

*Cen*fluenceSM Central Florida Cluster Initiative

PRESENTATION TO
Orange County
Board of County Commissioners

November 9, 2021



Mission Statement

Leveraging synergies, existing regional strengths and a well-established global network, Cenfluence addresses the needs of businesses and citizens resulting in expanded economic opportunities and job creation for Central Florida.

Internationally Recognized Clusters

Orange County is well-known for:

- Modeling, Simulation & Training
- Tourism & Hospitality

Cenfluence is driving the growth of emerging regional clusters that elevate **innovation**, **economic development** and **cross-cluster collaboration**.



Energy +
Environmental
Sciences



Gaming,
Entertainment
+ eSports



Learning Sciences +
Human Performance



Life Sciences

Strategic Cluster Building Transforms Regional Economies



📍 St. Louis, MO

Cluster: Biotech



📍 Northeast Ohio Region

Cluster: Manufacturing Innovation



📍 Canada

Cluster: Digital Technology



📍 Nordics and Baltics

Cluster: Cleantech and Sustainability



DRIVING ST. LOUIS
INNOVATION_

OPPORTUNITIES
FOR ALL PEOPLE
PLACE POLICIES

Orange County businesses & citizens benefit



ORANGE COUNTY BECOMES A GLOBAL LEADER IN SECTORS REPRESENTED BY CLUSTERS



ECONOMIC GROWTH



SMALL AND MEDIUM COMPANIES EXPAND REACH AND GAIN MARKET EXPOSURE FASTER



RESEARCH AND INNOVATION MOVES TO COMMERCIAL OPPORTUNITIES



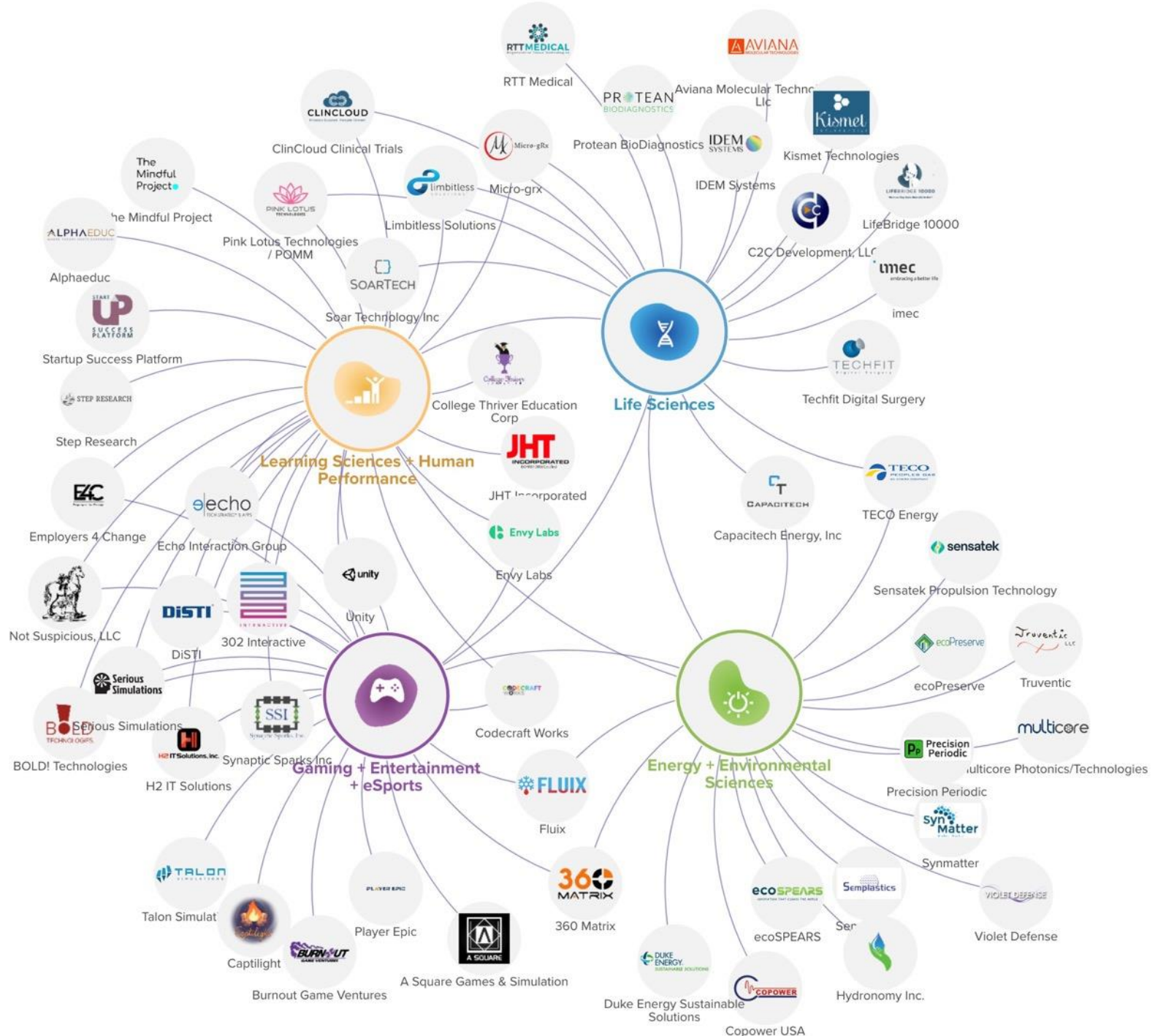
NEW HIGH WAGE JOBS ARE CREATED



SPECIALIZED AND SKILLED WORKFORCE GROWS AND STAYS

Cluster Members





Orange County and The Corridor have accomplished the following in FY 2021 **Phase I**:

