

SUCCESS STORY

Bertram Yachts selects Tampa for global headquarters



“We are proud to partner with the State of Florida, Hillsborough County, and the City of Tampa and look forward to building our organization’s future here. Our new headquarters will attract yacht owners, their associates, and crew members from around the world to Tampa to monitor progress on the construction of their new vessels and have them serviced and maintained.”

- PETER TRUSLOW, CEO

PROJECT CRITERIA

The project was a lead from Enterprise Florida on behalf of Italian conglomerate Gavio Group, which in March 2015 purchased the name and rights to the Bertram Yachts brand after the original company fell on hard times and was forced to shut down. The new owners began scouting the eastern seaboard in search of a new waterfront home for the company’s international headquarters. The new site would include a production facility, yacht service and maintenance operation, and parts division. The project included 140 jobs, with average wages of \$55,130. The company needed approximately 115,000 square feet and would invest \$35 million in the project.

GOAL OF THE PROJECT

Gavio Group was in search of a community that would return this iconic American brand back to its roots. After eliminating several other cities, Tampa was one of two markets still in the running in January 2016. Tampa had several things going for it: Florida is the sport fishing capital of the world, staying in Florida would honor the Bertram legacy, and Tampa offered an available skilled workforce. Tampa International Airport was also viewed as a valuable asset because of its proximity to the proposed Bertram site for visiting executives and clients.

TAMPA HILLSBOROUGH SOLUTION

The Tampa Bay EDC team kept a strong focus on the importance of the client and what this project would mean for the Tampa community throughout the entire process. That strong focus helped guide the team to overcome numerous timing obstacles and tackle several unexpected surprises with the proposed facility. The EDC also worked closely with Enterprise Florida to help the Gavio Group fulfill incentives requirements.

In July 2016, Bertram Yachts announced that it would move its global headquarters to Tampa. This news was a huge win for the community for several reasons. Bertram Yachts was a highly coveted manufacturing project, it provided foreign direct investment, and an iconic American brand was getting a fresh start in its original home state. Plus, the local tourism industry received a boost from a having a yacht manufacturer with global recognition in the market.

For more information about how the Tampa Bay EDC can assist your business, please contact Steve Morey, Senior Vice President of Business Development, at smorey@tampabayedc.com or 813-518-2630.

