



GREATER
ESTERO
VIRTUAL
INFORMATION
CENTER



Chris
Armstrong

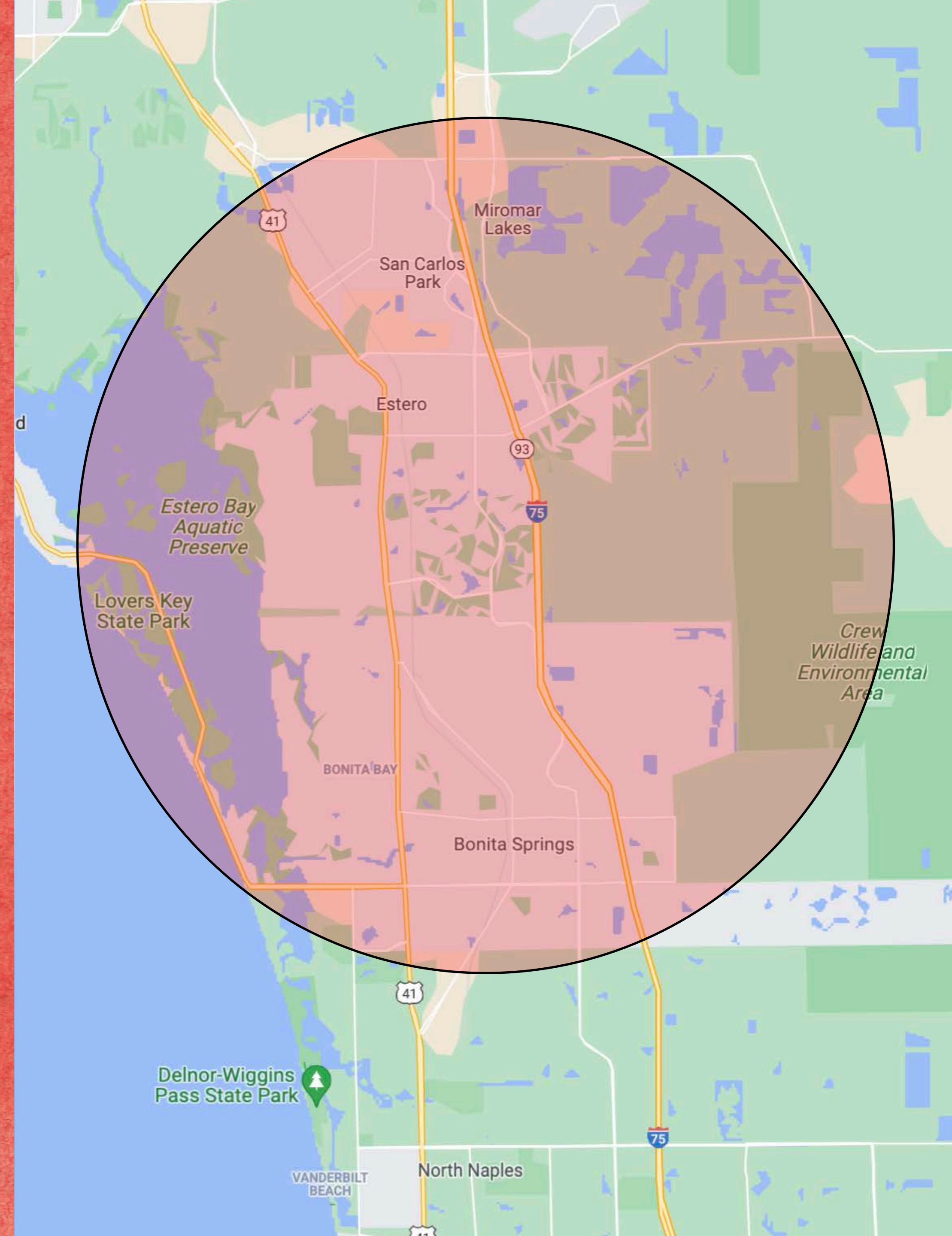


- HOFFMANN CREATIVE AGENCY
- 9 YEAR ESTERO RESIDENT

Greater Estero

- Estero
- Bonita Springs
- South Fort Myers

Total Reach Southwest Florida
Population 1.3million



WHAT DOES GREATER ESTERO HAVE TO OFFER?