- **50+ high-growth/high-wage companies** participating.
- Helped navigate potential **resources, funding and collaborations**.
- Identified nearly **\$1M in new business opportunities** for cluster members.
- Promoted to **1,200+ regional, national and international stakeholders**.
- Identified and began connecting **120** key regional business support assets with Cenfluence members.
- **30%+** of cluster members are **women or minority-owned**.

Central Florida Cluster Initiative

*Cen***flu***ence*

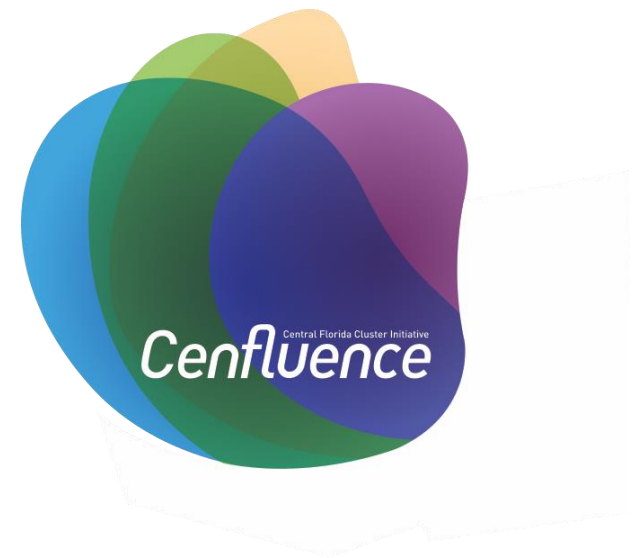


Overlapping colors representing the 4 industry clusters fuse to offset the *Cenfl* from *uence*, celebrating the inception and local origin of this globally-felt initiative. The forward lean of the typography implies acceleration and trajectory with the future as our destination.

*Cen***fl***uence*

When we convene, connect, and collaborate, industries collide and give rise to the unimaginable. The typography includes a subtle reference to these collisions in the fusion of the *f* and *l*.

Endless configurations of overlapping translucent color fields symbolizing the 4 clusters form a body of transitional logo marks that celebrate the blue sky potential made possible through collaborations that fuse traditionally disparate industries.





Iconography and color coding create a platform that symbolizes individual industry clusters, while the colors made through their translucent overlays provide a palette that will continue to grow with us should new industries be added to Cenfluence in the future.

