



Joint Meeting

Board of County Commissioners - Horizon Council
Tourist Development Council - Airports Special Management Committee

March 20, 2017

8:30 a.m

Florida Southwestern State College
8099 College Parkway
Building U, Room #102
Fort Myers, Florida

AGENDA

- I. Call to Order**
- II. Pledge of Allegiance**
- III. Introduction**
- IV. BoCC Strategic Priorities**
- V. Horizon Council Work Plan**
- VI. Tourist Development Council Update**
- VII. Airports Special Management Committee**
- VIII. Roundtable: Economic Development / Tourism Collaboration**
- IX. Public Comment**
- X. Adjourn**



Joint Meeting

Lee County Board of County Commissioners
Horizon Council
Tourist Development Council
Airports Special Management Committee

March 20, 2017





New Business Model

Policy Driven

- Twice Monthly BoCC Policy Workshops
- Annual Strategic Priorities

One Organization

- County Team
 - Leverage Collective Talents and Experience
 - Customer Service Focus

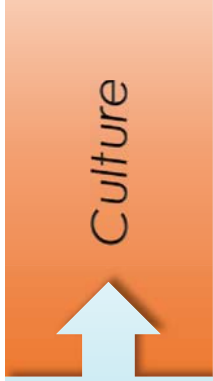
Accountable

- Continuation Budget Process
- Performance Management Initiative

Back to Basics



Fiscal
Stability



Culture

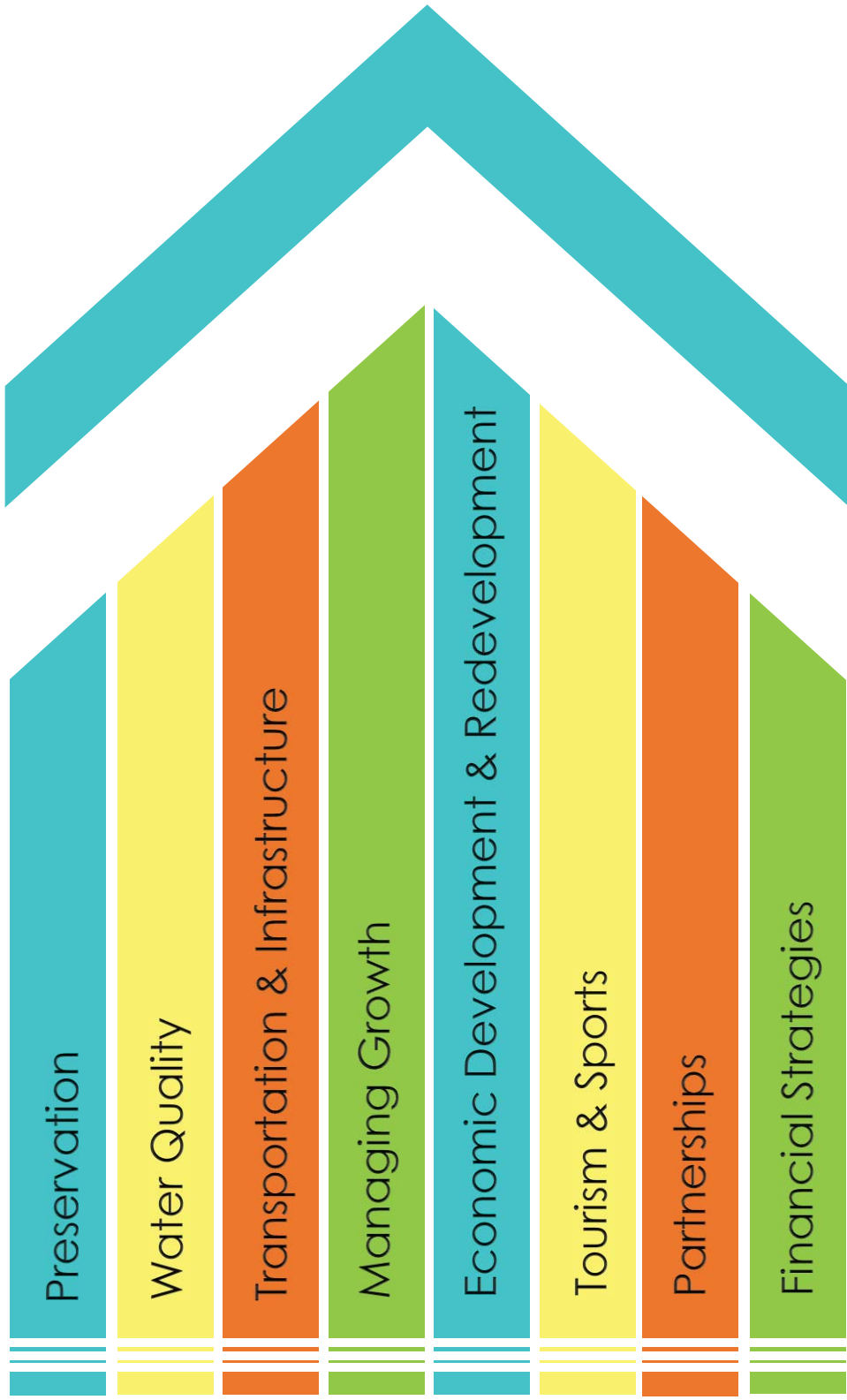


Cohesive &
Sophisticated
Policy





Strategic Priorities





Priority: Eco Dev & Redevelopment

Local Business vs. Incentive Driven

- Facilitate Existing Business Expansion
 - Business Development Opportunities
 - Example: Gold Key Program in Partnership with State and IDA

North Fort Myers Market-Based Assessment

- Model for Unincorporated Areas?
- February 21 Workshop



DevelopLee

LEHIGH ACRES | MLK CORRIDOR | NORTH FORT MYERS





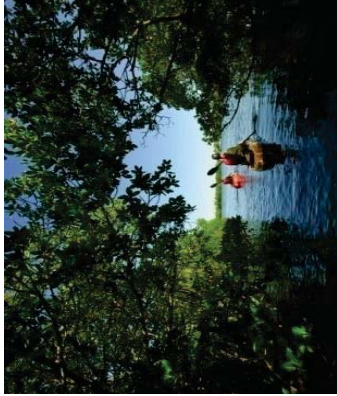
Priority: Tourism & Sports

VCB Review Workshop (Dedicated Funding)

Bed Tax Common Reserve for Enhanced Flexibility

Sports Facilities Needs Analysis: April 2017

- 5-Plex Player Development Expansion





Strategic Investments

Transportation: ADDITIONAL FY15-16 through FY21-22	\$106.4 Million
Water Quality 10 Year Total	\$37.2 Million
Preservation: 25,000 Acres	\$316 Million
Tourism: ADDITIONAL	\$2.825 Million
Sports: Five-Plex Expansion	\$5.8 Million
FY17 Economic Incentives: 722 Jobs	\$2.3 Million





Gary Griffin
2017 Horizon Council
Chair

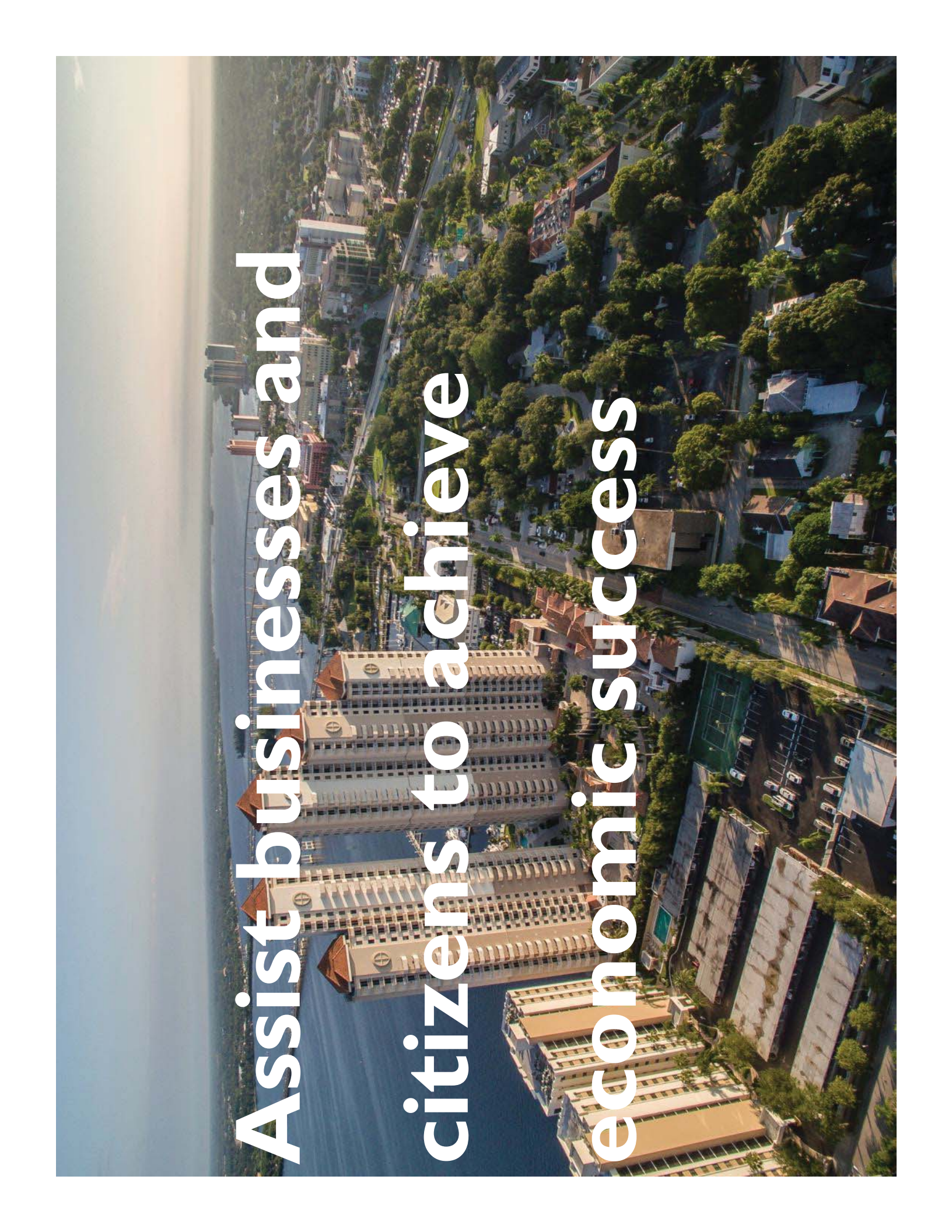
Vision

The Horizon Council will work to
create a sustainable economy in
Lee County where all residents
and businesses can prosper.

