



Strategic Plan 2020-20203

Quality of Life

Preserve and enhance the quality of life in South Lee County

- Collaborate with resource partners and community initiatives to increase the amount and availability of available workforce housing.
- Work in partnership with Healthy Lee and the Blue Zones Project to further improve the health of our region. Healthy communities achieve improved education outcomes, attract more talented workers and are more productive and competitive.
- Promote the preservation of the environment, green spaces, parks and access to waterways and survey health, transportation and education issues in our area.

Workforce Development and Talent Retention and Recruitment

Create an environment to address current and future workforce needs.

- Coordinate a signing day recognition event for area high schools.
- Create talent retention and job placement programs working with Florida SouthWestern State College, Florida Gulf Coast University and area high schools to establish connection and mentoring opportunities.
- Develop an area resource guide (geared toward employer information and job description materials).

Business Retention and Expansion

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

- Increase EDC exposure, participation, presence via in kind memberships with key community/business orientated organizations in Southwest Florida.
- Encourage guest speakers to address infrastructure development and growth plan for the next 5/10/20 years.