

Victory List
Economic Development Office
FY2008 Q1 (October-December, 2007)

- During the first quarter, 16 new commercial projects representing 160,424 gross square feet began the permitting process; 68,680 SF of new commercial space received certificates of occupancy; 425 new businesses were granted Occupational Licenses; and the Economic Development Office serviced more than 49 ombudsman requests.
- The Economic Development Office redesigned and relaunched its website, www.bizcapecoral.com using the new DotNetNuke technology, which will be the standard for all city sites. In addition, we launched the Cape Coral Prospector, www.bizcapecoralgis.com, which is a searchable database of available land and buildings. The site has been populated with more than 100 properties to date. This launch generated substantial positive media coverage.
- Since business retention and growth is a significant strategy, EDO has focused its Cape TV programming exclusively on demonstrating how businesses can use the EDO websites (bizcapecoral, the Prospector, and connectcapecoral) to conduct free market research, to identify prospects, and to answer questions on permitting and regulation.
- Director led completion of staff and customer input into the development of the Commerce Park Overlay, which will be sent to council in 2008Q2. The overlay increases uses and buffering required in certain sections of the Pine Island Corridor zoning district.
- EDO and its advertising agency completed an advertising plan for FY2008 that provides national, regional and local coverage; and, for the first time, will feature TV commercials on national cable TV.
- EDO and its advertising agency completed design of a new print advertisement that specifically encourages readers to use our website to find available properties in the Cape, and promotes our waterfront lifestyle and our reputation for value in waterfront residential property. This advertisement both promotes the city for business investment, but also promotes investment in our core industry, real-estate.
- EDO continued to grow its working relationships with other business organizations: participated in the SBDC (Small Business Development Center) and Cape Coral Chamber of Commerce and European Business Council annual planning retreats.