



### **Our Mission:**

The objective of the Sumter CEO's program is to assemble local executives to help recruit businesses to relocate to Sumter County. Local executives with ties to business leaders in other geographic areas are in the perfect position to introduce the business and lifestyle advantages of relocating to Sumter County.

**Reaching Back to move us forward:** e5solutions is bringing together local business leaders willing to “reach back” to make personal contact with their professional colleagues and encourage them to consider Sumter County for business relocation. Personal testimony has great positive impact on decision-making. For example, more than 60% of new home purchasers in The Villages made that significant decision based on personal recommendations of friends who already live here. The Sumter CEO's program will use that same personal marketing approach to introduce the possibility of business relocation. A simple package of positive facts/information about the local area is provided to assist Sumter CEO's in introducing this area to their business friends. Once a Sumter CEO's has made initial positive contact with their business colleague, we will follow-up with specific help to assist the businessman in making a final decision about relocation. The Sumter CEO's “opens the door” and professional staff from e5solutions “closes the deal”.

### **Responsibility for Sumter CEO's:**

- 1. Use personal contacts with business colleagues to offer personal testimony about the business and lifestyle advantages of relocating their business to Sumter County.**
- 2. Recruit other qualified local business leaders to join “Sumter CEO's” team.**

**Your Experience Sells the Story:** You know the quality of the lifestyle and the opportunity for new business. You're experiencing it. As a local retired or current executive, you are living the Sumter County good life. You can reach back, make the friendly, helpful contact and really tell the Sumter story with honesty. You can share with personal enthusiasm the vibrant local lifestyle, upbeat local economy and Sumter opportunity potential.

**Prime and Unique Product** To help stimulate your thinking about the prime and unique nature of Sumter County and The Villages as an attractive relocation opportunity, review this “**Top Ten**” list of area advantages. Once our story is presented, especially by a trusted friend, it nearly sells itself, don't you agree?



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## Sumter County's Ten Top Business Advantages:

1. Sumter County is Florida's strategic transportation hub, the apex of Central Florida's Economic Triangle, joining I-75, the Florida Turnpike and CSX Rail in Wildwood, the entrance to The Villages.
2. Strong and determined pro-business county and city leadership, where for six consecutive years the Sumter County Commission avoided property tax increases, and even reduced school taxes.
3. Sumter earned high financial ratings in this stagnant commercial and residential growth economy, with Fitch citing the Sumter County economy as stable, with strong financial operations.
4. Sumter retained a commercial economic partner for business growth, bringing in experienced private sector e5olutions, Inc. to assure business needs are met with care and good speed.
5. Developed action plans for future development forging innovative partnerships with cities and the State for fast-track approval processing, and signed 50 new Villages business leases in 2009.
6. Maintains a leading education system with one of the few A-rated public school systems in Florida, and an award winning charter high school with a 100% graduation rate.
7. Leads in many state and national growth categories, such as new home sales and construction, 8% of the State's '09 home building permits, 2nd fastest population growth of 67 counties.
8. Provides progressive health care system where more than two dozen health practices of all kinds expanded or opened offices in the last year, and Moffitt Cancer Center will soon open a hospital.
9. A blend of world-class community development and rural/agricultural environments, with the 89,000 resident The Villages in the north, employing 12,000 on 26,000 acres; Wildwood, the transportation hub, in the county center; and the down-home Bushnell community in the south.
10. An affordable cost of living and unique quality of life, where housing, tax rates and land costs are most affordable, driven by aggressive county development and The Villages famous lifestyle anchored by more than 38,000 homes on beautiful, rolling, grass covered original Florida terrain.



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**Personal Career Experience and Contact Information**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

**Prime Career Expertise/Experience:**

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**Current Personal Interests/Activities:**

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**Comments/Suggestions/Advice:**

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Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

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