third party public relations firm that specializes in economic development marketing to create media opportunities to showcase Sumter as it relates to the target industries.
- **Trade Shows** - Participate in trade shows that focus on the SCEDC target industry list to market Sumter and to develop potential client relationships.
- **Develop Speaking Opportunities** - Identify speaking opportunities to communicate the purpose, mission and accomplishments of the SCEDC to the Sumter business community.

The marketing effort needs to have a deliberate approach, beginning with the most important activities first. Some activities will take longer to develop than others. Caution and timing are critical and must be exercised for the maximum return on investment. Example-Print advertising should be done only after expanding the capabilities and functionality of the website and after the identification of target industries.

Cost

Several factors must be considered as to whether Sumter County elects to adequately fund economic development staffing and related programs. The SCEDC recommends a minimum 3year commitment between the County and the SCEDC to adopt and implement substantial program changes. The process needs to be well planned and carried out in a judicial manner for the maximum desired results. The plan going forward needs to be fluid as it will continue to change and evolve over time.

In the past, the SCEDC received operating funds from Sumter County through the Industrial Development Authority, and also from the City of Bushnell and the City of Wildwood. The balance of the SCEDC funds come from membership fees, fundraisers and small grant programs. This funding is not at an adequate level and has not allowed the SCEDC to provide essential programs to promote Sumter County, nor has it been adequate to provide benefits to its employees. If Sumter County is serious about becoming a true first class economic development contender, then staffing levels must be increased and benefits such as medical insurance and retirement contributions must be provided in order to recruit top professionals to conduct the business of the SCEDC.

\$325,000 Annually

Staffing requirements: (Could be supplemented with some combination of staff and consultant services.)

Executive Director

Administrative Assistant

Business Retention and Expansion Manager/Marketing Professional

The SCEDC has been in existence since 1975 and much has changed in the County since then. The SCEDC has conducted most of its work through the efforts of volunteers in the business community. Although the efforts have been commendable, volunteers cannot be expected to be seasoned economic development professionals. The following activities would be conducted by a combination of staff and consultants. After close examination of the current SCEDC operation, the following initiatives should be considered:

PROGRAM INITIATIVES FOR CONSIDERATION

- **Adopt a Strategic Plan** - Conduct a day long retreat with key stakeholders (SCEDC members and the County Administrator). It is vital to include the County Administrator so that the SCEDC Strategic Plan incorporates the vision for economic development as established by the Board of County Commissioners. Information obtained from the retreat along with demographic data that was compiled last year would be utilized to prepare a strategic plan with goals, strategies and objectives.
- **Restructure the SCEDC Board and increase private sector investment** - Restructure the current governance and implement changes required to reflect more up to date industry standards for operation of an economic development board of directors. This will include decreasing the size of the Board from the current 19 members to a more manageable size. The Board needs to be multi-disciplined with the membership being representative of a cross-section of key diverse industry stakeholders.

Increase private sector investment in the SCEDC by making substantial changes to the current membership investment levels. Create new opportunities for engagement, leadership and collaboration.

- **Develop an Economic Development Element to the Comprehensive Plan** -Collaborate with County Administrator and County staff to develop an Economic Development Element component for inclusion in the Sumter County Comprehensive Plan. This activity could be expanded to include working with the County and other key stakeholders to identify additional industrial sites and to put processes in-place for developing “shovel-ready” sites with infrastructure.
- **Develop an Economic Development Incentive Ordinance** - Collaborate with County Administrator and County staff to develop an Economic Development Incentive Ordinance. This would be extremely helpful in letting prospects know early in their decision making process the minimum incentives available for job creation for both existing industries and new relocation/business development projects.
- **Conduct a Historical Comparative Economic Analysis of Sumter County** - The analysis presents a 25-year economic history of the county; it will show where the economy was in the past, where it is today, and how it compares to the rest of the State. This analysis would be conducted in conjunction with the Goal Setting Study and the Target Industry Study.
- **Conduct a Goal Setting Study** - This study has three parts: 1) a description of the existing economy, 2) projections to the year 2015 identifying the growth in the quantity and quality of the economy, and 3) the creation of an economic goal for the year 2015 with ancillary employment and wage calculations necessary to achieve the goal.
- **Conduct a Target Industry Study** - The study will identify industries upon which the SCEDC should focus its attention which are most likely to locate in Sumter County. The study is needed to determine the appropriate industries to target for recruitment. Prior to conducting these two studies, the SCEDC would contact the workforce board and neighboring counties to see if such studies have been already conducted for our area. The workforce board would be contacted as a potential funding source for these 2 studies and the Historical Comparative Economic Analysis.
- **Develop a Marketing Plan** - Develop a marketing plan and budget for web redesign completion, print advertisement, marketing missions, trade shows and similar related activities that promote Sumter County for business development. Marketing dollars need to be spent in a prudent manner to promote the many attributes of the county and to spark interest. This needs to be a deliberate approach, beginning with the most important activities first. Some activities will take longer to develop than others. Caution and timing are critical and must be exercised for the maximum return on investment.
- **Hire a Business Retention and Expansion/Marketing professional** to conduct day to day existing industry activities in addition to the following:
 - **Develop a Manufacturers Directory** - Develop a directory of manufacturers and related industries. This would be a yearlong effort the first year and would entail coordination with the Chamber of Commerce. A data inquiry sheet would need to be developed and sent to businesses to establish the type of industry, NACIS classification codes, key contact info, year business was established, # of employees and the like. The directory would be published and distributed to local businesses; it would be updated annually.

- **Conduct Annual Existing Industry Survey** - After the Manufacturers Directory is completed; conduct an annual survey of those manufacturers and related industries in the county to identify trends and employment needs, growth trends and space needs, product market information, sources of material inputs and supplies, labor force demands and training needs.