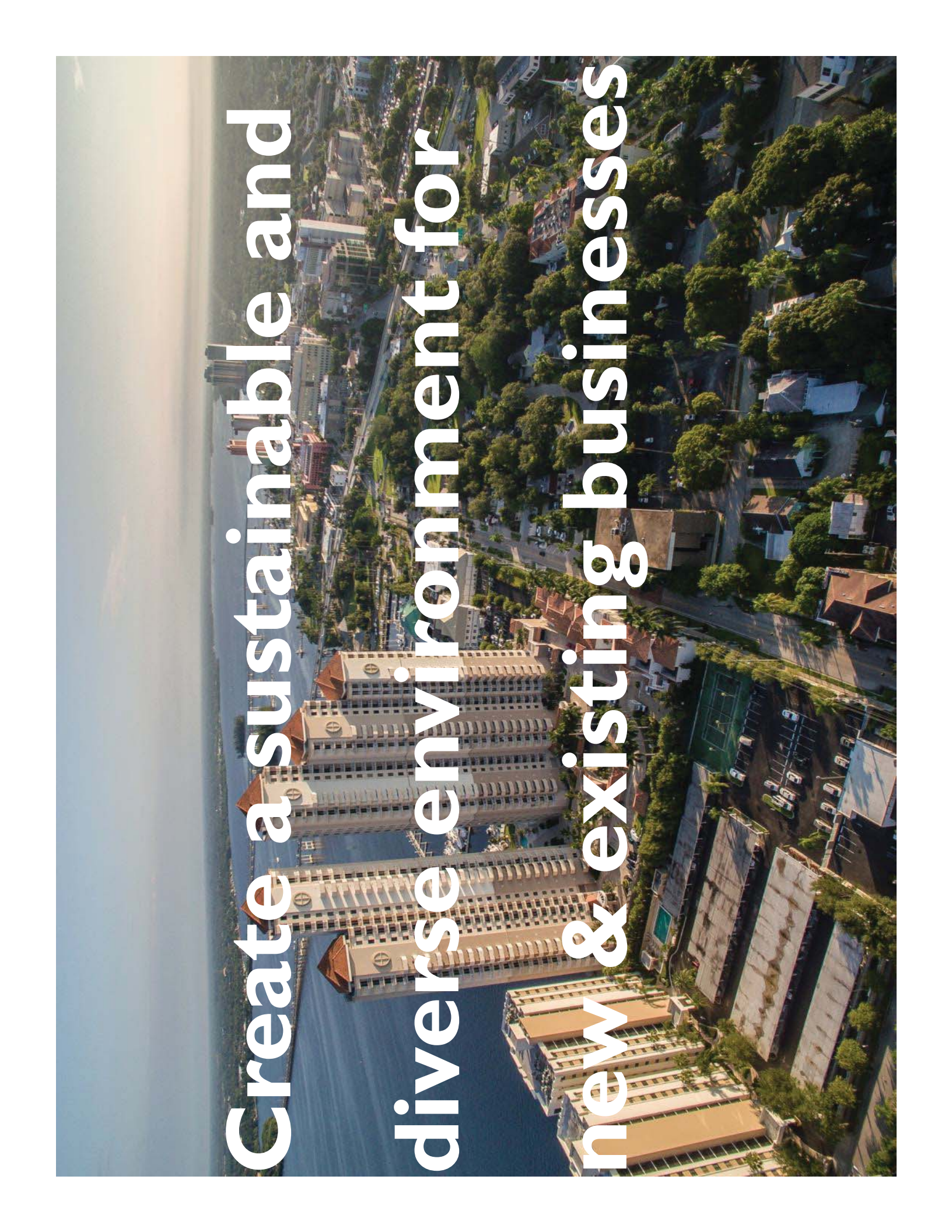
Mission

The Horizon Council will make
Lee County a better place to live
and work by ...

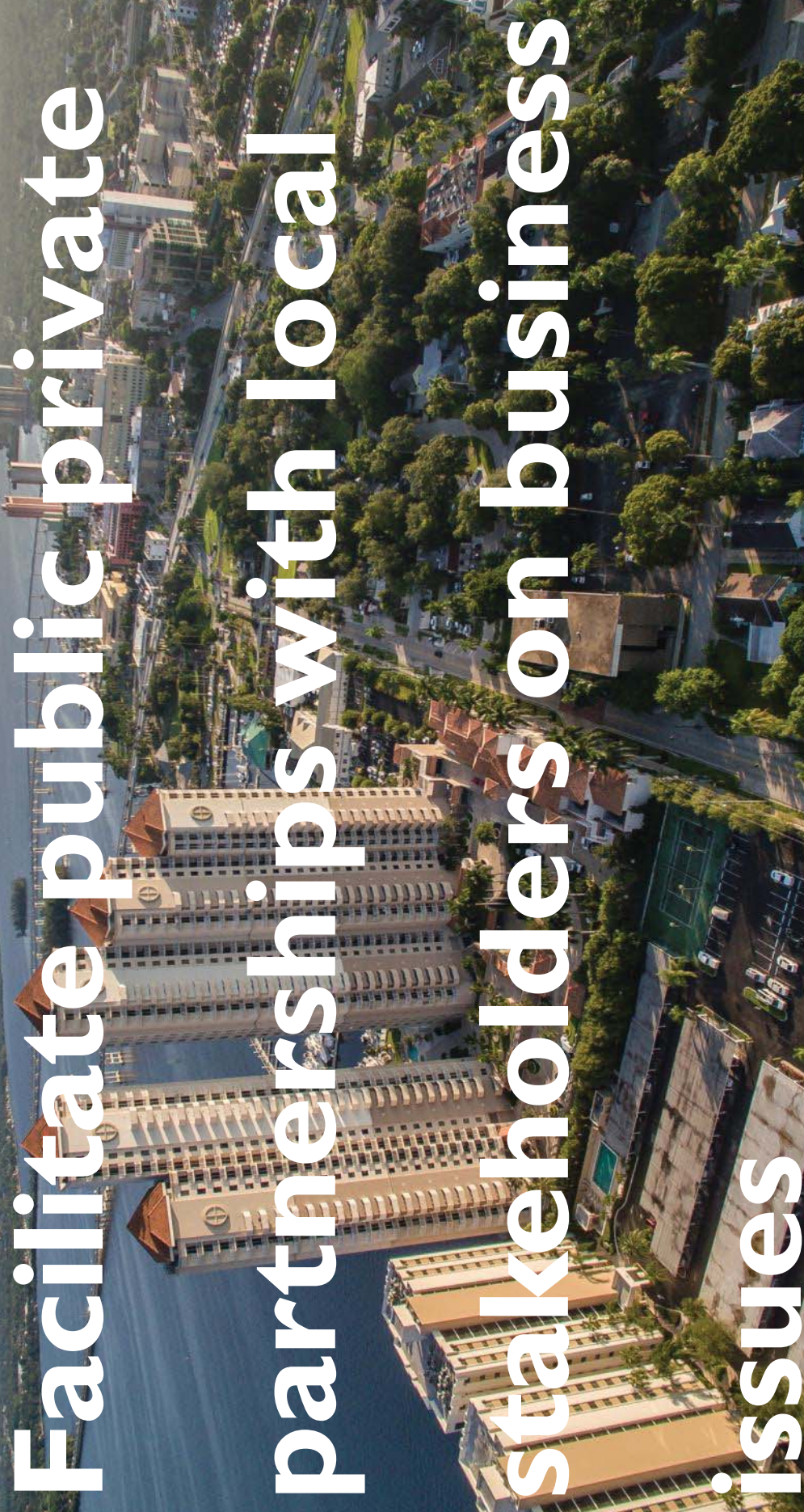


An aerial photograph of a coastal city. In the foreground, several modern high-rise apartment buildings with balconies and glass facades are visible. The city extends inland, showing a mix of residential buildings, green spaces with trees, and roads. A large body of water is on the left side of the image, with a few boats visible. The sky is clear and blue. The text is overlaid in white, bold, sans-serif font, rotated 90 degrees counter-clockwise.

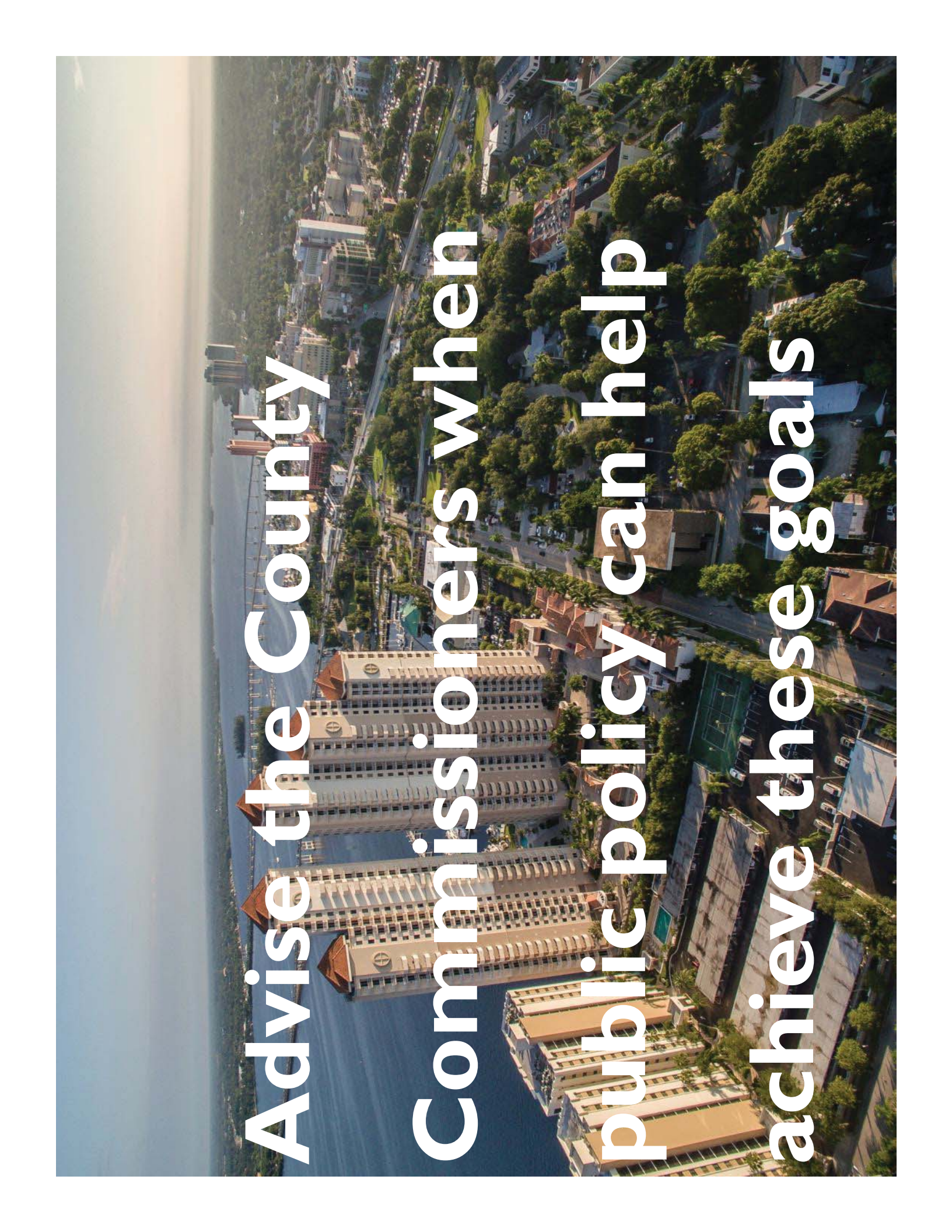
**Assist businesses and
citizens to achieve
economic success**

