



Kathy Baylis
President & CEO

President's Report - March 2010

Some good news to share!

Finally! The promise of new jobs to the community is on the horizon. In the past two months the EDC has announced job creation plans by three companies totally 240 new jobs to Sarasota County. The first announcement came from Success Group International with plans to relocate from St. Louis to Sarasota. The other two announcements happened in the last 30 days and include:

- IntegraClick (Clickbooth) a rapidly growing internet marketing company, closed on a high-tech campus located in the heart of Sarasota's new growth corridor. The campus will be the foundation for new growth and will also accommodate Clickbooth's sister divisions, Calculated Creativity and Authorise.com. Additionally, the campus will house and support the growth of other marketing and tech-oriented businesses. The company is expected to create over 100 jobs. The company qualified for a Recovery Zone Bond.
- Osprey Biotechnics a Sarasota-based biotechnology company that creates beneficial bacterial products which promote animal health, plant health and environmental restoration, is expanding to a larger facility and plans to add 35 employees over the next three years. The EDC assisted the company with local performance-based incentives aimed at creating high-wage jobs in Sarasota County.

These announcements are very positive signs that companies are feeling more confident in the market and are willing to make investments in the community. While we may not be entirely out of "the woods", we are encouraged by this activity. Finally!

Snow-to-Sand Business Recruitment Campaign – Volunteers Needed!

I'm sure we all agree that the weather in Florida this winter has not exactly been "Florida", it's much worse in many other locations. If you are a CEO in one of those colder climates then the thought just may pass your mind.....why don't I move my business to Florida and take advantage of year-round reasonably good weather?

This is the angle we are using in a new aggressive recruitment campaign that

was launched this month. A series of postcards are being sent to CEOs and company owners in five cities in the northeast and Midwest. The postcards will continue through this month and then appointments and visits will be made to each company expressing an interest in learning more about our community. As a top EDC investor and partner we'd love to have you involved. We are looking for volunteers to make "cold calls" to these CEOs and help us set appointments. Please contact me at kbaylis@edcsarasotacounty.com if you would like to help!

Trade Mission to Panama planned

The EDC is planning a trade mission to Panama in September in partnership with the Manatee EDC. The mission will expose local companies to international opportunities related to the expansion of the Panama Canal. For more information please contact [Mireya Eavey](#).

EDC Board Meeting

During the EDC board retreat meeting in February the board heard the following reports and took the following actions:

- Nominated Andrea Cooper from Venice to the Tourism and Economic Development Board
- Heard a report from the Business Climate committee regarding the project to identify regulatory burdens to business development. The Business Climate survey is nearly complete and the remainder of the work will occur this spring. A final report is due early this summer.
- Listened to a very informative presentation by Emily Sperling on Social Media and how to use it in your business
- Listened to a presentation by RTI International on the Institute for the Ages.

Mark your calendars for this upcoming event:

[March 10](#) – Investor Update Breakfast, 7:45 am at USF – Sarasota-Manatee

[March 16](#) -Global Economic Forecast, 8:30 AM - 11:00 AM
State College of Florida (SCF)

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