

We can't think of a *single* good reason to bring your business here. Not a single good reason – but dozens.

Take a great year-round climate ... add a stress-free lifestyle ... multiply it by a political environment that welcomes business with all kinds of incentives ... and you'll see why Charlotte County offers exponential opportunities for business potential ... in a locale of unparalleled beauty.

"Florida's potent mix of a vibrant business climate, a technologically savvy labor force, and unsurpassed quality of life is fertile economic soil for small businesses and multi-national corporations alike," says Business Facilities magazine. "Geographic location, combined with economic and political stability, puts Florida at the center of trade and finance throughout the hemisphere."

You'll find the best of Florida in Charlotte County. But don't take our word for it. Just ask some of the folks whose businesses have found a place to thrive here. Call us at 1-800-729-5836 or visit our Web site, www.PureEconomics.org.

Read on for some of our good reasons to locate a business in Charlotte County. Then visit us ... and you're sure to find some of your own.

Why is Charlotte County the best choice for business? It's Pure Economics.



You can get there from here.

A network of major highways connects us with three international airports and a half-dozen navigable water/barge ports – including the nearby Port of Tampa. In fact, most of the state's population is within a mere three-hour drive. A bonus: Florida's gasoline tax is ranked one of the lowest in the nation. There's no doubt you get more for your mile in Charlotte County.

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Let us put you on edge.

Why do more than 600 technology businesses call Southwest Florida home? According to Enterprise Florida, it's because they're "anchored by a skilled workforce, advanced infrastructure and low business costs. Florida Gulf Coast University ... [is] drawing new businesses to the area, and providing existing businesses with the resources they need to innovate and grow." Charlotte County is on the cutting edge of that wave – with hi-tech occupations among the fastest growing in our area. It's no wonder – we have a technical center that responds to the business needs of the community and offers training for careers in health care, technology and aviation.

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Work hard, play harder ... here.

Our area is rated the "Third Best Place in America to Live and Play Golf," according to Golf Digest magazine, "the Number 1 golf publication." We've also been included in SAII magazine's list of the "10 Greatest Places to Sail in the United States." Charlotte County offers a vibrant arts and theater community, and boasts some of the best fishing in the world ... in and around Florida's second largest harbor. You'll also find kayaking and canoeing along nearly 200 miles of pristine waterway, hiking, biking and exploring 270 square miles of aquatic preserve (also the second largest in the state). When work is done, you'll already be in the perfect place to play.

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We're in the business of people.

"Florida receives the largest in-migration of all U.S. states, giving the state a steady workforce," says Business Facilities magazine. And a Labor Department report places Florida first in the nation in job creation during 2005. You'll find well-educated, young employees ... as well as skilled, savvy second-career professionals and managerial talent who continue to select Charlotte County as their new home. In fact, one of our area's greatest resources is the best kind there is – the human kind.

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We've got the smarts.

Charlotte County students' SAT and ACT scores were above the state average in 2005. And our high schools have one of the highest graduation rates in the state – with about 60 percent of our students continuing in college or technical school. They should – we offer a strong infrastructure for higher education, including a technical center that's ahead of the crowd in providing training for growing occupations such as health care, technology and aviation. In Charlotte County, we don't separate business from education ... we find ways to bring them together.

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Profit and peace ... On sale here.

We're proof that a business can flourish in an area known for its tranquility – quiet beaches, verdant nature parks, and some of the best fishing anywhere. According to the ACCRA cost of living index, Charlotte County was 7.2 percent below the national average. Yet the Charlotte County Chamber of Commerce was named the 2005 Medium-Sized Chamber of the Year by the Florida Association of Chamber Professionals. We pride ourselves on an environment that's both profitable and peaceful.

Hey ... who says you can't have your cake and eat it too?

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It's PURE Economics.

Some like it hot.

Inc. magazine's list of "Boomtowns 2006: 60 Hottest Small Cities" for business growth ranked Punta Gorda MSA as 17th in the nation, saying, "Local firms have created 2,200 new jobs over the past two years, many of them in health care, IT and specialty contracting ... Relatively low home prices attract newcomers." And *Forbes* magazine's Milken Institute has rated the Charlotte County area among the top five "Best Small Places for Businesses and Careers." In fact, we're consistently ranked as one of the top places to live in the United States by media outlets such as *Money* magazine, *Men's Journal*, *MSN*, *Florida Trend* magazine, and *Sperling's BestPlaces* (creators of "Cities: Ranked and Rated"). If we were any hotter, you'd hear us sizzle.