- **Create a Workforce Development Program** - Explore contracting with the regional workforce board for the SCEDC to conduct existing industry visits to promote the services of the SCEDC and the career one stop centers; to conduct the Annual Existing Industry Survey as outlined above, and to promote the training programs available through the workforce board. (Funded by the workforce board.)

- **Develop an Industrial site and Building Compendium** - Inventory and map all existing industrial buildings and available industrial property; place the information on the SCEDC web site with an interactive map. Identify infrastructure available at each location and utility service providers. This activity will be time intensive.

- **Establish an Industry Appreciation Event** - This could be either a lunch or dinner to honor successful businesses that expand or relocate by adding high value added jobs and new capital investment. This event could also include a tradeshow.

REFERENCE & SIMILAR PROJECTS EXPERIENCE FORM

Owner / Business Name: Sumter County Economic Development Council		
Project Location / Address: 408 E. Seminole Avenue		
City: Bushnell	State: FL	Zip Code: 33513
Point of Contact: Mary Jane Stanley, CEcD		Dates of Work: 1975- present
Phone Number: (352) 793-3003		Fax Number: (352) 793-2339
E-mail Address: scedc@embarqmail.com		
Project Name: Sumter County Economic Development Council		
<p>Brief Description of Project: Countywide economic development organization responsible to market the county to attract business and industry that create value added jobs, and to retain and expand existing business and industry in Sumter County. Activities include assistance with site selection, site and building selection, acquisition and permitting, labor market analysis, training, and understanding regulatory authorities.</p>		

Owner / Business Name: Pasco Economic Development Council		
Project Location / Address: 16506 Pointe Village Dr., Suite 101		
City: Lutz	State: FL	Zip Code: 33558
Point of Contact: John Walsh, CEcD		Dates of Work: July 1999 - June 2009
Phone Number: (813) 926-0827		Fax Number: (813) 926-0829
E-mail Address: jwalsh@pascoedc.com		
Project Name: Pasco Economic Development Council		
<p>Brief Description of Project: Mary Jane Stanley headed the Pasco Economic Development Council (PEDC) for 10 years. The PEDC is a Countywide economic development organization responsible to attract business and industry that create value added jobs, and to retain and expand existing business and industry in Pasco County. Focused efforts on the retention, expansion, and relocation of Primary and Target Businesses to encourage business growth to better distribute the tax burden from residential uses to Primary Target Business uses.</p> <p>Activities included assistance with site selection, site and building selection, acquisition and permitting, labor market analysis, training, and understanding regulatory authorities.</p> <p><u>(See attached resume and letters of reference).</u></p>		

This document must be completed and returned with your Submittal

T. Rowe Price Associates, Inc.

P.O. Box 89000
Baltimore, Maryland 21289-3103

4515 Painters Mills Road
Owings Mills, Maryland
21117-4903

(410) 345-2221 Direct
(410) 345-5410 Fax

Mark B. Ruhe
Vice President &
Director of Real Estate

August 21, 2009

To Whom It May Concern:

I represent T Rowe Price Associates Inc. in our agreement to purchase 72-acres of land in Land of Lakes, FL with the long-term intent of 1,650 jobs, the largest corporate commitment for Pasco County to date. In this effort, I worked with Mary Jane Stanley in her capacity as the lead representative of the Pasco Economic Development Council. This relationship spanned 18-months and involved comprehensive negotiations on County, State and local levels. Further, it involved competition for this project among numerous in-state and out-of-state locations.

This project represents the third such competition that T Rowe Price has engaged in recent years among numerous locations throughout the United States and contact with many of MJ's counterparts within those communities in the process. MJ was among the best representatives I've encountered.

The first part of any process of this nature is confidentiality for the inquiring prospect and represents the most difficult requirement for any EDC representative – MJ handled this perfectly and with all the proactive steps required.

Next, the EDC representative must position themselves as an honest broker between the interests of the County, the State and the prospects requirements in order to balance those interests for the benefit of all parties – MJ excelled in this regard.

Finally, once public the EDC representative needs to manage the information flow in a manner that is fair and honest and fosters a positive working relationship among the parties – MJ excelled in this regard, as well.

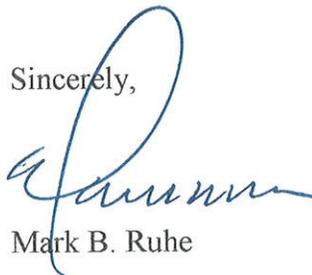
Throughout this arduous process, MJ retained our trust. She knew her product and she understood the benefits of a successful outcome to the negotiations to all parties. She managed the information flow in a way that gave us complete confidence in her

To Whom It May Concern
August 21, 2009
Page 2

honesty and her integrity. Her communications were prompt and very professional and throughout she displayed a very pleasant demeanor.

Based on my experience, I would highly recommend MJ for the next chapter in her life and will anxiously answer any additional questions you may have related to my firms relationship with her.

Sincerely,



Mark B. Ruhe

MBR/mr

SERVICES

Civil Engineering
Environmental Engineering
Transportation Planning & Engineering
Pavement Management
Land Planning
Ecological Services
Surveying & Mapping
Construction Management
GIS Mapping
Landscape Architecture
(FL #LC26000183)

OFFICE LOCATIONS

FLORIDA

Jacksonville
Sarasota
Tampa

TEXAS

Austin

September 11, 2009

Re: Mary Jane Stanley, CEcD

To Whom It May Concern:

I am pleased to write this letter of recommendation for Ms. Mary Jane Stanley, who served for 10 years as President & CEO of the Pasco Economic Development Council (PEDC).

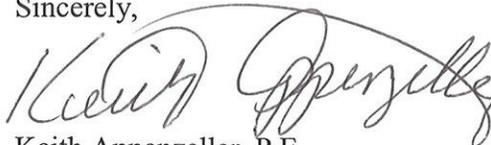
I am a past Chairman of the PEDC and have served on its Board of Directors since 2001. As a PEDC board member, I worked very closely with Mary Jane and have come to know her both professionally and personally. I am pleased to recommend Mary Jane for her knowledge of and experience with economic development matters, as well as for her strong work ethic and communication skills.

