



EXECUTIVE COMMITTEE MEETING

June 17, 2020

9:30 – 11 a.m.

via Zoom Conference Call

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

Board of Directors

Date: Thursday, August 20, 2020

Time: 9:30 am

Location: Zoom Conference Call

Executive Committee

Date: Thursday, September 22, 2020

Time: 9:30 am

Location: TBD



EXECUTIVE COMMITTEE MEETING

June 17, 2020

9:30 – 11:00 am

via Zoom Conference

- I. Welcome – **Marie Chinnici-Everitt, DTCC/EDC Chair**
- II. Call to Order – **Marie Chinnici-Everitt**
- III. CARES Act Update – **Ron Barton, Hillsborough County**
- IV. Consent Agenda (*action required*) – **Marie Chinnici-Everitt**
 - Meeting Minutes – from January 28, 2020
 - Departmental reports
- V. Finance & Administration – (*action required*) - **Jim Weiss, Fifth Third/EDC Secretary/Treasurer**
 - Financial Update
- VI. Standing Committee Reports
 - Business Development/International – **Angel Gonzalez, Center State Bank**
 - Marketing – **Jody Haneke, Haneke Design**
 - Investor Relations – **Julio Esquivel, Shumaker, Loop & Kendrick**
- VII. Old Business
 - Economic Recovery Task Force Update – **Craig Richard, Tampa Bay EDC President and CEO**
 - Back to Business Hillsborough Toolkit – **Michelle Bauer, Tampa Bay EDC**
- VIII. New Business
 - Tampa Bay Economic Prosperity Foundation Feasibility Study Update – **Dr. Ken Atwater, HCC**
- IX. President’s Report – **Craig Richard**
- X. Investor Announcements – **All**
- XI. Adjourn

Ronald D. Barton
Assistant County Administrator
Hillsborough County



Ron Barton serves as the Assistant County Administrator for Economic Prosperity. In this capacity he is responsible for implementing the economic development strategy adopted by the Board of County Commissioners. The strategy involves a multi-faceted approach to ten major areas that can increase economic prosperity; Technology and Innovation, Entrepreneurial and Small Business Ecosystem, Workforce Talent/Knowledge Infrastructure, Targeted Industries, Infrastructure for Business, Competitive Sites/Redevelopment, Economic Gateways (Port/Airport), Convention and Sports Tourism, Quality Places and Competitive Positioning. The projects and programs pursued through this strategy have garnered recognition as best practices in the economic development field and have been profiled by the National Association of Counties.

Prior to joining Hillsborough County, Mr. Barton served in similar economic development agencies for the City of Jacksonville and for St Petersburg. As the Executive Director of the Jacksonville Economic Development Commission his primary responsibilities included business recruitment, negotiation of public incentives, administering programs for the Enterprise and Empowerment Zones, serving as the Community Redevelopment Agency and implementing four redevelopment areas including the Downtown Urban Core, serving as Master Developer of both the 4,500 acre Cecil Commerce Center (former Cecil Naval Air Station) and the Downtown DRI and in general, the structuring of public/private development projects to achieve public policy objectives.

Serving as the Director of Economic Development and Property Management for the City of St. Petersburg, Mr. Barton administered the City's Business Recruitment and Retention Program and was responsible for overseeing Real Estate Asset Management including all acquisition; disposition and leasing of publicly owned real estate. Mr. Barton lead the Department through a myriad of large-scale projects including; the redevelopment of an industrial park; land assemblage and structuring an agreement that brought needed retail services to a distressed area of the City; the Waterfront Redevelopment Project, which drew attention to the continued evaluation of City-owned real estate assets to ensure they were put to their highest valued use; and the structuring of the Maas Brothers Block Redevelopment Project, which resulted in a major mixed-use development that included a new downtown campus for St. Petersburg College and a 200,000 square foot headquarters' office for Progress Energy.

Mr. Barton's previous experience includes being a Partner with KPMG, LLP and spending over 18 years as a Real Estate and Development Consultant working for organizations such as the New York State Urban Development Corporation, the City of San Antonio and the Office of Policy and Management for the State of Georgia. Mr. Barton worked for Laventhol and Horwath providing development and financial consulting to the public and private sector; the East Central Regional Planning Council as a Division Chief and Economic Planner; and with the City of Jacksonville's Planning Department as an Urban Planner.

Mr. Barton holds a Master in Business Administration (MBA) from the University of North Florida, and a Bachelor of Science (BS) in Real Estate from Florida State University. Mr. Barton is active in NAIOP and the Urban Land Institute and his projects have received numerous awards including the Roy F. Kenzie Outstanding New Building Project and the top Redevelopment Project for the State of Florida.



