

AGENDA ITEM SUMMARY SHEET
VILLAGE COUNCIL MEETING
May 18, 2022

Agenda Item:

Resolution No. 2022-15

Memorandum of Understanding (MOU) between the Village of Estero and the Greater Estero Virtual Information Center, Inc. (GEVIC)

Motion to approve Resolution No. 2022-15

Background:

The Village Council has heard presentations regarding GEVIC at the two (2) previous workshops. On March 2, 2022 Pamela Mueller, President & CEO, Chamber of Commerce, Blake Chapman, Chair, State Insurance USA, Kenzy Catron, Membership Director and on February 2, 2022 at the Village Council meeting, Barry Freedman, Nolen Rollins, Paul Franke/Simpleview, Chris Armstrong/Hoffman Creative Agency presented the Greater Estero Virtual Information Center (GEVIC)

The vision is to promote Greater Estero as a destination to visit, invest, live, learn, work, and play. The information center will be a portal to a website and provide an array of information locally, regionally, and nationally.

Description:

The Greater Estero Virtual Information Center (GEVIC) is an information database about all things in and about Greater Estero. It is proposed to be seed-funded by the Village of Estero and other investors. The project will be set up by SimpleView.com, and managed locally by Hoffman Creative, Inc. It will be a non-profit organization with a Board of Directors consisting of three to five members from the Greater Estero area community.

The vision is to promote Greater Estero as a destination to visit, invest, live, learn, work, and play. The information center will be a portal to a website and provide an array of information locally, regionally, and nationally.

Action Requested:

Approve Resolution No. 2022-15.

Process and Timeline:

Financial Impact:

GEVIC is seeking a \$250,000 total investment by the Village of Estero and other Founding Sponsors to launch this project. The specific request from the Village is a maximum investment of \$125,000 and an equal or greater amount from Founding Sponsors over two years. These funds will cover the creation of the Virtual Information Center and operating expenses to launch. Ongoing operating revenues will come from sponsoring organizations, a business website linking subscriptions, and advertising revenue sharing. With the Chamber's assistance, the marketing partners are expected to recruit enough business subscriptions linking with the GEVIC website to generate substantial monthly subscription revenue.

Prepared by: Steve Sarkozy

Attachments:

1. Resolution 2022-15
2. Draft GEVIC MOU
3. GEVIC 7 year Annual Cash Flow Projection
4. GEVIC Articles of Incorporation