



2019 ANNUAL REPORT

TEN YEAR JOURNEY

TAMPA HILLSBOROUGH ECONOMIC DEVELOPMENT CORPORATION



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As someone who witnessed the birth of the Tampa Hillsborough Economic Development Corporation back in 2009, I am filled with pride when I reflect on what this organization has accomplished in the past ten years. This EDC has exceeded my expectations in many ways, and the impact it has had on this community has been game-changing.

It has been an honor for me to serve as Chair this year. We completed our Thrive with 5 three-year strategic plan, surpassing our goals with more than 10,000 new jobs and over \$1 billion in capital investment. We launched our brand-new nonprofit, the Tampa Bay Economic Prosperity Foundation, to put more people in our community on the path toward meaningful careers. And we continued to expand our successful talent attraction campaign, Make it Tampa Bay, targeting new, talent-rich cities with our message of opportunity, affordability, and exceptional quality of life.

**AS I LOOK BACK
ON THIS YEAR OF
ACHIEVEMENT, I AM
THANKFUL TO ALL OF
OUR INVESTORS AND
PARTNERS WHO HAVE
BEEN STEADFAST
IN THEIR SUPPORT
AND PURSUIT OF
EXCELLENCE.
TOGETHER WE
HAVE MADE A HUGE
DIFFERENCE IN THE
ECONOMIC HEALTH
OF TAMPA AND
HILLSBOROUGH
COUNTY.**

Judy Genshaft



Judy Genshaft, Ph.D.

President Emerita, University of South Florida, 2019 Chair



Marie Chinnici-Everitt

Managing Director, The Depository Trust & Clearing Corporation, 2020 Chair

It's an exciting time at the Tampa Hillsborough Economic Development Corporation as we embark on our second decade and work to deliver a new level of performance.

Thanks to the support of our stakeholders, we made significant progress last year on several key initiatives, and today we're positioned to make an even bigger impact on our community.

OUR NEW STRATEGIC PLAN CAPITALIZES ON OUR ASSETS AND ADDRESSES THE EVOLVING PRIORITIES FOR ECONOMIC DEVELOPMENT, WHILE OUR REFRESHED BRAND ALIGNS US WITH OTHER MAJOR ORGANIZATIONS THAT ARE PROMOTING TAMPA AND HILLSBOROUGH COUNTY NATIONALLY AND GLOBALLY.

In addition, we're broadening our areas of emphasis from business development and marketing to also include talent attraction and placemaking. This broader focus is critical because our long-term success requires us to play a more active role developing the best people for expanded opportunities and creating sustainable strategies to improve our competitiveness. Opportunity Tampa Bay is a robust, three-pronged strategy that we're confident will move Tampa and Hillsborough County forward.

I am thrilled to work with the EDC team, our Investors and partners on this critical work and look forward to building on our success in the coming years.

Marie C. Chinnici - Everitt



Craig J. Richard, CEcD, FM
President and CEO, Tampa Hillsborough EDC

AS WE CELEBRATE OUR 10TH ANNIVERSARY, I AM AMAZED AT THE PROGRESS THAT THIS EDC AND ITS INVESTORS, PARTNERS AND SUPPORTERS HAVE MADE IN TRANSFORMING THIS COMMUNITY INTO WHAT IT IS TODAY: ONE OF THE MOST DYNAMIC BUSINESS DESTINATIONS IN THE COUNTRY.

Tampa is now the third fastest growing city in Florida. Hillsborough County ranks 10th in the U.S. for population growth among individual counties, adding 27,000 new residents in the past year.

We're number one in the state– and have been for some time-in creating new STEM jobs.

In the last ten years, our team has closed 270 projects and helped companies bring nearly 34,000 new jobs and \$2.5 billion in capital investment to Tampa and Hillsborough County. That's a truly remarkable achievement.

To all of you who have helped to transform this city into the economic powerhouse it is today, I say thank you. Our future is full of promise, and we're just getting started.



**Tampa is the
third fastest
growing city
in Florida**

U.S. CENSUS BUREAU

THE TEAM

The Tampa Hillsborough Economic Development Corporation team relishes any opportunity to tell the world what a wonderful place Tampa is to live, build a career and grow a business. We connected local businesses to potential international trade opportunities and flew across the country and Europe to visit with site selectors and prospective companies in an effort to attract more business investment to Hillsborough County.

Through business visits, speaking engagements and media placements, we also focused on spreading the word in our own backyard about the services we provide to help local companies expand. And our team introduced out-of-town journalists to local young professionals, business leaders and entrepreneurs so they could hear firsthand – and write – about the collaborative and supportive business environment that Tampa has fostered.

Our team banded together to support our local community by participating in Feeding Tampa Bay’s Cereal for Summer food drive and Visit Tampa Bay’s Tourism Gives Back event. When Hurricane Dorian devastated the Bahamas, our team sprang into action to donate supplies through local relief efforts.