An aerial photograph of a coastal city, likely Singapore, showing a mix of modern high-rise buildings, older residential structures, and lush greenery. The city is situated along a large body of water. The text is overlaid on the image, reading:

**Create a sustainable and
diverse environment for
new & existing businesses**

An aerial photograph of a coastal city, likely Singapore, showing a large hotel complex with multiple towers and a swimming pool, surrounded by residential buildings and lush greenery. The city is situated along a coastline with a large body of water in the background.

**Facilitate public private
partnerships with local
stakeholders on business
issues**

An aerial photograph of a city, likely Singapore, showing a mix of modern high-rise buildings and older, more densely packed structures. A large body of water is visible on the left side of the image. The text is overlaid in white, bold, sans-serif font, reading:

**Advise the County
Commissioners when
public policy can help
achieve these goals**

Horizon Council Committees



Business Issues

Co-chairs – Russell Schropp & Mike Quaintance

New 2017 Initiative

- Evaluate options to improve attainable workforce housing – Initial meeting is April 7, 2017 from 1 PM to 3 PM at EDO.

Ongoing

- Streamline permitting process
- Provide feedback on government services
- Provide input for Comp Plan Update

Workforce

Chair – David Miller

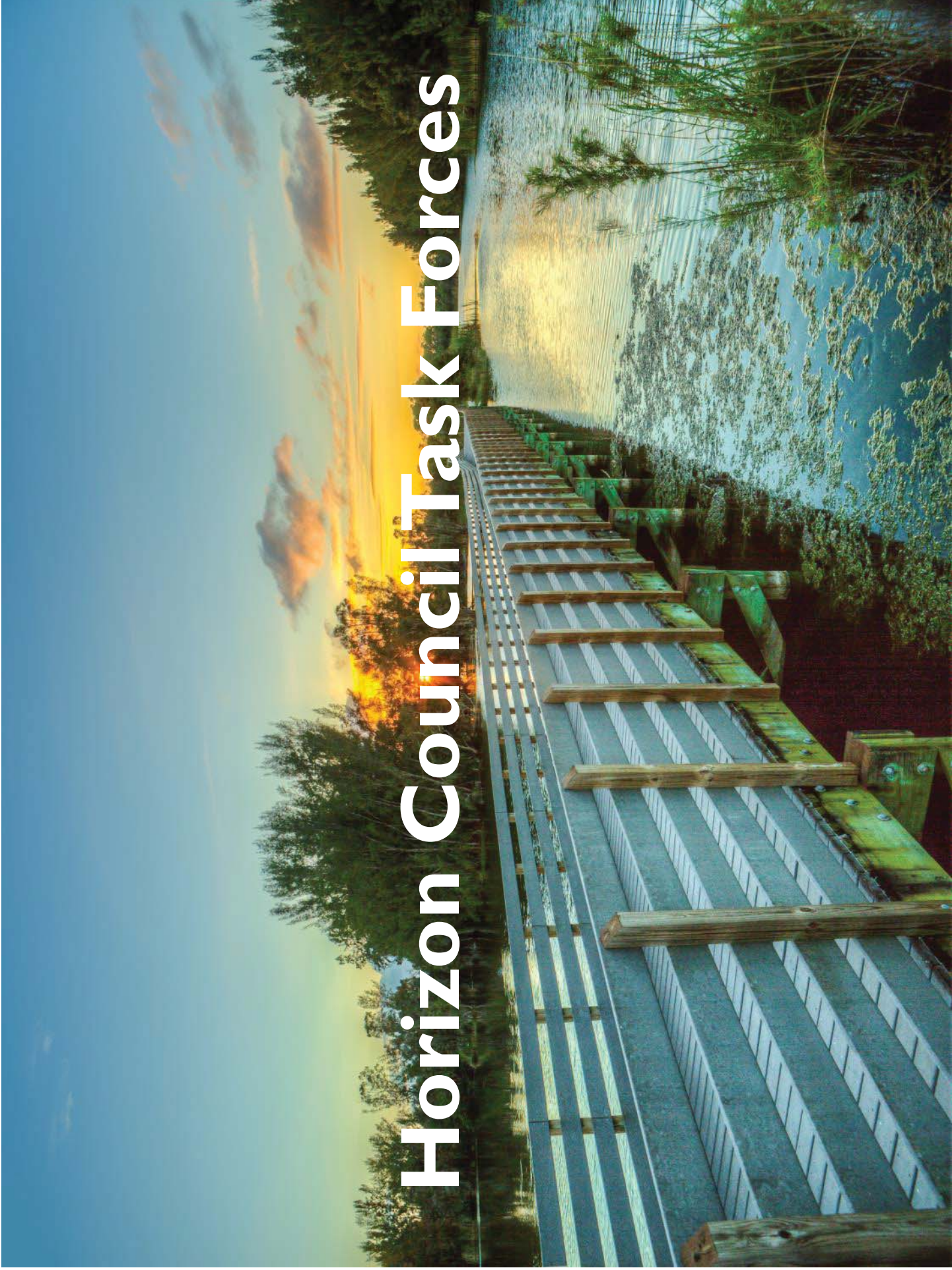
- Initial meeting March 24, 2017 - 10 AM to noon at FGCU.
- Support business community and education institution collaboration
- Strengthen Lee County workforce talent and skills availability

Outreach

Chair – Chris Spiro

- Stakeholder engagement
- Horizon Council event planning
- Business attraction networking events
- Horizon Foundation investor support

Horizon Council Task Forces



Healthcare

Chair – Dan Thompson

- Meetings are the first Monday of each month, 8 AM at the EDO.
- Engage CEO's to share best practices for workforce wellness.
- Educate businesses on the benefits of workforce wellness and lifestyle medicine
- Connect them with resources to incorporate these programs into their benefit plans

Commercial Revitalization Committee

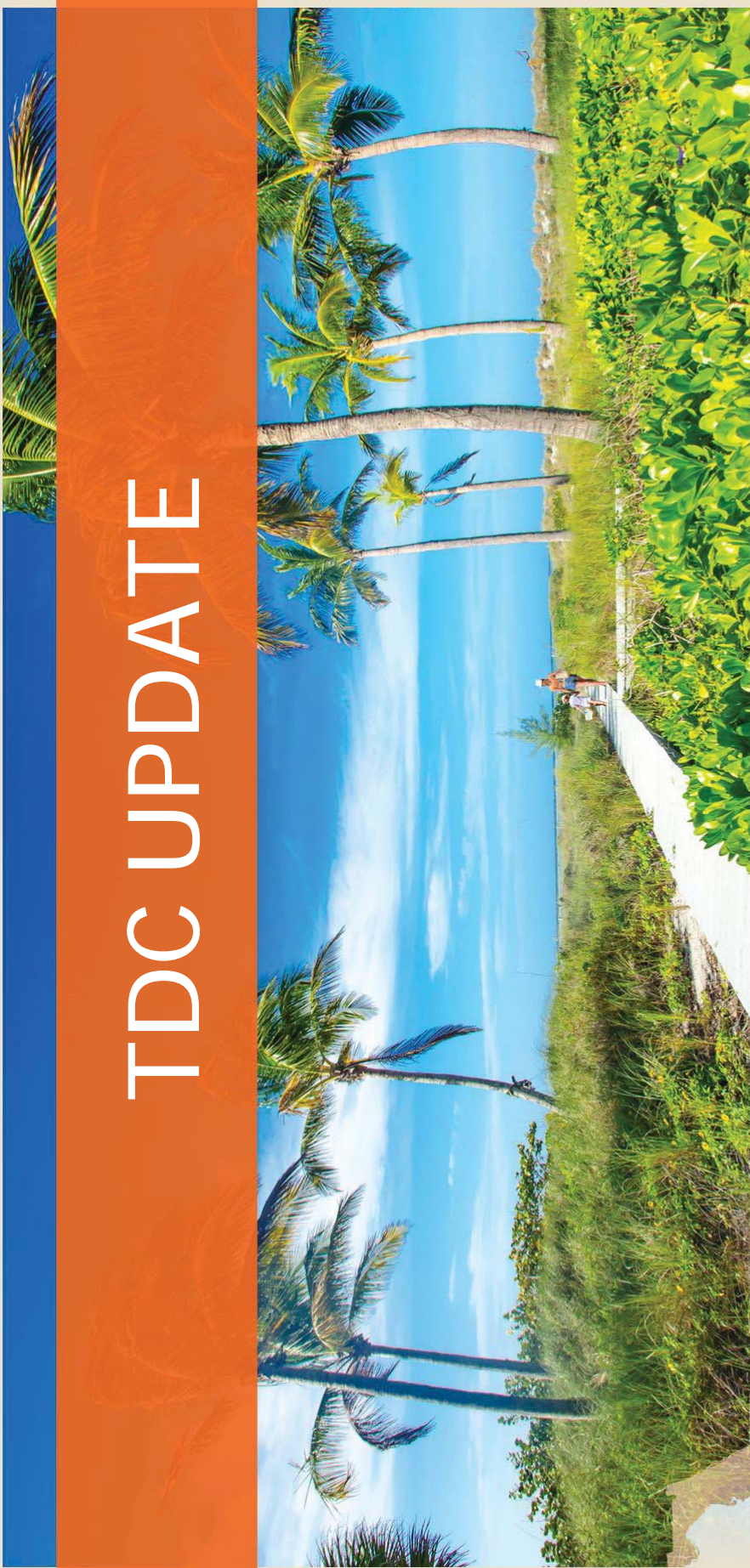
Chair – Dan Eveloff

Help drive commercial growth within the areas of Lee County that have lagged in the ongoing economic recovery



