

### Big, Bold Ideas Lead the Way to the Future

The many diverse participants engaged in the Economic Development Corporation of Sarasota County (EDC) are delivering on both counts.

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### Film Commission

A new television studio with tens of thousands of square feet of soundstages, a steady stream of diverse and economy-enriching production projects, a nationwide TV pitch competition . . .

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### Job Creation

The EDC works to create a thriving economic environment in Sarasota County by attracting and retaining businesses that provide high-wage jobs. From October 2009 through . . .

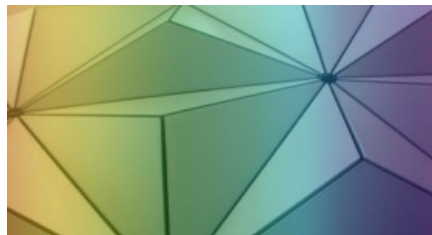
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### Aging

The EDC and community partners poised Sarasota County to lead the nation in the aging industry in business, research, education, services and policy. With more than 30 percent . . .

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### Design

With the high concentration of creative professionals and the location of internationally-recognized Ringling College of Art and Design in our community, Sarasota County is an ideal . . .

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### Sustainability

Sarasota County's coastal location, the asset of Mote Marine laboratory and our above average number of water-related businesses translates into a local concentration of expertise . . .

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### Business Recruitment

The EDC launched the first phase of an aggressive recruitment campaign, "From Snow to Sand", in partnership with the Sarasota Convention and Visitors Bureau. . .

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### International Trade

International exports are a small, but growing, contributor to the local economy. From 2006 to 2008, the annual value of international exports from the metropolitan area . . .

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### Existing Business

The focus on local and existing business retention and support is a long-term strategy of the EDC. With a 26 percent increase in requests for assistance in 2010 on issues . . .

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## Entrepreneurship

One out of every 440 Floridians is an entrepreneur. To encourage a robust environment for innovation and entrepreneurship, the EDC supported the following initiatives and partnerships in 2010:

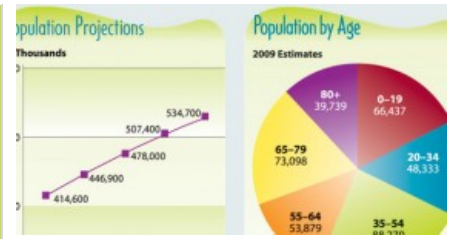
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## Economic Gardening

The EDC administers a 7-county GrowFL Economic Hub, one of six in the state. The local GrowFL Economic Gardening program provides resources and support to stimulate . .

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## Fast Facts 2011

Fast Facts contains data on population, workforce, employment distribution, international trade, housing, tax rates and more. The publication, updated annually, is designed for businesses . .

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## A Regional Community Partner

To streamline economic development, maximize opportunities and create efficient systems, the EDC takes part as a regional leader or a stakeholder. . .

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## 2010 Hall of Fame

Each September the EDC hosts an awards ceremony recognizing exemplary businesses and leaders. At the event, each Hall of Fame winner is showcased in a short, informative video.

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## Financials

The EDC of Sarasota County reports annually on the variety of strategies they use to promote economic development in Sarasota County. Here is the 2010 Year End Statement.

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## Leadership

EDC volunteers represent the diverse perspectives of the business community, civic organizations, arts and culture, environmental sustainability and education. By involving scores of individuals . .

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## Investors

The EDC is a public-private partnership that relies on support from Sarasota County's business community, community organizations and municipalities. We wish to particularly . .

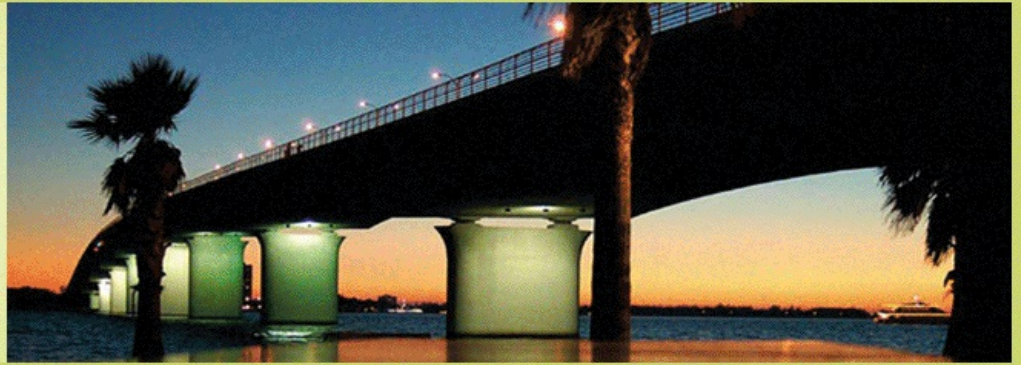
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## Acknowledgements

Big Bold Ideas, the 2010 EDC Interactive Annual Report was a collaborative venture. We give special acknowledgement to the following businesses, non-profits and individuals:

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## Film Commission



A new television studio with tens of thousands of square feet of soundstages, a steady stream of diverse and economy-enriching production projects, a nationwide TV pitch competition and an innovative local film and television incentive program contributed to the **Sarasota County Film & Entertainment Office (SCFEO)** surpassing its goals in 2010 by almost 50 percent. The SCFEO assisted direct spending by 251 film, television, music and other multimedia productions in the 2010 fiscal year, translating to approximately \$5.6 million in economic impact. The industry's total economic impact in the area since the SCFEO's inception in 2007 tops \$13.6 million.

### 2010 Highlights

#### Sanborn Studios

Opening its doors at the end of 2010, Sanborn Studios is a film and television production entity committed to creating 117 value-added jobs and investing millions of dollars in capital investment. Sanborn has already invested heavily in two separate 30,000-square-foot facilities: the main production studio with soundstages located in Lakewood Ranch Corporate Park and an aviation and administration facility at Sarasota Bradenton International Airport.

#### Increasing Number of Productions

Steady growth in the number of productions and revenue directly spent in Sarasota County contributed to the region's overall economic recovery. The film industry is one of few nationwide that consistently has a positive international trade balance and trade surplus. It also creates and sustains jobs with average wages nationwide of \$54,000 to \$72,000 per year. Types of productions in Sarasota County in 2010 included shooting for full-length independent feature films; dozens of short, student and low budget digital films; a variety of television commercials, infomercials and advertisements for products from beverages to farm equipment; music videos; documentaries; cooking programs; travel segments and reality programs. Projects originated from across the United States, Germany, the United Kingdom, Australia and Asia.

#### Sarasota County Film & Television Incentives

The Sarasota County Commission approved a \$250,000 fund to provide performance-based rebate incentives to foster and attract more TV and film work to the county. While most incentives for TV and film come from the state level through a tax credit program, this local cash rebate initiative should help to distinguish Sarasota County and attract a broader production base than ever before.

#### TV ME

Targeting a goal of 100 entries, the innovative new contest for fresh television content resonated nationwide, and the SCFEO received 253 entries from around the country for TV ME! The SCFEO developed this first-of-its-kind nationwide pitch/concept competition to give the TV viewer who says "I have a great idea for a new TV Show!" the opportunity to do so. Entries were invited in three categories: scripted (comedy/drama), unscripted and partially scripted (reality, documentary, game shows) and stand alone (made-for-TV movie, special, or other single airing production). Entries will be judged in early 2011. A first-place winner in each category will receive recognition and awards, and one Grand Prize winner (the best entry across all categories) will earn an in-person pitch meeting with prominent television executives.

