



MAYORS MEAN BUSINESS SUMMIT

Real Economic Development: Turning local assets into Local Asset\$

APRIL 16 - 17 • ORLANDO

Renaissance Orlando at SeaWorld • 6677 Sea Harbor Drive • Florida • 32821 • (407) 351-5555



The Florida League of Mayors is the official nonpartisan organization of mayors in the state. Mayors are the trusted voice of their community, providing leadership, public service, resources and vision.

Mayors Mean Business is an annual program sponsored by the Florida League of Mayors designed to highlight the important role of cities in economic development and jobs creation.

Cities are a key component in a vibrant economy. The **Mayors Mean Business Summit** is a collaborative effort between mayors and local and state business leaders to promote the importance of business growth and investment at the local level. Mayors from throughout Florida, and local business leaders, will learn some of the ways that they can work together for economic growth and prosperity for Florida and her cities.

MAYORS ARE ENCOURAGED TO:

- ▶▶ Invite and confirm one of your area's local business leaders to join you in Orlando.
- ▶▶ Confirm attendance of Mayors Mean Business Summit activities (see form).





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Each of the following activities is
open to mayors and business leaders.

**NEW FEATURED
SPEAKERS ADDED**



Vince J. Pardo is
the Manager of the
City of Tampa's Ybor
City Development
Corporation



Bill Golden is the Executive
Director of the National
Institute for Coastal and
Harbor Infrastructure,
Boston, Mass.



Jim Peters, Founder and
President of Responsible
Hospitality Institute (RHI)



Steve Vancore, VancoreJones
Communications, Inc.



Chris Steinocher, President
and CEO, St. Petersburg Area
Chamber of Commerce



Vincent Long, Leon County
Administrator

AGENDA (subject to change)

THURSDAY, APRIL 16, 2015

6:00 a.m. - 7:00 p.m.

Welcome Reception

FRIDAY, APRIL 17, 2015

9:00 a.m. - 10:00 a.m.

What Can Cities Do to Attract Good Corporate Citizens?

Speaker:

10:00 a.m. - 10:15 a.m.

Break

10:15 a.m. - 11:00 a.m.

**The Evolution of Ybor City: The Impact of Public Policy
and Its Unintended Consequences on a Unique Local Asset**

Speaker: Vince J. Pardo

11:00 a.m. - 11:45 a.m.

**The Economics of the Craft Beer Industry: Why It Is Important
to You and Your City**

Speaker: Jim Peters

11:45 a.m. - 12:00 p.m.

Break

12:00 p.m. - 1:00 p.m.

Luncheon

Speaker: Bill Golden, "The Boston Harbor Story"

1:00 p.m. - 2:45 p.m.

**Infrastructure as an Asset: Winners and Losers, Case Presentations
of Local Sales Tax Infrastructure Referenda**

Moderator: Steve Vancore, VancoreJones Communications, Inc.

Speakers: Chris Steinocher, President and CEO, St. Petersburg Area
Chamber of Commerce and Vincent Long, Leon County Administrator



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Please complete the following form and return it to Jenny Anderson by March 31, 2015, via fax to (850) 222-3806 or email to janderson@flcities.com.

Name: _____
(as you wish it to appear on your badge)

Title/City: _____

Email (Required): _____

Business Leader's Name: _____

Name of Business: _____

Email Address of Business Leader: _____

THURSDAY, APRIL 16, 2015

- _____ YES, I will attend the reception on April 16.
_____ YES, a local business leader will attend with me.
_____ NO, I will not attend the reception on April 16.

FRIDAY, APRIL 17, 2015

- _____ YES, I will attend the luncheon on April 17.
_____ YES, a local business leader will attend with me.
_____ NO, I will not attend the luncheon on April 17.

Free for members of the Florida League of Mayor and their business leader guest.
\$40 registration fee for other non-members. Make checks payable to the *Florida League of Mayors* and send them to the attention of Jenny Anderson at the mailing address below.

*Please note, while there is no fee to attend for members of the Florida League of Mayors and their guest (a business leader from their community) to attend, however, if you register and do not attend, you will be subject to a "no-show fee" of \$40, which will be invoiced to your city. All cancellations must be received by April 1 in writing to Jenny Anderson via email at janderson@flcities.com or fax to (850) 222-3806.

For those wishing to stay overnight on Thursday, April 16, the League has a block of rooms at the Renaissance Orlando at SeaWorld. The room rate is \$179. For reservations, call 1-(800) 380-7724 and ask for the Florida League of Mayors room block or go to <https://resweb.passkey.com/go/MayorsMeanBusinessSummit>.

Florida League of Mayors • P.O. Box 1757 • Tallahassee, FL 32302 • 800.616.1513