

# SUCCESS STORY

## USAA expands in Tampa with Crosstown Campus



***“We’ve had a great team of employees in Tampa for 40 years, and we are excited to grow that team in this great military community.”***

*- JOE ROBLES, CEO, USAA*

### **PROJECT CRITERIA**

In August 2012, a consultant representing USAA (which was not identified at the time) contacted the Tampa Bay EDC to say that a dozen executives would be coming to Tampa for a site visit the following week. The unidentified organization was evaluating two different states to site over 1200 jobs that would pay an average annual wage of more than \$53,000. The project would also require a build-to-suit campus of approximately 450,000 square feet, entailing a capital investment of more than \$160 million.

## GOAL OF THE PROJECT

USAA was growing rapidly as the demand for its financial products and services among the military community increased. The winning community would have to prove that it offered abundant talent to staff USAA's numerous business functions, including life insurance investment/sales, real estate lending, and property/casualty sales and service and had a capacity to keep that growth going well into the future.

## TAMPA HILLSBOROUGH SOLUTION

The EDC assembled over 30 leaders from the business, local government, and higher education communities to make the case for Tampa during the initial site visit. The leaders shared how they worked with major corporations to develop customized education programs to upskill employees, touted Tampa's military and veteran community as a uniquely valuable asset and source of talent, provided tours of the area that showcased options for executive and workforce housing, and visited available sites and office space. The EDC also assembled extensive reports detailing business costs, workforce and cost of living data, available shovel-ready sites, available existing office space, workforce assistance programs, and incentive packages available through state and local government.

After going quiet for months, USAA announced its selection of Tampa as the site of its new campus in November 2013.

**The expansion was so successful that in 2018, USAA announced that it would double the capacity at its Crosstown Campus in Brandon, Florida with a new building as large as the one it recently completed and add another 1000 – 1200 employees.**

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@tampabaycdc.com](mailto:smorey@tampabaycdc.com) or 813-518-2630.