EXECUTIVE 1 Craig J. Richard, CECd, FM, *President and CEO* | 2 Terri Houston, *Executive Assistant to President and CEO*
FINANCE AND ADMINISTRATION 3 Nealy Wheat, CAE, *Controller* | 4 Dani True, *Investor Relations Manager*
BUSINESS DEVELOPMENT 5 Steve Morey, *Senior Vice President, Business Development* | 6 Bea Bare, *Senior Business Development Executive* | 7 Adam Myers, *Senior Business Development Manager* | 8 Jonathan Wolf, *Business Development Manager* | 9 Anna Vega, *Executive Coordinator* | 10 Madison Lawson, *International Business Manager* | 11 Danielle Albright, *Business Development Manager* | 12 David Robinson, *Business Development Manager* **MARKETING** 13 Michelle Bauer, CECd, *Chief Operating Officer* | 14 Laura Fontanills, *Marketing & Communications Director* | 15 Robin DiSalvo, *Market Research Analyst* | 16 Hussain Shamseddine, *Digital Marketing Manager*



LEADERSHIP

The Tampa Hillsborough Economic Development Corporation is supported by more than 100 public and private Investors that are just as passionate and committed to Hillsborough County's future as our team.

This year, we further engaged our Investors on business development efforts. They reached out to their networks to generate more recruitment leads and we leaned on them for more connections to local companies within our target industries.

Our Investors also helped us complete some important strategic work that has us well-positioned to strengthen Tampa Bay's competitiveness. Through industry roundtables, small group meetings and one-on-one discussions, our Investors and partners provided valuable insight, candid feedback, and thoughtful guidance to help steer our new strategic direction.

2019 EXECUTIVE OFFICERS

- 1 CHAIR**
Judy Genshaft, Ph.D., *President Emerita, University of South Florida*
- 2 VICE CHAIR**
Marie Chinnici-Everitt, *Managing Director, The Depository Trust & Clearing and Corporation*
- 3 SECRETARY/TREASURER**
Jim Weiss, *Tampa City President, Fifth Third Bank*
- 4 IMMEDIATE PAST CHAIR**
Alan List, M.D., *President and CEO, Moffitt Cancer Center*
- 5 GENERAL COUNSEL**
David Weinstein, *Managing Shareholder, Greenberg Traurig*

ELECTED OFFICIALS

- 1** Honorable Lesley "Les" Miller, Jr., *Hillsborough County, District 3, Chairman*
- 2** Honorable Jane Castor, *Mayor, City of Tampa*
- 3** Honorable Rick Lott, *Mayor, City of Plant City*
- 4** Honorable Mel Jurado, *Mayor, City of Temple Terrace*



CIRCLE OF CHAMPIONS



CHAIRMAN’S COUNCIL



BAYCARE HEALTH SYSTEM
Glenn Waters, *Executive Vice President and COO*



BEAUX-ARTS GROUP
Anne Adams Everett, *Principal*



BRISTOL-MYERS SQUIBB
Lee H. Evans, *Executive Director and Head, North America Capability Center & Global Capability Center Operations*



THE BROMLEY COMPANIES
William L. Haines, *Chairman*



BUCHANAN INGERSOLL & ROONEY PC
Steven C. Pratico, Esq., *Shareholder*



CENTERSTATE BANK
Angel Gonzalez, *Hillsborough Market President*



CHAPPELLROBERTS
Colleen Chappell, *President and CEO*



CITY OF PLANT CITY
Honorable Rick Lott, *Mayor*



THE DEPOSITORY TRUST & CLEARING CORPORATION
Marie Chinnici-Everitt, *Managing Director*



DIAMOND VIEW
Tim Moore, *CEO*



FLORIDA TREND
David Denor, *Publisher*



FOLEY & LARDNER
Randy Wolfe, *Managing Partner*



FRONTIER COMMUNICATIONS
Melanie S. Williams, *Senior Vice President*



GREATER TAMPA CHAMBER OF COMMERCE
Bob Rohrlack, *President and CEO*



GREENBERG TRAURIG, P.A.
David Weinstein, *Managing Shareholder*



HANEKE DESIGN
Jody Haneke, *President and Founder*



HART
Benjamin Limmer, *CEO*



MUTUAL OF OMAHA BANK
Bemetra Simmons, *Managing Director*



NEW YORK YANKEES
Tony Bruno, *Senior Vice President and CFO*



PNC BANK
C.J. Mintrone, *Senior Vice President, Corporate Banking Manager - West & Central Florida*



