

## HIGHLIGHTS OF ACTIVITIES DURING APRIL 2005

### BUSINESS DEVELOPMENT RESULTS

Collectively, the business development teams: responded to 73 new inquiries; hosted five client visits; opened nine new active projects and provided assistance to 54 regional companies. Four projects were established in April; three in Lake County and one in Seminole County, representing 158 new/saved jobs, \$5,372,000 in capital investment and 85,000 square feet of space.

### BUSINESS RECRUITMENT & PROJECT DEVELOPMENT

Attended CoreNet Global Annual Conference in Toronto. CoreNet Global is the leading international real estate association and their conferences constitute the largest annual gatherings of corporate real estate and site selection professionals in the world. • Traveled to New York, participating in Enterprise Florida's VIP/Consultant Showcase. Forty site selection consultants joined EFI and 17 community partners to learn about the benefits of doing business in Florida at which time consultants and VIPs had the opportunity to network with EDC representatives during various meetings.

### FILM & DIGITAL MEDIA DEVELOPMENT

Attended the 2005 AFCL Locations Expo in Santa Monica. During the three-day event, producers, location scouts and executives from major studios and independent production companies crowded the floor of the Santa Monica Civic Center speaking to film commissioners about projects ranging from major feature films and television shows to commercials and music videos. • A British TV series, *Living In America*, filmed an episode at various locations in Osceola County. • New York-based Milky Way Media, Inc. shot another episode of the TV series, *Astonishing News*, at the Orange County Sheriff's Office. • Chicago-based Ebel Productions shot a commercial for Friendly's Restaurant at a vacant department store in Orange County. • Michigan-based Avalon Films shot a commercial for Chevrolet/Nickelodeon at various locations in the City of Orlando and Orange County • Local entertainment group, Trans Continental, shot a DVD titled "Casino" at the Cheyenne Saloon at Church Street Station. • California-based Dente Studio, Inc. shot still images at various locations in Orange and Lake counties for an upcoming Harley Davidson Handbook.

### INTERNATIONAL BUSINESS DEVELOPMENT

Established a project from Canada in Lake County representing 25 jobs (100 in 36 months) at an average salary of \$40,000, purchase of a 63,000-square-foot building, and capital investment of \$4 million. • In reference to foreign direct investment: hosted a British company on a site visit to Lake County; hosted an Australian company interested in Metro Orlando; met with a Melbourne company considering Orlando to launch a new line of business; met with a Canadian company thinking of moving their headquarters and manufacturing facilities to the U.S. • Provided export and local growth counseling to 18 companies. • Made a presentation to eight international airlines from Europe and the Americas about Central Florida's business travelers and the need to have more direct flights to and from Orlando. • Participated in Campus Crusade for Christ's meeting with employees from California who are thinking about moving to Florida as part of the relocation of their operation. • Participated in the Information Technology Exposition and Conference (ITEC) in Amsterdam. • Attended the following: British Airways reception to celebrate the 25 years of direct flights from Orlando to London; JetBlue's ribbon cutting ceremony for the opening of their new facility at OIA; and, the Hispanic Business Expo at the Orange County Convention Center.

### TECHNOLOGY BUSINESS DEVELOPMENT

Hosted a meeting of the Technology Small Business Advisory Team. The topic was legal services for small businesses. • Met with new CEO of the Florida Solar Energy Center and toured facility. • Attended SPIE Defense and Security Symposium, one of the largest Optics Conferences held in Orlando. • Sponsored and attended Affiliates Day at UCF's Center for Research and Education in Optics and Lasers (CREOL) • Hosted Greg Hansen, U.S. Senate CIO, in partnership with UCF ORBIT. • Participated in myregion.org's Values Study. • Hosted, with GrayRobinson and the National Center for Simulation, Congressman Calvert, Chairman of the Space and Aeronautics Subcommittee of the Science Committee. The Subcommittee handles issues related to aviation and the U.S. space program.