Board of Director's Meeting

January 28, 2020
HCC Ybor Campus

Present:

Marie Chinnici-Everitt – DTCC	Joe Lopano – TIAA
Ian Anderson – TBBJ	Paul Lua – Helios
Dr. Ken Atwater – HCC	Governor Bob Martinez – Holland & Knight
Dave Bevrit - SPP	Erin Meagher – Beneficial Blends
Colleen Chappell – ChappellRoberts	Linda Mignone – Ultimate Medical Academy
Ron Ciganek – Valley Bank	C. J. Mintrone – PNC
Julius Davis – VoltAir	Barry Newell – Tampa Bay Rays
Robin Delavergne – Tampa General	James Nozar - SPP
Julio Esquivel – Shumaker	Dave Pizzo – Florida Blue
John Flanagan – CareerSource Tampa Bay	Carole Post – City of Tampa
Anddrikk Frazier – Integral Energy	Dan Rodriguez – NextPath
Dr. Judy Genshaft – USF	Tim Schar – SunTrust
Commissioner Ken Hagan – Hillsborough County	Yvette Segura - USAA
Nick Haines – Bromley Companies	Randy Simmons – Simmons Construction
Jody Haneke – Haneke Design	Jim Themides – Wells Fargo
Felicia Harvey – Amgen	Roberto Torres – Blind Tiger
Tom Jennus – Trickey Jennus	Glenn Waters – BayCare
Greg Kadet – UBS	Dan Woodward – Highwoods Properties
Jamie Lawless – Baker McKenzie	

Staff:

Craig Richard
Michelle Bauer
David Boyd
Terri Houston
Steve Morey
Hussain Shamseddine
Nealy Wheat

GUEST SPEAKER

Nick Bromley, Bromley Companies, CEO, provided an update to the board on the Tampa Midtown development.

CALL TO ORDER

Marie Chinnici-Everitt called the meeting to order at 9:59 a.m.

APPROVAL OF CONSENT AGENDA

- Executive Committee Meeting Minutes – November 14, 2019
- Executive Committee Meeting Minutes – September 24, 2019

- Departmental Reports
- Financial Update
- Investor Development Report

Action: The motion was made, seconded and unanimously passed to approve the consent agenda as presented.

AUDIT REPORT

Michelle Sanchez, Audit Partner from Warren Averett, presented the findings of the EDC's FY2019 audit report. Overall, the report was unqualified or "clean" with no material weaknesses in internal controls, no adjustments and no compliance were identified as a result of our audit.

Action: The motion was made, seconded and unanimously passed to approve the audit report as presented.

STANDING COMMITTEE REPORTS

Investor Relations:

Julio Esquivel reported that the IR committee had a very productive meeting, highlighting the addition of some new members and fresh ideas and energy regarding working together on Investor recruitment, upgrades and retention, as well as better defining the EDC value proposition to prospective Investors.

Julio referenced the Investor Relations and Development report on pages 25-28, noting that current total Investor revenue of \$555K was on pace at 28% of goal, with renewing Investor revenue of \$480K (26% of goal) and new/upgraded Investor revenue of \$75K (44% of goal). He mentioned current accounts receivable were \$563K, much of which should be coming in soon and booked as revenue.

Julio also recognized our new and upgraded Investors to date this year:

New Investors include The Florida Aquarium, The Southern Group (Chairman's Council); Creative Sign Designs, FAIRWINDS Credit Union, GrayRobinson, Hancock Whitney Bank, Johnson & Johnson, Verizon (President's Council).

Upgraded Investors include Amgen and the Tampa Bay Lightning (Chairman's Council).

Business Development/International:

Randy Simmons mentioned that the EDC recently announced 2 projects: Drift, a software company from Boston will be creating 100+ jobs in Tampa and Integrity Express Logistics will be expanding in Tampa. He also mentioned that the pipeline is strong, and that the majority of projects are in manufacturing, technology, or financial and professional services. He also discussed that the EDC will be going on an export mission to Panama / Costa Rica in June.

Marketing:

Jody Haneke provided the following marketing update from their committee meeting:

Media Relations

- Distributed news releases for three announced projects: marketing technology firm Drift, third party logistics company Integrity Express Logistics, and artificial intelligence lab TheIncLab
- Authority Magazine ran a Q&A feature on EDC Chair Marie Chinnici-Everitt about the “5 things I wish someone told me before I became an executive.”
- Tampa Bay Business Journal covered information the EDC put out about Hillsborough County having the highest average annual wages in the entire state.
- Tampa Bay Business Journal attended Meet the Projects and wrote a wonderful recap story that ran online and in the 1/24 print issue.

Advertisements

- Planning new ad campaign – have several photo shoots scheduled with retention and recruitment projects (Baker McKenzie, VoltAir, Ekoa Brands, Drift).
- Planning a direct mail campaign targeted at local existing companies for retention and expansion services.

Make it Tampa Bay

- Planning new out-of-market campaign with Visit Tampa Bay.

Events

- Excellent turnout for Meet the Projects on January 16.

PRESIDENT’S REPORT

Craig Richard provided a recap of the FY2020-22 Strategic Action Agenda:

Goal 1 – Business Development Committee

- ✓ Next Gen Business Development
 - Target Industry Reassessment

Goal 2 – Marketing Committee

- ✓ Talent Attraction 2.0
 - Make It Tampa Bay
 - Coordination (TBP, United Way, Community Foundation)

Goal 3 – Competitiveness Committee

- ✓ Place Making/Community Development
 - Role for EDC - Promote Community Investment?
 - Opportunity Zones, NMTC, Financing Tools?
 - GIS

He outlined the mission of the new Competitiveness Committee’s activities which will center on developing projects and initiatives that support the EDC’s Placemaking goals in the FY2020-2022 Strategic Plan.