*Credit: This live action pyrotechnic stunt photo was taken during the filming of the Sanborn Studios TV pilot*

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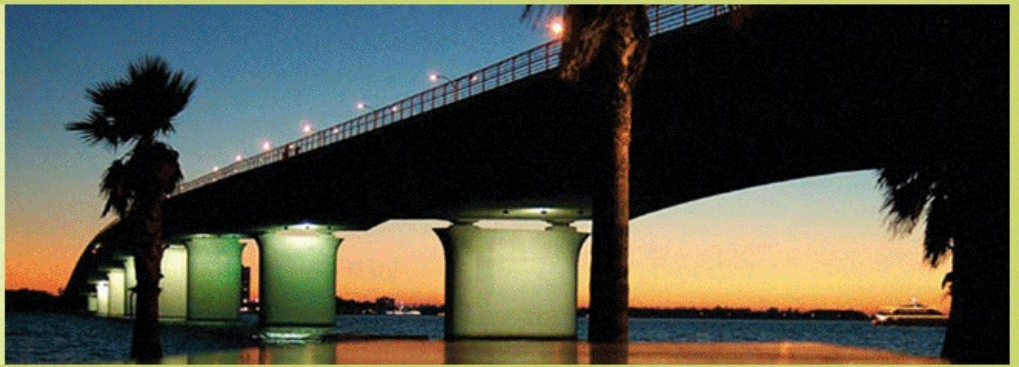
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## International Trade



International exports are a small, but growing, contributor to the local economy. From 2006 to 2008, the annual value of international exports from the metropolitan area that includes both Sarasota and Manatee counties grew by almost 38 percent to \$740 million. To put that growth rate into perspective, the metro area's Gross Metropolitan Product, which is the value of all goods and services produced in the two counties, fell more than 3 percent during the same period, as the recession took hold.

Recognizing the potential for Sarasota County businesses to capitalize on international trade opportunities, the EDC joined with regional partners to provide export training and a successful trade mission to Panama, where the Panama Canal expansion presents new opportunities for local businesses.

### Trip to Panama

Funded by a grant from Enterprise Florida, the EDC and the Manatee Economic Development Council collaborated on a trade mission to Panama that included Manatee and Sarasota County government officials, plus representatives from eight companies in the region. The goal was to develop future export and import opportunities for regional businesses by establishing relationships with Panamanian and U.S. investors. With a full schedule of meetings and active interest from Panamanian business groups, the three-day trade mission resulted in two local companies now having representation in Panama and a commitment to continue to build and explore opportunities between the two regions. The diverse business interests represented on the trade mission ranged from organic fruit and produce to commercial refrigeration to consumer bath products.

### Going Global

The EDC collaborated with the Manatee EDC to assist State College of Florida Manatee-Sarasota in developing an export training certification called "Going Global." The regional partners also co-hosted a series of workshops to prepare businesses for international trade opportunities.




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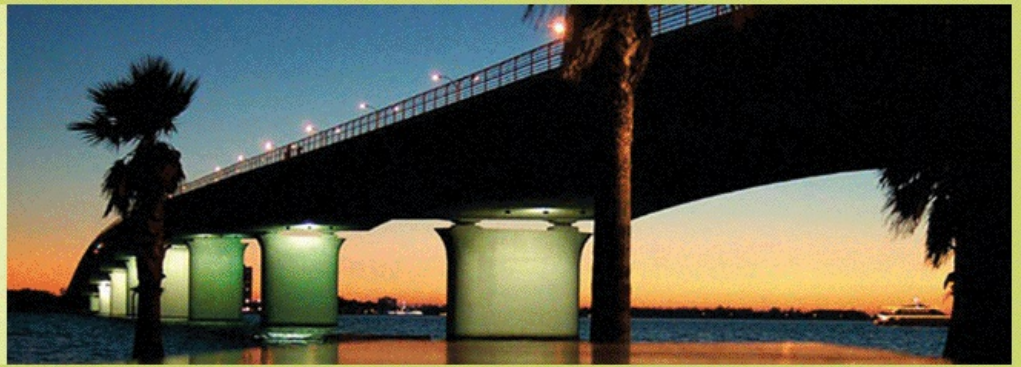
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## Aging



The EDC and community partners poised Sarasota County to lead the nation in the aging industry in business, research, education, services and policy. With more than 30 percent of Sarasota County residents over 65, Sarasota County is a living laboratory for the global demographic shift toward an older population. Thus, Sarasota County offers significant opportunities for developing products, services and housing for an aging population, building on existing resources and local expertise.

The **Aging Platform Strategic Leadership Team**, co-chaired by Tim Dutton of SCOPE and Virginia Haley of the Sarasota Convention and Visitors Bureau, focused on these Big Bold Ideas in 2010:

### The Institute for the Ages

The purpose of the Institute for the Ages is to be the national leader that brings stakeholders together to identify products, services and policy for an aging demographic. The Leadership Team completed the business plan, created the corporation and launched the Institute in March 2010. Other activities in 2010 included securing capitalization and negotiating projects and activities.

### Medical Tourism

Sarasota County's unique combination of traveler amenities and top-notch medical care and facilities positions the area as an attractive destination for medical tourism. The Medical Tourism Task Force administered a survey that identified both medical specialists currently treating and medical specialists interested in treating inbound patients.

### Silver Entrepreneurship

The Leadership Team completed a concept paper and began discussions about a potential partnership with the Price Center for Entrepreneurial Studies. In a recent study, the Price Center identified people 55 years and older as the most active demographic segment for entrepreneurial activity. The EDC is developing a business incubator that will include services for Silver Entrepreneurs and has contracted with a firm to create the incubator's business plan.





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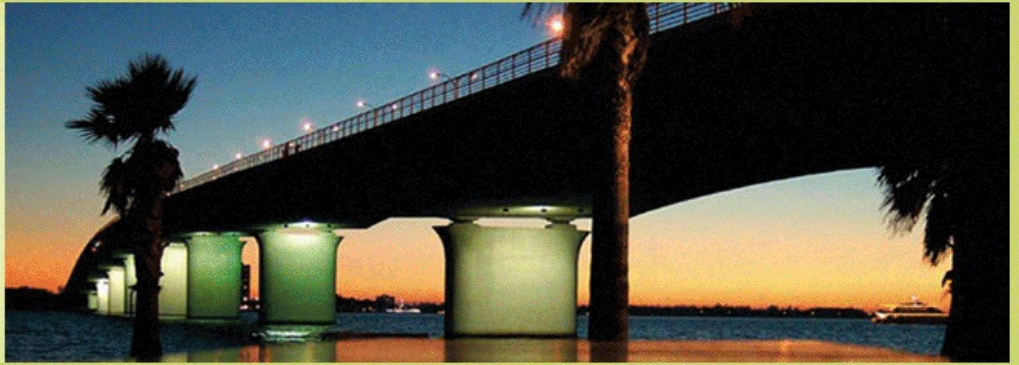
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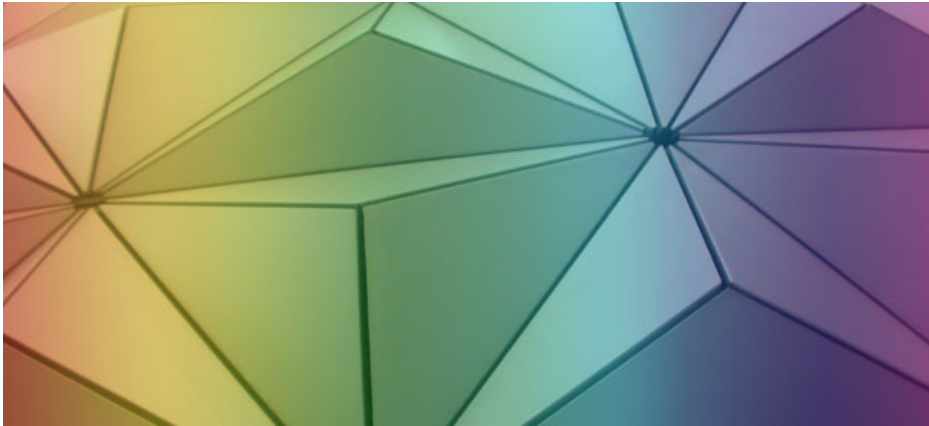
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## Design



