

**WORKSHOP ITEM SUMMARY SHEET**  
**VILLAGE COUNCIL MEETING**  
**November 28, 2018**

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**Agenda Item:**

Presentation from Nolen Rollins on behalf of Estero Chamber of Commerce

**Description:**

As a member of the Chamber of Commerce, Nolen Rollins has requested an opportunity to speak before Village Council regarding funding for a full-time Estero Chamber of Commerce Executive Director.

Councilmember Wilson, as the Council liaison to the Chamber of Commerce, has agreed to secure time for this presentation.

**Financial Impacts:**

\$25,000 from the 2018-2019 Economic Development Funds budget.

**Attachments:**

1. \_\_\_\_\_ from Nolen Rollins



Village of Estero  
Estero Chamber of Commerce  
Community and Economic Development Team

## MISSION

**The purpose** of the Village of Estero Community and Economic Development Team is to develop and implement a strategic plan that enhances the overall quality of life within the Village and focuses on ...

# MISSION

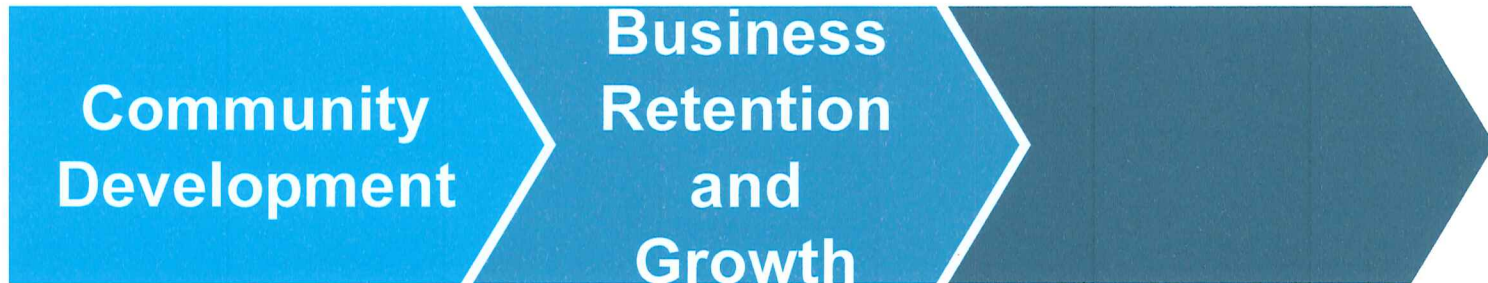


Community  
Development

# MISSION

Community  
Development

Business  
Retention  
and  
Growth



# MISSION

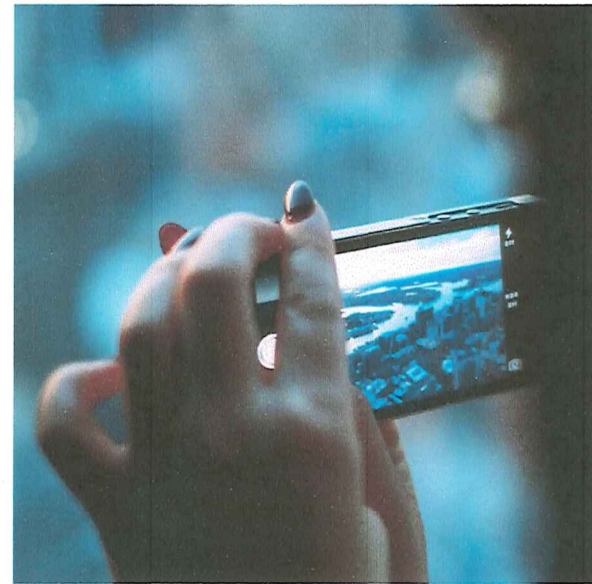
Community  
Development

Business  
Retention  
and  
Growth

Strong  
Chamber  
of  
Commerce

## VISION

**We envision Estero** becoming the most desired city in Florida for overall quality of life, economic development, new businesses, and sustaining growing businesses.



## STRATEGY

**Establish** a partnership of community and economic development entities.



- ✓ The Village of Estero Council and Staff
- ✓ The Estero Chamber of Commerce
- ✓ The Estero Council of Community Leaders
- ✓ Horizon Council – Lee County Economic Development
- ✓ Florida Gulf Coast University
- ✓ Local Schools
- ✓ Estero Business Owners/Operators
- ✓ Local Board of Realtors
- ✓ Non-Profit/Faith-Based Organizations

## STRATEGY

**Establish a Community and Economic Development Team.**

## STRATEGY

**Employ** a full time Executive Director for the Chamber of Commerce to provide staff leadership to execute the strategy for community development, business retention and growth and developing a stronger Chamber of Commerce.

## STRATEGY

**Support** the Village of Estero's community and economic development plan/strategy.

## STRATEGY

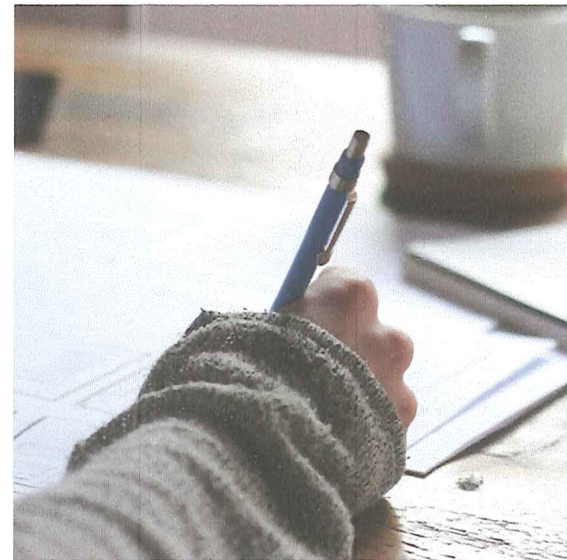
### **Develop a plan/strategy for ...**

- ✓ Public and private partnerships and investment
- ✓ Human resource development, education and training
- ✓ Land use and sustainable housing growth
- ✓ Social, recreational, arts and cultural development

# STRATEGY

## **Village Impact Partners** (One year investment)

- Diamond Partner - \$25,000
- Platinum Partner - \$10,000
- Gold Partner - \$5,000
- Silver Partner - \$2,500



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## STRATEGY

**Village Impact Partners** will be featured on all Chamber of Commerce marketing materials as impact investors in the future community and economic development of the Village of Estero.