



TO Tandra Davis, Manager – Town of Dundee Manager
Lorraine Peterson, Planner –Town of Dundee

FROM Bruce Lyon, President –Winter Haven
Economic Development Council (WHEDC)
Jennifer Romberger, Director of Entrepreneurship

DATE December 6, 2022

RE WHEDC Membership

Thank you for taking the time to meet with the Winter Haven Economic Development Council (WHEDC) to discuss local economic growth opportunities and how we might collaborate to bring new economic development opportunities to the Town of Dundee. We're excited for the opportunity to collaborate!

As we mentioned, the WHEDC was started in response to the real estate recession and since then we have worked to bring a variety of new investment and employment opportunities to the community. Our desire is to create an economically diverse community with jobs for all skill levels. Over the past several years Winter Haven has added approximately 25,000 new residents, over \$200 million in new investments downtown, more than 400 new apartments are underway, two new hotels are under construction, and we've seen more than \$200 million in industrial investment since 2020, with more coming soon.

The Town of Dundee is experiencing its own valuable growth and development and we look forward to collaborating with you to bring even more focused effort and attention to Dundee's economic development opportunities – including referrals of businesses that are interested in locating in this area.

Annual membership in the WHEDC will provide you access to focused economic development support, participation and executive networking at our bi-monthly board meetings and access to decision-makers from across the region. We are confident your membership with the WHEDC will have a dramatic influence on Dundee. Additional membership benefits are described below. Please do not hesitate to contact us should you have any further questions.



bruce@whedc.com
Jennifer@whedc.com



150 3rd Street, SW, Suite 206
Winter Haven, FL 33880



863.837.5280



Benefits of Membership with WHEDC: \$20,000

- WHEDC will work with community leaders to build a market-oriented approach to land-use patterns that will encourage economic opportunities for Dundee, with the understanding that results take time. Often it can take 3-5 years to start to reap the benefits.
- WHEDC will support an analysis of a land-use study for the Town of Dundee to better understand the benefits of various land uses.
- WHEDC will help to facilitate economic development leads when compatible with Dundee's goals and appropriate site are available.
- WHEDC will consult with town leadership and developers to lay the groundwork for a potential business or industrial park.
- WHEDC will provide support for entrepreneurs & small businesses.
 - Specialty training – networking – start-up resources
 - Help to produce material that promote the town for prospective businesses.
 - We will help to promote a healthy business climate within the community.
 - Facilitate programs for business retention and expansion for existing businesses.
- WHEDC staff will be available to support Town Management on economic development matters throughout the year.