**Thank you to the Lee County
BOCC for showing that
Lee County truly is
“Open for Business”.**

TDC UPDATE



THE BEACHES OF
**FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM



THE VALUE OF TOURISM

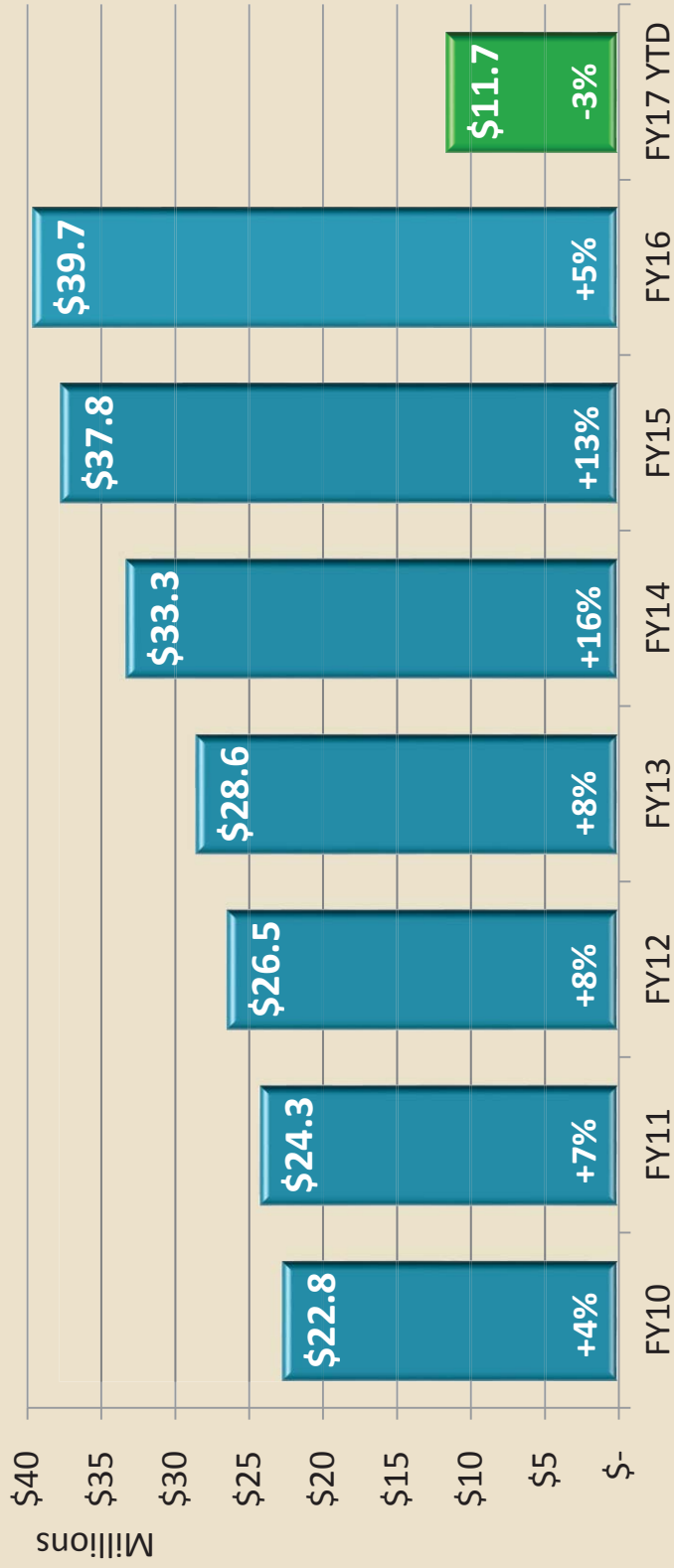
Visitation to Lee County 2016	4,808,677
Visitor Expenditures 2016	\$3.04 billion
Tourist Tax Revenue FISCAL YEAR 2015-16	\$39.7 million
Jobs County Residents Employed Directly or Indirectly by Tourism 2016	57,723

Sources: Visitor Profile and Occupancy Analysis (DPA) & Lee County Clerk of Courts



