

Orlando Branding Campaign

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**Orlando is well known,
poorly understood.**

Get on the short list!

Partners



185 companies

HIGHLIGHTS

362 leads generated, with **106** prospect visits and
151 business retention and expansion visits.

Generated **227** inquiries and **1,374** new email
subscribers.

Attended or hosted **101** missions, events, travel and
delegations around the world.

258,629 visits to www.orlandoedc.com, a **79%**
increase.

1,139 media stories resulting in **1.78 billion**
media impressions.

Partner trade agreements worth over
\$1 million of annual in-kind support.

Best Year Ever

FY 2015-16

5,500+ Jobs

\$197M Capital Investment

745 PPD (Film)



THALES

Deloitte.

♥CVSHealth



asurion



xerox

ORLANDO

YOU DON'T KNOW
THE HALF OF IT.®

2016 Recap

- Advertising (print, TV, online)
- New News PR / Media Relations
- Orlando On-The-Road Missions & Tradeshow
- Content Marketing & Social Media
- Out-Of-Home Advertising
- Video Content
- Direct Mail
- Worth Magazine partnership

2017 & Beyond

- Keep pushing the branding to drive further targeted reach and frequency
- Keep measuring to provide analysis
- Speaking opportunities
- Relentless Media Relations efforts
- Sales Missions to key markets
- Amplify messaging within market
- Engaging and Viral Social Media

Timeline



MISSION: San Francisco

Jan 30 & Feb 1

16
meetings

4
projects

8
leads



Year-Over-Year Comparison

	2016-17 YTD Results	2015-16 YTD Results
Projects Completed	10 5 New / 5 Exp.	4
Jobs	997	459
Capital Investment	\$492,005,833	4.2M



Getting On The Short List

- **58 Active Projects / 6,400 Jobs in Play**
 - **12** with decisions by 3/31
- **54 Current Leads**



CENTRAL FLORIDA
PARTNERSHIP

Threats to Continued Momentum...

The Ask

- Keep investing (\$500k)
- Keep supporting (via incentives and closing funds)
- Keep growing high paying jobs in our community