5

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Experience Economics

Enterprise Entrepreneurship

Education

Who are we?

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The Right Team

Rick Dodge	Leader
Rich Hickman	Marketing
John Joseph	Legal
Doug Smiley	Technology/Media
Christy Smiley	Project Management/Creative

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What were our Successes?

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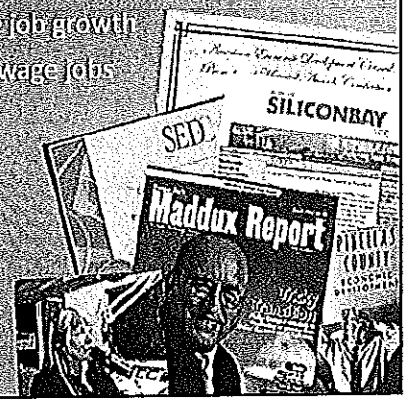
The Right Experience

Our Proven Record of Success

- ***#1 in nation*** for new jobs 3 years running
- ***#1 in Florida*** in high-tech/high-wage job growth
- ***#2 in Florida*** in manufacturing high-wage jobs



How did we do it?

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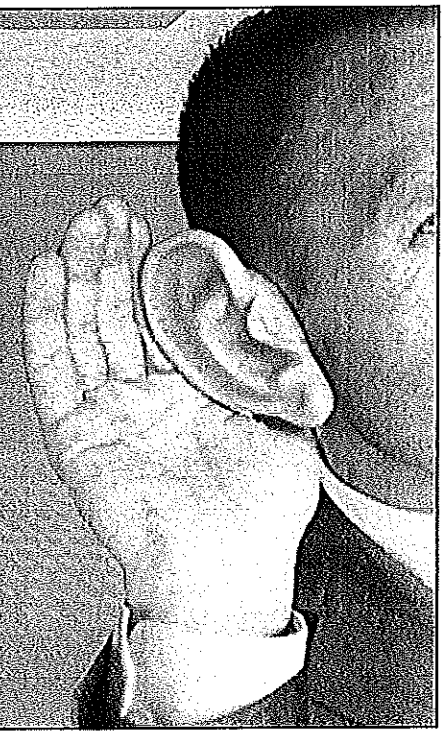
Partnership Programs

Tell Us – We're Listening!

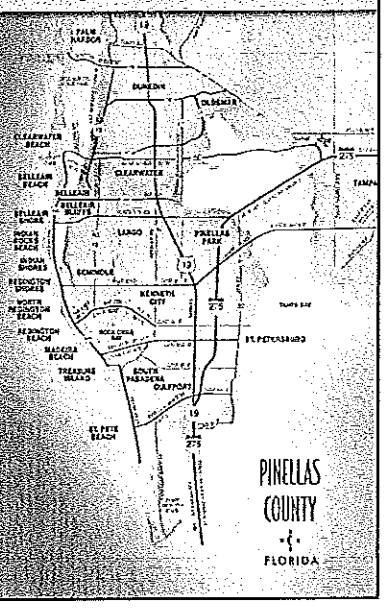
- Visited business and education "to listen" to their ideas, problems and suggestions
- Needs of community factored into strategic plan



Partnership Programs

Business Assistance Surveys

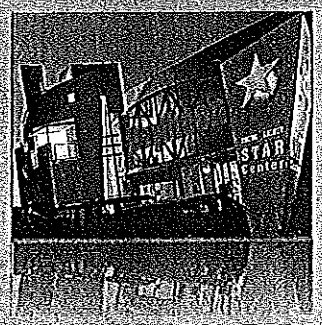
- A comprehensive ***first-ever*** survey of Pinellas County's 33,000 businesses
- Provided a clear roadmap and solid foundation for both strategic planning and marketing outreach



Partnership Programs

Young-Rainey STAR Center

- Converted an abandoned defense plant into a high-tech medical and business incubator
- Fully occupied, 24 firms & 1,800 employees
- Partnership among Pinellas County, the State of Florida and the federal government



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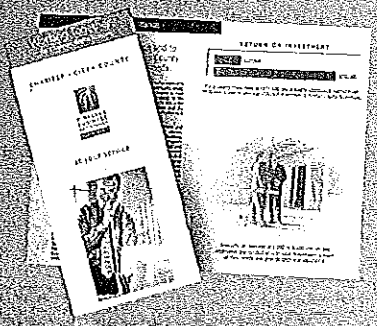
Partnership Programs