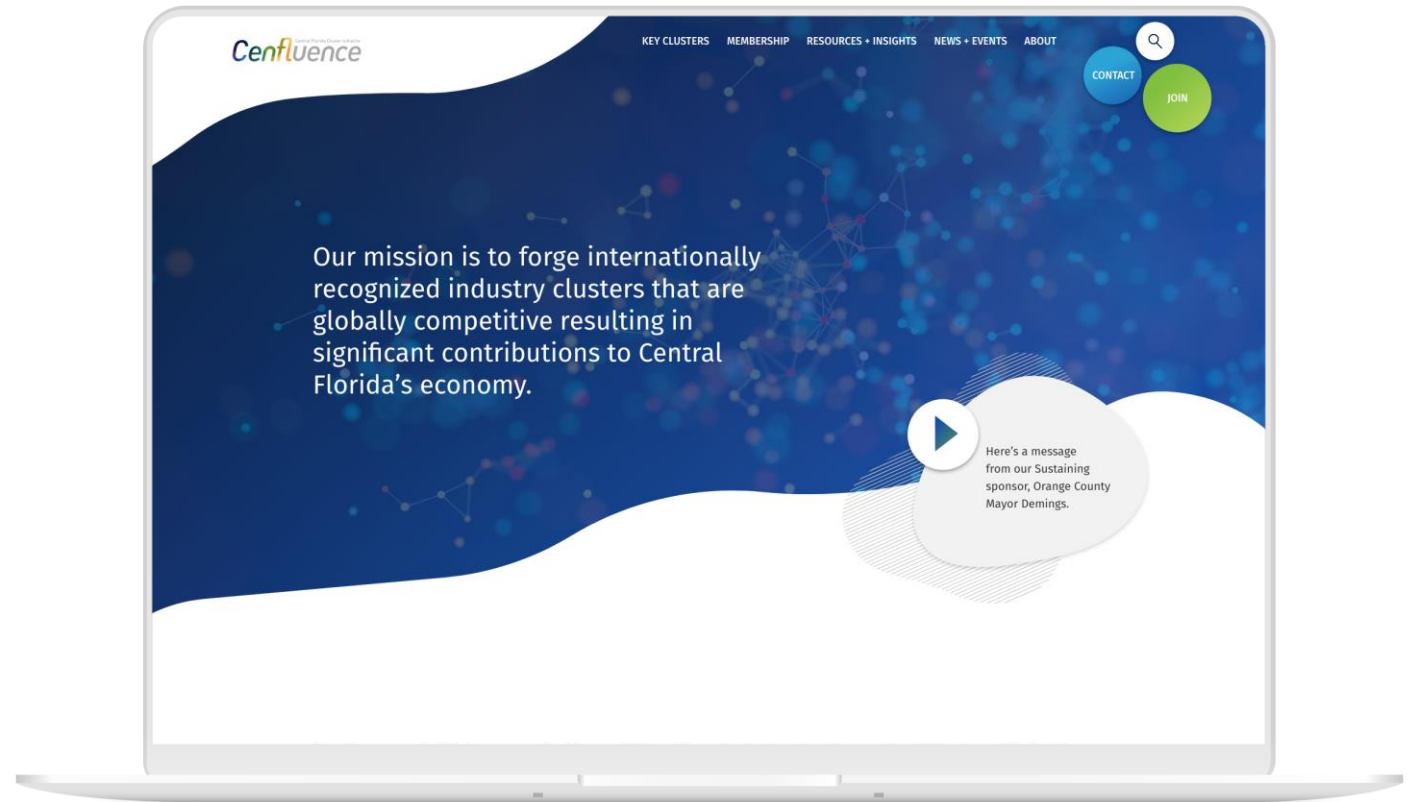
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A bold website that literally thinks outside of the box moving beyond traditional web design aesthetics embodies the boundary-breaking fusions between industries and the progressive energy of our region.

