



**CHARLOTTE COUNTY**  
Economic Development

## WEEKEND WAVE



## Friday Economic Roundup

### ***CHARLOTTE IN THE NEWS***

#### **Punta Gorda-based Allegiant gets top honor**

Charlotte Sun, June 14, 2014

PUNTA GORDA - Allegiant Airlines, the only carrier to operate out of the Punta Gorda Airport, announced it has been named the top-performing airline in North America by Aviation Week, an industry magazine, for the third consecutive year.

According to a press release from the company, it ranks second overall as the top-performing airline worldwide, just 0.3 points behind the top spot, and is the top performer worldwide in the small-carrier category for the second consecutive year.

"We are proud to be the top-performing airline in North America," Andrew C. Levy, Allegiant president and COO, stated in the release. "It is a testament to our relentless dedication to building a consistently profitable company, as well as the innovation and hard work of our great team members. We look forward to continued growth and strong financial performance."

Allegiant was recognized by Aviation Week for executing a profitable niche business model "extremely well," and being a leader among U.S. carriers in the use of ancillary fees and selling additional travel services.

"We are happy to be a part of it," said Gary Quill, Charlotte County Airport Authority executive director. "The jobs out here, the impact to the community, it's very, very positive."

[Learn more about Allegiant and the Punta Gorda Airport here.](#)



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## Florida's innovative marketing reels in fresh leads, new awards

The Charlotte County Economic Development Office (EDO) has been tasked with building a kind of 21st century marketing paradise; new business leads and peer recognition indicate the EDO has delivered.

The EDO's latest marketing effort, the "Good Life-Great Business" multimedia campaign, involves current advances in lenticular printing as well as next-generation analytics, and although it was only recently launched the campaign is already drawing attention as well as a prestigious award. In June, the campaign was named Best Digital Marketing Campaign at the Florida Economic Development Conference, where other winners at the conference included larger metros such as Orlando and greater Tampa Bay.



"We try to stretch every marketing dollar," says EDO Business Recruitment Supervisor Lucienne Pears, "so it's good to see that we're making an impact in a statewide pool that includes much larger competitors."

A joint collaboration with Allegiant Air, the Good Life-Great Business promotion targets businesses in 23 of Allegiant's direct flight northern markets. Created using lenticular 3-D technology to highlight Charlotte County's beautiful setting, direct mail post cards drive recipients to Charlotte County's web site where visitors are immersed in County advantages even as the EDO gleans critical visitor tracking information, allowing follow up solicitation.

### The right tools, the right time:

The Good Life-Great Business campaign follows on the heels of another successful multimedia marketing effort that leveraged natural advantages with web tools and savvy timing to promote Charlotte County's sunny climate during one of the nation's coldest winters on record. Partnering with Allegiant Air, the EDO utilized the scroll messages on the Weather Channel's "Weather on the 8" in Allegiant's northern flight markets to migrate viewers (tuning in for incoming storm information) to Charlotte County's "Locate to Paradise" destination website. The image-rich and information-packed website showcases all of the County's MLS properties interactively and links visitors to Allegiant's low-cost direct flights.

The campaign generated not only robust web traffic and multiple business leads but also a site visit by a business now looking to relocate to Charlotte County. And that, according to Pears, is the best result of all. "While of course we are pleased with awards, enhancing Charlotte County's profile and bringing year-round employment and economic development to the area is our goal. That's what is truly gratifying."

There are more marketing ideas in the pipeline, according to Pears, as the EDO continues its productive working relationship with Marketing Alliance, Inc., a marketing firm specializing in economic development. Based in Charlotte County, Marketing Alliance also has offices in Jackson, MS; Charlotte, NC and Tulsa, OK.

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## **FLORIDA ECONOMIC NEWS**

- Mystery company hunts for headquarters space in Lee ([Fort Myers News-Press](#))
- Lee County approves financial incentive for mystery company ([WINK News](#))
- Quest Diagnostics plans to hire 350 at new Tampa hub ([Tampa Bay Times](#))
- Business incubator planned for downtown St. Petersburg ([Tampa Bay Times](#))
- Life science firms growing in Southwest Florida ([Sarasota Herald-Tribune](#))
- Florida is home to 2,113,344 small businesses ([Orlando Advocate](#))
- Sarasota lowers impact fees to lure developers ([Sarasota Herald Tribune](#))
- Retirement moves make a comeback ([Stateline](#))

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## **US ECONOMIC NEWS**

- Tourism and investment spending lead Florida's economic recovery ([Miami Herald](#))
  - US jobless claims dip, continuing recovery trend ([Reuters](#))
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