With the high concentration of creative professionals and the location of internationally-recognized Ringling College of Art and Design in our community, Sarasota County is an ideal location to create an economic nexus around design. In 2010, the foundation was laid for Sarasota County to become a national and international location for businesses and institutions with design expertise. In addition to expanding the possibilities for design-related industries, design thinking, a process to improve ideas, products and services, is being advanced as a productivity and development tool in other industries.

The **Design Strategic Leadership Team**, co-chaired by Larry Thompson, president of Ringling College of Art and Design and Jim Shirley, executive director of the Arts and Cultural Alliance of Sarasota County, focused on these Big Bold Ideas during 2010:

### Local Sound Stage

The Design Platform exceeded its goal of providing a sound stage to enhance production and marketing opportunities in film and entertainment. Sanborn Studios, which located in Sarasota County at the end of 2010, is establishing two sound stages at its main production studio in Lakewood Ranch Corporate Park. This infrastructure will encourage production teams to bring more projects to Sarasota County and provide access to professional facilities for local producers.

### Creativity Institute

Ringling College of Art and Design (RCAD) took the lead on achieving the long-term goal to have an international Creativity Institute in Sarasota County. The purpose of the institute is to teach people from non-art/design backgrounds how to apply design thinking to problem solving across industry sectors. To accomplish the goal, RCAD led two preliminary design-thinking workshops and partnered with the Gulf Coast Community Foundation of Venice. While the Institute is underway, the short-term focus is on seminars, workshops and conferences about design thinking, hosted by Ringling College for their student body as well as the public.

### Post Production Studio Lab

Sarasota County Government plans to invest \$1.75 million to help Ringling College of Art and Design remodel a portion of its Digital Filmmaking building into a professional Post Production Studio Lab for use by professionals working with Ringling College students. The contract between Ringling College and the county is being negotiated so that work can begin. The lab would bring professional producers and directors to Ringling's campus to work with Ringling's technology and students, simultaneously exposing filmmakers to Sarasota County for long stretches of time as they work on their films in post-production.

### Public Relations Campaign

Create a public relations campaign that promotes Sarasota County as an epicenter of design, art and culture. This campaign would establish an image for the region's design and technology industries and enable

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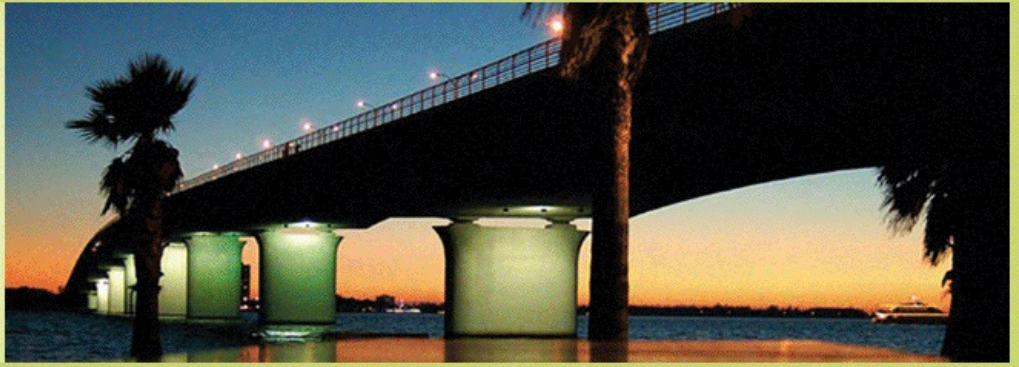
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## Sustainability



Sarasota County's coastal location, the asset of Mote Marine laboratory and our above average number of water-related businesses translates into a local concentration of expertise in aquaculture, marine sciences and water resource management. In 2010, the EDC laid the foundation for Sarasota County to become a regional center for sustainable systems with an emphasis on water-related industries.

The **Sustainable Systems Strategic Leadership Team**, co-chaired by Kumar Mahadevan of Mote Marine Laboratory and Arthur Guilford of University of South Florida Sarasota-Manatee (USF), developed these Big Bold Ideas for sustainability.

### Aquaculture Industry

With the U.S. seafood trade deficit at \$10 billion per year and the federal government projecting a six-fold increase in demand for domestic aquaculture production over the next 25 years, local aquaculture farming has the potential to be a major industry. The Sustainable Systems Team plans to develop a visitor center with an educational center and fish market at Mote Aquaculture Park to raise public awareness about the clean technology, sustainable aquaculture industry centered on Mote Marine.

### Marine Sciences Education

Attracting and encouraging sustainable businesses requires a supporting infrastructure with education as the foundation. The team is bringing together educational partners to evaluate environmental and marine science education programs in Sarasota County including K-12, degree programs, and certificate and entrepreneurial programs. USF Sarasota-Manatee, in partnership with Mote Marine, is collaborating to offer an interdisciplinary science undergraduate degree program that will have a focus on marine science.

### Consortium of Water Experts

The team is connecting and activating a group of local water experts to create a consortium for multi-disciplinary collaboration. Long-term, the consortium will be housed in an associated demonstration center to promote public visibility and co-ownership of projects.

### The Value of Sustainable Development

To round out the sustainability platform, the team added another Big Bold Idea to encourage redevelopment and retrofits. Elements of the program include renewable energy, green building design, water conservation and sustainable development.

