



Southwest Florida

ECONOMIC DEVELOPMENT ALLIANCE

2017-18

Your Personal Invitation to



LEAD



CONNECT



COMMIT

Trailblaze. Align. Serve.

WHO WE ARE.

The Southwest Florida Economic Development Alliance is a public-private partnership in the five-county region that includes Collier, Lee, Charlotte, Hendry and Glades counties. We partner with leading organizations and institutions, as well as each county's Economic Development Office, to ensure national and global marketing outreach for our region as a world-class business destination.

WHAT WE DO.

We live to share the compelling narrative about the incredible advantages our region offers to new, relocating and expanding businesses. We target industries that will help to diversify our economy and provide high-wage jobs to our workforce.

OUR GOALS.

We create and support regional initiatives that enhance opportunities for economic success.

OUTREACH AND EVENTS

Represent region since 2015 at trade shows, expos and events targeting key business sectors, site selectors

57	Summits/Expos/Events
5	In-Bound Market Visit
8	Out-of-Market Visits
228	One-on-One Meetings
6	Regional Events

MARKETING

WEBSITE 2017

18,468	Sessions
14,710	Unique Visitors
32,515	Page Views
#1 Page Visited: Top 100 Employers	
#1 Longest Duration Page: Property Locator	
Top Locations: NY, IL, TX, OH, CA, MA, GA	

SOCIAL MEDIA 2017

104,347	Impressions
2,458	Engagements
575	Link Clicks
21.4%	Increase in Total Fans
67.99%	Increase in Website Visits

7 Full Page Print Ads in Trade Publications

LEADS

42	Projects Shared
5	Active Leads (1,240 Potential Jobs)
38	Prospects, Ongoing
4	Companies Located

“WHY ME?” *We thought you’d never ask.*

Supporting the Southwest Florida Economic Development Alliance is one of the most effective, impactful ways to invest your business dollars. Period.

LEAD.

Your support tells every business leader in the region you understand what makes Southwest Florida exceptional, and you’re willing to invest in the region’s future.

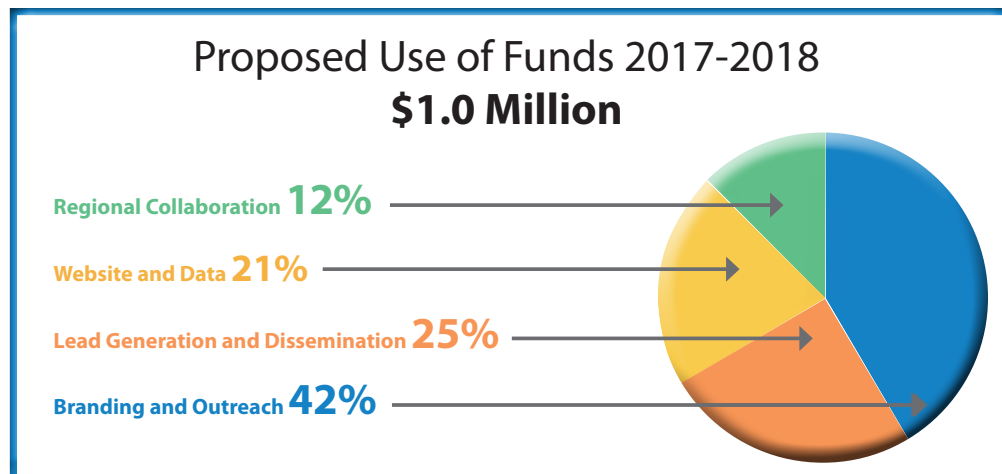
CONNECT.

Elected officials. CEOs. Business leaders.
NGOs. Educators. Incubators. Entrepreneurs.
Visionaries.

The Southwest Florida Economic Development Alliance has the connections and contacts to make a meaningful impact on our region’s future. You need to be in the room.

COMMIT.

Become an Investor today and demonstrate your commitment to strengthening Southwest Florida through a partnership that transcends geography and tells our story to the nation – and the world.



OUR SERVICES.

The Southwest Florida Economic Development Alliance works with influential decision-makers – including C-suite executives, site selection consultants, real estate professionals, and consulate generals – to match domestic and international companies to Southwest Florida for expansion or relocation. We do this by providing:

- Personalized, confidential site selection assistance
- Local market expertise
- Custom research and business intelligence
- Custom property searches
- Access to business and community leadership
- Workforce training and recruitment resources

Trailblaze.

Align.

Serve.

JOIN THE TEAM.

Our Investors are the visionary forward-thinkers you want to know, representing the outstanding companies you want to do business with, and the quality organizations you believe in.

CORNERSTONE INVESTORS

Chico's FAS Inc.
Cohen & Grigsby
Collier County
FineMark National Bank & Trust
Florida Gulf Coast University
FPL
Gannett – The News-Press
& Naples Daily News
Hertz

Horizon Foundation, Inc.
Lee County
Manhattan Construction
Southwest Florida Community Foundation
The Partnership for Collier's Future Economy
United Way
Wells Fargo

[Insert YOUR NAME here!]

CATALYST INVESTORS

B & I Contractors
Barron Collier Companies
Collier Enterprises
Edison National Bank/
Bank of the Islands
Florida SouthWestern State College
First Florida Integrity Bank

Gates Construction
Grant, Fridkin, Pearson, P.A.
Henderson, Franklin, Starnes & Holt
Hodges University
Hope Healthcare
Kitson Babcock LLC
Lee County Electric Cooperative

Lee Health
Minnesota Twins
Moorings Park
NCH Healthcare System
Shaw Development
Stantec



Southwest Florida
ECONOMIC DEVELOPMENT ALLIANCE

For more information, contact Susan Pareigis, President
Southwest Florida Economic Development Alliance

239.208.7627

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1715 Monroe Street

Fort Myers, Florida 33901



Investors Commitment Form

BENEFITS

CORNERSTONE

CATALYST

Annual Pledge x 3 Years	\$10,000	\$5,000
Quarterly Roundtable / Operations Update	x	
Your Logo on Alliance Website	x	
Logo for Your Use	x	x
Your Logo on Print Materials	x	x
Recognition at Alliance Events	x	x

Commitment Level

_____ **Cornerstone**

_____ **Catalyst**

Company Name _____

Company Representative _____

Billing Contact _____

Address _____

City, State, Zip _____

Email _____

Phone _____

Please complete and return to Eric Berglund at SPareigis@swfleda.com

Or return form to: Susan Pareigis, President

1715 Monroe Street
Fort Myers, FL 33901
239.208.7627

We will generate an invoice and forward to your Billing Contact. If you have any questions, please contact Susan Pareigis, President, at 239.208.7627 or SPareigis@swfleda.com.