RELIAQUEST
Brian Murphy, *President and CEO*



SAINT LEO UNIVERSITY
Jeffrey Senese, Ph.D., *President*



SHUMAKER, LOOP & KENDRICK, LLP
Julio C. Esquivel, *Partner*



STEARNS WEAVER MILLER
Vin Marchetti, *Shareholder*



STONEHILL INNOVATION
Doug Pace, *CEO*



SUNCOAST CREDIT UNION
Darlene Johnson, *Chief Operating Officer*



SYKES ENTERPRISES INC.
Chuck E. Sykes, *President and CEO*



TAMPA BAY BUSINESS JOURNAL
Ian Anderson, *Publisher and Managing Partner*



TAMPA BAY LIGHTNING
Jeff Vinik, *Chairman and Governor*



TAMPA BAY RAYS
Melanie Lenz, *Senior Vice President of Strategy and Development*



TAMPA BAY TIMES
Bruce Faulmann, *Vice President of Sales and Marketing*



TAMPA HILLSBOROUGH EXPRESSWAY AUTHORITY
Joe Waggoner, *CEO*



TRICKEY JENNUS
Tom Jennus, *President and CCO*



UBS GLOBAL WEALTH MANAGEMENT
Greg Kadet, *Managing Director, Florida Gulf Coast Market*



ULTIMATE MEDICAL ACADEMY
Linda Mignone, *Executive Vice President*



USAA
Yvette Segura, *Vice President and General Manager, Tampa Campus*



VALLEY BANK
Ronald L. Ciganek, *Senior Vice President, Commercial & Industrial Division*



WELLS FARGO
Jim Themides, *Executive Vice President, Market Executive, Florida Gulf Coast, Commercial Banking*

PRESIDENT’S COUNCIL

AC4S TECHNOLOGIES

Hugh S. Campbell, *President*

AMGEN

Felicia Harvey, *Corporate Affairs Lead*

AT&T

Edwin Narain, *Regional Director, External Affairs*

BAKER MCKENZIE

Jamie Lawless Mellon, *Executive Director, Tampa Center*

THE BANK OF TAMPA

Steve Fluharty, *Senior Vice President Market Director*

BBVA USA

Kevin Shukur, *Tampa Market President*

BERKSHIRE HATHAWAY HOME SERVICES
FLORIDA PROPERTIES GROUP

Melanie Brush, *Corporate Services Manager*

BLOOMIN’ BRANDS, INC.

Joseph J. Kadow, *Executive Vice President and Chief Legal Officer*

BNY MELLON WEALTH MANAGEMENT

Lisa M. Simington, *CFP, President, Florida West Region*

CARLTON FIELDS

Gary Sasso, *President and CEO*

CBRE

Mike DiBlasi, *Managing Director*

CDW

Michael Bock, *Sales Director*

CITI

Florence Yagoda, *Director, Regional Supervisory Principal*

CITY OF TEMPLE TERRACE

Honorable Mel Jurado, *Mayor*

COGNIZANT

Michelle Marks, MSM RHIA, *Healthcare Delivery Leader/ Director Operations*

COLLIERS INTERNATIONAL

Mary Clare Codd, SIOR, *Executive Managing Director Office/ Industrial Services*

COMMUNITY FOUNDATION OF TAMPA BAY

Marlene Spalten, *President and CEO*

CONSTRUCTION SERVICES INC.

Fred Lay, *President*

COTT CORPORATION

Jerry Fowden, *CEO*

COUSINS PROPERTIES

Kyle Burd, *Vice President and Managing Director*

CUSHMAN & WAKEFIELD

Larry D. Richey, *Managing Principal, Florida*

DPR CONSTRUCTION

Dave Elrod, *Tampa Business Unit Leader*

HIGHWOODS PROPERTIES

Dan Woodward, *Vice President*

HILLSBOROUGH RIVER REALTY CORP.

John J. Avlon, *President*

HILL WARD HENDERSON

B. Ben Dachepalli, *Shareholder and Board Certified Construction Attorney*

HOLLAND & KNIGHT

Gov. Bob Martinez, *Senior Policy Advisor*

JPMORGAN CHASE

Toby Rau, *Managing Director, Marketing Executive*

LIFELINK FOUNDATION

Michael Consilvio, *Executive Director/General Manager*

LIONS EYE INSTITUTE FOR TRANSPLANT
AND RESEARCH, INC.