As President of the PEDC, she used a multi-faceted approach in generating economic development and directed many simultaneous activities. Mary Jane set and monitored annual goals for business recruitment and expansion, training assistance and other support for local businesses. She worked closely with the local workforce board and was successful in obtaining significant funds for training.

Mary Jane was successful in gaining public support for the PEDC by being highly visible in the community and by communicating economic development best practices and PEDC goals. She earned respect from County officials and staff for her role in the development of the County's Comprehensive Plan and its economic development element. As former Chairman of the Florida Economic Development Council, she developed many contacts that benefited Pasco County.

I recommend Mary Jane for any role involving directing and managing economic development activities. Please don't hesitate to call me if you have any questions or need additional information.

Sincerely,



Keith Appenzeller, P.E.
CEO

KAA/kdj

4921 Memorial Highway
One Memorial Center
Suite 300
Tampa, Florida 33634
phone 813.880.8881
fax 813.880.8882
Pasco 727.846.0904

MARY JANE STANLEY, CEcD

23108 Cypress Trail Drive
Lutz, FL 33549
(813) 909-7930(H)~(813) 205-2674(C)
EMail: maryjanestanley@earthlink.net

CAREER SUMMARY

Results oriented economic and community development professional with broad-based experience in the private and public sectors. Adaptable, decisive manager with strong leadership, organizational, problem solving, communications and relationship management skills.

PROFESSIONAL EMPLOYMENT HISTORY

PASCO ECONOMIC DEVELOPMENT COUNCIL

July 1999-June 2009

Lutz, Florida

President & CEO

Responsible for management of a public/private partnership responsible for countywide business and industry recruitment, retention and expansion initiatives. Pasco County is an urban county 20 minutes north of Tampa with a population of nearly 480,000 residents and a diversified business community with four hundred manufacturers. Managed an annual budget of \$1,000,000 and a staff of five economic development professionals.

- Recruited T. Rowe Price with 1,600 jobs, \$191 million capital investment, and 450,000 SF of new space-decision was announced July 1, 2009
- Assisted over 260 new and expanding companies with the creation and/or retention of 4,000+ jobs; capital investment of over \$450 million; and creation of over 2.7 million SF of new space
- Coordinated an Urban Land Institute Advisory Panel initiative with Pasco County to determine steps needed to make the County more economically competitive
- Extensively involved with the Comprehensive Planning Process to preserve land (4,600 Acres) for future employment centers and office/business parks
- Developed the Economic Development Element for the 2006 Comprehensive Plan
- Increased public funding by 100% and total budget by over 160%
- In 2009, conducted a fundraising campaign to increase the budget by 25%
- Expanded the Existing Industry Program to include an annual manufacturers survey, visitation committee and manufacturers council
- Developed a Business Assistance Coordinator position to provide existing industries with training opportunities through Supervisory Training Programs, Lean Process Manufacturing, Green Belt and Black Belt Lean Process Training
- Accessed over \$700,000 in training funds for local businesses
- Developed Business and Industry Day for Leadership Pasco Program

CITY OF TALLAHASSEE

February 1994-July 1999

Tallahassee, Florida

Downtown Development Administrator

Responsible for coordinating private and public development of downtown, including redevelopment efforts, existing business assistance, and marketing in the State Capitol.

- Negotiated contract documents and coordination of all approvals for a city-owned 5 acre mixed use development, which includes a \$36 million city parking garage and plaza, an \$11 million office building, an \$8 million arts & science center, total oversight for the RFP process to solicit a \$23 million hotel, and associated traffic and infrastructure issues
- Oversaw the city's economic development contract with the Chamber of Commerce, also conducted site tours, property lease/purchase transactions, evaluation of state and local incentives, etc.
- Coordinated the review and approval for a new Federal Courthouse.

CITY OF COCOA

Nov. 1992- Feb. 1994

Cocoa, Florida

Director of Planning and Community Development

Responsibilities included all aspects of planning, zoning, downtown redevelopment, code enforcement and Community Development Grant programs. On occasion, served as acting City Manager. (Staff of 8, Budget 1992/93: \$1.7 Million)

CITY OF HOLLYWOOD

June 1989-April 1992

Hollywood, Florida

Director of Economic Development

Conducted business recruitment efforts. Created promotional and marketing advertising campaign. Established an existing business retention program to provide technical assistance to businesses.

COMMUNITY REDEVELOPMENT AGENCY

Mar.1986-June 1989

Hollywood, Florida

Assistant Downtown Redevelopment Director

Coordinated all redevelopment projects in the Downtown tax increment district. Responsible for coordination of traffic and streetscape design and construction totaling \$4.5 million. Revised the Downtown Commercial Renovation Program and zoning to mandate storefront renovations.

HENKELS & MCCOY ENGINEERS

Aug. 1985-Dec. 1985

Blue Bell, Pennsylvania

Scheduling Manager

Contracted to Merrill Lynch for construction of the World Financial Center, Manhattan, New York. Scheduled installation of all the communications system in a 45 and 35 story office building.

Urban Properties, Inc.

Feb. 1985-Aug. 1985

Boca Raton, Florida

Project Manager

Coordinated the renovation of the historic Macon, Georgia Railroad Terminal into office space. Responsible for project coordination, design review and cost changes.

Ralph M. Parsons Co

May 1980-Jan. 1985

Philadelphia, Pennsylvania

Senior Planner/Support Engineer

Responsibilities included project design review for construction, and planning/scheduling of projects from design to contract award. Responsible for project performance evaluations and interdisciplinary coordination with the Federal Railroad Administration, Amtrak and contractors.