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

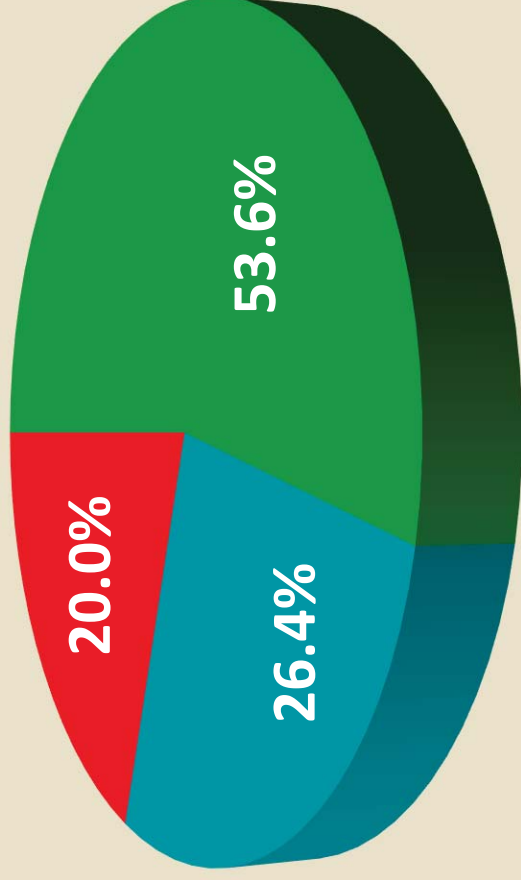
TOURIST TAX REVENUE



Source: Lee County Clerk of Courts



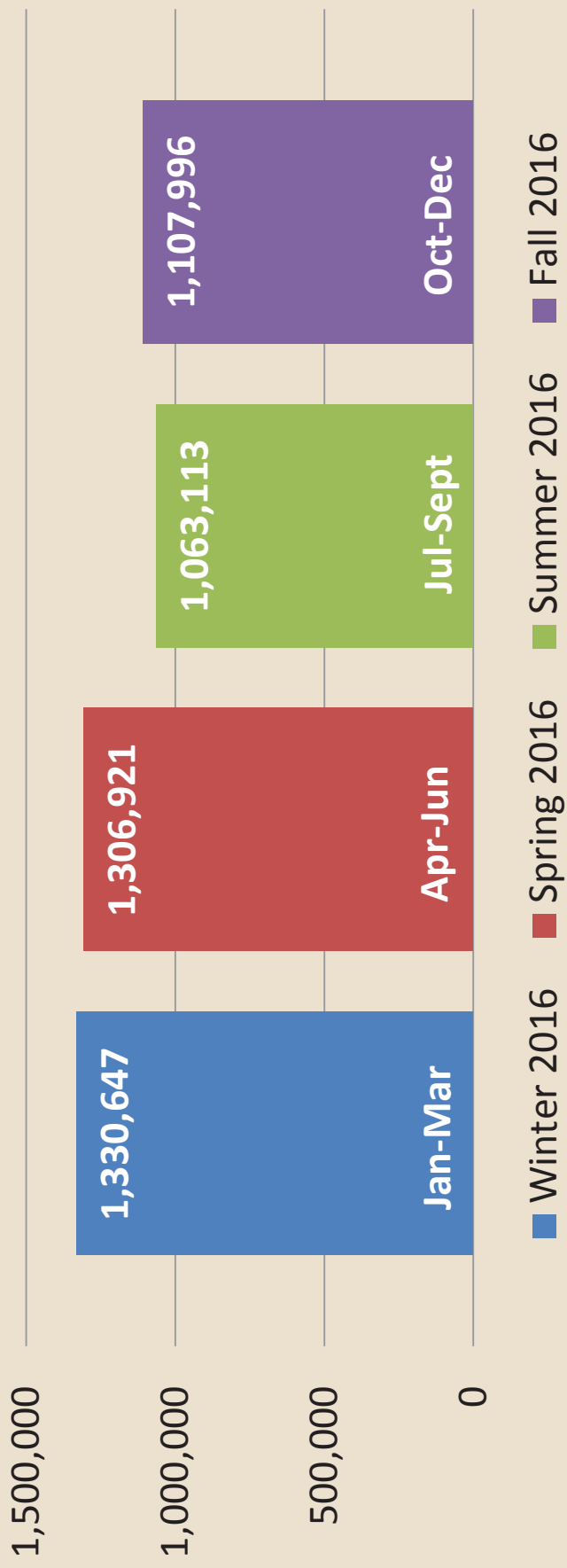
TOURIST TAX ALLOCATION



■ Advertising/Promotions ■ Beach & Shoreline ■ Stadium Facilities

Source: Lee County Ordinance 13-14

ESTIMATED VISITATION BY SEASON

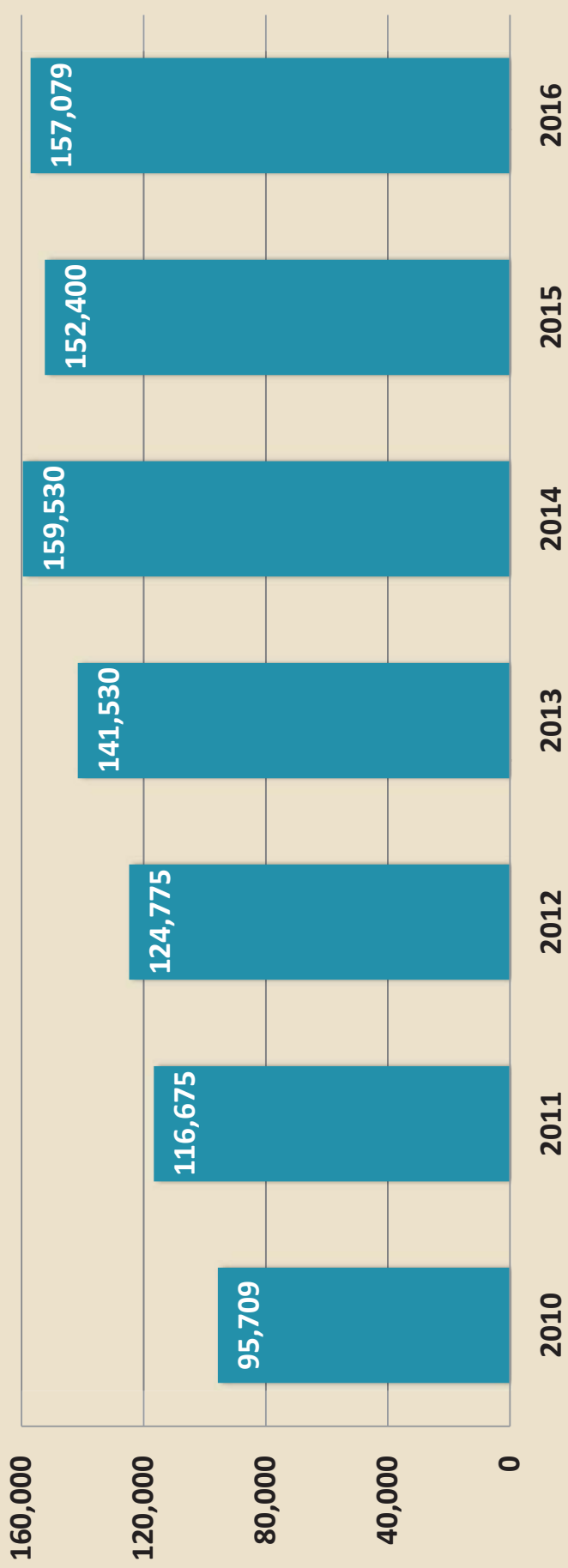


Source: Visitor Profile and Occupancy Analysis (DPA)

2016 SPORTS TOURISM HIGHLIGHTS

- Hotel Room Nights Sold – 157,079
- Sports Tourism Visitors – 147,463
- Direct Visitor Spending – \$67,079,827
- Increased number of annual events by 24 (115 to 139)
- Perfect Game & The Series continues to evolve
- North American Roller Hockey Championship (NARCh)
- International baseball & softball efforts
- 2nd half of calendar made up for 1st half

SPORTS ROOM NIGHT TRENDS



Source: Lee County Sports Development



LATEST CAMPAIGN: ISLANDOLOGY



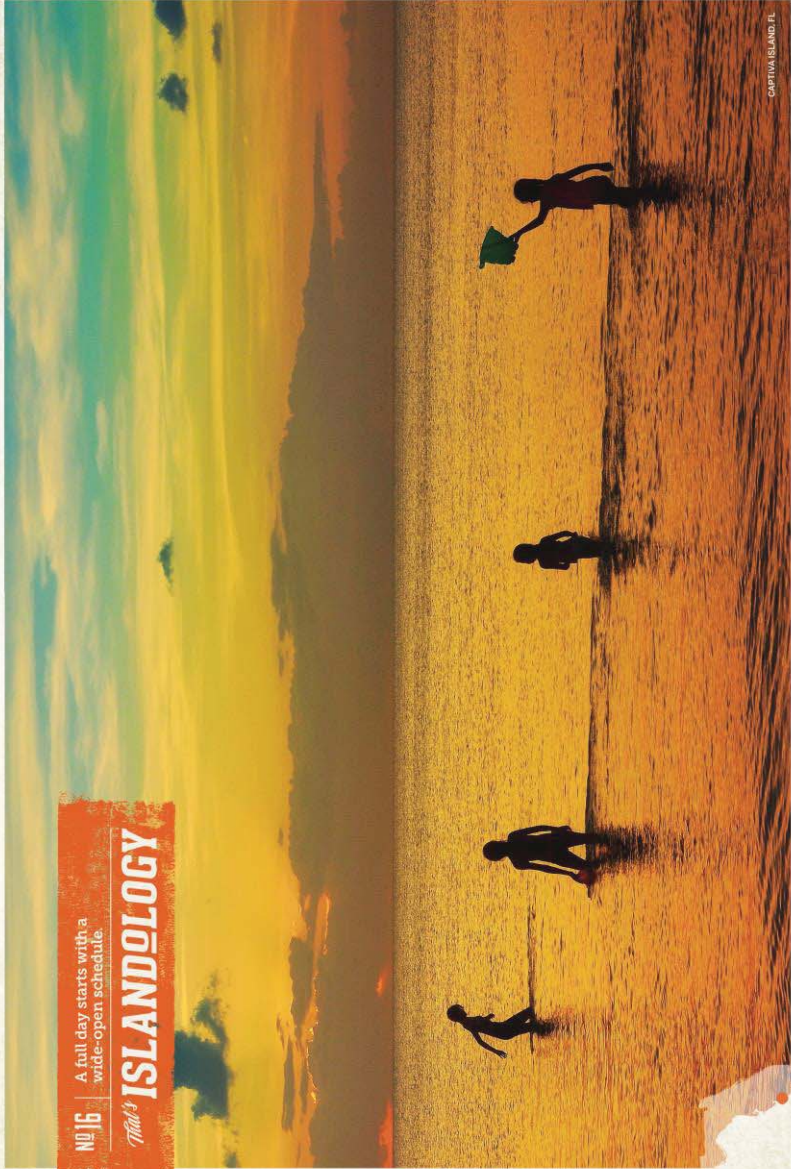
THE BEACHES OF
**FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM



NO 16

A full day starts with a wide-open schedule.

Tipsy ISLANDOLOGY



CAPTIVA ISLAND, FL

Islandology is our way of life. It's slowing down to a relaxing pace. It's sipping on a refreshing drink and getting lost in the hammers. It's knowing that the best moments can't be scheduled - they just happen when they're supposed to.

Plan your trip at FortMyers-Sanibel.com



RED COCONUT RV RESORT
Experience the Gulf of Mexico. Enjoy camping at our village of beachfront RV's. Call us on 450-888-265-6226
RedCoconut.com



SANDALFOOT BEACHFRONT CONDOMINIUM
Offering your Beachfront 2-3 bedroom units with 2-bathrooms, kitchen, rental condos on one of the most beautiful beaches in the world.
SandalfootCondo.com
800-725-2250



SANIBEL MOORINGS CONDOMINIUM RESORT
Home to Sanibel's only 100% oceanfront Condo Suites at a Gulf Front Resort with pristine beach, pool, tennis courts, and a pool.
SanibelMooring.com
800-237-5144



SOUTH SEAS ISLAND RESORT
Enjoy 2.5 miles of beach, water sports, spa, fishing, and more. Get the 4th night free all summer.
SouthSeasIsland.com
888-222-7848

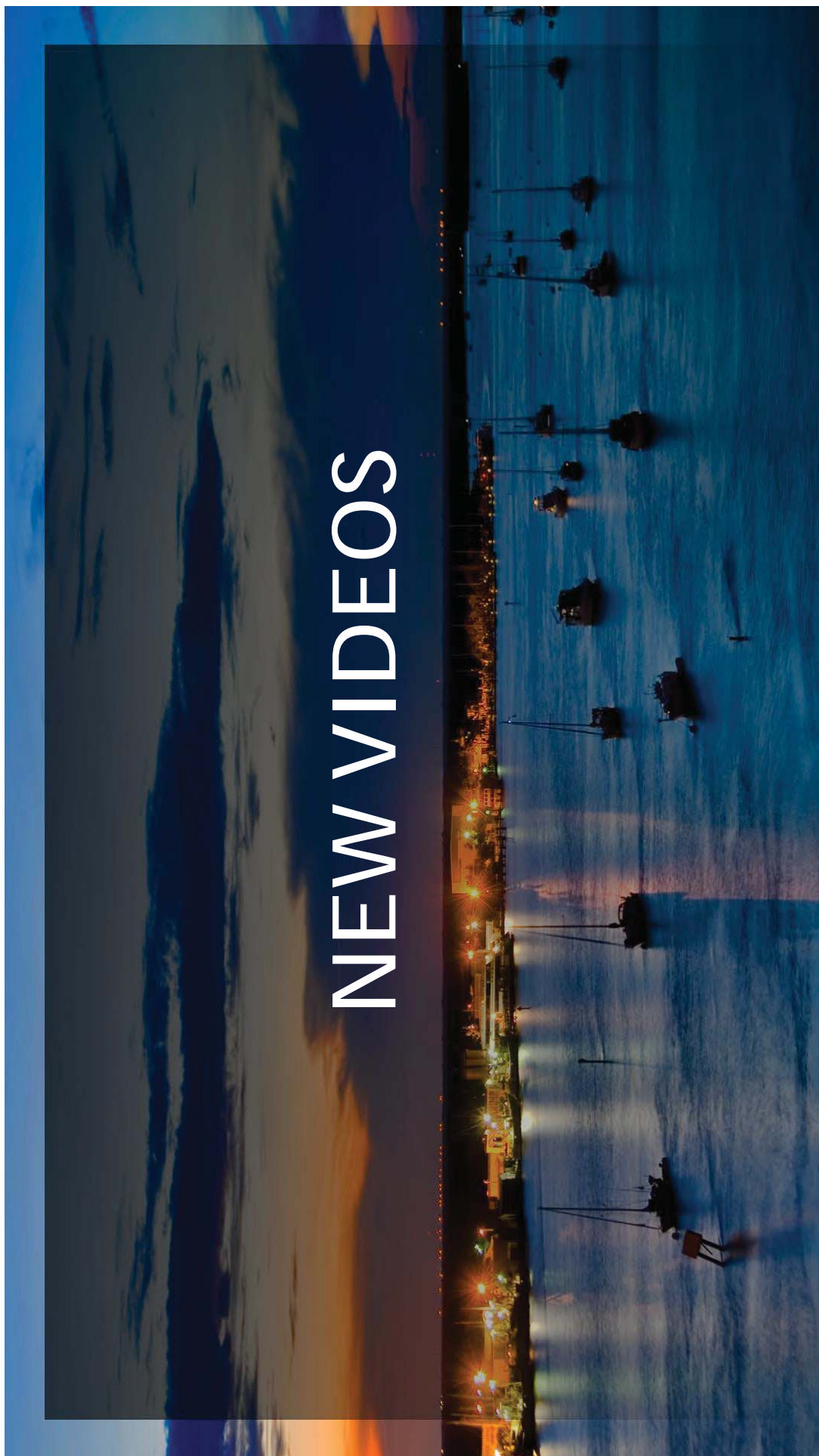


WEST WIND INN
Experience TRUE Sanibel at this peaceful beachfront property of white-sand shelling beach, Voted Best Inn in the World.
WestWindInn.com
800-824-0476



