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Company bringing new jobs to Cape Coral

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A global marketing services firm is coming to Cape Coral and creating a dozen new jobs.

In exchange for the move, Arkansas-based Acxiom Corp. will be asking the City Council in a few weeks for \$12,000 — \$1,000 for every position — under a program that provides relocation incentives for businesses that move to the city and create jobs, said Christy Vogt, the city's economic development coordinator.

Councilman Tim Day said he favors the request.

"I'm pleasantly surprised. I hope they do well," he said.

Councilman Bill Deile said that "if the community will benefit, I will support it," if it meets the criteria of the city's program.

Vogt said Acxiom does meet the criteria of the incentive program by creating jobs and that 75 percent of the employees will live in Cape Coral.

The firm specializes in developing marketing programs for businesses through email, Internet advertising and direct mail, said Scott Maple, Acxiom spokesman.

"We help businesses develop programs for just about any way a consumer can be reached," he said.

Vogt said that professional services firms, like Acxiom, are the type of businesses the city is trying to attract because they offer good-paying white collar jobs. She said the company's average wage is \$56,000.

The jobs being offered are in customer service, finance, sales and technical positions, said Scott Maple, Acxiom spokesman.

With the city's unemployment rate at 10 percent, a dozen jobs might not seem like much. "But it's a good start," Vogt said.

And the plan is to add more jobs during the next three to four years, Maple said. He said there is room for 20 more employees in the offices.

"We look forward to working with the city to grow the job base for its residents," said Robert Bays, Acxiom's real estate manager.

Acxiom, which is located in 12 countries, "should do well here because they are not dependent on just the local economy," Vogt said.

Acxiom decided to move to Cape Coral after buying the marketing unit of Alvion LLC in September, Vogt said. She said Acxiom will be moving into the Alvion offices on Del Prado Boulevard South.

Acxiom, she said, is retaining all 19 local employees from Alvion. The move, said Maples, should be finished in the coming week.