Jason Woody, *CEO*

MARCUM LLP

Patty Hamilton, *Partner*

MCKIBBON HOSPITALITY

Randy Hassen, *President*

NEXTPATH CAREER PARTNERS

Dan Rodriguez, *President*

PLANT CITY ECONOMIC DEVELOPMENT CORPORATION

Jake Austin, *President and CEO*

REGIONS BANK

Michael G. Jones, *Executive Vice President and Market Executive*

R.R. SIMMONS CONSTRUCTION

Randy Simmons, *Chairman*

RYAN COMPANIES

Doug Dieck, *President, Southeast Region*

SMITH & ASSOCIATES

Robert Glaser, *President and CEO*

SPECTRUM

Guy Nickerson, *CEO and Executive Producer*

SUNVIEW SOFTWARE

Seng Sun, *President*

SYNOVUS

David J. Mitchell, *Market Executive*

TAMPA !P

Mark Sharpe, *Executive Director*

TAMPA BAY BUCCANEERS

Atul Khosla, *Chief Corporate Development & Brand Officer*

TAMPA DOWNTOWN PARTNERSHIP

Lynda Remund, *President and CEO*

UNITED WAY SUNCOAST

Jessica Muroff, *CEO*

VELOCITY RESOURCE GROUP

John Fortino, *Co-Founder/Sr. Managing Partner*

WARREN AVERETT

Michelle Sanchez, *CPA, Audit Member*

WESTSHORE ALLIANCE

Ann Kulig, *Executive Director*

WFLA

Steve Blanchard, *Vice President of Sales*

GAZELLE

BENEFICIAL BLENDS

Erin Meagher, *Chief Coconut*

BLIND TIGER CAFÉ LLC

Roberto Torres, *President*

ELEVATE

Aakash Patel, *President*

ELEVATE BRANDING, LLC

Paige Thomas, *Co-founder and Managing Principal*

INTEGRAL ENERGY

Anddrikk Frazier, *Managing Partner*

NEWGENTEK

Chon Nguyen, *Founder and CEO*

SHEA BARCLAY GROUP

Michael P. Shea, *President*

TOMLIN ST CYR REAL ESTATE SERVICES

John Tomlin, *CEO*

VOLTAIR CONSULTING ENGINEERS

Julius Davis, *President and CEO*

YEAR IN REVIEW

In the final year of the THRIVE Strategic Plan, the Tampa Hillsborough EDC was laser-focused on meeting its goals. The business development team closed 39 projects, adding 2,509 jobs and \$391.6 million in capital investment to Hillsborough County. The market continues to attract top companies from around the country and internationally. Our team recruited 11 companies to Hillsborough County this year that plan to create 805 new jobs. Additionally, 28 existing businesses renewed their commitment to the community with additional investment and 1,704 new local jobs.

\$391.6
MILLION CAPITAL
INVESTMENT

2,509
JOBS

39
PROJECTS



AIRBORNE
64 new jobs
\$160,000 capital investment



AMALIE OIL COMPANY
200 new jobs



AMAZON
100 new jobs



ANAZAOHEALTH
15 new jobs
\$13,000,000 capital investment



ANUVIA
135 new jobs
\$40,000,000 capital investment



BAUSCH & LOMB
60 new jobs
\$11,000,000 capital investment



BLULEADZ INC.
35 new jobs



BMP USA
40 new jobs
\$2,000,000 capital investment



BREW BUS BREWING
10 new jobs
\$300,000 capital investment



CAPITAL ONE
300 new jobs



CICOPAL
37 new jobs
\$4,000,000 capital investment



C&S WHOLESALE SERVICES, INC.
60 new jobs
\$14,200,000 capital investment



COUNTRY MALT GROUP
15 new jobs
\$2,000,000 capital investment



ESMART RECYCLING
10 new jobs
\$300,000 capital investment



EQUITY, INC.
7 new jobs



FLORIDA STEEL FRAME & TRUSS MANUFACTURING
20 new jobs
\$1,900,000 capital investment



FRESCO FOODS, INC
50 new jobs
\$1,000,000 capital investment



PROJECT GEO
120 new jobs
\$1,000,000 capital investment



GLOBAL FOOD SERVICES, INC.
15 new jobs
\$2,000,000 capital investment



THE HOME DEPOT
345 new jobs
\$67,000,000 capital investment



MARKETING DEPARTMENT, INC.
5 new jobs
\$18,000 capital investment



MHK
25 new jobs



MINIMISE USA LLC
115 new jobs
\$81,113,500 capital investment



MOTT MACDONALD
10 new jobs
\$80,000 capital investment



NEXTECH
65 new jobs



PENINSULA STEEL
40 new jobs
\$2,000,000 capital investment

PENSKE TRUCK LEASING
30 new jobs
\$1,500,000 capital investment



PLASTIPAK
24 new jobs
\$1,000,000 capital investment



REDROCK PAVERS, INC.
70 new jobs
\$14,215,000 capital investment



SMITHS INTERCONNECT INC.
82 new jobs
\$1,779,000 capital investment



TOTAL QUALITY LOGISTICS
80 new jobs
\$237,000 capital investment



TOTAL QUALITY LOGISTICS
75 new jobs
\$450,000 capital investment



TOUFAYAN
30 new jobs
\$4,000,000 capital investment



TRILOGY MEDWASTE
110 new jobs
\$1,500,000 capital investment



UNITED AIRLINES, INC.
40 new jobs
\$33,600,000 capital investment



UPS
45 new jobs
\$89,101,769 capital investment



USALIGHTINGS
7 new jobs
\$300,000 capital investment



VOLTAIR CONSULTING SERVICES, INC.
10 new jobs
\$332,000 capital investment

VYCELLIX, INC.
8 new jobs
\$500,000 capital investment

THRIVE WITH 5

FY2017-2019 STRATEGIC PLAN

At the end of the 2016 fiscal year, the Tampa Hillsborough EDC team laid out a strategic plan that would guide our efforts over the next three years. These goals aimed to not only help us in our retention and recruitment efforts, but also guide us in our growth as a top destination for business and as one of the most innovative and successful economic development organizations in the United States.

