



ADD TO LEE COUNTY BUSINESS... AND YOUR ART COLLECTION

Fort Myers Regional Partnership launches campaign to help boost economy with incentives from famous local artist Ikki Matsumoto

The Fort Myers Regional Partnership recently launched a unique, grass-roots campaign encouraging local residents and businesses to play an active role in boosting the region's economy and ensuring the future of Lee County.

The partnership is taking a non-conventional approach to promoting the region's economic development by initially focusing on those already in the region, and partnering with them to help spread the word about the benefits of living and working in Lee County.

"As one person, you may not think you can help attract or expand businesses to Lee County. But an idea you have or a person you know just may be what we're looking for," explains Jennifer Berg, spokeswoman for the Fort Myers Regional Partnership.

The push begins with a prominent poster campaign, with the aim of having every business throughout the county participate in the promotion. The Fort Myers Regional Partnership has teamed with renowned Southwest Florida artist, Ikki Matsumoto, for the design. Matsumoto's signature artwork is the central feature of large-scale posters that will be displayed in employee areas throughout county businesses. The posters encourage individuals to submit a valid idea to expand or attract new business to Lee County, or send a qualified lead to the campaign website [.com](#). If your lead turns into an expansion or location, you will receive a signed and numbered limited edition print by Ikki Matsumoto.

"Our poster campaign has already garnered a lot of positive feedback, and we're really starting to see the community actively participating in this drive," said Berg. With an exceptional workforce, pro-business environment and, as Berg explained, currently

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\$25million in location and expansion incentives for businesses – Lee County has the perfect climate for new and growing companies.

“Economic development benefits our entire community, ultimately creating better jobs and schools, arts and recreational programs, and a better quality of life for our residents,” said Berg. “Who better to champion our region than those who already enjoy living and working here, and who know firsthand all the benefits of being in Lee County.”

So if you know someone or have a great idea, visit the campaign website at Together4Business.com and submit your comments. If it helps bring a new business to Lee County, you'll receive a signed and numbered, limited edition print by renowned Southwest Florida artist Ikki Matsumoto – and the satisfaction of helping your community grow.

About Fort Myers Regional Partnership:

The Fort Myers Regional Partnership works to attract new and diversified businesses resulting in high-wage, high-skilled jobs; retains and encourages the expansion of existing businesses and improves the overall business environment in Lee County. Lee County is a thriving business community with a highly regarded airport, significant corporate development and ample real estate opportunities. The area is attracting, retaining and growing high-value businesses with a unique blend of an outstanding business climate and superior quality of life. The county is home to five vibrant cities--Fort Myers, Bonita Springs, Fort Myers Beach, Cape Coral, and Sanibel--and is the heart of Southwest Florida. For more information, visit [.FortMyersRegionalPartnership.com](http://FortMyersRegionalPartnership.com)

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