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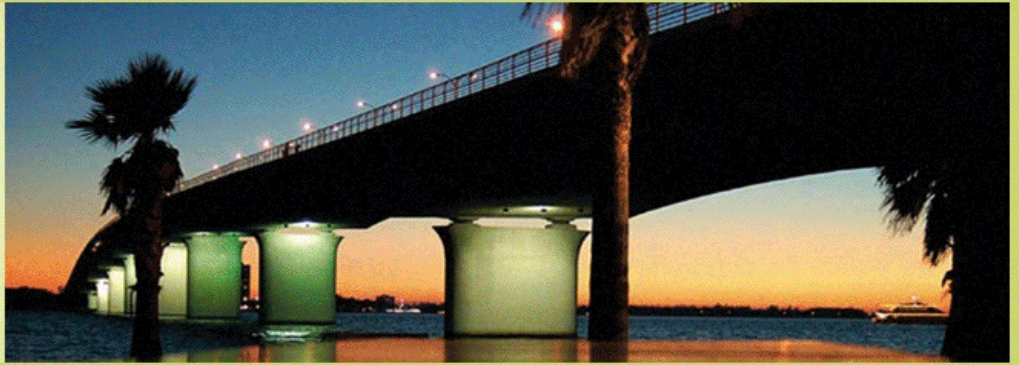
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## 2010 Hall of Fame



Winners of the 2010 Hall of Fame awards presented by the Economic Development Corporation of Sarasota County included: (front row, from left) John Kerwin of L3-Communications Corp. – Export Excellence Award; Steve Ellis of MyGreenBuildings – Entrepreneur; Dr. Lars Hafner of State College of Florida, Manatee-Sarasota – John J. Cox Community Partner of the Year; (back row, from left) David Scanlon of Phoenix Ink – Green to Gold; Dr. Anne-Marie Chalmers and Dr. Bo Martinsen of Ambo Foods – Innovation; Dan Bailey of Williams Parker Harrison Dietz & Getzen – Clyde Nixon Business Leadership; and representing Sun Hydraulics Corp., sponsor of the Leadership award, Allen Carlson. *Photo credit: Maria Lyle Photography*

Each September the EDC hosts an awards ceremony recognizing exemplary businesses and leaders. At the event, each Hall of Fame winner is showcased in a short, informative video. In 2010, the EDC also created a short video summarizing the economic accomplishments of the year. The event was attended by more than 425 people.

### Innovation Award – **Ambo Foods, LLC**

The Innovation Award recognizes a business that has instituted an innovative product, service, process, technology, or partnership to improve their business or company's performance. Ambo Foods created the Omega Cookie, which contains enough effective omega-3 to produce measurable clinical health benefits.

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**Entrepreneur Award – MyGreenBuildings, LLC**

The Entrepreneur Award recognizes a business in its first five years of operation. MyGreenBuildings is a certified general contractor focusing on green building. In the past 3.5 years MyGreenBuildings has completed more than 36 projects worth more than \$8 million in local spending, with \$5 million in projects under way in 2010.

**Export Excellence Award – L-3 Communications Corporation**

The Export Excellence Award recognizes a company located in Sarasota County that exports a product throughout the United States or the world. L-3 Communications, Aviation Recorder Division is the world's largest manufacturer of aerospace flight data and cockpit recorders and maritime data recorders, manufacturing and delivering over 75,000 data recorders to the global market.

**Green to Gold Award – Phoenix Ink Corporation**

The Green-to-Gold award recognizes a business that develops green products, services, processes, technologies or ways of doing business. Phoenix Ink provides businesses and households with ink for their computer printers and offers re-manufactured cartridges, reducing landfill waste.

**John J. Cox Community Partner of the Year – [State College of Florida](#)**

The John J. Cox Community Partner of the Year award recognizes a non-profit that contributes to economic development or improving the area's quality of life. State College of Florida, Manatee-Sarasota was acknowledged for developing extensive partnerships throughout the region to provide relevant workforce training and enhance local educational opportunities.

**Clyde Nixon Business Leadership Award – Dan Bailey, Esq.**

The Clyde Nixon Business Leadership Award is given to an individual that exhibits outstanding values and business leadership. Dan Bailey, an attorney with the law firm of Williams Parker Harrison Dietz & Getzen, was recognized for his extensive leadership and involvement in civic and charitable endeavors in Sarasota County.

**2010: Encouraging Signs**

Although the recession officially ended in 2009, 2010 was the year when our area began to see signs of recovery. To highlight the millions in capital invested by local companies and the hundreds of value-added jobs created, the EDC produced the 75-second economic summary "What A Year!" for the Hall of Fame awards.

While the video reports that 818 jobs were created by the end of fiscal year 2010, the number of jobs created by the end of the calendar year was almost 10% higher – 896.

## Investors



The EDC is a public-private partnership that relies on support from Sarasota County's business community, community organizations and municipalities. We wish to particularly acknowledge the companies and individuals who are EDC investors.

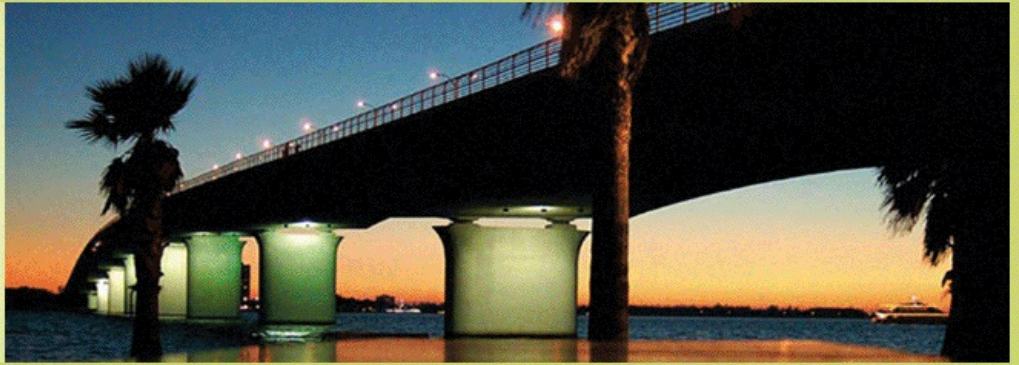
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<a href="#">Gulf Coast Community Foundation of Venice</a>	<a href="#">TECO Peoples Gas</a>
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<a href="#">Manhattan Construction, Inc.</a>	<a href="#">Williams Parker Harrison Dietz &amp; Getzen</a>

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## A Regional Community Partner



To streamline economic development, maximize opportunities and create efficient systems, the EDC takes part as a regional leader or a stakeholder in meetings with influential organizations and leaders in Sarasota County, Tampa Bay and Southwest Florida. The EDC forged new partnerships and coordinated economic activity with the community organizations listed below.

### Regional Partnerships

The EDC collaborates on regional marketing opportunities and business climate issues with the Tampa Bay Partnership and the Southwest Florida Economic Development Partnership. Working with other communities along Florida's Gulf Coast provides a broader reach for Sarasota County's business recruitment message and gives our community access to valuable research and analysis.

### The EDC's Partners Council

The council, created by the EDC in 2006, continued to serve as a key group of stakeholders discussing county-wide initiatives. Partners Council membership is open to any civic or community organization with interest in economic development. In 2010, topics included the business climate and workforce development.

### Executive Committees

The EDC coordinated meetings of all the Chambers of Commerce in the county, as well as a meeting with key organizational leaders including Argus, COBA, Venice Chamber and Sarasota Chamber. These meetings helped to communicate EDC initiatives with various community leadership groups.

### Monthly Coordination Meeting

EDC and key Sarasota County Government staff meet monthly to ensure coordination of efforts. This has resulted in improved coordination of economic development projects and initiatives, such as efforts to create "green" jobs through the Energy Economic Zone, Energy Efficiency Block Grants, Weatherization Funding, and Alternative Water Use Incentive Funds.