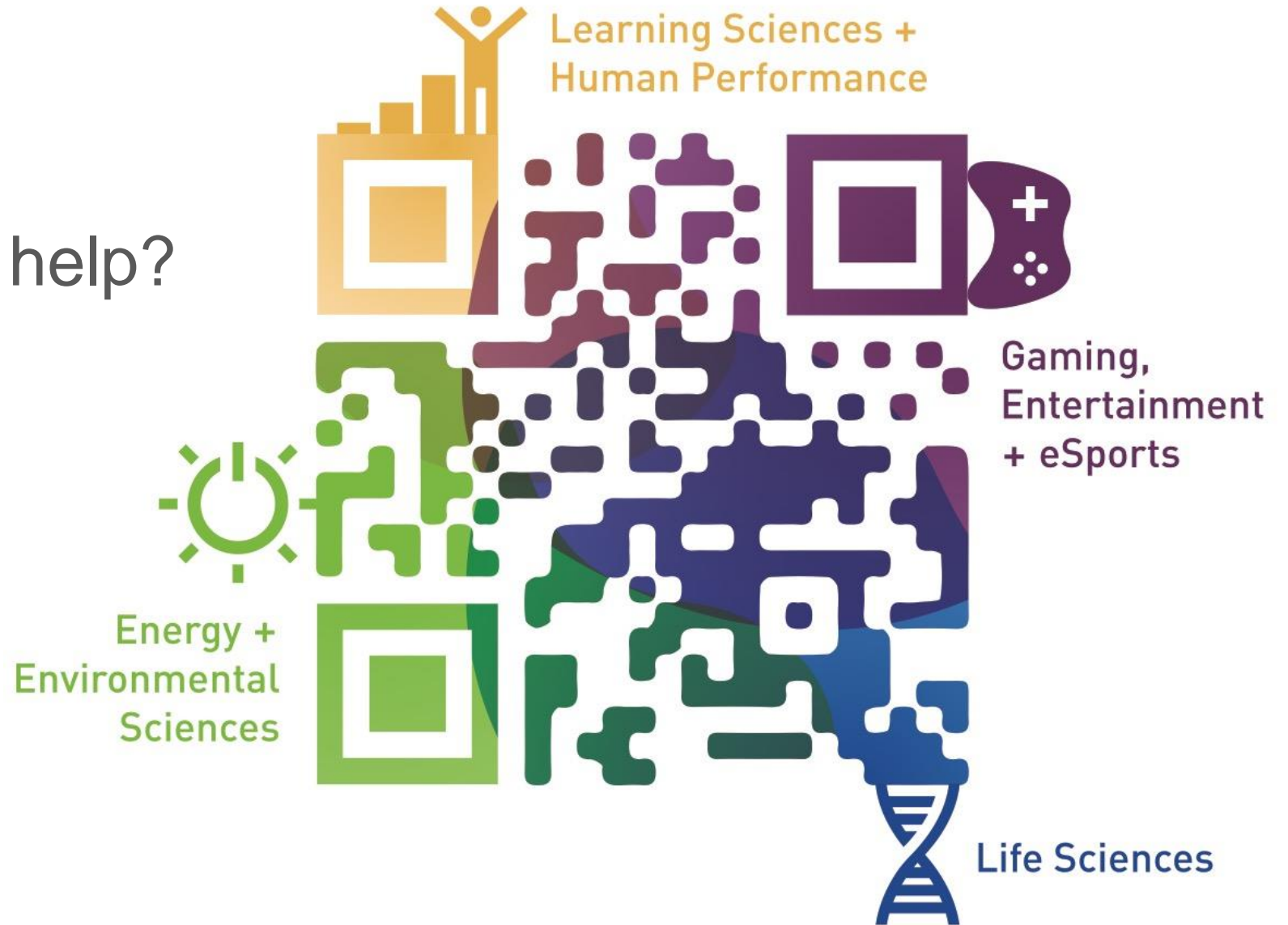


What will we accomplish next?

- Leverage the new brand to connect Cenfluence clusters **regionally, nationally and internationally.**
- **Increase services** to Cenfluence companies.
- Foster **collaboration between Orange County and Cluster Members.**
- Expand **the number of companies** in each cluster.
- Facilitate **cross-cluster collaborations.**

What can you do to help?

Cenfluence.com



Thank you

Questions + Team Discussion



Cenflurence is generously funded
by Orange County, FL

Cenflurence