- Centralized location between Marco Island and Sarasota
- Proximity to RSW airport, ranked fastest growing airport in USA (Additional 3million passengers since 2019) and \$330 million expansion
- Florida Gulf Coast University
- Shopping including outlets, malls, retail and dining
- Booming population growth
- World class entertainment venues
- Premiere golf courses & clubs
- World class Healthcare



Creating The GSEVIC

A VIRTUAL
INFORMATION CENTER



GEVIC Mission

“To provide and manage a website presenting the Greater Estero area culture, housing, health care, schools, restaurants, retail, governance, transportation, lodging, attractions, things to do, events, etc., that contributes to strengthening the economic position of the Greater Estero area.”



GEVIC Benefits

- Grow the local economic spend
- Create exciting and real first impressions for local and international visitors
- Make the Village of Estero more discoverable to residents, business community, investors, and visitors
- Build a sense of identity & community for Estero residents “I live in Estero vs I live in xyz HOA”
- Collaboration with FGCU for internships and employment opportunities



How Will It Work

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HOW GEVIC WILL WORK

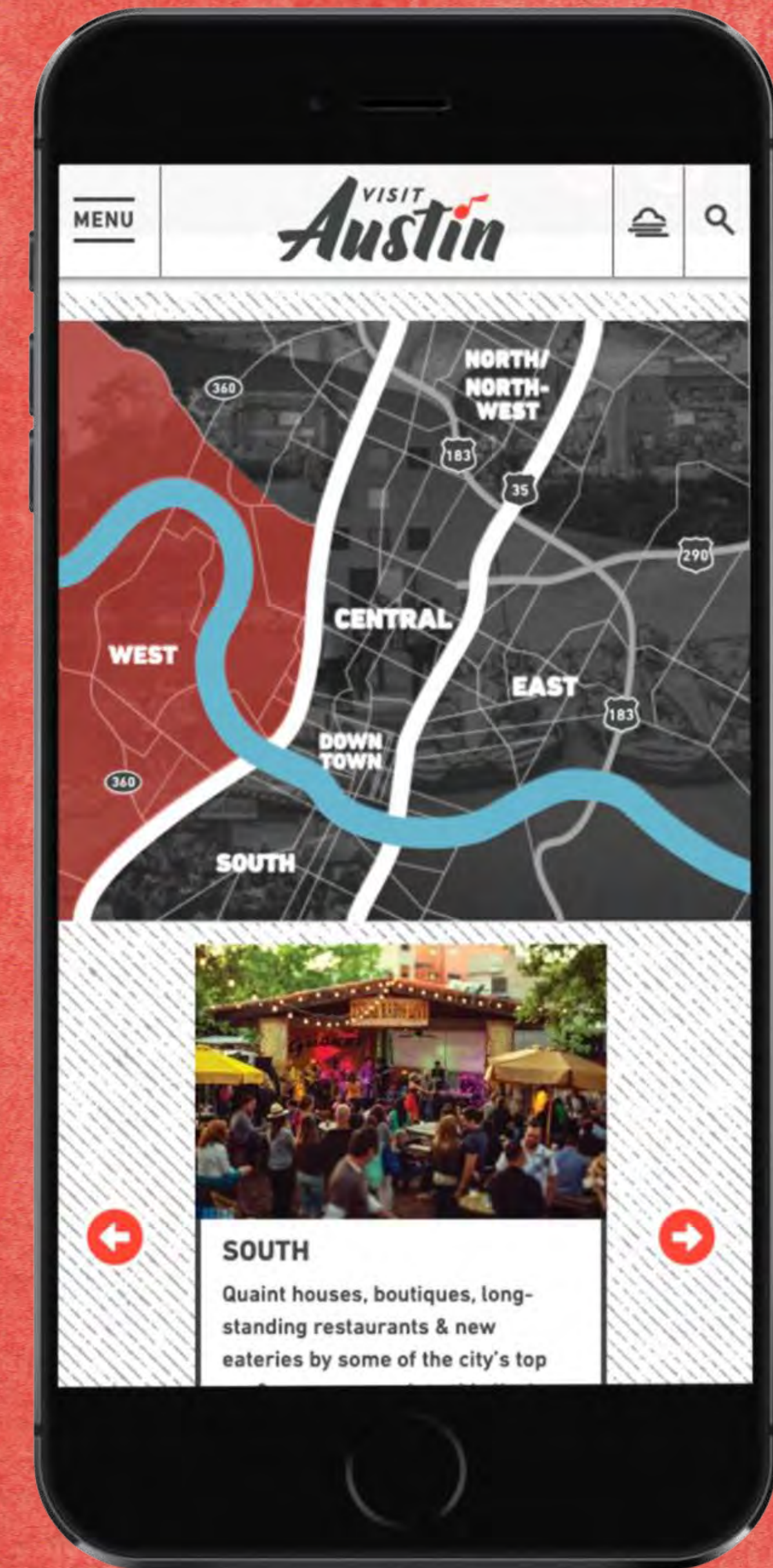
- HCA will manage site, database, and info
- Simpleview will build site
- No involvement from the Estero council
- How will people find out about GEVIC?
 - Social Media
 - Mailers
 - Rack cards
 - Google Adwords
 - Printed materials
 - Airport
 - Information at area businesses



