

EXECUTIVE SUMMARY

Support for Jackson Laboratories proposed new facility in Collier County

OBJECTIVE: Approve Support of the relocation of Jackson Labs into a new biomedical research campus in Eastern Collier County.

CONSIDERATIONS: The Economic Development Council of Collier County (EDC) has been working with Jackson Laboratories of Bar Harbor Maine, to locate a new biomedical research facility near Ave Maria in eastern Collier County. This is envisioned to be a “research village” that will attract other research facilities in the same field, much as the Medical Research campus in Orlando has done for that area.

We have had some preliminary meetings with Mike Hyde, V.P. for Advancement with Jackson Labs to identify some of the benefits of this move for future tourism. We are aware that medical tourism is a growing trend in the meetings industry, and the fascination of medical research is also of interest to leisure travelers.

Jackson Labs currently conducts a number of educational seminars at their Maine facility that attract several hundred participants. The proposed Collier County facility will have some conference space, but will need additional hotel and conference space for most of their educational seminars. This series of seminars, conferences and other educational offerings will attract medical doctors and researchers from all over the world.

Collier County will be asked to financially contribute to the construction of this new facility in conjunction with State of Florida funding that was recently approved by the Governor and legislature. The Convention & Visitors Bureau is being asked to supply letters of support for the new facility, and eventually a Memorandum of Understanding to support Jackson Labs in the development and promotion of future medical education seminars and conferences. This MOU would confirm:

1. That the CVB would promote our destination for medical and scientific meetings
2. That we will make efficient use of our public and private resources to support the educational offerings of Jackson Labs.
3. Assist in educating the tourism industry and business community on the benefits of the educational offerings by Jackson Labs
4. Inform participants in the educational and conference offerings at the Jackson Labs new facility on the visitor activities available in Collier County
5. Organize a series of familiarization trips for medical meeting planners
6. Assist with Public Relations support of the meeting and conferences offered in conjunction with the new biomedical research facility

The CVB staff has been asked to supply letters of support for this facility, write an "Op-Ed" piece for the newspaper, and support the development of the new facility in news stories, in tourism partner communications and in other publicity opportunities.

FISCAL IMPACT: No fiscal impact with this action

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan with this action

RECOMMENDATION: Direct staff on further written and verbal support for the proposed new Jackson Laboratories facility in Collier County.

SUBMITTED BY: Jack Wert, Tourism Director