"Business Doctors"

- Partnership between county, cities & chambers
- Provided "street level assistance" to existing small businesses



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Partnership Projects

Annual Economic Summit

- Provided networking opportunities
- Provided latest technical and research information
- Gained input on existing and new county programs
- Showcased progress and recognized achievement

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Partnership Projects

Mexico Trade Missions

- $30 million in new contracts and agreements
- One-on-one sales sessions between Pinellas and Mexican businesses

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Partnership Programs

Business Ambassador Visit

- Official visits to local businesses
- Teams consisted of government, education, economic development and media representatives

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Partnership Programs

"Good Business Pinellas" TV and Radio

- TV program and radio show
- On-location interviews with small businesses
- TV program aired more than 54 times each month

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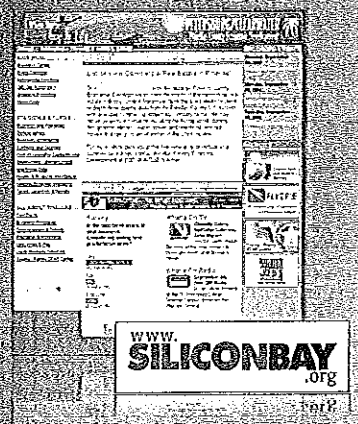
Partnership Programs

SiliconBay.com Website

- GIS system
- Commercial real estate database
- Networking directory (1,400+ firms)
- Downloadable forms and documents
- TV and radio program archives
- Countywide activity calendar
- Newsletter archive



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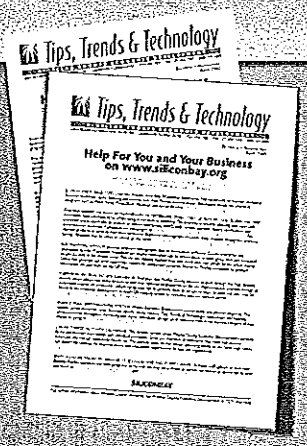
Partnership Programs

Tips, Trends & Technology Electronic Newsletter

- Keeps business, education and media current on our services, new facts and activities



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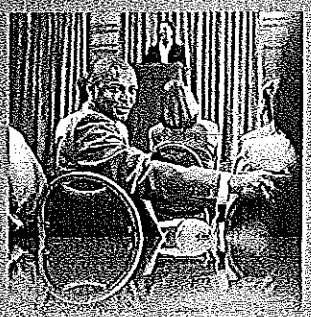
Partnership Programs

Business Development Center

- Established Education Center for Small Business
- Taught by successful business operators
- Helped students with start-ups, funding, tax issues, permitting, marketing, the SBA and more



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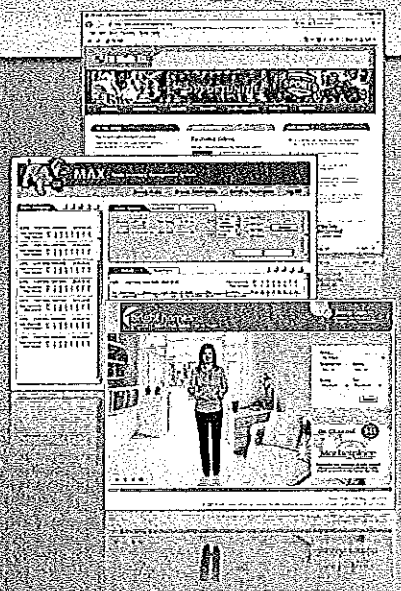
Partnership Programs

Bright House Network

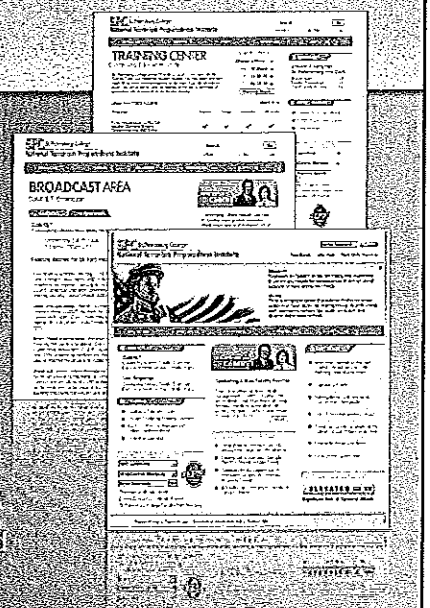
- Software Development
- Sales Tools & Content Management
- Inventory Tracking and Control
- Branding and Design
- Electronic surveys, Direct Mail and Newsletters