GOAL 1 | RETENTION

Deliver a best-in-class business retention and expansion (BRE) program.

GOAL 2 | RECRUITMENT

Recruit companies that will play a significant role in shaping the economic future of Tampa and Hillsborough County.

FY2017-2019 TOTAL JOBS AND CAPITAL INVESTMENT GOALS

DIRECT JOBS



CAPITAL INVESTMENT



GOAL 3 | RECOGNITION

Gain recognition as the most nimble, innovative and successful economic development organization in the United States.

INVESTOR SATISFACTION SURVEY



INVESTOR RETENTION



GOAL 4 | RENOWN

Achieve global renown as one of America's best destinations for business.

MEDIA PLACEMENTS



SOCIAL MEDIA FOLLOWERS



WEBSITE USERS



AWARDS



GOAL 5 | REGIONALISM

Create and support regional initiatives that enhance our opportunities for economic success in Hillsborough County.

EXPORT MISSIONS



ECONOMIC ACTIVITY



MISSION

Develop and sustain a thriving local economy by focusing on the attraction, expansion and retention of high wage jobs and capital investment.

VISION

We are recognized nationally as a community transformed by job growth, business innovation and international trade.

VALUES

VISION
We think big.

COLLABORATION
We engage in teamwork.

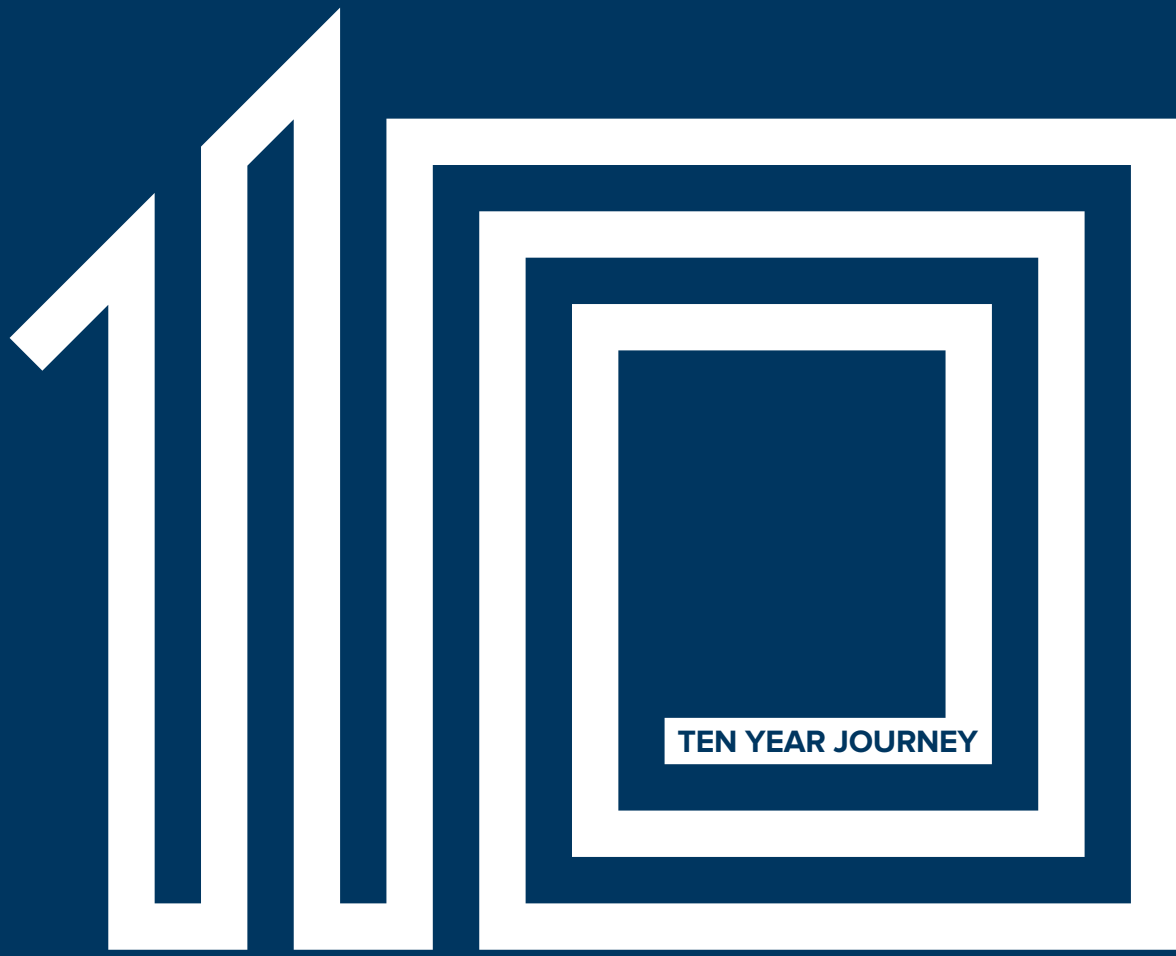
RESULTS
We hold ourselves accountable.

