

Victory List
Economic Development Office
FY2008 Q2 (January, February, March 2008)

- During the second quarter, 26 new commercial projects began the permitting process; 226,898 SF of new commercial space received certificates of occupancy; 132 new businesses were granted Occupational Licenses; 289 new businesses registered for Business Tax Receipts; the Economic Development Office serviced more than 100 ombudsman requests; and the SBDC provided free, confidential counseling to 89 clients at the Cape Coral satellite office.
- Economic Development launched media buy for a new print advertisement that promotes our waterfront lifestyle and our reputation for value in waterfront residential property; and encourages use of the EDO website www.bizcapecoral.com to find commercial properties in the Cape. The advertisement is a crossover that promotes the city for business investment and also for investment in our core residential real-estate sector. This new ad appears nationally in Site Selection and Area Development; and regionally in USA Today, Florida Trend and Gulfshore Business magazines.
- The News-Press published an editorial that applauded EDO's new advertising campaign. The newspaper concluded: "City and business leaders are refusing to roll over and go belly up in the current slump." "Congratulations to the Cape for telling the world." (wk 2/22)
- City Council approved an EDO initiative, Ordinance 4-08, which allows the Business Industry Services of Lee County to share office/classroom space with the Small Business Development Center in the Business Park at City Centrum. This will facilitate the creation of a one-stop center in the Cape for easy-access employee and business training.
- EDO implemented community outreach to increase awareness of EDO programs and services to help incumbent Cape businesses that are challenged by the poor real estate economy. Activities included presentations to business organizations and Cape TV programs demonstrating our on-line support tools. EDO provides free counseling through the SBDC (Small Business Development Center) and SCORE (Service Corps of Retired Executives); free business and population demographics through www.bizcapecoral.com; and free site and building search through the Cape Coral Prospector at www.bizcapecoralgis.com.
- EDO attended the annual Pittcon science and technology conference. The conference yielded a modest number of leads plus information on trends in high-tech industry expansions.

- GulfShore Business magazine published a Cape Coral special section, “How This Growing City Is Dealing With New Economic Challenges.” The article tracks business development successes over the last half-decade and highlights Economic Development Office services that are helping businesses to survive the downturn.
- Director participated in Southwest Florida Chamber of Commerce panel discussion on “Economic Development and Public Policy.” He spoke about the ways in which Cape Coral’s economic development issues are different from those of the rest of Lee County.
- EDO participated in redesign of the Business Tax Receipt and Certificate of Use process in a week-long Kaizen. The Kaizen resulted in process redesign that reduces cycle time and customer inconvenience.

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