Partnership Relations

National Terrorism Preparedness Institute

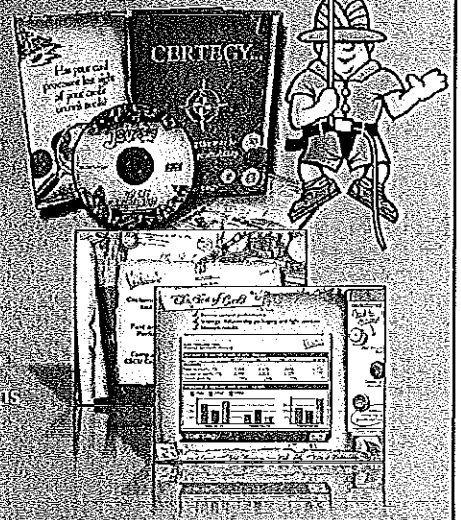
- Training and continuing education
- Live video broadcasting/webcasting
- Multi-Media library
- Interactive "Courseware"
- Exams, surveys, tracking & reporting
- Award-Winning video production and post-production services



Partnership Relations

Equifax/Certegy

- Branding and awareness
- Conceptual design & development
- Ad copy, technical writing & scripting
- Print advertising design & layout
- Audio and video production
- Business presentations
- Direct mail, electronic communications



Palm Beach Promotions

Awards and Recognitions

- **Florida Economic Development Council – multiple awards**
  "Best in State" for promoting and retaining existing business, Business Assistance surveys, TV, radio, CD-ROM, website, business directories
- **Southern Economic Development Council – multiple awards**
  "Regional Best & Excellence" – newsletters, printed material & broadcast
- **International Economic Development Council – multiple awards**
  "Excellence" – surveys, business assistance partnership program
- **Florida Public Relations Association – multiple awards**
  "Best in State" – marketing campaign & public relations professional

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How do we get there?

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The Right Action Plan

Marketing Tools:

- Design logo, branding and overall "marketing theme" for SCED
- Create economic development Website
- Produce economic development e-newsletter
- Design and deliver a promotional brochure
- Build volunteer program to help business development process

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The Right Action Plan

Sumter County Outreach:

- "We're Listening" campaign
- "12 at 12" luncheon talks with local business leaders
- Business Ambassador Program
- Technology Workshops

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The Right Action Plan

Business Survey:

- Conduct formal research survey of local business
- Determine needs, beliefs and business plans for the future
- Baseline data will set the priorities for our Strategic Plan

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The Right Action Plan

Analysis of Outreach and [illegible]

- Study informal outreach information and formal survey results
- Profile the current economic environment in Sumter County
- Formal report on analysis and findings

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The REDI Action Plan

Strategic Plan:

- Develop and deliver a two-year strategic plan
- Design specific options and programs to help existing businesses survive *and thrive*
- Design and detail programs to recruit new businesses

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The REDI Action Plan

Sumter County Annual Economic Summit

- Design, promote and host the First Annual Sumter County Economic Summit
- Present business survey summary and strategic plan
- Network partners from all sections of the County

