



Orlando, Florida

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BACKGROUND

In 1999, the Orlando Regional Chamber of Commerce launched myregion.org, a historic and unprecedented initiative that brought together 18 government, business and civic organizations collectively representing 86 cities and 7 counties to identify and build the framework for addressing Central Florida's 21st century challenges. The core question for this collaborative: How can Central Florida be globally competitive and maintain a high standard quality of life? Of equal importance, once strategies and tactics were identified, how do we execute?

RESOURCE DEVELOPMENT GROUP ROLE AND RESULTS

The RDG team actively participated in the Transition Team's six-month effort to build the new organization, plan of work, metrics and budget. A comprehensive regional assessment indicated the public and private sectors were willing to come together and fund the CFP program at a projected level of \$3 million annually. RDG assembled a large Campaign Leadership Council comprised of dozens of committed business leaders to build a broad investor team to fully fund the CFP initiative.

A high intensity, 10 month campaign yielded pledges exceeding \$10 million over three years. RDG then designed and helped to implement a robust investor relations program to ensure proper communication and engagement opportunities. In addition, the CFP model was built to internalize the development function, which has been successfully accomplished.

LEGACY

For the first time ever, the seven-county Central Florida region has a coordinated and fully integrated strategy to address long-term growth challenges. More importantly, thanks to the Central Florida Partnership, there is now a fully integrated and aligned approach to strategy execution on major regional product challenges such as public education, infrastructure and regional transportation.