

*Musical Intro as an animated map shows the globe, reaching around from Germany and the European Union to the North America, then zooming closer – the United States – Florida – Southwest Florida. Final animated map shows the Gulf Coast of Florida, including Pinpoints labeled **Sarasota**, North Port, Port Charlotte, Punta Gorda, **Cape Coral**, Pine Island, **Fort Myers**, **Lehigh Acres**, Estero, **Bonita Springs**, Naples & Marco Island, with the Pinpoints for the **5 cities** we will focus on a little bit larger and brighter on the map.*

Transition the map into aerials of beaches, golf courses, etc...

Stretching from Sarasota to Marco Island, the Gulf Coast of Florida boasts more than 300 miles of powder white sandy beaches and more than 400 golf courses. Add to that, more than a dozen institutes of higher learning, access to one of the top 5 telecommunications networks in the United States and no less than 4 Major League baseball teams that call the area home, and Southwest Florida quickly takes the lead as a premier business destination for expanding or relocating European companies, regardless of their size.

Aerials fade into talent in front of EBC building:

Millions have already discovered Southwest Florida's unique attraction, both in terms of business and lifestyle. For the next few minutes, the European Business Council would like to invite you to relax, sit back and enjoy the less hurried, quieter lifestyle that so many people here enjoy as we take you on a tour of the Southwest Florida area.

Transition to a plane coasting into Southwest Florida International Airport. Shots of the terminal, etc. shot of sign as you leave airport, "Welcome to Southwest Florida"

While Southwest Florida International Airport is ranked as one of the 50 busiest airports in the nation, you won't find the long lines and angry hassles of many larger airports. Even though a recently completed \$438-million renovation doubled the airport's growing capacity, the airport, like the area it serves, is unlike any other in the world. Plus, with 20 different Airlines, serving cities all across the North America, as well as German airlines Air Berlin and Lufthansa, you are never far from any destination.

As one of the safest and temperate areas of the United States, the area holds almost 900,000 year-round residents. The unique climate and strong community values means that there are always new people discovering Southwest Florida, which consistently ranks as one of the fastest growing populations in the country. From approximately 1,000 new year-round residents a month, to countless people flocking to the area for seasonal stays and shorter traditional vacations, there is no shortage of potential customers or employees, and plenty of opportunities for both new and expanding businesses.

Each of the communities in Southwest Florida boasts unique qualities that enhance the overall quality of life for the entire region.

Transition back to the map – "Sarasota" gets brighter and bolder, then video flies out from its Pinpoint on the map.

Located 60 miles south of Tampa Bay, Sarasota anchors Florida's Gulf Coast, connecting the core business communities of Southwest Florida with the tourist-friendly resorts of Western and Central Florida. Once envisioned as a charming tourist town with world-class arts and culture, Sarasota is quickly growing in national prominence as not only a great place to work, but also as one of the Southeast's most dynamic business centers. The combination of a modern infrastructure and moderate taxes contribute to

the low cost of doing business, and the community is recognized as a leader in innovative environmental management and sustainable living.

To serve their growing business community, downtown Sarasota has space in high-rise towers as well as street-level storefronts and campus-style business parks. Most offer combinations of office, warehouse, distribution, and light manufacturing. In addition, many European flavored, work downstairs live upstairs properties are beginning to emerge both downtown and along the coastal regions.

But more than anything, Sarasota's cultural lifestyle is what really makes it unique. Often proclaimed as the "arts capital" of Florida, Sarasota is home to the Florida West Coast Symphony, the Sarasota Ballet of Florida the Sarasota Opera, The Florida Studio Theatre, The Opera House, The Sarasota Jazz Festival, The Sarasota Film Festival and Comedy Festival. Sarasota has been the winter home for the Ringling Brothers Circus Troupe since 1927, and the John and Mable Ringling Museum of Art provides the community with three different museums: the Museum of Art, featuring European, American, and non-Western art, the Ringlings' magnificent, 32-room Venetian-Gothic mansion, Cà d'Zan, and The Circus Museum displaying memorabilia and artifacts from the rich history of the American Circus.

The Ringlings' influence is also felt in Sarasota's most distinctive shopping experience, St. Armand's Circle. Located on St. Armand's Key, in Sarasota Bay, the area stands apart from the hustle and bustle of the mainland. Unique in concept, history, and beauty, St. Armand's provides an unforgettable experience for visitors from all over the world. Set amidst a tropical paradise is an enchanting circle of fine shops and gourmet restaurants. Renowned as a market place with a continental flavor, it features lush tropical plantings, courtyards and patios, antique statuary and contemporary architectural design, creating an international atmosphere of friendly warmth, enduring elegance, and timeless style.

Thanks in part to its large selection of various cultural endeavors, Sarasota's lifestyle after dark is second to none. Whether it's enjoying the sunset from your favorite watering hole in Sarasota Quay, jamming to Reggae in a nightclub on Sarasota's Main Street or just drinking coffee and people watching in Siesta Key Village, there is something for everyone, regardless of their particular background or taste. The music is top-notch in Sarasota. No matter what your favorite style, the bars and nightclubs offer everything from the best of local bands to major national recording acts slipping in for a quick low-key session.

Transition back to the map – "Lehigh Acres" gets brighter and bolder, then video flies out from its Pinpoint on the map.

Created in the 1950's as a middle-income retirement community, Lehigh Acres has grown dramatically in the past 10 years, quickly becoming a hot spot for new residents and commercial properties. Because of its inland location, Lehigh is considered by many to be the safest location should hurricanes threaten.

Made up of 96-square miles of land and planned primarily for residential homes, the population of Lehigh Acres stands at approximately 75,000 people, with projections setting the area to expand to 300,000 over the next 15-20 years. With the added benefit of five golf courses, the area is well suited for those who like a quiet lifestyle, but not too far from beaches and interstate travel, and is also poised to become a huge area of opportunity for growing businesses.

Because of the way the unincorporated city was originally designed, almost all of the community's limited commercial and industrial development is located along one central corridor. However, the area surrounding the city proper is ripe for expansion by developers who move quickly and purchase the value priced land while it is still available.