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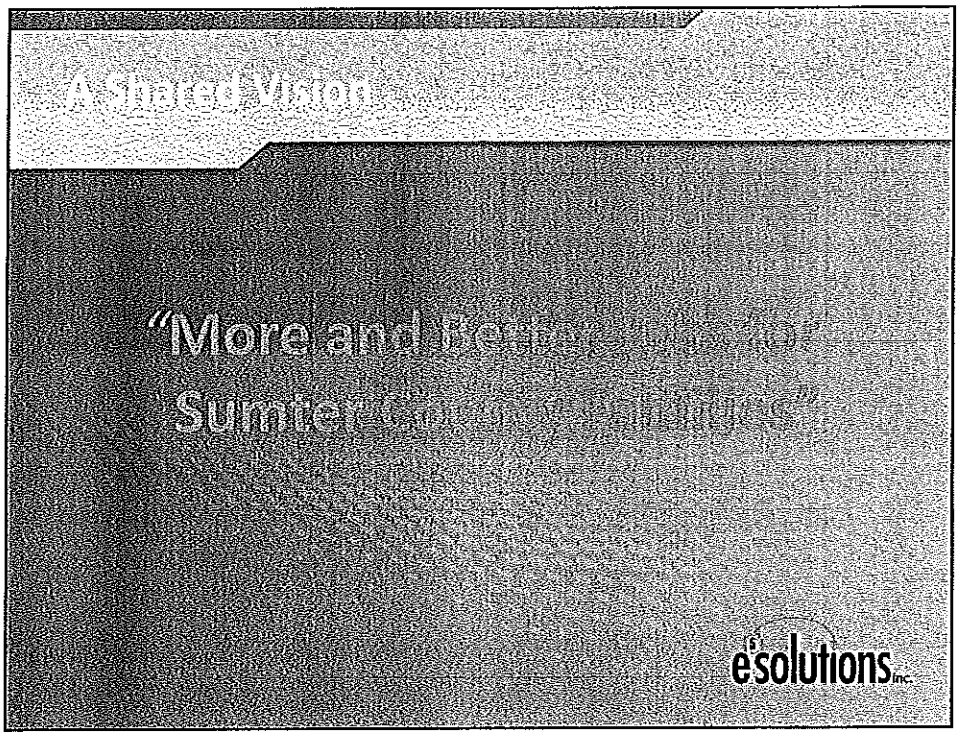
A Shared Vision
"More and
Sumter
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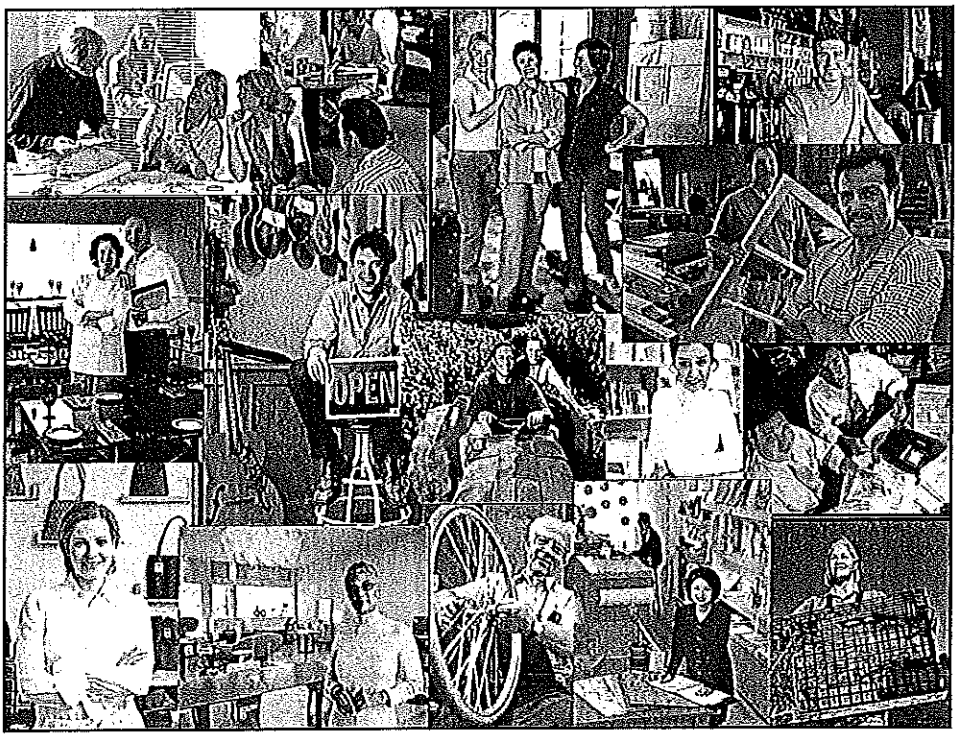
OPEN

Sumterific!™

A New Business Sense

Board of County Commissioners
Sumter County
Est. 1853

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