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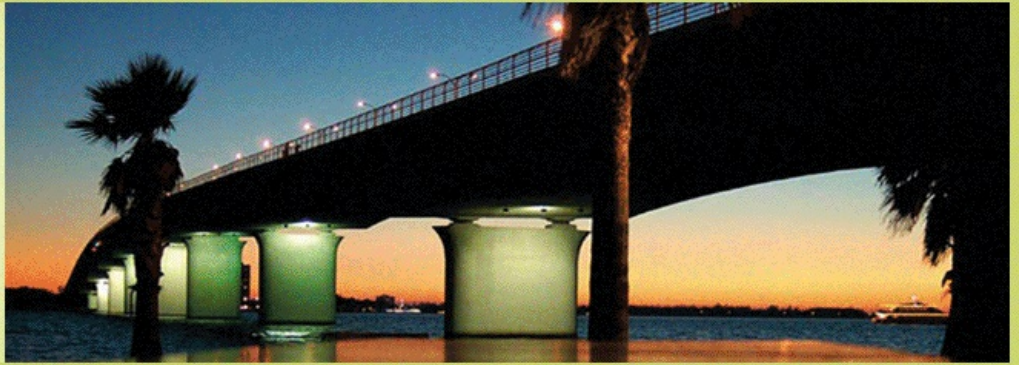
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### The Founders

<a href="#">Casto Lifestyle Properties</a>	<a href="#">RE/MAX Alliance Group</a>
<a href="#">Coldwell Banker Residential Real Estate, Inc.</a>	<a href="#">Sarasota Association of Realtors</a>
<a href="#">Colony Beach &amp; Tennis Resort</a>	<a href="#">Schroeder-Manatee Ranch, Inc.</a>
<a href="#">Gulf Coast Community Foundation of Venice</a>	<a href="#">SunTrust</a>
<a href="#">Halfacre Construction Company</a>	<a href="#">Verizon</a>
<a href="#">Kerkering, Barberio &amp; Co.</a>	<a href="#">Williams Parker Harrison Dietz &amp; Getzen</a>
<a href="#">Michael Saunders &amp; Company</a>	<a href="#">Wilson Miller – Stantec, Inc.</a>
<a href="#">Osprey Real Estate Services, LLC</a>	

### Chairman's Advisors

<a href="#">Adams and Reese LLP</a>	<a href="#">Osprey Real Estate Services, LLC</a>
<a href="#">BMW of Sarasota</a>	<a href="#">Sarasota Bradenton International Airport</a>
<a href="#">Benderson Development Company, LLC</a>	<a href="#">Sarasota Memorial Health Care System</a>
<a href="#">Coldwell Banker Residential Real Estate, Inc.</a>	<a href="#">Shumaker, Loop &amp; Kendrick, LLP</a>
<a href="#">Comcast</a>	<a href="#">SunTrust</a>
<a href="#">Gulf Coast Community Foundation of Venice</a>	<a href="#">TECO Peoples Gas</a>

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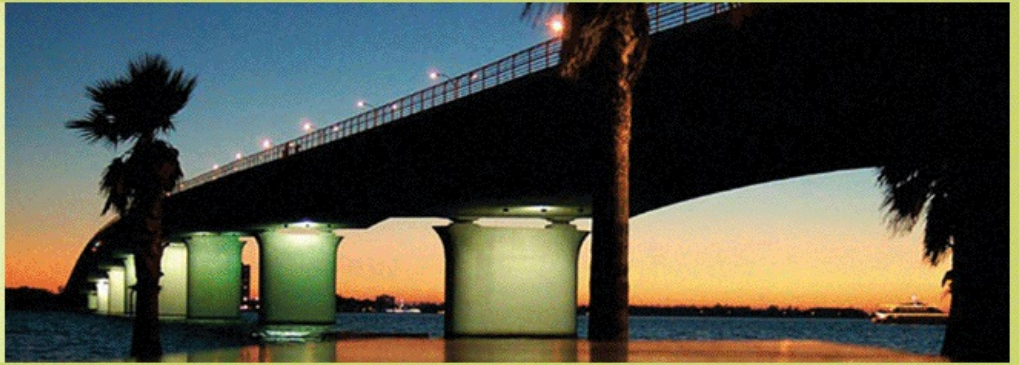
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2601 Cattlemen Road  
Suite 102  
Sarasota, FL 34232

Tel: 941-309-1200  
Fax: 941-309-1209

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Your Email (required)

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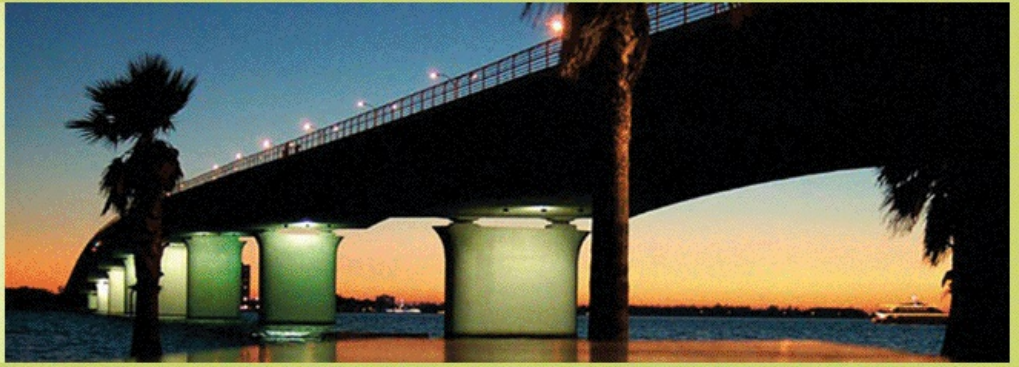
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## Financials



The EDC of Sarasota County reports annually on the variety of strategies they use to promote economic development in Sarasota County. Here is the 2010 Year End Statement.

### Economic Development Corporation of Sarasota County 2010 Fiscal Year End Statement



Strategy	FY 2010 Expenditures
Develop a robust business retention and expansion program	\$ 374,827.13
Create a collaborative environment to maximize resources	\$ 177,302.40
Establish plan to facilitate business start up and innovation	\$ 18,670.94
Create international business development program	\$ 724.32
Provide strategic support to platform teams	\$ 51,494.00
Film & Entertainment Office	\$ 200,352.61
Catalyst programs for positive economic expansion	\$ 141,729.30
Other programs and initiatives	\$ 36,821.23
Contract administration (10%)	\$ 106,603.92
<b>Totals</b>	<b>\$ 1,108,525.85</b>

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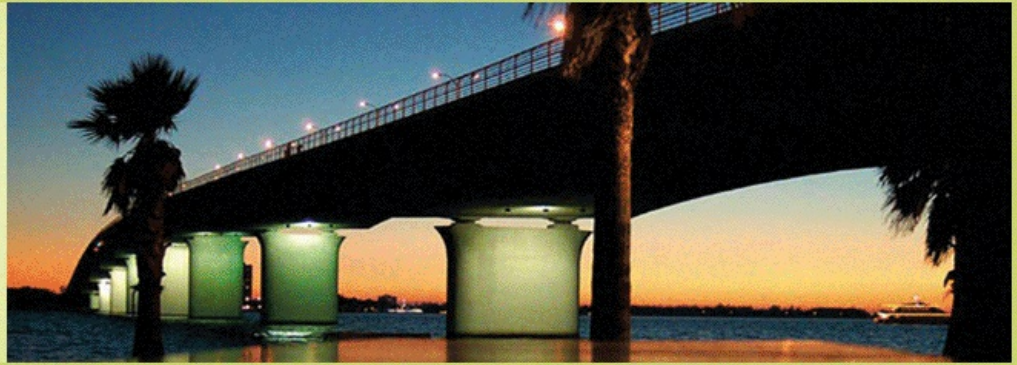
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## Job Creation



The EDC works to create a thriving economic environment in Sarasota County by attracting and retaining businesses that provide high-wage jobs. From October 2009 through December 2010, the EDC's business development efforts resulted in 1,495 jobs being created and more than \$58 million in capital investment. See the table below for a sampling of businesses the EDC has recently assisted.