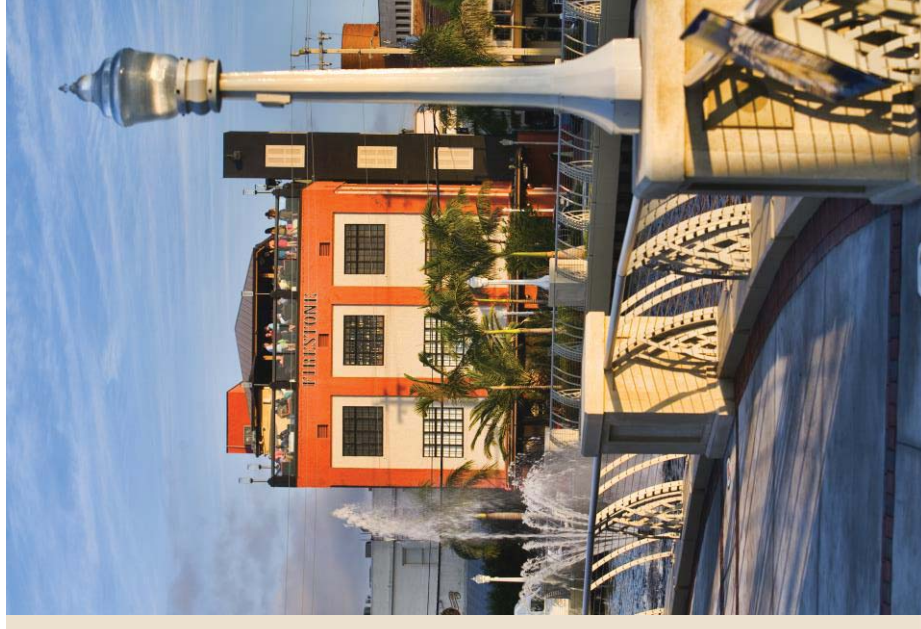
SANIBEL HARBOUR
Experience TRUE Sanibel at this peaceful beachfront property of white-sand shelling beach, Voted Best Inn in the World.
WestWindInn.com
800-824-0476

NEW VIDEOS



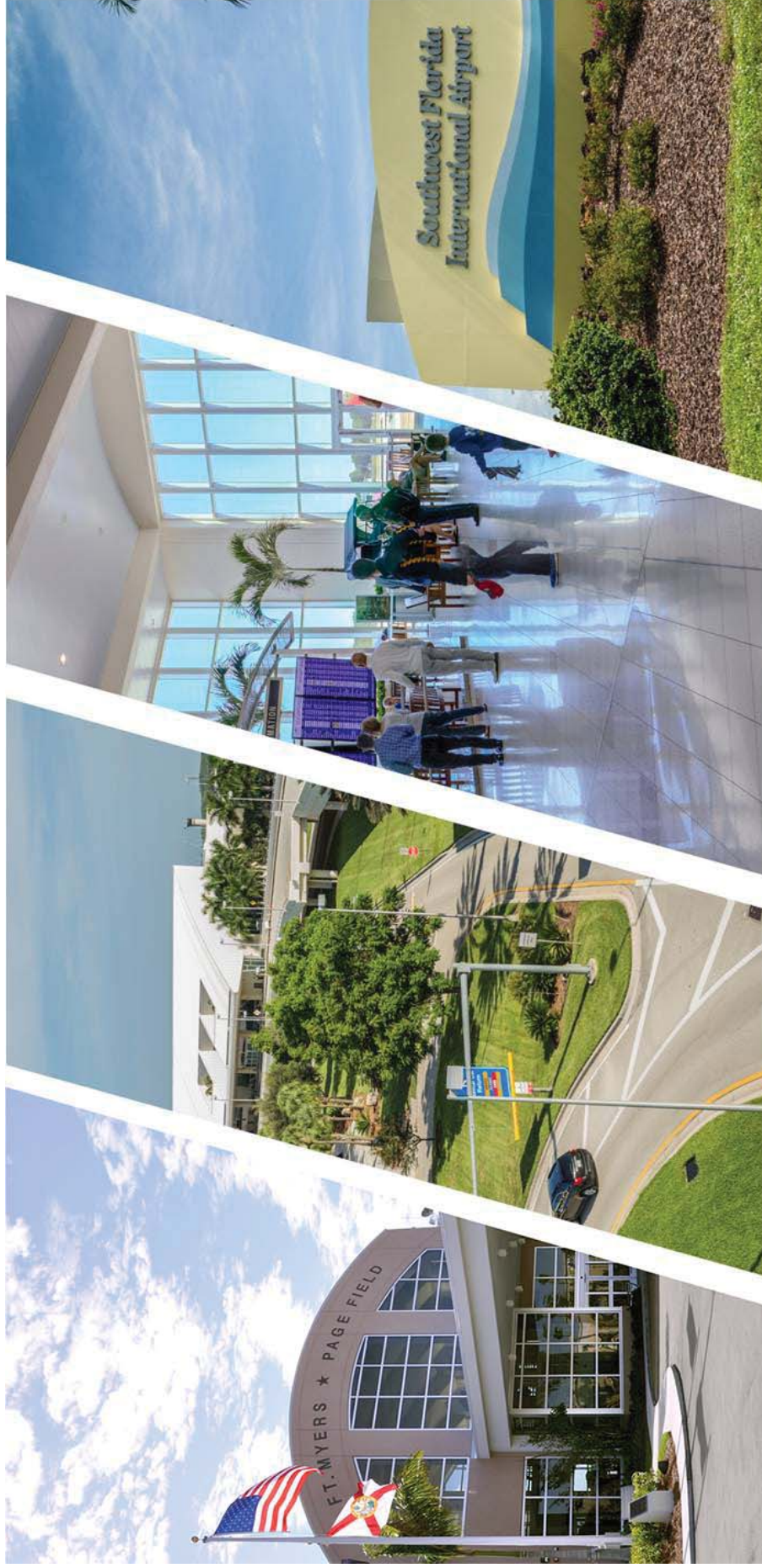
LOOKING AHEAD

- Yield (Visitor Spending)
- Off-Peak and Shoulder Visitation – including Amateur Sports Tourism
- Sports Facility Development
- Gen X and Millennial Targeting
- Air Service Development



Making Connections

The Impact of Our Airports in Lee County



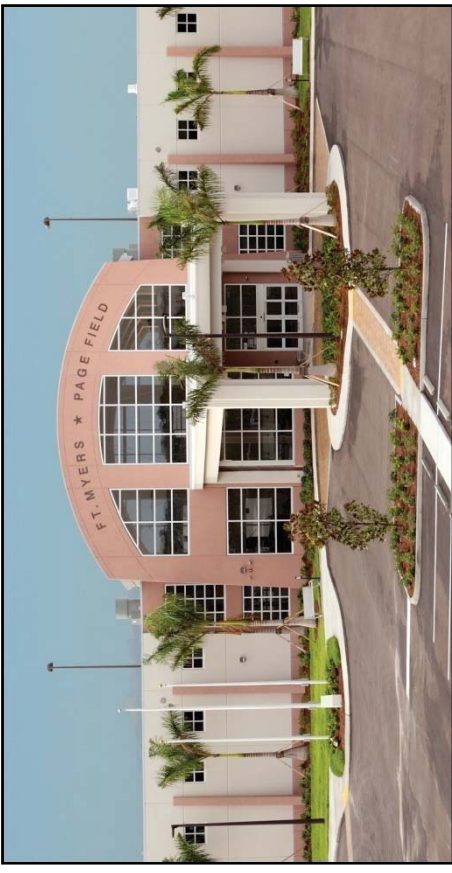
Who We Are

 The Lee County Port Authority (LCPA) operates both Southwest Florida International Airport and Page Field in Fort Myers.



RSW

**Southwest Florida
International Airport**



FMY

Page Field



LCPA Funding

- ▶ The Port Authority operates as an enterprise fund with revenue generated from airport operations.
 - ▶ **No ad valorem (property) tax dollars** support the airport operations or construction.
- ▶ Sources of revenue include rents and fees from our tenants and user fees from travelers, which fund our operations.
- ▶ Passenger Facility Charges and grants from the Federal Aviation Administration and Florida Department of Transportation fund airport construction projects.



Airport History

- RSW was certified for operations and opened on May 14, 1983. It is still one of the newest major airports in the nation.