### MARKETING and COMMUNITY RELATIONS

Produced and distributed *EDC 2004 Annual Report*. • Facilitated meetings with Orange Commissioner Jacobs, Lake Commissioner Hill and Seminole Commissioner Morris as part of Government Liaison Team efforts. • Full collateral and communication support for Economic Outlook, International Summit and Leadership Mission events. • Initiated development of agro-tech section of website. • Publicity activities have resulted in 16 stories and 1,945,039 potential impressions. This includes coverage in the following media outlets: AirTran's *Go* magazine, *Florida Trend*, *Southern Business & Development*, msnbc.com, *Lakeland Ledger*, WESH-TV, *Orlando Sentinel* and *Orlando Business Journal*. On a regional/national level, pitched stories to *Inc.*, *USA Today*, *Entrepreneur*, *Business Week*, *Business 2.0*, *Newsweek*, *Associated Press*, *Bloomberg*, *Gannett*, *Reuters TV*, *Wall Street Journal*, *Southern Business & Development* and *Site Selection*.

### INVESTOR RELATIONS & EVENTS

Two investors upgraded their commitment to the EDC: **Darden Restaurants** to the Governors Council and **Ginn Land Company** to the Ambassador Council. The EDC welcomes new Corporate Investors **Dyer, Riddle, Mills & Precourt, Inc.**, **Newland Associates**, and **Island Breeze Music**. • Coordinated EDC's Economic Outlook with keynote speakers Frans Johansson, author of the *The Medici Effect*, and Dr. Peter Panousis, director of UCF's Institute for Economic Competitiveness.

# Metro Orlando Economic Development Commission

Performance Metrics as of April 30, 2005

Business Development Performance Metrics	Monthly Results	Year-to-Date Results	Prior Year-to-Date Results	Year-to-Date Goal	Annual Goal
Total Publicity Impressions	1,945,039	16,471,561	16,977,877	14,000,000	24,000,000
Website Page Views	119,977	825,844	777,109	787,500	1,350,000
Inquiries	73	504	425	497	852
New Active Projects	9	66	67	117	200
Prospect Visits	5	38	21	33	57
Projects Established	4	15	16	29	50
Jobs Announced/ Saved	158	2,520	1,611	2,943	5,045
Capital Investment	\$5,372,000	\$103,008,000	\$37,223,300	\$98,014,288	\$168,024,494
Square Footage Leased or Purchased	85,000	623,530	817,613	1,274,897	2,185,538
Film Projects Scouted	28	238	177	175	300
Film Projects Permitted	11	145	155	88	150
Existing Industry Assisted	54	270	N/A	263	450
Investor Funding Performance Metrics					
Pledged Contributions Written-off	\$3,500	\$3,500	\$23,350	\$30,868	\$52,916
Unpledged Contributions Cancelled	\$7,500	\$57,250	\$14,000	\$77,000	\$132,000
New Investor Contributions (Current Year)	\$116,000	\$623,625	\$97,250	\$395,375	\$804,375
New Restricted Contributions (Future Years)	\$0	\$0	\$647,500	\$0	\$0
Financial Performance Metrics					
Unrestricted Investor Funding & Events Revenue	\$183,825	\$2,398,529	\$1,540,470	\$2,058,940	\$3,205,240
Local Government Support	\$203,377	\$1,399,908	\$1,560,401	\$1,437,740	\$2,447,658
Other Revenue	\$48,188	\$124,587	\$62,986	\$77,740	\$121,064
Total Revenue	\$435,390	\$3,923,024	\$3,163,857	\$3,574,420	\$5,773,962
Total Expense	\$431,099	\$3,234,110	\$3,073,365	\$3,537,608	\$5,667,722
Excess (Deficit) of Revenue Over Expenses	\$4,291	\$688,914	\$90,492	\$36,812	\$106,240
Cash & Investments	\$2,055,545	\$2,055,545	\$1,521,509	N/A	N/A