Company Name	Current Jobs	New Jobs	Capital Investment
<a href="#">Adams Group</a>	62	102	\$2,225,000
<a href="#">IntegraClick, LLC</a>	100	165	\$8,000,000
<a href="#">LexJet Corporation</a>	75	30	\$150,000
<a href="#">Mode Fashions LLC</a>	0	25	\$114,000
<a href="#">MY US</a>	62	100	\$30,000
<a href="#">Neuron Dynamics</a>	0	3	
<a href="#">Osprey Biotechnics Inc.</a>	39	35	\$103,000
<a href="#">PGT Industries</a>	739	400	\$16,000,000
<a href="#">Power Patriots LLC</a>	5	3	
<a href="#">Quality Enclosures</a>	32	50	\$1,085,000
<a href="#">Resource One Inc.</a>	30	20	\$115,000
<a href="#">RND Automation &amp; Engineering</a>	5	2	\$7,500
<a href="#">Sanborn Entertainment LLC</a>	3	117	\$14,000,000
<a href="#">Sarasota Medical Products</a>	6	61	\$7,000,000
<a href="#">Success Group International</a>	0	30	\$200,000
<a href="#">Sunovia Energy Technologies</a>	13	68	\$65,000
<a href="#">Tervis Tumbler Company</a>	295	214	\$7,500,000
<a href="#">Universal North America</a>	36	70	\$2,001,000
<b>Totals</b>	<b>1,502</b>	<b>1,495</b>	<b>\$58,595,500</b>

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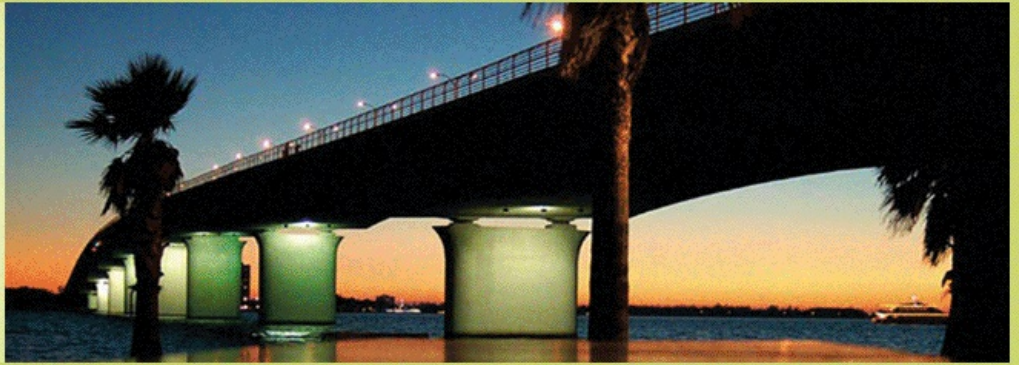
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## Leadership



### Economic Development Corporation of Sarasota County

#### Board of Directors

Board Member	Board Role	Company
David Sessions	Chair	<a href="#">Willis A. Smith Construction</a>
Benjamin Hanan	Vice-Chair	<a href="#">Shumaker, Loop &amp; Kendrick, LLP</a>
Allan Barberio	Treasurer	<a href="#">Kerkering, Barberio &amp; Co.</a>
Laura Spencer	Secretary	
CJ Fishman	Immediate Past Chair	<a href="#">Fishman &amp; Associates</a>
Anne Merrill	Vice-Chair, Partners Council	AMDS
Suzanne Atwell	Director	<a href="#">City of Sarasota Mayor</a>
Joe Barbetta	Director	<a href="#">Sarasota County Commissioner</a>
Randy Benderson	Director	<a href="#">Benderson Development Company, LLC</a>
David Brenner	Director	<a href="#">Town of Longboat Key Commission</a>
Margaret Callihan	Director	<a href="#">SunTrust</a>
Jeanette Gates	Director	<a href="#">City of Venice Councilwoman</a>
Joe C. Hembree	Director	<a href="#">Hembree &amp; Associates, Inc.</a>
Rod Hershberger	Director	<a href="#">PGT Industries</a>
Kevin Hicks	Director	<a href="#">Gator Grading and Paving LLC</a>
Katie Klauber Moulton	Director	<a href="#">Resort Management Consultants</a>
Colin Kleinkopf	Star Student/Director	<a href="#">Star Leadership Youth</a>
Gene Matthews	Director	
Robert Messick	Director	<a href="#">Icard, Merrill, Cullis, Timm, Furen &amp; Ginsburg, PA</a>
Dr. Sarah Pappas	Director	<a href="#">William G. and Marie Selby Foundation</a>
Jean Trammell	Director	<a href="#">The Venice Company</a>
Michael Treubert	Director	<a href="#">City of North Port</a>

#### EDC Committees and Task Groups

EDC volunteers represent the diverse perspectives of the business community, civic organizations, arts and culture, environmental sustainability and education. By involving scores of individuals and the organizations they represent, the EDC is better able to anticipate and respond to opportunities for improving the local business

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climate and assisting local businesses with the resources they need.

**Business Climate Committee**

Identifies and develops strategies to address critical business climate issues that put at risk the competitiveness of Sarasota County as a place for expanding and relocating value-added businesses.

**Chairman's Advisory Council**

**Communications Committee**

Increases the understanding of and support for the contribution economic development makes to the local economy and improves the image of the EDC by increasing awareness of the programs and services offered to local businesses and those considering relocation. Assists the EDC staff in planning and developing the marketing and public relations program for the next fiscal year.

**Executive Committee**

Exercises the authority of the board of directors in the management of the business of the organization between meetings of the board.

**Finance Committee**

Serves as the oversight committee for organizational financial planning.

**Governance Committee**

Responsible for ongoing review and recommendations to enhance the quality and future viability of the board.

**Partners Council**

Helps to build bridges within the community, bring together business, neighborhoods and environmentalists around the benefits of economic development and to improve perception within our communities of the important work the EDC does.

**Real Estate Overview Committee**

Monitors the availability of office space, industrial buildings and sites in Sarasota County to meet the current and future needs of expanding and relocating targeted industry.

**Strategic Platforms**

The Sarasota County Economic Development Strategic Plan calls for collaboration among community partners to leverage assets while growing specific market opportunities or "platforms".