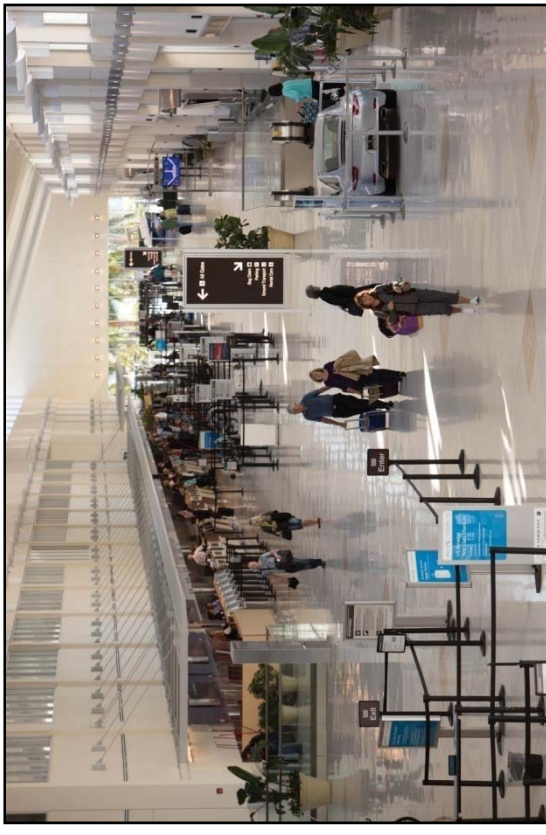
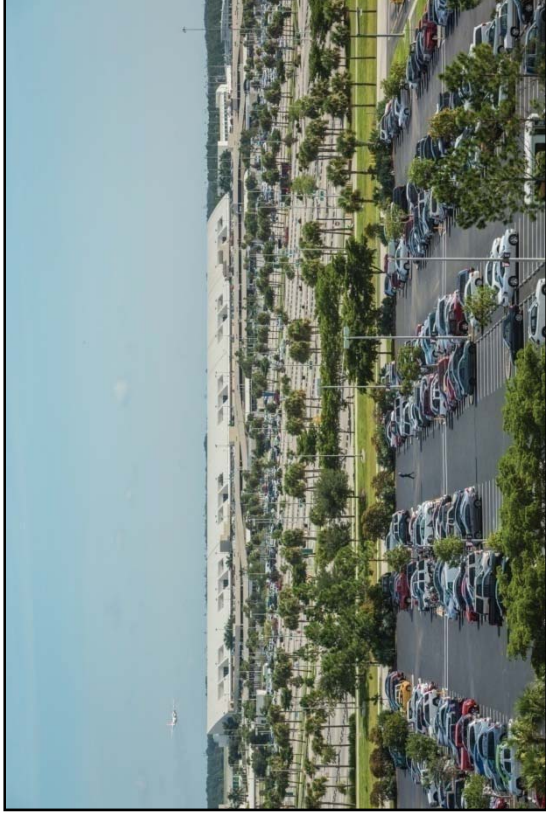


- RSW became an international airport in 1993 with scheduled flights to Canada and Germany.



RSW Today

- ▶ To handle unprecedented growth, a new terminal complex opened on Sept. 9, 2005 with 798,000 square feet, 28 gates, new taxiways, a dual roadway system and triple the amount of parking. It is still one of the newest facilities in the U.S.



- ▶ This facility cost \$438 million and is the largest public works project in Lee County history. It is paid for by revenues from our tenants and special grants from federal and state resources.



Page Field Today

➤ Page Field has been transformed into a thriving, prosperous, rapidly developing general aviation facility. It serves as a reliever airport for RSW and handled nearly 109,000 operations in 2016.



Recent Infrastructure Improvements

- ▶ The Florida Department of Transportation opened the direct connect roadway linking the two largest transportation hubs in our region – RSW and I-75 .



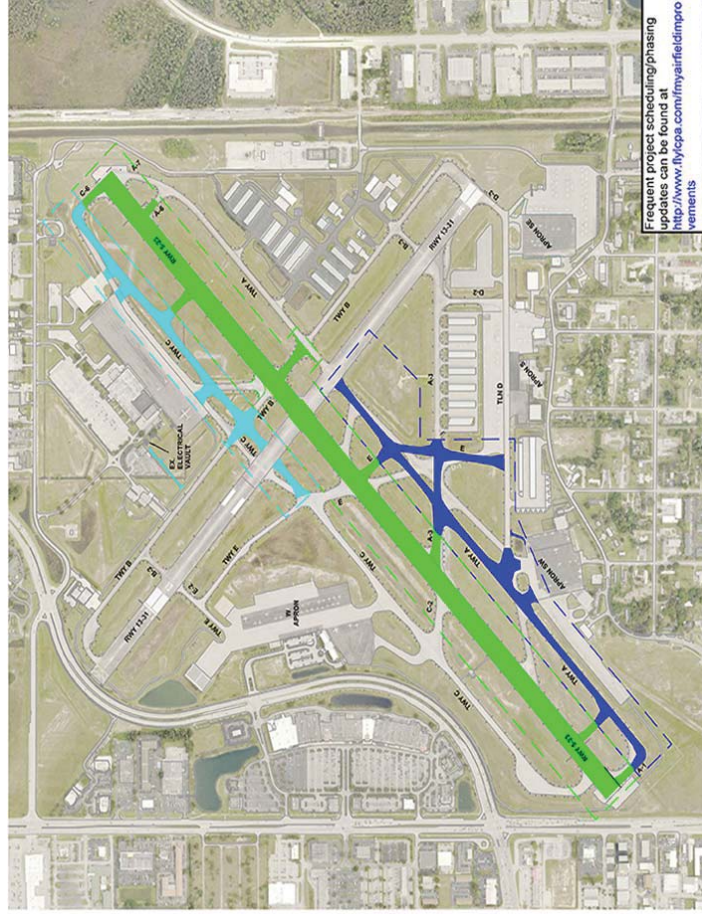
Recent Infrastructure Improvements

- Widening of Terminal Access Road to six lanes from the I-75 Direct Connect to Air Cargo Lane, which improved access into and out of the airport.



Recent Infrastructure Improvements

 The Page Field Primary Runway and Taxiway Rehabilitation Project will ensure that we can continue to meet general and business aviation needs in Southwest Florida



LEGEND		TARGET DATES	
		START	END
PHASE 1	Blue	01/09/17	06/17
PHASE 2	Green	04/19/17	07/17
PHASE 3	Light Blue	07/17	11/17



Airport of the Future

- The terminal is expandable for future growth with the potential to add T-shaped extensions and eventually two more concourses to create a total of 65 gates.



Airport of the Future

- ▶ New Air Traffic Control Tower and Terminal Radar Approach Control project has been approved and funded, with a planned completion in the early 2020s.



Airport of the Future

- A 9,100-foot parallel runway is planned for the late 2020s.



Partnerships

- Air Service
 - Airlines do not fly to airports, they fly to communities!
 - We look to the VCB, hotels, attractions and the entire travel and tourism sector to support flights with marketing dollars, promotions and cooperative advertising
- Land Development
 - We rely on the EDO and the regional business community to provide leads about companies looking to relocate or expand in Lee County.

The success of these relationships has resulted in continued growth and business development at Southwest Florida International Airport and Page Field



THE BEACHES OF
**FORT MYERS
AND SANIBEL**
FORTMYERS-SANIBEL.COM



LEE COUNTY
S O U T H W E S T F L O R I D A



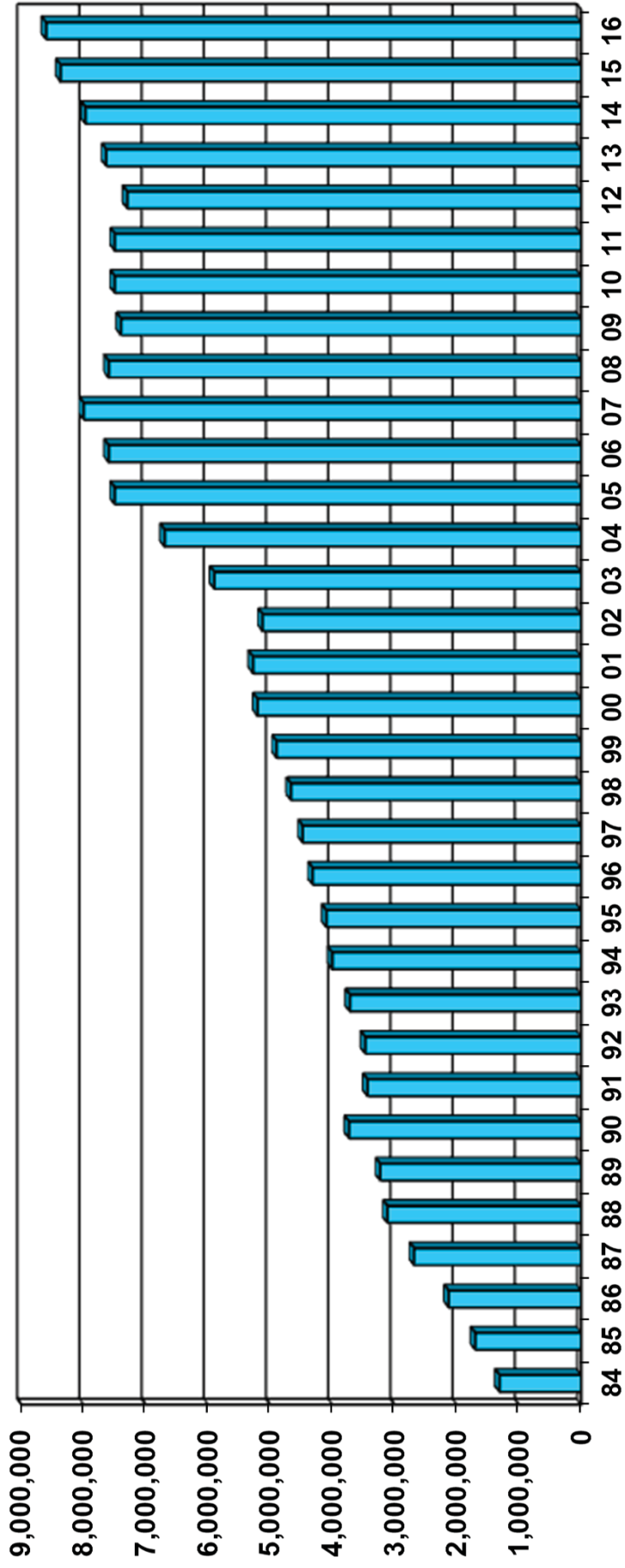
LEE COUNTY
ECONOMIC DEVELOPMENT
S O U T H W E S T F L O R I D A
Bonita Springs • Cape Coral • Estero • Fort Myers • Fort Myers Beach • Sanibel