HOW GEVIC WILL WORK

The GEVIC is a virtual information center website positioned to:

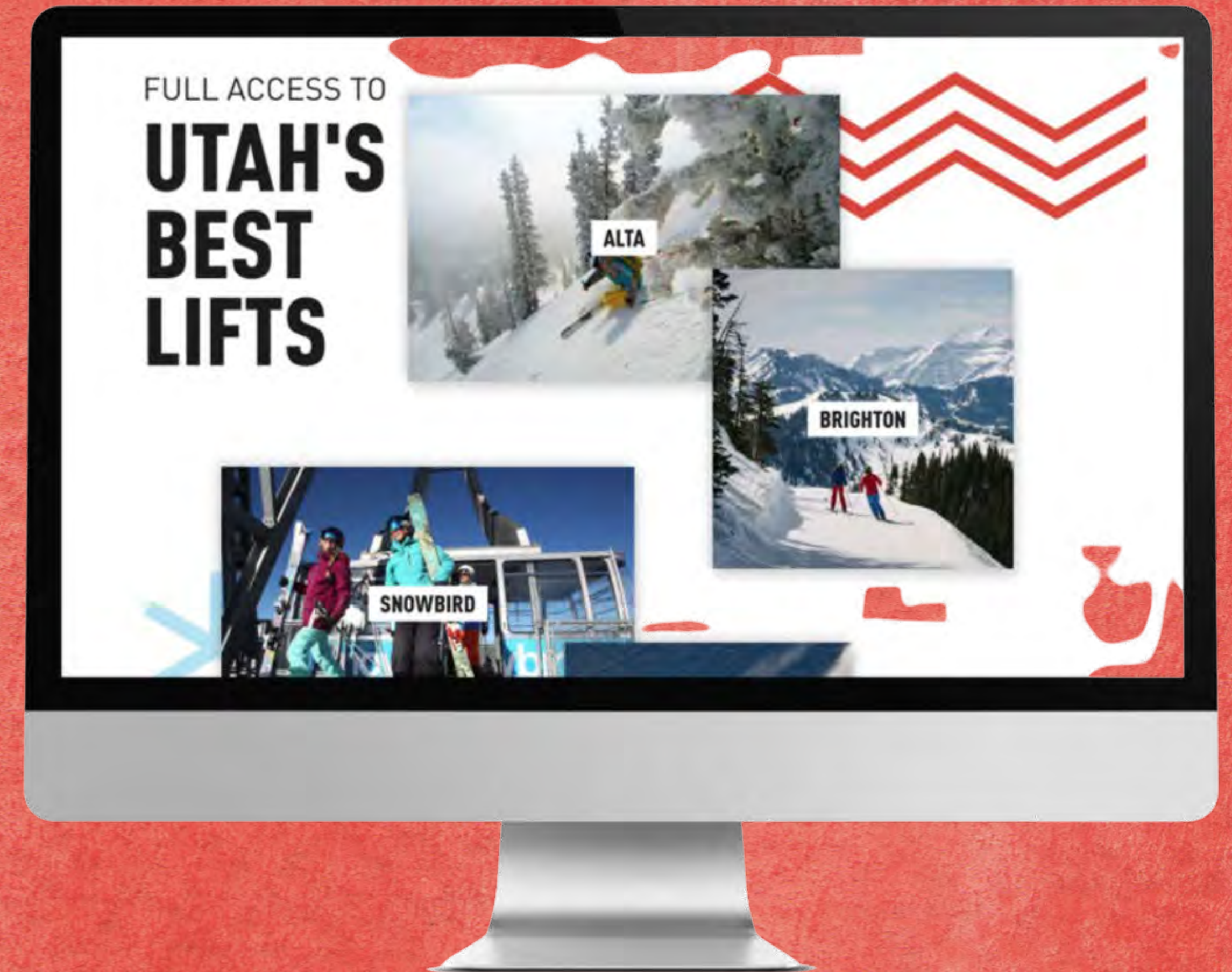
- Provide a virtual resource for economic progress for prospective visitors, current & future residents, and business managers to help them understand the benefits of our location and culture.
- Through online marketing and positioning, for every \$1 in advertising spend generates \$282.80 in gross spending resulting in \$76.14 net contribution to the Greater Estero economy
- SimpleView & HCA will manage and build the site and database



HOW GEVIC WILL WORK

It will enable those looking to relocate or invest in the area as well as those who already live in Estero to gain insights on what the locality has to offer in terms of:

- Builds a sense of community
- Population demographics
- Work-force education and skills
- Cost of living
- Pride in the community
- Safety & security
- Taxes & millrates
- Level of interest in economic progress