PRIDE
We believe in our community.

INTEGRITY
We do the right thing.

#1 best state
for higher
education

U.S. NEWS & WORLD REPORT



TEN YEAR JOURNEY

TAMPA HILLSBOROUGH ECONOMIC DEVELOPMENT CORPORATION **TIMELINE**



#1 small tech market in North America

CBRE



207
BUSINESS
VISITS

"We have access to an amazing talent pool here and the area's continued growth presents a number of opportunities for us. We look forward to continued growth in Tampa and expanding our team with professionals who share the same drive and commitment to exceed our clients' expectations."

Julius Davis, President and CEO, VoltAir Consulting Engineers



28
BUSINESS
RETENTION
& EXPANSION
PROJECTS



\$227,173,269
MILLION IN CAPITAL INVESTMENT

1,704
NEW JOBS

R E T E N T I O N

The Business Development team strengthened its business visitation program this year to ensure that as many local companies as possible understand how the EDC can help them expand. Our team fanned out across Hillsborough County, calling on businesses across the industry spectrum. Their efforts paid off – with **28 COMPANIES ANNOUNCING NEW EXPANSION PROJECTS THAT WILL ADD MORE THAN 1,700 NEW JOBS AND GENERATE MORE THAN \$227 MILLION IN CAPITAL INVESTMENT HERE.**

From information technology and life sciences to manufacturing and logistics operations, our existing businesses are betting big on Tampa's future. National brands such as UPS and Bausch + Lomb as well as homegrown companies like Amalie Oil Company, Brew Bus Brewing and VoltAir Consulting Services have been here long enough to know that the area's talent pool, cost of living, quality of life and business environment will help fuel their ongoing success.

"I look forward to continuing to grow our business here in Hillsborough with our latest expansion and the addition of new employees. We've had good luck recruiting employees to the area, especially boomerang residents returning after a few years spent in other markets. Their outside perspectives will lend well to our new research and development focus at our Seminole Heights facility."

Anthony Derby, Founder & CEO, Brew Bus Brewing



RECRUITMENT

Tampa and Hillsborough County's reputation as a business-friendly community that offers top talent and an outstanding quality of life is convincing companies from across the industry spectrum to relocate or expand here. **ELEVEN COMPANIES ANNOUNCED THEY WOULD CREATE 805 NEW JOBS AND INVEST \$164.4 MILLION IN HILLSBOROUGH COUNTY IN FY2019**, including Penske Truck Leasing, The Home Depot, Anuvia and RedRock Pavers, Inc.

United Airlines broke ground on a state-of-the-art maintenance hangar facility at Tampa International Airport that will generate \$33 million in capital investment and create 40 new high-wage aircraft maintenance technician positions. Cicopal Group, a leading manufacturer of snack foods in Brazil, chose Tampa as the headquarters for its first U.S. product line, EKO A Brands. The company will distribute its healthy dried fruit bars from a local facility, creating more than 30 jobs and investing \$1 million, with future plans to manufacture the bars here as well.

BUSINESS MISSIONS

Supported by our engaged Business Development Committee, our recruitment team and committee leaders traveled to Boston to meet with site selection consultants at Ernst & Young and KPMG and hosted a luncheon with brokers and Boston-based developers who are investing in Hillsborough County.

EDC Investors, staff, and Mayor Bob Buckhorn flew to the Windy City in April to meet with prospect companies and thank executives who have already made investments in Tampa. The delegation also hosted a group of site selectors at the Chicago White Sox vs. Tampa Bay Rays game, courtesy of our generous Investors at the Tampa Bay Rays organization. National media outlets Forbes and MarketWatch interviewed Mayor Buckhorn and EDC CEO Craig Richard about Tampa's growth and transformation as a top business destination over the past 10 years.

805
NEW JOBS



"After carefully analyzing the market and business climate, we decided Tampa was the best place to start our United States operations. In addition to the warm welcome we have received, Tampa offers the strategic location we need from a distribution and international logistics point of view."

Amanda Cardoso Restrepo, CEO and Co-founder of Ekoa Brands

11
NEW
COMPANIES



\$164,413,000
MILLION CAPITAL
INVESTMENT



"For us, choosing Tampa wasn't just something random. There were a lot of reasons to come down here — the quality of life, cost of living. It was very attractive for our employees."

