

# WONDERFL



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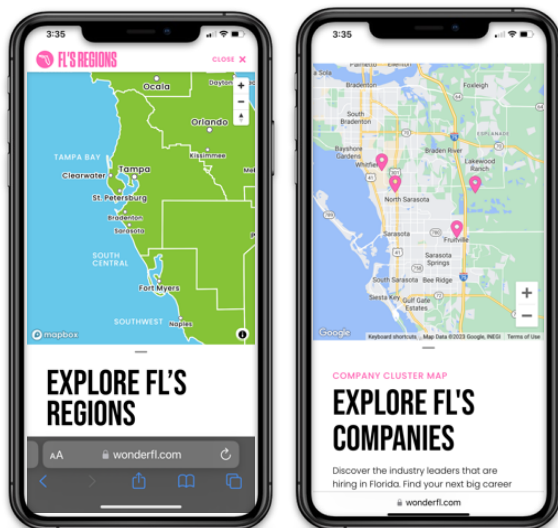
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## A FIRST-OF-ITS KIND TALENT CAMPAIGN FOR FLORIDA

Florida is among the most sought-after places in the U.S. to live and visit, but we know employers still struggle to fill open jobs. That's why PoweringFlorida launched the "WonderFL" talent campaign to promote Florida as a top place to live and work. The new WonderFL campaign brings together partners, stakeholders and resources through a first-of-its-kind statewide talent campaign, anchored by WonderFL.com.

### FUNCTIONALITY

- Interactive Region Map
- Interactive Employers Map
- Cost of Living Calculator
- Jobs & Industry Data



### GUIDING TALENT DOWN THE FUNNEL

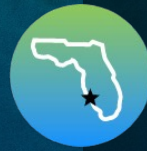
The statewide campaign is designed to drive awareness of Florida's innovative job opportunities and superb quality of life assets – and ultimately guide talent down the funnel to explore Florida's diverse regions and job opportunities. The website features a Regional Map, which guides users to detail pages on each of the state's eight unique localities, as well as regional talent attraction campaigns, and a Major Employers Map, which directs prospective Florida residents to hundreds of established companies across the state.

### QUESTIONS ABOUT THE WONDERFL CAMPAIGN?

Contact Wes Hudgens at [Wesley.Hudgens@fpl.com](mailto:Wesley.Hudgens@fpl.com) for more information.



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## A REGIONAL APPROACH TO TALENT ATTRACTION MARKETING

Life in Sarasota-Manatee FL is a part of the Florida Power & Light (FPL) statewide WonderFL campaign — an initiative to attract talent to Florida's many great regions. In partnership with the Bradenton Area Economic Development Corporation, Sarasota County EDC and CareerSource Suncoast, Life in Sarasota-Manatee FL promotes the available amenities, lifestyle benefits and career opportunities along the 42-mile stretch of Florida's West Coast from Bradenton to Englewood. By emphasizing the region's key industries of aviation & aerospace, healthcare & life sciences, manufacturing, creative services and sports performance, FPL, the Bradenton Area EDC, CareerSource Suncoast and Sarasota County EDC will continue to promote growth on the Suncoast.



**SARASOTA  
-MANATEE FL**



### REGION BRAND

Leveraging the WonderFL brand, Sarasota-Manatee FL has a unique color palette, icon set, messaging and logo that speaks to Sarasota-Manatee FL's benefits for talent.



### INTERACTIVE MAP

This site's interactive map allows users to click through to 14 counties in Sarasota-Manatee FL to learn about local employers and lifestyle amenities.

**Top 10**

Best cities for tech jobs (North Port, Sarasota & Bradenton)

FINANCE BUZZ, 2021

### KEY FACTS & DATA

This site's detail pages host key information and data on how to find a job, how to live and how to play in Sarasota-Manatee FL

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