



# 2017-2019 Strategic Plan

**Vision:** To maintain and enhance an economically diverse region for living and working while preserving our natural resources.

**Mission:** To be the local area's economic development resource partner for promoting business and workforce retention, development, and growth.

## Key Strategic Issues

1. Quality of Life
2. Workforce Development and Talent Retention and Recruitment
3. Business Retention and Expansion

## Quality of Life

Preserve and enhance our quality of life.

- Collaborate with resource partners and community initiatives to increase the amount and availability of attainable/workforce housing (\$950 - \$1,450 per month).
- Work in partnership with Healthy Lee and BlueZones. Healthy communities achieve improved education outcomes, attract more talented workers and are more productive and competitive.
- Promoting preservation of the environment, green spaces, parks and access to waterways.

## Workforce Development and Talent Retention and Recruitment

Create an environment to address current and future workforce needs.

- Provide a Community Engagement Showcase to encourage integration and employee retention.
- Create a talent retention and job placement program working with the Estero Chamber of Commerce and FGCU to establish connection and mentoring opportunities.
- Develop an area resource guide.
- Host annual job fair for recent graduates.

## Business Retention and Expansion

Ensure the growth and prosperity of our community for local business.

- Serve as the resource for Estero and Bonita Springs based businesses to retain and grow the existing business base.
- Promote smart, sustainable growth to create high-wage jobs while protecting and improving the quality of life.
- Collaborate with the Southwest Florida Economic Development Alliance to attract new businesses to the region through national and international marketing campaigns.



BONITA SPRINGS ESTERO  
ECONOMIC DEVELOPMENT COUNCIL  
QUALITY BUSINESS, QUALITY LIFE