AMTRAK

Aug. 1979-May 1980

Philadelphia, Pennsylvania

Program Planner

Planned, scheduled and monitored construction projects to include monthly updates and analyses. Developed long-range project plans (5 years).

CITY OF HOLLYWOOD

Jan. 1976-Aug. 1979

Hollywood, Florida

Community Development Project Planner

Responsible for project and policy analysis for capital improvements in low/moderate income neighborhoods. Developed alternative proposals for allocated funds, independently coordinated planning related studies.

SOUTH FLORIDA REGIONAL PLANNING COUNCIL

Jan. 1975-Oct. 1975

Miami, Florida

Planning Specialist

Responsibilities included applied research and analysis in land use planning, environmental planning, public facility utilization and all elements relative to the State Land Development Plan.

EDUCATION

Professional Certified Economic Developer (September 1992)

Graduate – Economic Development Institute, University of Oklahoma (1992)

MBA, Real Estate Development and Management, Nova Southeastern University (1991)

Bachelor of Arts, Geography (Urban Planning), University of Florida (1975)

CONTINUING EDUCATION

- *Leadership Pasco*, 2001
- *Leadership Hollywood*, 1987
- Speaker on the Professional Certification Process and Committee Member, Basic Economic Development Course, University of South Florida- since 2001
- Speaker on the Professional Certification Process, FEDC- since 2003
- Speaker on Managing Economic Development Organizations, IEDC Professional Development Courses

COMMUNITY/LEADERSHIP INVOLVEMENT

- Named Florida Economic Development Council's- Economic Development Professional of the Year in 2008
- Outstanding Public Servant Award-West Pasco Chamber of Commerce 2006
- Finalist in Government Category, Tampa Bay Business Journal-2005 Business Woman of the Year
- Chairman, Florida Economic Development Council (2004/05) Executive Board 1996-1999 and 2001 to 2006
- Member, Economic Developers Stakeholders Council, Enterprise Fla.-1999-2009
- Member, International Economic Development Council (IEDC)-since 1989, serve on Certification Committee since 2003, National Standards Chair and exam grader
- Member, Tampa Bay Partnership Board and Chair of Marketing Committee- since 1999
- Board of Directors, Leadership Pasco-since March 2003, President 2007/08
- Board of Trustees, Regional Medical Center Bayonet Point-Mar. 2003-Dec. 2008
- Board of Directors, Pasco-Hernando Jobs & Education Regional Workforce Board-1999-2009
- Member, Pasco County Comprehensive Plan, Citizens Advisory Committee-Aug. 2001 to June 2006
- Chairman, Florida Economic Development Political Action Committee- since June 2008

PROFESSIONAL AFFILIATIONS-Tampa Bay

- Member, Commercial Real Estate Women – since 2000
- Member, Real Estate Investment Council- since 2000
- Board Member, Leadership Pasco- since March 2003

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT
PROPOSER'S CERTIFICATION

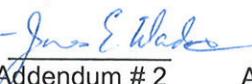
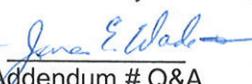
Submit To: Sumter County Board of County Commissioners 910 North Main Street Bushnell, Florida, 33513 Phone 352-793-0200 Fax 352-793.0207	SUMTER COUNTY BOARD OF COUNTY COMMISSIONERS REQUEST FOR PROPOSALS (RFP) CERTIFICATION AND ADDENDA ACKNOWLEDGMENT
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DUE DATE: SEPTEMBER 18, 2009	DUE TIME: 2:00 pm	RFP # E1-2009/AT
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TITLE: RFP # E1-2009/AT ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

VENDOR NAME: Sumter County Economic Development Council, Inc.	PHONE NUMBER: 352-793-3003
VENDOR MAILING ADDRESS: P.O. Box 337	FAX NUMBER: 352-793-2339
CITY/STATE/ZIP: Bushnell, FL 33513	E-MAIL ADDRESS scedc@embargmail.com

"I, the undersigned, certify that I have reviewed the addenda listed below (list all addenda received to date). I understand that timely commencement will be considered in award of this RFP and that cancellation of award will be considered if commencement time is not met, and that untimely commencement may be cause for termination of contract. I further certify that the services will meet or exceed the RFP requirements. I, the undersigned, declare that I have carefully examined the RFP, specifications, terms and conditions as applicable for this Request, and that I am thoroughly familiar with all provisions and the quality and type of coverage and services specified. I further declare that I have not divulged, discussed, or compared this RFP with any other Offeror and have not colluded with any Offerors or parties to an RFP whatsoever for any fraudulent purpose."

 Addendum # 1	 Addendum # 2	 Addendum # Q&A	_____ Addendum #	_____ Addendum #
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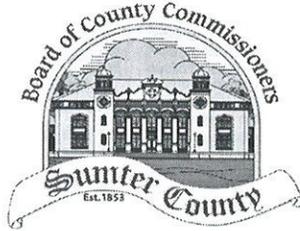
"I certify that this quote is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an RFP for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this RFP and certify that I am authorized to sign this response and that the offer is in compliance with all requirements of the RFP, including but not limited to certification requirements. In conducting offers with an agency for Sumter County Board of County Commissioners (BOCC), respondent agrees that if this Proposals is accepted, the respondent will convey, sell, assign, or transfer to the Sumter County BOCC all rights, title and interest in and to all causes of action it may now or hereafter acquire under the anti-trust laws of the United States for price fixing relating to the particular commodities or services purchased or acquired by the COUNTY. At the Sumter County BOCC discretion, such assignment shall be made and become effective at the time the purchasing agency renders final payment to the respondent.

James E. Wade, III, President Authorized Agent Name, Title (Print)	 Authorized Signature	9/11/09 Date
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This form must be completed and returned with your Submittal

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

PROPOSALS FORM FOR
BOARD OF SUMTER COUNTY COMMISSIONERS



Name of Firm Submitting Qualifications: Sumter County Economic Development Council, Inc.