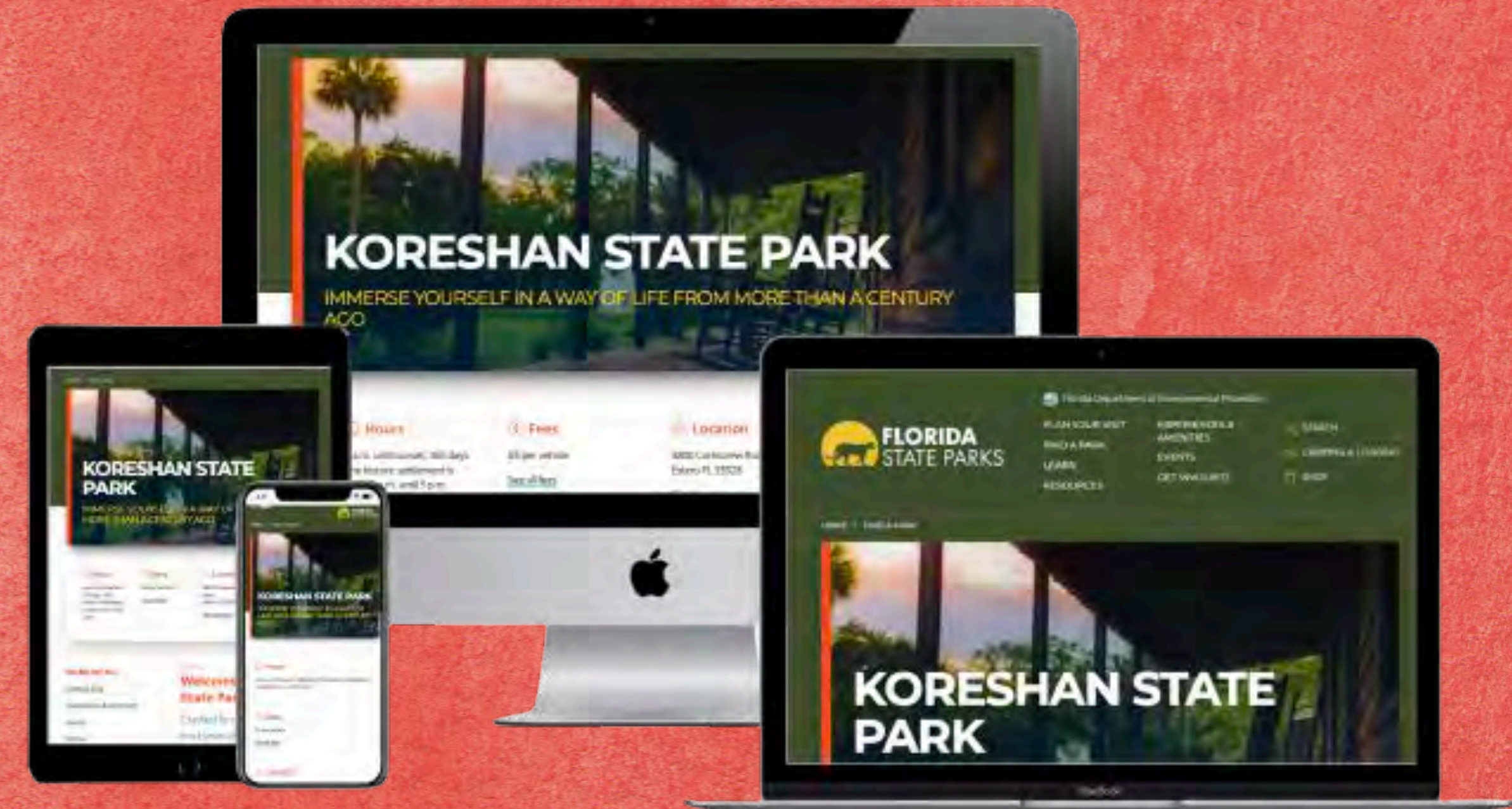


Example: Visit Utah site built by Simpleview

HOW GEVIC WILL WORK

Increase tourism, community involvement, and spending in Estero through:

- Promotion of events, festivals, and activities
- Shopping promotions and specials
- Hotel information and discounts
- State Park Information
- Arts & Culture

