



Grow Collier Campaign 2011 – Celebrating Collier’s Existing Businesses

The Economic Development Council of Collier County (EDC) has always devoted significant time and resources to serving existing businesses, and this summer we want to reach more businesses to celebrate their success and identify ways in which we can help them continue and accelerate their growth, through programs and services offered by the EDC or our partner organizations.

Objective:

To connect with 600 businesses over the next 12 weeks to complete 200 surveys. This outreach will allow us to express our appreciation for their contributions to our economy and identify additional opportunities to serve those businesses through programs and services such as:

- Economic Gardening
- International Trade
- Business Retention & Expansion
- Referrals to Partner Organizations

Campaign Participants:

The EDC uses Investors in our organization to assist with the existing business programs, specifically through involvement in the Business Outreach Committee and the Economic Gardening Task Force. The EDC also has a strong partnership with SCORE and other Endorser organizations through Project Innovation.

By inviting these existing volunteers and partners to participate in the Grow Collier campaign and asking each of them to bring a friend, the EDC expects to reach 600 businesses in 12 weeks; with an overall goal of completing 200 surveys.

All volunteers connecting with at least one company will be entered into a drawing for a prize. In addition, the top three volunteers with the most connections will also receive prizes.

Kickoff Meeting: Thursday, June 7th, 2011 at 1 p.m.

Interested volunteers can attend a Kick-off meeting at the Naples Daily News Community Room on Tuesday, June 7th at 1:30 p.m. At this meeting we will briefly review the EDC offerings for existing business, the

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protocol for the outreach campaign, and material for the leave-behind folders. Then we will assign contacts and send everyone out for their first survey.

Campaign Time Frame and Tasks:

The Grow Collier Campaign will run from Tuesday, June 7th to Friday, September 2nd. During that time each volunteer will be provided five businesses to contact. The volunteer may also reach out to business or personal relationships that seem promising for EDC programs. If a volunteer exhausts the first five contacts the EDC will provide more. Volunteers should call each contact using the script provided and ask the necessary questions to determine eligibility in certain programs. Once the volunteer has collected all necessary information the survey form should be returned to the EDC, and credit will be given to that volunteer as appropriate.

The EDC will review all completed surveys within the 12 week campaign and send a “Thank you” email to each company for their participation. Companies eligible for participation in Economic Gardening will receive immediate follow-up; companies that can use other programs and services will receive information about those programs as time permits, and prior to October 1st.

Grow Collier Wrap-up Celebration and Awards: Thursday, September 29th at 12:00 pm

Participants are invited to a Luncheon to celebrate the achievements of the Grow Collier campaign and recognize volunteers for their hard work and success. The details of the luncheon location will be announced during the campaign.

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