Name of Person Submitting Qualifications:
Mary Jane Stanley and James E. Wade, III

PROPOSER ACKNOWLEDGMENT

"The undersigned hereby declares that he/she has informed himself/herself fully in regard to all conditions to the work to be done, and that he/she has examined the RFP and Specifications for the work and comments hereto attached. The Vendor proposes and agrees, if this submission is accepted, to contract with the Board of Sumter County Commissioners, to furnish all necessary materials, equipment, labor and services necessary to complete the work covered by the RFP and Contract Documents for this Project. The Vendor agrees to accept in full compensation for each item the prices named in the schedules incorporated herein."

CONSULTANT'S FEE SCHEDULE MUST BE ATTACHED TO THIS PROPOSAL

James E. Wade, III
Signature – James E. Wade, III. President

9/11/09
Date

[X] Check if exception(s) or deviation(s) to Specifications. Attach separate sheet(s) detailing reason and type for the exception or deviation.

Sumter County ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

This document must be completed and returned with your Submittal

PUBLIC ENTITY CRIME: A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a Proposals/Bid on a contract to provide any goods or services to a public entity, for the construction or repair of a public building or public work, may not submit Proposals/Bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

INDEMNIFICATION: The Contractor agrees to indemnify and hold harmless Board of Sumter County Commissioners, and their elected officials, employees and volunteers from and against all claims, losses and expenses, including legal costs, arising out of or resulting from, the performance of this contract, provided that any such claims, damage, loss of expenses is attributed to bodily injury, sickness, disease, personal injury or death, or to injury to or destruction of tangible property including the loss or loss of use resulting there from and is caused in whole or in part by any negligent act or omission of the tenant.

PROHIBITION OF LOBBYING: During the black out period which is, the period between the time the submittals for invitation to Bid or the Request for Proposals, or Qualifications, or information, as applicable, are received at Contracts / Purchasing and the time the Board awards the contract, no proposer, no lobbyist, principal, or other person may lobby, on behalf of a competing party in a particular procurement matter, any member of the Board, or any Board employee other than the Budget & Purchasing Manager. Violation of this provision may result in disqualification of violating party. All questions regarding this Request for Proposals (RFP) or Invitation to Bid (IBID) must be submitted in writing to the Board's Budget & Purchasing Manager.

ANTI TRUST LAWS: By submission of a signed RFP or BID, the successful Vendor acknowledges compliance with all antitrust laws of the United States and the State of Florida, in order to protect the public from restraint of trade, which illegally increases prices.

CONFLICT OF INTEREST: The award of the contract hereunder is subject to the provisions of Chapter 112 of the Florida Statutes. Vendors shall disclose the name of any Officer, Director, Partner, Associate, or Agent who is also an Officer, Appointee, or Employee of any of the Boards at the time of the RFP or BID, or at the time of occurrence of the Conflict of Interest thereafter.

INTERPRETATION, CLARIFICATIONS AND ADDENDA: No oral interpretations will be made to any vendor as to the meaning of the RFP/IBID Contract Documents. Any inquiry or request for interpretation received by the Budget & Purchasing Manager before the date listed herein will be given consideration. All such changes or interpretations will be made in writing in the form of an addendum and, if issued, will be distributed at or after the Pre-Proposals/Pre-Bid Conference, mailed or sent by available or electronic means to all attending prospective Submitters prior to the established RFP/IBID opening date. Each Vendor shall acknowledge receipt of such addenda in the space provided. In case any Proposer/Bidder fails to acknowledge receipt of such addenda or addendum, his offer will nevertheless be construed as though it had been received and acknowledged and the submission of his bid will constitute acknowledgment of the receipt of same. All addenda are a part of the RFP/IBID FORMS and each Proposer/Bidder will be bound by such addenda, whether or not received by him. It is the responsibility of each proposer/bidder to verify that he has received all addenda issued before RFP's/IBID's are opened. In the case of unit price items, the quantities of work to be done and materials to be furnished under this RFP/IBID Contract are to be considered as approximate only and are to be used solely for the comparison of RFP's/IBID's received. The Board and/or his CONSULTANT do not expressly or by implication represent that the actual quantities involved will correspond exactly therewith; nor shall the Vendor plead misunderstanding or deception because of such estimate or quantities of work performed or material furnished in accordance with the Specifications and/or Drawings and other Proposals/IBID Documents, and it is understood that the quantities may be increased or diminished as provided herein without in any way invalidating any of the unit or lump sum prices bid.

GOVERNING LAWS AND REGULATIONS: The vendor is required to be familiar with and shall be responsible for complying with all federal, state and local laws, ordinances, rules and regulations that in any manner affect the work.

PROPRIETARY/CONFIDENTIAL INFORMATION: Vendors are hereby notified that all information submitted as part of, or in support of RFP's/IBID's, will be available for public inspection ten days after opening of the RFP's/IBID's or until a short list is recommended whichever comes first, in compliance with Chapter 119, and 287 of the Florida Statutes. Any person wishing to view the RFP's/IBID's must make an appointment by calling the Budget & Purchasing Manager at (352) 793-0200. All RFP's/IBID's submitted in response to this solicitation become the property of the Board. Unless information submitted is proprietary, copy written, trademarked, or patented, the Board reserves the right to utilize any or all information, ideas, conceptions, or portions of any RFP/IBID, in its best interest.

TAXES: The Board of Sumter County Commissioners is exempt from any taxes imposed by the State and/or Federal Government. Exemption certificates will be provided upon request.

NON-COLLUSION DECLARATION: By signing this RFP/IBID, all Vendors shall affirm that they shall not collude, conspire, connive or agree, directly or indirectly, with any other Proposer, firm, or person to submit a collusive or sham Proposals in connection with the work for which their RFP/IBID has been submitted; or to refrain from Bidding in connection with such work; or have in any manner, directly or indirectly, sought by person to fix the price or prices in the RFP/IBID or of any other Bidder, or to fix any overhead, profit, or cost elements of the RFP/IBID price or the RFP/IBID price of any other Bidder, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against any other Bidder, or any person interested in the proposed work.