Don Wright, Vice President of Maintenance Operations, United Airlines



Tampa is #1 for first time homebuyers

ZILLOW AND WALLETHUB





14 NEW
INVESTORS

17
TOTAL CIRCLE
OF CHAMPIONS

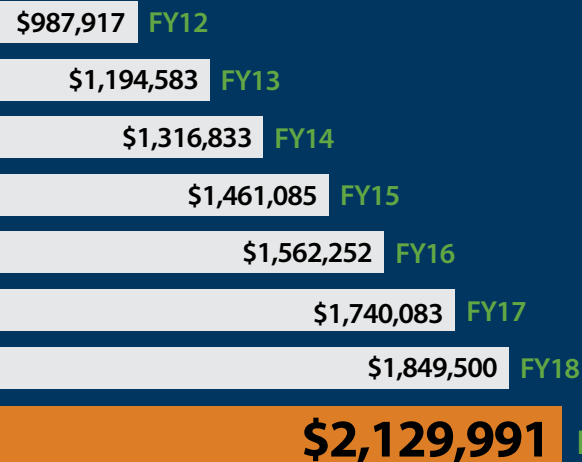


2
UPGRADED
INVESTORS



TOTAL PRIVATE INVESTMENT
**MORE THAN
\$1.9 MILLION**

PRIVATE INVESTMENT REVENUE GROWTH



"The Foundation is in a unique position to highlight the tremendous opportunities that exist for people who don't wish to pursue a traditional four-year degree. Our initial campaigns will assist those looking to learn a skilled trade connect to the educational and employer resources they need in order to secure a rewarding career."

Dr. Ken Atwater, Chairman, Tampa Bay Economic Prosperity Foundation



RECOGNITION

We couldn't accomplish our goals or meet our objectives without the support and leadership of our highly engaged Investors. This year, our four special committees – Investor Relations, Business Development, Marketing and International – brought it to a whole new level. Members attended export sales trips, participated in talent attraction events, shared business leads, and even planned a domestic business mission.

Investor attendance at EDC events were at an all-time high. Our bi-annual Meet the Projects events, where Investors meet CEOs from recently expanded or relocated companies, remains one of our most popular signature events. The EDC introduced Ed Talks!, a new series designed to explore trending topics in business and economic development. The first one featured a Brightline executive discussing the impact of transit oriented development. In January, our Investors interacted with several newly elected members of our legislative delegation and county commission at our second Luncheon with Legislators. This year, we took some vital steps to ensure a bright future for

the Tampa Bay community. First, we launched a new 501(c)3 foundation. **THE TAMPA BAY ECONOMIC PROSPERITY FOUNDATION AIMS TO FOSTER A REGION THAT IS RENOWNED FOR THE OVERALL ECONOMIC AND SOCIAL WELL-BEING OF ITS CITIZENS.** The Foundation's mission is to conduct research and educate our community about issues that affect job creation and economic opportunity in Tampa Bay.

Second, we developed our next three-year strategic action plan, a process in which our Investors played a pivotal role. Our consultants at TIP Strategies gained valuable insight from our Investors through industry roundtables, small group discussions and one-on-one interviews. We look forward to implementing the plan over the next three years, which focuses on three key areas: business development, talent attraction and placemaking.

RENOWN

OUR MARKETING TEAM CONTINUES TO WIN NATIONAL AWARDS FOR SHOWING THE WORLD WHY TAMPA IS THE BEST BUSINESS DESTINATION IN THE COUNTRY.

Advertisements in Southwest: The Magazine, Florida Trend and the Tampa Bay Business Journal focused on the highly skilled talent produced by our colleges and universities and shared success stories from companies that relocated to our market. Readers and viewers nationwide learned about Tampa's excellent livability and business climate through segments on the nationally syndicated Daytime TV show and on top media sites like Inc.com and Livability.com.

In collaboration with our digital agency Haneke Design, the EDC launched a new website. A cleaner, more contemporary design and easier navigation helps visitors to quickly find the information and resources they need. The revamped market

intelligence section features a more robust GIS database for real estate searches, updated reports on key economic indicators, and a cost of living calculator that shows prospective new residents how far their salary will go in Tampa. Rankings, testimonials and calls to action peppered throughout the site reinforce Hillsborough County's desirability as a place to live, work and grow a business.

Make it Tampa Bay, our joint talent attraction campaign with Visit Tampa Bay, ran in Boston, Dallas and New York, targeting young professionals looking for an affordable, exciting place to build their careers. Spotify commercials, out-of-home advertising, targeted emails and social media campaigns delivered our business and job opportunity messages. Local talent retention efforts accelerated with on-campus events at local universities and advertisements in *tbt**, the Tampa Bay Times' weekly publication. We extended our outreach to area human resource professionals, teaching them how to maximize Make it Tampa Bay resources in their talent recruitment efforts.

"This year, the marketing committee focused its efforts on talent attraction. In addition to our Make It Tampa Bay campaign aimed at workforce development, our committee turned its focus to talent retention, working with local HR professionals and participating in on-campus events. With talent attraction as an integral part of the new strategic plan, the committee looks forward to taking its talent efforts to the next level."