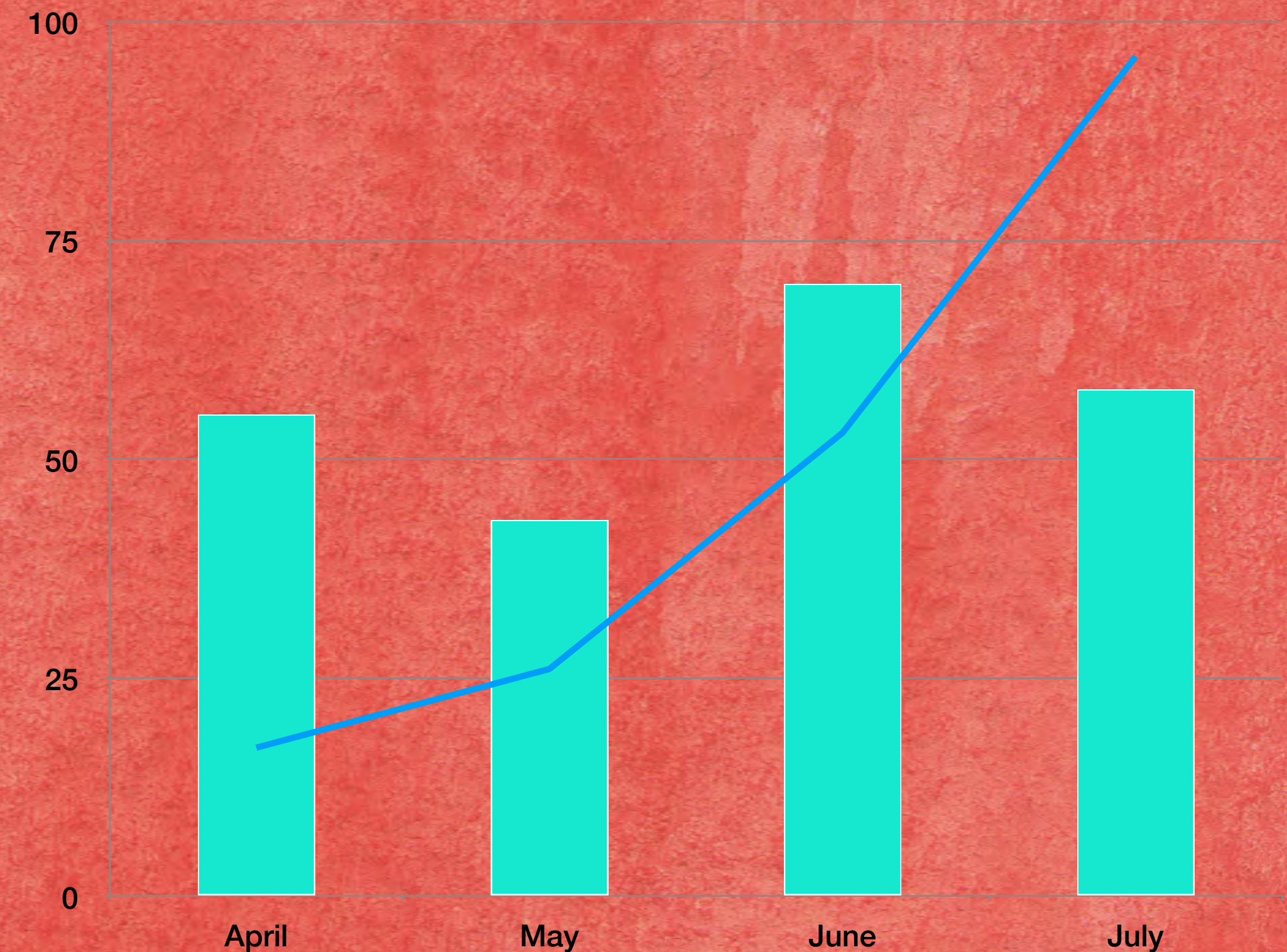


HOW GEVIC WILL WORK

The GEVIC will generate revenue through:

- Paid promotions of national and local brands (Social Media, On-Page Ads)
- Email marketing to GEVIC database
- Digital ad placement
- Founding Members Sponsorships
- Yearly business memberships
- SMS messages and marketing for events, popups, and community events like 4th of July, Veterans Day, and Christmas to bring in added community involvement
- Potential of Grants

Need info from Simpleview



The Ask

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WHAT GEVIC NEEDS

To startup and operate the GEVIC an investment of \$250,000 is needed. Partially through the assistance of the Village of Estero and through Founding Member Sponsorships and site memberships.

- Founding Members will be featured for a period of years on the site
- Memberships promote local businesses and organizations
- \$125,000 from Village of Estero Investment allows us to start and show the community our commitment. One time ask.



Summary

A VIRTUAL
INFORMATION CENTER