PROPOSER RESPONSIBILITY: Invitation by the Boards to vendors is based on the recipient's specific request and application to DemandStar by Onvia at www.DemandStar.com [(800) 711-1712] or as the result of response by the public to the legal advertisements required by State law. Firms or individuals submit their responses on a voluntary basis, and therefore are not entitled to compensation of any kind.

OWNERSHIP OF SUBMITTALS: All responses, inquiries or correspondence relating to or in reference to this RFP/IBID, and all other reports, charts, displays, schedules, exhibits and other documentation submitted by the vendors will become the property of the Board. Reference to literature submitted with a previous RFP/IBID will not relieve the Bidder from including any required documents with this RFP/IBID.

EXAMINATION OF BID DOCUMENTS: Each Bidder shall carefully examine the RFP/IBID Document to ensure all pages have been received, all drawings and/or Specifications and other applicable documents are included, and shall inform himself thoroughly regarding any and all conditions and requirements that may in any manner affect cost, progress or performance of the work to be performed under the Contract. Ignorance on the part of the CONTRACTOR will in no way relieve him of the obligations and responsibilities assumed under the Contract.

VENDOR RESPONSIBILITY: Vendors are fully and completely responsible for the labeling, identification and delivery of their submittals. The Budget & Purchasing Manager will not be responsible for any mislabeled or misdirected submissions, nor those handled by delivery persons, couriers, or the US Postal Service.

DRUG FREE WORKPLACE: All Proposers/Bidders shall submit the enclosed, duly signed and notarized form entitled "Drug Free Workplace Certificate". The Drug Free Workplace Vendor shall have the burden of demonstrating that his program complies with Section 287.087 of the Florida Statutes, and any other applicable state law.

BOARD OF SUMTER COUNTY COMMISSIONERS, are political subdivisions of the State of Florida, and reserve the right to reject any and/or all submittals, reserve the right to waive any informalities or irregularities in the examination process, and reserve the right to award contracts and/or in the best interest of the Boards. Submittals not meeting stated minimum terms and qualifications may be rejected by the Boards as non-responsive. The Boards reserve the right to reject any or all submittals without cause. The Boards reserves the right to reject the submission of any Vendor in arrears or in default upon any debt or contract to the Boards, or who has failed to perform faithfully any previous contract with the Boards or with other governmental agencies.

PUBLIC RECORDS LAW: Correspondence, materials and documents received pursuant to this RFP/IBID become public records subject to the provisions of Chapter 119, Florida Statutes.

VERIFICATION OF TIME: Nextel time is hereby established as the Official Time of the Boards.

PREPARATION OF PROPOSALS/IBIDS:

Signature of the Bidder: The Bidder must sign the RFP/IBID FORMS in the space provided for the signature. If the Proposer/Bidder is an individual, the words "doing business as _____" must appear beneath such signature. In the case of a partnership, the signature of at least one of the partners must follow the firm name and the words, "Member of the Firm" should be written beneath such signature. If the Proposer/Bidder is a corporation, the title of the officer signing the RFP/IBID on behalf of the corporation must be stated and evidence of his authority to sign the RFP/IBID must be submitted. The Proposer/Bidder shall state in the RFP/IBID FORMS the name and address of each person interested therein.

Basis for Bidding: The price proposed for each item shall be on a lump sum or unit price basis according to specifications on the RFP/IBID FORM. The proposed prices shall remain unchanged for the duration of the Contract and no claims for cost escalation during the progress of the work will be considered, unless otherwise provided herein.

Total Proposed Price/Total Contract Sum Proposed: If applicable, the total price bid for the work shall be the aggregate of the lump sum prices proposed and/or unit prices multiplied by the appropriate estimated quantities for the individual items and shall be stated in figures in the appropriate place on the RFP/IBID FORM. In the event that there is a discrepancy on the RFP/IBID FORM due to unit price extensions or additions, the corrected extensions and additions shall be used to determine the project bid amount.

TABULATION: Those wishing to receive an official tabulation of the results of the opening of this RFP/IBID are to submit a self-addressed, stamped business size (No. 10) envelope, prominently marked on the front lower left side, with the RFP identification. Tabulation requested by telephone, fax or electronic media will not be accepted.

OBLIGATION OF WINNING BIDDER: The contents of the RFP/IBID of the successful proposer/bidder will become contractual obligations if acquisition action ensues. Failure of the successful Proposer/Bidder to accept these obligations in a contract may result in cancellation of the award and such vendor may be removed from future participation.

AWARD OF BID: It is the Boards' intent to select a vendor within sixty (60) calendar days of the deadline for receipt of Proposals/IBIDs. However, Proposals/IBIDs must be firm and valid for award for at least ninety (90) calendar days after the deadline for receipt of the RFP/IBID.

ADDITIONAL REQUIREMENTS: The firms shall furnish such additional information as the Boards may reasonably require. This includes information which indicates financial resources as well as ability to provide the services. The Boards reserve the right to make investigations of the qualifications of the firm as it deems appropriate.

PREPARATION COSTS: The Boards shall not be obligated or be liable for any costs incurred by Proposers/Bidders prior to issuance of a contract. All costs to prepare and submit a response to this RFP/IBID shall be borne by the Proposer/Bidder.

TIMELINESS: All work will commence upon authorization from the Boards' representative (Budget & Purchasing Manager). All work will proceed in a timely manner without delays. The Contractor shall commence the work UPON RECEIPT OF NOTICE TO PROCEED and/or ORDER PLACED (PURCHASE ORDER PRESENTED), and shall deliver in accordance to the terms and conditions outlined and agreed upon herein.

