Hello, Ben:

I am emailing to invite you to experience one of America’s few truly dedicated urban districts – exclusively devoted to business and financial enterprise – and home to a synergistic community of business, including some of the nation’s and world’s top firms.

It also serves as the thriving downtown core of one of the country’s most vibrant cities is a stone’s throw from a dynamic arts cultural and entertainment scene, offers access to global wealth and international markets, and is served by world-class regional and international travel and transit (rail, port and air).

With your extensive coverage of business and happenings on Wall Street, the preceding might elicit images of New York’s great financial sector. But the financial district I am referring to is located far south of South Street, in West Palm Beach, Florida. And, while it may not be Wall Street, its Flagler Financial District is quickly becoming a top alternative, offering many things New York simply cannot, including:

* One of the nation’s lowest cost of doing business, with
  + No state or local income tax (saving those earning $500,000 upwards of $40,000 annually)
  + No corporate income tax on limited partnerships
  + No corporate franchise tax on capital stock
  + Exemptions and tax credits to qualified businesses
* Affordable office space
* A diverse range of nearby housing
* An easy, relaxed commute
* An attainable “Work-Life Balance” in one of the most picturesque, waterfront cities in the U.S.
* Idyllic year-round weather

**And the City would love to host you for a visit at the end of the month!**

In recent years, the growing West Palm financial hub has seen tremendous growth in new or expanding businesses, welcoming more than 70 new businesses (including the relocation of PNC Bank’s Florida regional headquarters), creating more than 5,000 new jobs within the district and planning for the addition of more than 400,000 sq. ft. class-A office space through multiple projects.

Are you interested in learning first-hand why *Forbes* recently ranked the City of West Palm Beach as the “#1 Florida City for Business and Careers” beating out other highly notable business hubs throughout the state, such as Miami, Fort Lauderdale, Tampa and Orlando? **I work with the City of West Palm Beach and would like to extend an invite for November 30 - December 2.**

Your expenses-paid trip would include:

* Meetings with key players and top firms who have made the move to the District, tested its infrastructure and proven its purpose, including representatives from companies such as:
  + Wexford Capital
  + Skybridge Capital
  + Credit Suisse
  + Morgan Stanley
  + Goldman Sachs
  + Northern Trust
  + Bank of America
  + Meryl Lynch
  + Raymond James
  + PNC Florida Regional Headquarters
* Coordinated interviews with members of the City’s pro-business government and representatives from its Business Development Board
* A front row seat to the Flagler Financial District’s official unveiling event on December 2

Please let me know if you are interested in visiting the Flagler Financial District and seeing firsthand why so many companies are making the move. I would be happy to arrange it.

Thank you for your time and attention. I hope to start planning your trip soon.

Megan

Megan M. Brewster

Aqua Marketing & Communications, Inc. on behalf of the City of West Palm Beach

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