Tim Moore, CEO of Diamond View;
Chair, Marketing Committee

11 AWARDS
IN COLLABORATION WITH
INVESTORS TRICKEY JENNUS,
DIAMOND VIEW, HANEKE DESIGN

260
STORIES
PUBLISHED
IN LOCAL,
NATIONAL AND
INTERNATIONAL
MEDIA



8 MILLION+
IMPRESSIONS FROM
MAKE IT TAMPA BAY
CAMPAIGN





\$13,512,000
IN ECONOMIC ACTIVITY



REG IONALISM



3

EXPORT SALES
MISSIONS



2

FOREIGN DIRECT
INVESTMENT
MISSIONS

“The greatest value we received from this past trade mission in Brazil was the chance to provide the highest level of professionalism and customer service for our clients. We are very grateful for the excellent staff and dedicated efforts we received from the Tampa Hillsborough EDC.”

Ryan English, CEO and Co-founder, FLYMOTION



24

COMPANIES
PARTICIPATED
IN GOLD KEY
SERVICES

The EDC and its Global Tampa Bay partners, the Pasco Economic Development Council and Pinellas County Economic Development, had an exceptional year.

Global Tampa Bay conducted three export sales missions to Latin America. Our trips to Chile, Panama and Brazil introduced dozens of local businesses to international trade and expansion opportunities and yielded millions of dollars in economic activity for them in just a few days. These missions are made possible by our partners at Enterprise Florida, Port Tampa Bay, and Tampa International Airport as well as JP Morgan Chase, whose generous multi-year grant helped us to rebrand Global Tampa Bay and strengthen our foreign direct investment efforts.

The EDC's International Business team also joined our Tampa International Airport partners on their inaugural Delta nonstop flight to Amsterdam.

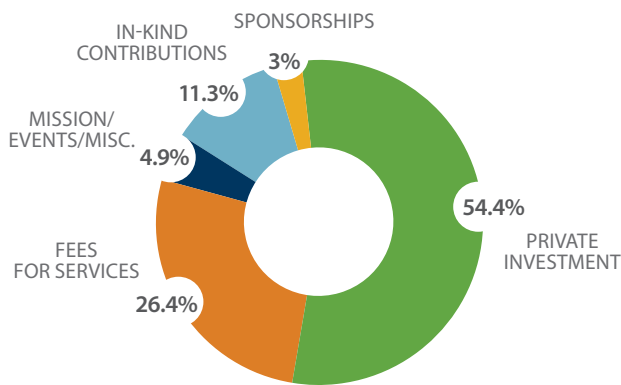
WE MET WITH EIGHT DUTCH COMPANIES CONSIDERING EXPANSION IN THE UNITED STATES TO DISCUSS THE ADVANTAGES OF LOCATING IN THE TAMPA BAY MARKET.

In September, the Global Tampa Bay team traveled to Paris for a foreign direct investment mission, meeting with 20 prospect companies from various industries including FinTech, Life Sciences, and Professional Services.

REVENUES AND EXPENSES

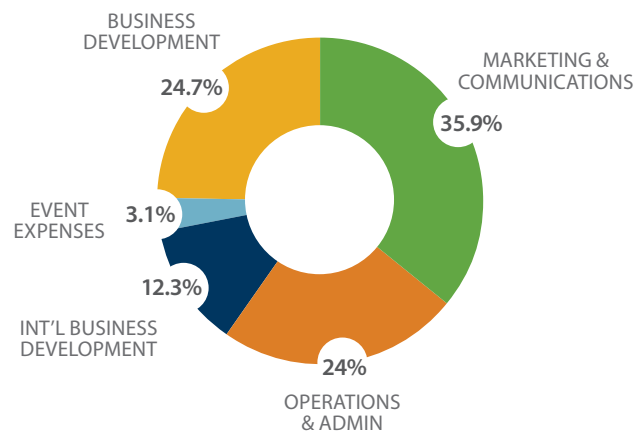
FY 19 OUR RESOURCES

PRIVATE INVESTMENT	\$2,129,991
FEES FOR SERVICES	\$1,038,000
MISSIONS/EVENTS/MISC.	\$194,114
IN-KIND CONTRIBUTIONS	\$443,728
SPONSORSHIPS	\$117,166
TOTAL RESOURCES	\$3,922,999



HOW OUR RESOURCES WERE USED

BUSINESS DEVELOPMENT	\$940,899
MARKETING & COMMUNICATIONS	\$1,368,759
OPERATIONS & ADMIN	\$916,047
INT'L BUSINESS DEVELOPMENT	\$471,993
EVENT EXPENSES	\$118,566
TOTAL RESOURCES USED	\$3,816,264



Tampa is the
10th fastest
growing
large city
in America
right now

WALLETHUB