DELIVERY: All prices shall be FOB Destination, The Villages, Florida, inside delivery unless otherwise specified.

ADDITIONAL SERVICES/PURCHASES BY OTHER PUBLIC AGENCIES ("PIGGY-BACK"):

The Vendor by submitting a Bid acknowledges that other Public Agencies may seek to "Piggy-Back" under the same terms and conditions, during the effective period of any resulting contract - services and/or purchases being offered in this Bid, for the same prices and/or terms proposed. Vendor has the option to agree or disagree to allow contract Piggy-Backs on a case-by-case basis. Before a Public Agency is allowed to Piggy-Back any contract, the Agency must first obtain the vendor's approval - without the vendor's approval, the seeking Agency cannot Piggy-Back.

PLANS, FORMS & SPECIFICATIONS: Bid Packages are available from the Budget & Purchasing Manager. These packages are available for pickup or by mail. If requested to mail, the Proposer/Bidder must supply a courier account number (UPS, FedEx, etc). Proposers/Bidders are required to use the official RFP/IBID FORMS, and all attachments itemized herein, are to be submitted as a single document. Any variation from the minimum specifications must be clearly stated on the RFP/IBID FORM and/or Exceptions/Deviations Sheet(s). Only one set of plans, forms, and specifications will be furnished each company or corporation interested in submitting a Proposals/IBID. RFP/IBID FORM documents for this project are free of charge and are available on-line and are downloadable (vendor must pay any DemandStar fees or any shipping).

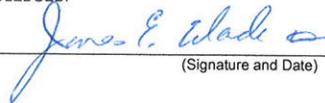
MANUFACTURER'S NAME AND APPROVED EQUIVALENTS: Any manufacturer's names, trade names, brand names, information and/or catalog numbers listed in a specification are for information and not intended to limit competition unless otherwise indicated. The Proposer/Bidder may offer any brand for which he is an authorized representative, which meets or exceeds the RFP/IBID specification for any item(s). If RFP's/IBID's are based on equivalent products, indicate on the RFP/IBID FORM the manufacturer's product name and literature, and/or complete specifications. Reference to literature submitted with a previous RFP/IBID will not satisfy this provision. The Proposer/Bidder shall explain in detail the reason(s) why the proposed equivalent will meet the specifications and not be considered an exception thereto. RFP's/IBID's which do not comply with these requirements are subject to rejection. RFP's/IBID's lacking any written indication of intent to quote an alternate brand will be received and considered in complete compliance with the specifications as listed on the RFP/IBID FORM. The Budget & Purchasing Manager is to be notified, in writing, of any proposed changes in materials used, manufacturing process, or construction. However, changes shall not be binding upon the Boards unless evidenced by a Change Notice issued and signed by the Budget & Purchasing Manager, or designated representative.

QUANTITIES: The quantities as specified in this RFP/IBID are estimates only and are not to be construed as guaranteed minimums.

SAMPLES: Samples of items, when called for, shall be furnished free of expense, and if not destroyed may, upon request, be returned at the Proposer's/Bidder's expense. Each sample shall be labeled with the Proposer's/Bidder's name, manufacturer brand name and number, RFP/IBID number and item reference. Samples of successful Proposer's/Bidder's items may remain on file for the term of the contract. Request for return of samples shall be accompanied by instructions which include shipping authorization and must be received at time of opening. Samples not returned may be disposed of by the Boards within a reasonable time as deemed appropriate.

DOCUMENT RE-CREATION: Vendor may choose to re-create any document(s) required for this solicitation, but must do so at his own risk. All required information in the original Board format must be included in any re-created document. Submittals may be deemed non-responsive if required information is not included in any re-created document.

ACKNOWLEDGED:


(Signature and Date)

9/11/09

STATEMENT OF TERMS AND CONDITIONS

Sumter County Economic Development Council, Inc.
Board of Directors Meeting
Langley Medical Center Board Room
May 26, 2009
11:45 AM

Following the pledge to the flag and the invocation, the meeting was called to order at 11:45 a.m. by Acting President James Wade. A quorum was present.

On a motion by Everett Kelly and second by Kay McCoy the March 24, 2009 minutes were approved. With a motion by Barbara Shaw and a second by David Moffitt the minutes of the April 23, 2009 Bd. of Director's Special Called Meeting were approved.

A motion was made by Bennie Bedenbaugh with a second by Everett Kelly to approve the April 23, 2009 treasurer's report presented by Terry Crenshaw. Motion approved.

Old Business:

Dan McCormic presented a motion to remove the item pertaining to the EDC Presidency from the table. There was no objection. On a motion by Dan McCormic with second by Barbara Shaw, James Wade was unanimously elected as President of the SCEDC.

Discussion followed as to filling the position of vice president. David Moffitt and Kay McCoy were nominated but both respectfully declined due to business conflicts and responsibilities. Marilyn Connell was contacted by phone and indicated she would consider serving as V.P. All agreed to table the item until the next meeting.

New Business:

The executive board recommended that the SCEDC sponsor an Economic Development Summit in the fall of 2009 at the Sumter County Ag Center. After discussion of the goals and outcomes for the project, all agreed that the council should provide this Summit. Reaching out to companies collectively asking what challenges/problems exist that the EDC could assist with, was one outcome noted. Companies would be asked to showcase their businesses. (see attachment) A task force will be developed to recommend plans for the event.

EDC/IDA Update:

Question posed: "What exactly is the goal of the BOCC letter to the IDA? The EDC needs the liaison from the IDA to inform the board and to discuss issues and needs as they arise in order to work together effectively. Barbara Shaw noted that a monthly letter communicating activity of the EDC should be sent to each of the EDC funding partners.

IDA/BOCC Workshop is scheduled for May 28, 2009 at 5:00 p.m. All members were encouraged to attend and to discuss with the commissioners prior to the meeting the need for economic development in Sumter County.