Why is Charlotte County the best choice for business? It's Pure Economics.

"Here. Here. Here."

The obvious choice when your business requires that all-important "Location. Location. Location."

Charlotte County offers an impressive 14 industrial parks – with more than 2,500 acres of space – to suit your business needs. Of course, there are also plenty of opportunities to build one of your own. Either way, you'll find an environment conducive to business growth. Take our great year-round climate ... add a stress-free lifestyle ... multiply it by a political environment that welcomes business with all kinds of incentives ... and you'll see why Charlotte County offers exponential prospects for business potential ... in a locale of unparalleled beauty. If you believe you can't mix business with pleasure ... then you've never worked in the paradise we call Charlotte County.

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No taxation is our representation.

Isn't it nice to know that the State of Florida levies no personal income tax. In fact, CNN Money lists Florida's tax burden among the lowest in the nation. Since 1994, the burden has fallen significantly as individual incomes have risen faster than state/local tax collections. And Charlotte County's property tax rate is one of the lowest in the state. So you'll have to find something else on which to spend your money.

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Charlotte County. It's Pure Economics.





Bonded Builders Warranty Group is the third largest provider of new home warranties to the building industry in the U.S. In 2004 we explored the idea of relocating our headquarters to the West Coast of Florida. The decision to relocate to Charlotte County was a direct result of the assistance and cooperation offered by the Economic Development Office of Charlotte County, the cost and ease of doing business, and the availability of a trained workforce. We have not been disappointed. The high quality of employees we have attracted in Charlotte County has allowed us to grow by thirty percent with little or no increase in staff. Charlotte County is a great place to live and do business.

- Whit Ward, President, Bonded Builders Warranty Group



Need photo from UPS

Charlotte County has proved an optimum location for UPS to run a successful operation. In addition to local government support, there is the area itself – offering a great year-round climate, scenic waterfront vistas, friendly people – that makes this county a perfect place to do business.

-Brian Connor, Manager of the UPS Service Center in Charlotte County.



"We have been the local distributors of Anheuser-Busch and Corona beers since 1991. Our existing facility in Charlotte County has been overwhelmed by increased demand resulting from local growth in population and economic activity. We are doubling our refrigerated warehousing space to serve our accelerating sales growth. Our location near I-75 continues to provide easy access to inbound shipments and to the local road system for our deliveries."

-Robert Wenzel, President, Peace River Distributing, Inc.



Pulsafeeder has been located in Charlotte County for over 20 years and is the largest manufacturing operation in the county. Our growth has been a reflection of the progressive and loyal workforce that is willing to meet the challenges of today's dynamic business environment. All members of the Pulsafeeder Team are highly involved in process improvement initiatives such as Value Stream Mapping, One Piece Flow, Six Sigma and Lean Manufacturing, which continually contribute to making our business better. Our favorable operating costs and our support from the local community combine to make Charlotte County a cost effective and business friendly location for IDEX Corporation.

-Gary Harby, Vice President of Operations, Pulsafeeder, Inc.

"Charlotte County is where a great business and industrial atmosphere meets a great quality of life—you can have both. Being in the airport area, I can go from working at my desk to boarding the boat in my backyard in 10 minutes. This is the most pro-business area of the country. There are true opportunities here due to growth in the area, and there are economic incentives here that aren't available in other areas.

-Jim Kantor, President, Eastern Avionics, Inc.



"The Charlotte County Board of County Commissioners is aggressively putting in place the right infrastructure, landscaped roadways, utilities and high-speed telecommunications to provide affordable, light industrial, distribution and office sites adjacent to the Charlotte County Airport, Edison College and the new Florida Gulf Coast University campus. The Enterprise Charlotte Airport Park spans three miles and two exits along Interstate 75 with direct routes to the north, south and center of Florida. We encourage you to check us out...you will not be disappointed!"

-Tom Moore, Charlotte County Board of County Commissioner's Chairman