Southwest Florida International Airport Passenger Growth

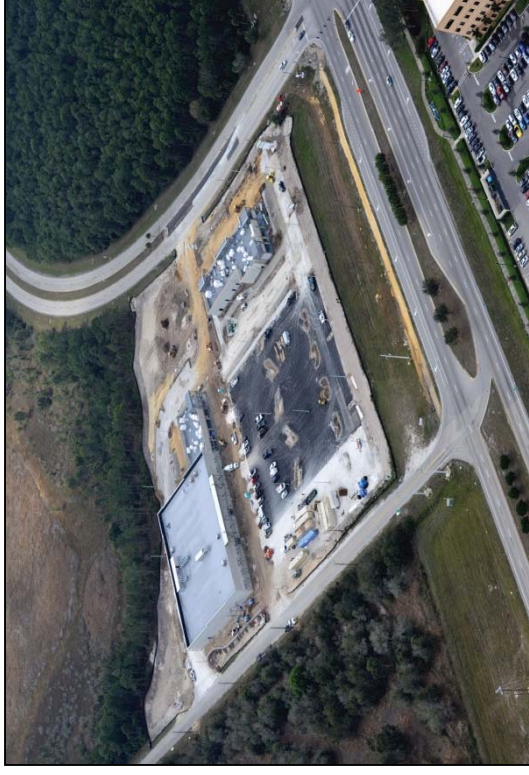
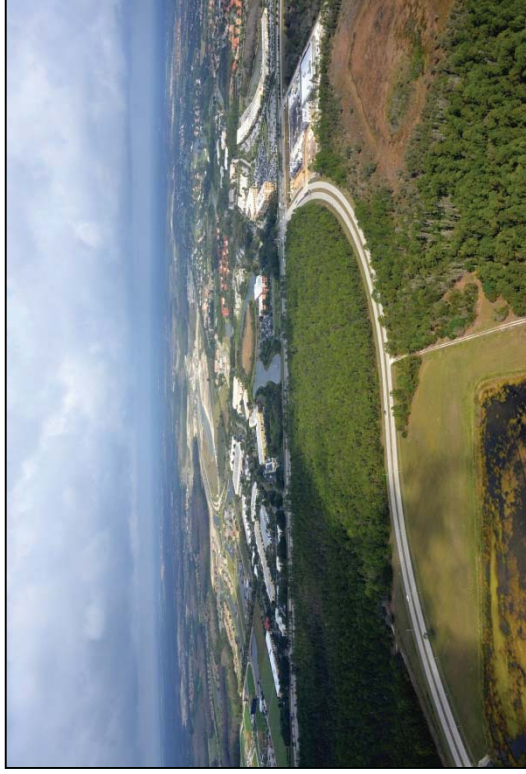
➤ RSW has become one of the 50 busiest airports for passenger traffic in the U.S. and served 8.6 million passengers in 2016.

Passenger Totals 1984 – 2016



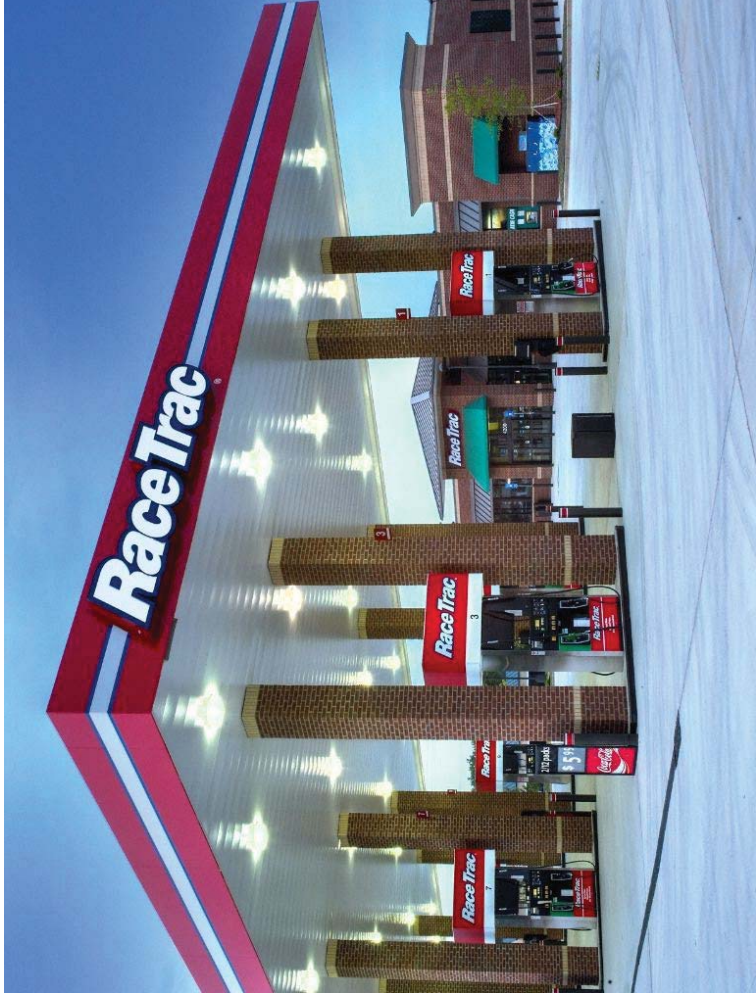
New Business @ Skyplex

- ▶ A new tenant project is underway at Skyplex on the north side of the airport. Construction of Skywalk, a Publix-anchored retail center, on Daniels Parkway across from the Gateway community is planned to open in the summer of 2017.



New Business @ Page Field

- Several new businesses have recently located on airport land along the busy US-41 corridor near Page Field

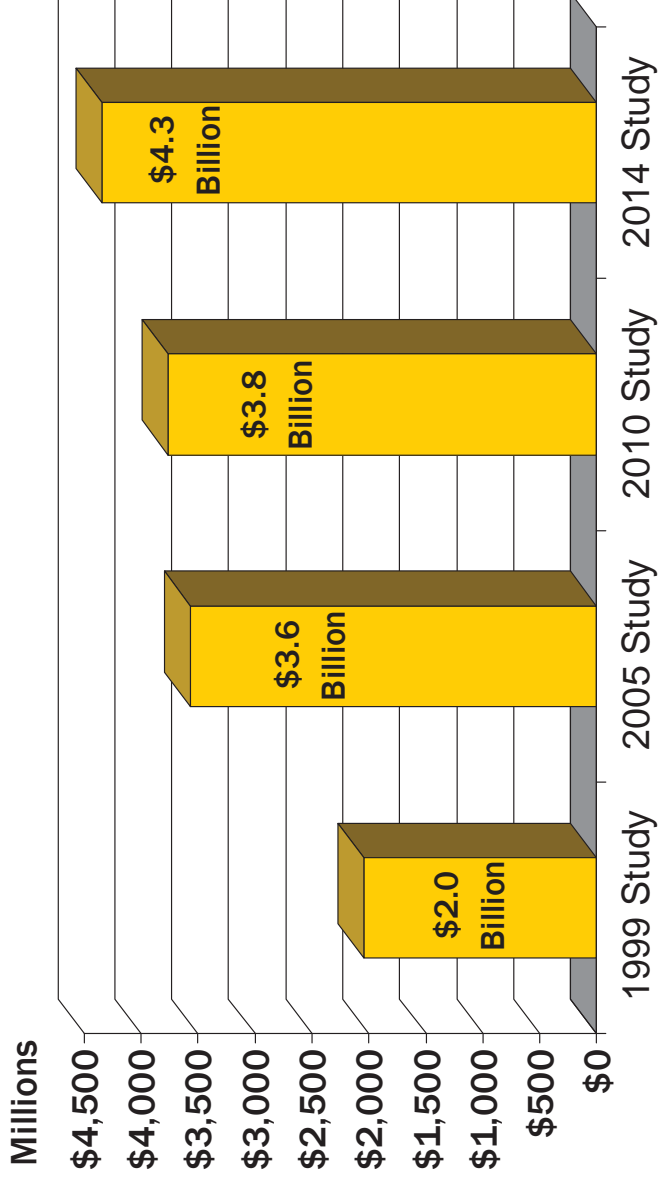


What do our airports do for Lee County?

Economic Benefit

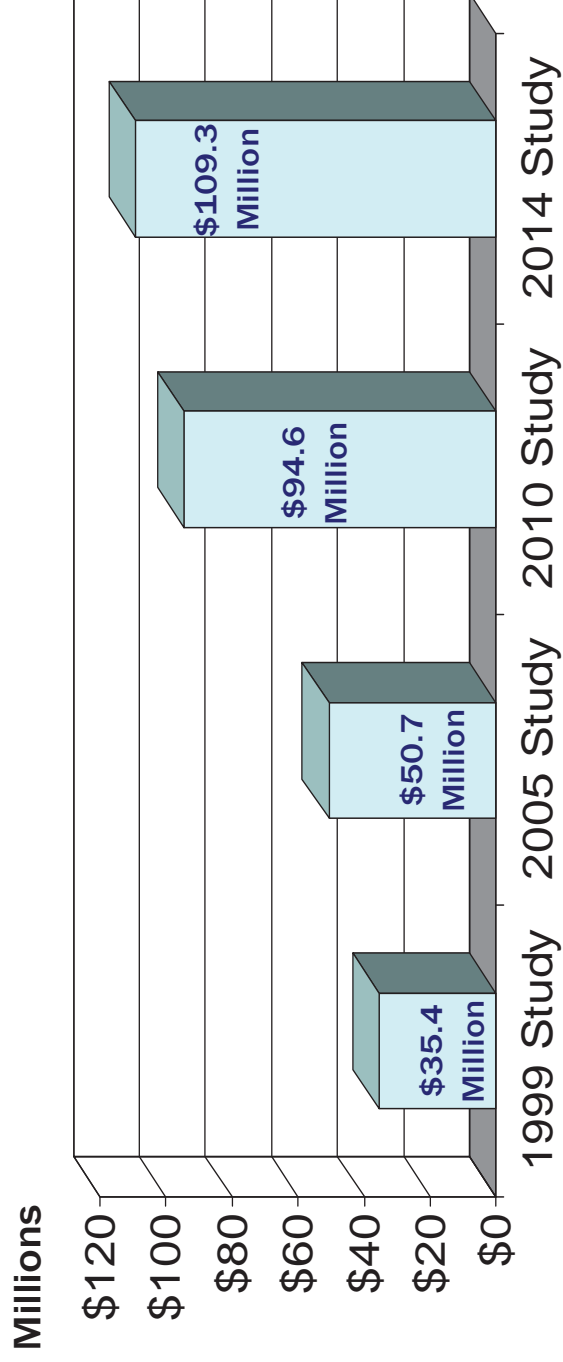
- Airports bring in more than passengers, they bring in dollars!

Total Output from Southwest Florida International Airport



What do our airports do for Lee County?

Total Output from Page Field



Airports are economic catalysts for our local communities!



What do our airports do for Lee County?

Local Jobs

- ▶ Our airports also support more than 46,000 jobs in Southwest Florida!

Social Benefit

- ▶ Airports have a positive social and cultural effect on a population that has access to a comprehensive transportation system. We are part of a global society and our airports connect Southwest Florida to the world.