It was stated that the SCEDC needs to develop a membership benefits document that communicates the variety of methods for assistance that businesses can obtain through the EDC. Need to be more proactive in advertising who the EDC is through the website, newspapers, ask if EDC partner list can be added as a link to the Chamber website. See if the Chamber will allow the EDC to add short item to the Chamber's monthly business highlight in the newspaper.

Linda Winchester shared information concerning the FL Virtual Entrepreneur Center's website and the opportunity that exists for our business community to link their business information to the SCEDC site. On a motion by Dan McCormic and second by Barbara Shaw, the board approved the SCEDC becoming the point of contact for the FLVEC.(website: www.FLVEC.com) The project is funded by the state through Daytona State College.

Vince Ruano reported that he had received no information on the grant application that Andy Easton has helped to prepare. Asked the EDC staff to follow-up with Mr. Easton and let him know of any progress.

James Wade indicated that with the support of the other EDC funding partners, the EDC currently has enough funding to operate for the next fiscal year. The IDA suggests that the EDC not request funding from the BOCC for the next year (2009-10).

Linda Winchester shared the proposed rate of pay for the SCEDC Administrative Assistant position. (see attachment) The board approved a starting hourly rate of \$13.40.

With no further business to transact, the meeting adjourned at 1:35 p.m.

Respectfully submitted,

Linda Winchester
SCEDC Interim Exec. Director

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

CONTRACTOR'S AFFIDAVIT

State of Florida
County of Sumter

Before me personally appeared James E. Wade, III who is (title) President
of (the company described herein) Sumter County Economic Development Council, Inc. being duly sworn, deposes and say that the foregoing statements are a true and accurate statement of the position of said organization as of the date thereof, and, that the statements and answers to the foregoing experience questionnaire are correct and true as of the date of this affidavit; and, that he/she understands that intentional inclusion of false, deceptive, or fraudulent statements of this application constitutes fraud; and, agrees to furnish any pertinent information requested by The Sumter County Board of County Commissioner deemed necessary to verify the statements made in this application or regarding the ability, standing and general reputation of the applicant.

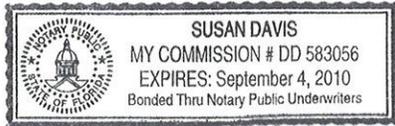
Personally Known or Produced Identification _____

Sworn to and subscribed before me this 11th day of September, 2009

Susan Davis
NOTARY PUBLIC - STATE OF FLORIDA
(Signature of Notary Public)

Susan Davis
(Print Name of Notary Public)

(seal)



This document must be completed and returned with your Submittal

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that,

Sumter County Economic Development Council, Inc.
(print or type name of firm)

- Publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.
- Informs employees about the dangers of drug abuse in the work place, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under Proposals or bid, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under Proposals or bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, plea or guilty or nolo contendere to, any violation of Chapter 1893, or of any controlled substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written (*) statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free work place through the implementation of the drug free workplace program.
- "As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein".

James E. Wade
Authorized Signature
9/11/09
Date Signed

State of: Florida

County of: Sumter

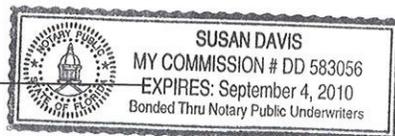
Sworn to and subscribed before me this 11th day of September, 2009

Personally known or Produced Identification _____
(Specify Type of Identification)

Susan Davis
Signature of Notary

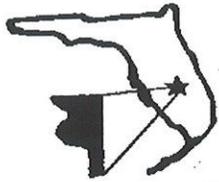
My Commission Expires _____

(seal)



EXCEPTIONS OR DEVIATIONS FROM THE MINIMUM REQUIREMENTS

The Sumter County Economic Development Council (SCEDC) will make every effort to meet the Insurance Requirements of the RFP for Economic Development Marketing and Program Support should they be the selected vendor; however, at this time the SCEDC does not carry insurance at the levels being requested.



2009 Board of Directors

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SCEDC Membership through September 15, 2009

Sumter County Board of County Commissioners

City of Wildwood

City of Bushnell

City of Center Hill

Spires Contracting Corp.

Jeanie Lombardi (Grizzard Commercial)

Sumter County School District

Community Bank & Trust

Ernie Morris Enterprises

Progress Energy Florida, Inc.

Business Techs, Inc.

Down Home Realty

Husebo Advertising & Public Relations

Regions Bank

Barry Bowman (Sumter Electric)

Ben Brickhouse (Sumter Electric)

Kimley-Horn

Marilyn Connell (Sumter Recycling)

ACMS, Inc.

Oxford Land Company

Sumter Crossing Properties, Inc.

Wildwood Tire Company

Sumter County Sheriff's Office

H&B Consulting Engineers, Inc.

Matthews Hanna Construction, Inc.

Exit Vision Realty

Cemex

MC of Fla. Inc.

Thomas E. Langley Medical Center

Workforce Central Florida

Ro-mac Lumber & Supply, Inc.

American Cement Company

Oxford Land Holdings, Inc.

Hatchers, Inc

Frank Arenas Attorney at Law

James E. Wade Attorney at Law

Century 21 Prime Property Resource

Strickland Electric, Inc.

Charlotte Pipe & Foundry

Salescorp of Florida

Lake-Sumter Community College

CW Roberts Contracting

Sumter Electric Cooperative

Frederick G. Clark

SR 44 LLC (Carlos Beruff)
SR 44 LLC (Medallion Home, Carlos Beruff)
BBI Realty LLC
SunTrust Bank
Embarq
Jon A. Simpson
Center State Bank
Florida's Blood Centers
L. Norman Adams Home Builders
Nash, Inc
Edwards Construction
Grizzard Commercial Real Estate
Thomas N. Grizzard
ERA Tom Grizzard, Inc (Karen Wade)
Bill Keedy