

PUBLIC COMMENT CARD : Entry # 33139

Comments must be received by noon one day before the actual meeting and they will be distributed to the Council/Board but will not be read at the meeting.

Choose The Meeting You Are Commenting On

Village Council Meeting

Name

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Community

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Representing

Estero Council of Community Leaders

Date

05/16/2022

Agenda Item No. or Topic

GEVIC

Comments

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The Importance of the Greater Estero Virtual Information Center.

The Estero Council of Community Leaders, other local organizations, and businesses strongly recommend the Village invest in the Greater Estero Virtual Information Center website (GEVIC).

Out of the 900 + virtual information center sites that the website developer SimpleView.com has established, all are still functioning and providing significant economic benefits to municipalities and organizations.

The Hoffman Creative Agency for marketing selection assures that GEVIC will have a successful and professional organization to support its initial and long-term success.

The website provides:

- Easy access to Estero offerings providing site visitors knowledge of concerts, special events, sports, arts, craft shows, and more
- Easy access to a safe central location and locations north and south -
 - o Accommodations
 - o Retail
 - o Housing
 - o Education
 - o Health care
 - o and more
- Information to businesses considering area investments
- Provide vital information to those seeking employment opportunities
- Create a different identity/brand for the Village in Southwest Florida, not a branch of Ft Myers or Bonita Springs.

Marketing of the amenities and offerings of Estero by Village staff would likely require new and more staff and severely test the Government Light management concept costing additional taxpayer dollars. GEVIC has received the financial commitment of \$120,000 from many local businesses as Initial Founders. We encourage the Village to become an Initial Founder and match the business commitments.

Finally, GEVIC has prepared a Memorandum of Understanding (MOU) between GEVIC and the Village. In summary, the MOU commits to reimburse Initial Founders for their investment. The percentage of the Reimbursement Fund allotted to Estero, and each Initial Founder will be determined on a pro-rata basis of Estero's or the Initial Founder's contribution in relation to the total contributions of Estero and the Initial Founders.

Notes



Admin Notification (ID: 5e70ca9c71a8d)

added May 16, 2022 at 11:07 am

WordPress successfully passed the notification email to the sending server.