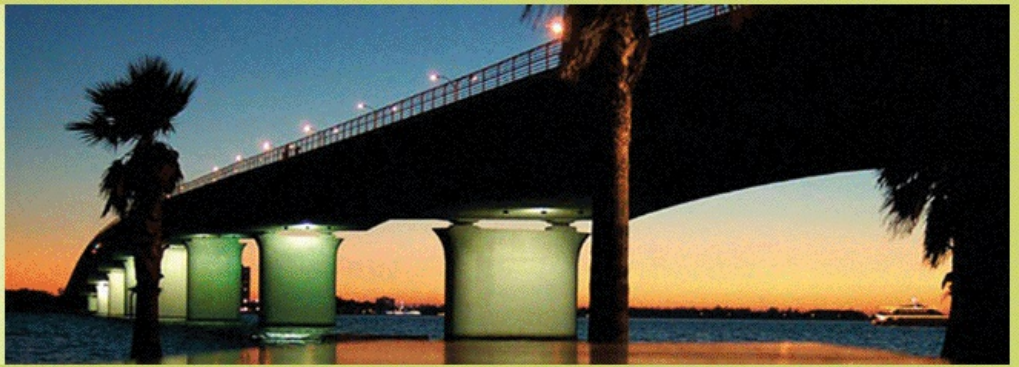
**Audit Task Group**

Serves as the oversight committee for auditing purposes.

**Staff**

Staff Member	Position	Email
Mark Huey	President & CEO	<a href="mailto:mhuey@edcsarasotacounty.com">mhuey@edcsarasotacounty.com</a>
Jeanne D. Corcoran	Director, Sarasota County Film & Entertainment Office	<a href="mailto:jcorcoran@edcsarasotacounty.com">jcorcoran@edcsarasotacounty.com</a>
Joan McGill	Vice President of Business Development	<a href="mailto:jmcgill@edcsarasotacounty.com">jmcgill@edcsarasotacounty.com</a>
Kelly Dreels	Operations Manager	<a href="mailto:kdreels@edcsarasotacounty.com">kdreels@edcsarasotacounty.com</a>
Donna Carden	Corporate Relations Director	<a href="mailto:dcarden@edcsarasotacounty.com">dcarden@edcsarasotacounty.com</a>
Dina Berg	Executive Assistant	<a href="mailto:dberg@edcsarasotacounty.com">dberg@edcsarasotacounty.com</a>
Lee Kotwicki	Executive Assistant	<a href="mailto:lkotwicki@edcsarasotacounty.com">lkotwicki@edcsarasotacounty.com</a>
Tina Shumway	Executive Assistant	<a href="mailto:tshumway@edcsarasotacounty.com">tshumway@edcsarasotacounty.com</a>
Kyle Stevens	Market Research and Project Manager	<a href="mailto:kstevens@edcsarasotacounty.com">kstevens@edcsarasotacounty.com</a>

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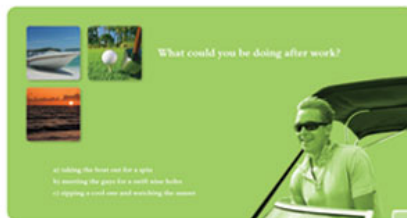


## Business Recruitment



The EDC launched the first phase of an aggressive recruitment campaign, "From Snow to Sand", in partnership with the Sarasota Convention and Visitors Bureau, to attract and relocate privately-owned northern and mid-western companies to Sarasota County.

First, the campaign geo-targeted New York, Philadelphia, Chicago and Cleveland for the high numbers of tourists from each area. In the next step, companies and businesses in alignment with the economic platforms of Aging, Design and Sustainability were selected. Thirteen thousand direct mail pieces featuring the link between quality of life and a productive business climate went out early in 2010. Follow up included calls by EDC staff and Sarasota County executives who volunteered; then staff met with a number of prospect companies that expressed interest. An enhanced targeted recruitment campaign for 2011 is underway, focusing on companies in specific industries located in the United States, Toronto, Canada and Germany.



### Performance-based Incentives

The EDC consulted with local governments in Sarasota County to develop performance-based incentives to encourage business to relocate and add high-wage jobs in Sarasota County. The incentives also support the EDC's efforts to retain existing businesses that want to expand. [Click here](#) for a list of available incentives for qualified companies.

Questions? Comments? [Contact us](#).



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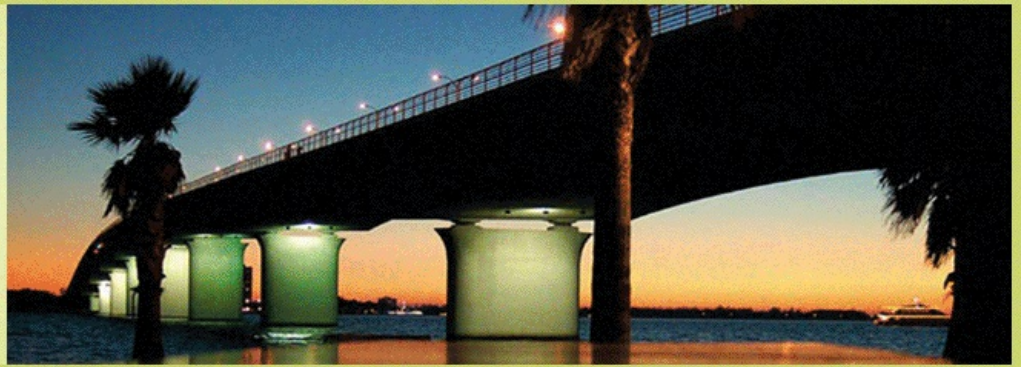
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## Economic Gardening



The EDC administers a seven-county [GrowFL](#) Economic Hub, one of six in the state. The local [GrowFL](#) Economic Gardening program provides resources and support to stimulate growth in second-stage companies. A second-stage company is one that has grown beyond the startup phase but is not yet large enough to have access to information and decision-making tools available to third-stage companies.

The EDC provided the following [GrowFL](#) Economic Gardening Program resources in 2010:

### CEO Forums

The EDC hosted quarterly CEO Forums that each attracted more than 30 participants and featured CEOs of third- or fourth-stage companies speaking on lessons learned and providing guidance to second-stage CEOs. The forums act as a gateway for second-stage companies to access more [GrowFL](#) resources.

### Technical Assistance

Seven local companies have applied for and received technical assistance from the Jump Start Team, with two more in the pipeline. The Jump Start Team is a group of experts who act as business consultants, contributing approximately 40 hours of market research for the applicant company. Because second-stage companies often have no or limited management staff, the Jump Start Team provides the second-stage companies complimentary, company-specific information about clients, markets, expanding their client base and improving their business model.

### CEO Roundtables

The EDC helped organize 10 CEO Roundtables. These monthly events bring 12 to 15 CEOs together for collaborative, company-centered, problem-solving sessions in a structured and confidential setting.

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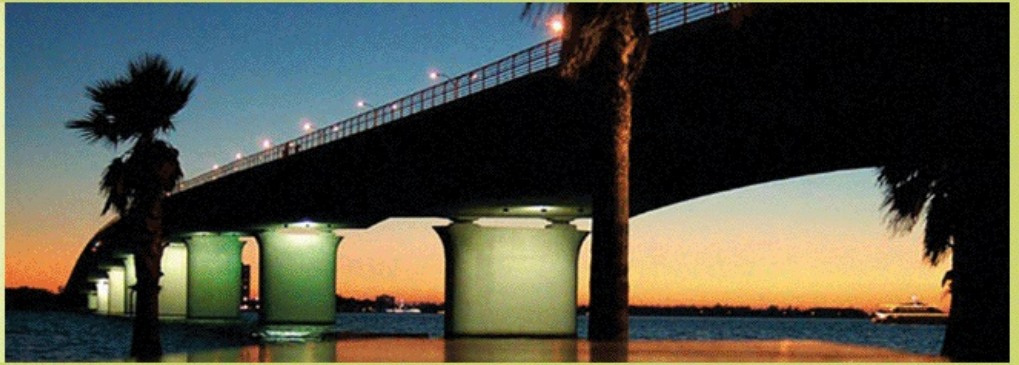
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## Entrepreneurship



One out of every 440 Floridians is an entrepreneur. To encourage a robust environment for innovation and entrepreneurship, the EDC supported the following initiatives and partnerships in 2010:

### Gulf Coast Venture Forum

The EDC supports the Gulf Coast Venture Forum, a regional angel investors' network. The EDC provides marketing, meeting administration, communications assistance and business referrals.

### Encourage Commercialization

The EDC hosted a panel discussion with the Technology Transfer office of the University of South Florida Sarasota-Manatee. Among the 60-plus attendees were representatives of three companies created through university-sponsored research. EDC staff plans similar meetings in the first quarter of 2011.

### Innovation Center

The EDC is working with regional partners to develop a regional Innovation Center that would serve as a business incubator and provide resources for start-up companies in Sarasota and Manatee counties. Abi-county steering committee selected a contractor to write the business plan for the center, which could open in 2011.

### For-Profit Entrepreneurship

Several innovative private sector initiatives are also serving entrepreneurs in our community. Both the HuB and IntegraClick are examples of for-profit entrepreneur support.

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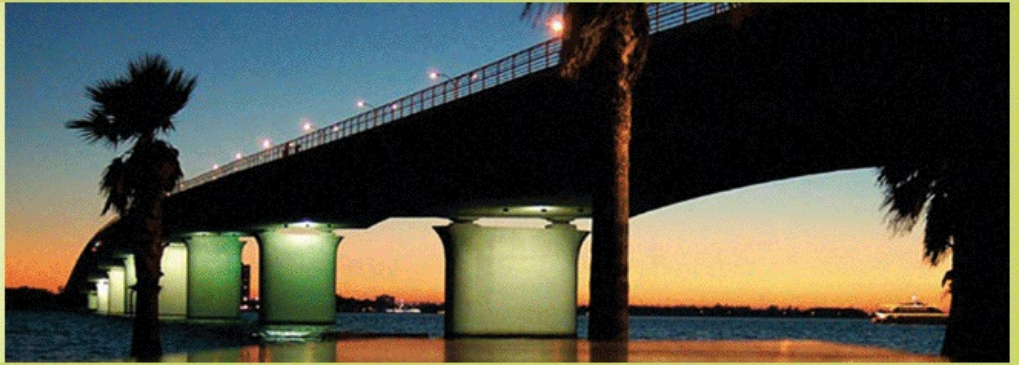
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## Existing Business



The focus on local and existing business retention and support is a long-term strategy of the EDC. With a 26 percent increase in requests for assistance in 2010 on issues from permitting to workforce needs to market research, the EDC assisted in creating key resources to support existing business.

### Performance-based Incentives

The EDC consulted with local governments in Sarasota County to develop performance-based incentives to encourage existing business to expand facilities and add high-wage jobs. The incentives also support the EDC's efforts to recruit businesses relocating from other states and countries. [Click here](#) for a list of available incentives for qualified companies.

### Regional Business Resource Center

The EDC supported the Greater Sarasota Chamber of Commerce, Venice Chamber of Commerce and State College of Florida in creating the Regional Business Resource Center. The center is the first of several steps in a plan to develop more resources for existing businesses.

### Sarasota County Prospector

The EDC launched Sarasota County Prospector, an interactive, online mapping program that provides enhanced economic development and site selection services to the business community. Users can search for available commercial buildings and sites, and generate site-specific demographic and business analysis reports. The website speeds up and simplifies the process of finding the optimal location for a business by providing public access to a range of valuable information, from discretionary spending to future land use designations. Visit <http://www.sarasotacountyprospector.com/>.

### Workforce Training Grants

The EDC collaborates with Suncoast Workforce Board, State College of Florida, Sarasota County Technical Institute and other training providers to assist Sarasota County businesses in applying for workforce training grants. Depending on available funding from state and federal sources, local businesses may qualify for various levels of funding to provide standardized and customized training to new and existing employees.





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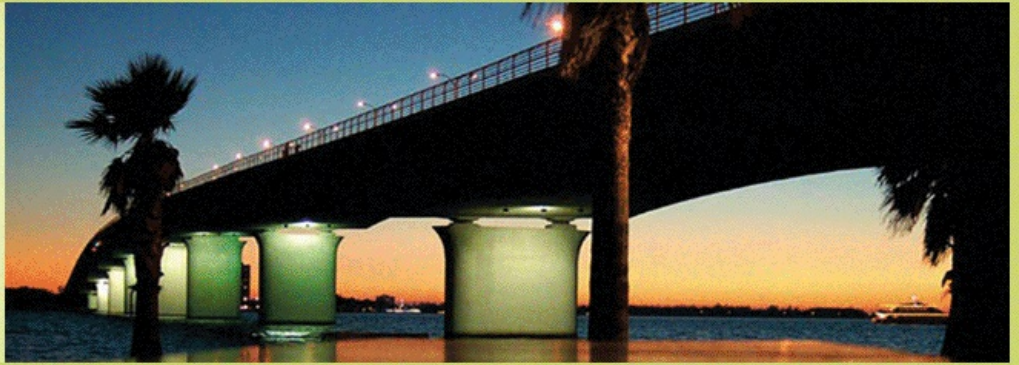
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## Big, Bold Ideas Lead the Way to the Future



Climbing out of a recession, as the Sarasota County economy is doing now, requires big, bold ideas and the people to carry them out.

The many diverse participants engaged in the Economic Development Corporation of Sarasota County (EDC) are delivering on both counts. You will find the evidence throughout this annual report to the community and our investors on fiscal year 2010 results.

The EDC's work can be viewed from three vantage points:

- the "here and now" of working with expanding and relocating companies to generate economic prosperity and create more jobs;
- future-focused goals represented by the big, bold ideas of platforms defined in the multi-year economic development strategy (Aging, Design and Sustainability); and
- collaboration and partnership, which are the foundation of how we get the work done, bringing many diverse interests to the table.

With so many moving parts, initiatives and people involved, reporting back on results is a tremendous challenge. This interactive digital annual report, the first of its kind for the EDC, provides fresh opportunities to showcase the work of volunteers, local governments, regional partners and staff who are all working toward the same ultimate goal: creating a more sustainable and prosperous community.

The EDC's Board of Directors applauds the scores of individuals and organizations who step up every day to build a better economy for the residents of Sarasota County. If this report inspires you to take part or do more, please use the Contact form or call the EDC to offer your time and talents.

Big, bold ideas and the people to carry them out. Sarasota County has what it takes to turn this economy around. And it's happening now.

Best wishes for your success in 2011,

David Sessions, Chairman of the Board

Economic Development Corporation of Sarasota County





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