- Benchmark and position Tampa and Hillsborough County against other competing markets
- Direct efforts related to the promotion of Opportunity Zones and redevelopment site readiness
- Collaborate with other organizations that work to enhance our region’s quality of place
- Not a public policy committee

Craig also provided a brief update on the rebranding:

- New signage up at EDC office
- New promotional items and banners have been ordered

He also mentioned two upcoming conferences that’ll be hosted in Tampa in 2020:

- IEDC Leadership Summit 2020 – February 9-11, 2020
- Consultants Forum 30 – December 9-11, 2020

INVESTOR ANNOUNCEMENTS

- **Diamond View** snags two more Emmys for its works with Peerfit and SOCOM
- **Tampa General Hospital** sets new record with nearly 600 organ transplants in 2019
- **Blind Tiger** owner acquired Cass Street Deli, opens Embarc Collective café
- **USF Health's Morsani College of Medicine** officially opens in downtown Tampa
- **Florida Aquarium** embarks on \$14M investment in new exhibits, experiences
- Congrats to EDC Investors for making **TBBJ's** Best Places to Work list!
 - Diamond View
 - Velocity Resource Group
 - DPR Construction
 - Marcum LLP
 - Florida Blue
 - GTE Financial
 - Holland & Knight LLP
- AC4S Technologies' Hugh Campbell elected next chairman for CEO Council of Tampa Bay
- NextPath Career Partners Launches New Technology Division to Support Client Demand
- Water Street unveils the centralized cooling plan that frees up its rooftops for bars, yoga classes and more

ADJOURN

The meeting adjourned at 11:09 a.m.

Submitted by:

Terri Houston



To: Executive Committee
From: Steve Morey
Date: June 17, 2020
RE: Business Development Update

Business Development Announced Projects:

Through the end of May 2020, the EDC has closed / announced 8 projects representing 698 jobs and \$20,080,000 in Capital Investment. Of these eight projects, 6 were existing Hillsborough County Companies and 2 were new to Hillsborough County firms. The largest of these projects was PennyMac Loan Services, a BRE win bringing 400 new jobs to Hillsborough County and making an investment of \$7.7 million with average wages at least \$60,165.

Project Pipeline:

The EDC had 75 new projects enter the pipeline through May. The largest single leads source is Enterprise Florida, with company leads coming direct to the EDC representing the second largest lead source. The team has had several projects enter the pipeline since the pandemic started that represent game changing economic development opportunities.

There are currently 131 projects in the pipeline. Manufacturing projects account for 37% of our pipeline following by Financial & Professional Services at 24%, and IT at 15%.

Business Retention & Expansion:

- 154 Business Visits completed as of May 31, 2020

International Update:

International Projects

We currently have 3 active foreign direct investment opportunities in the project stage representing a Colombian manufacturing company, a UK recruiting firm, and a Brazilian pharmaceutical firm. In addition, we have received an inquiry from an Australian haircare manufacturer and are working with over twenty other foreign prospects.

Global Tampa Bay (GTB)

- Hosted a GTB webinar about virtual programs on June 8 for 40+ participants.
- GTB will run a business recruitment advertising campaign at Tampa International Airport's baggage claim at the end of the year.
- New regional video to promote recruitment will launch soon.
- Global Trade Magazine's "Going Global with America's Best Cities" GTB podcast went live on March 3rd.
- 10 second advertisement at TPA baggage claim for inbound tourists and business travelers.

Business Development/International Events and Activities Attended/Scheduled:

- EFI/Team Florida Disney Experience Orlando – March 5-7, 2020
- FEDC Tampa Bay Regional Forum Tampa, FL – March 10, 2020
- Site Selector's Guild Annual Meeting Atlanta, GA – March 9-11, 2020
- IAMC Fall Forum/Team Florida Dinner Boise, ID – September 12, 2020

Postponed Business Development/International Events and Activities:

- EFI/Team Florida San Francisco In-Market – March 25, 2020 (POSTPONED)
- EFI/Team Florida New York In-Market – April 2, 2020 (POSTPONED)
- IAMC Spring Forum/Team Florida Dinner Biloxi, MS – May 4-8, 2020 (POSTPONED)
- Florida Economic Development Council St. Petersburg, FL – May 11-13, 2020 (POSTPONED)
- EFI/Team Florida Dallas In-Market – June 3, 2020 (POSTPONED)
- Area Development Forum Richmond, VA – June 2-4, 2020 (POSTPONED)
- Export Sales Mission to Costa Rica: June 24-27, 2020 (POSTPONED)
- SelectUSA Conference: June 1 – 3, 2020 (POSTPONED)
- Participation on Tampa Bay Chamber's Dublin Benchmarking Trip in April (POSTPONED)
- Spin-off of Enterprise Florida's Panama Mission: June 22-25, 2020 (POSTPONED)

Pandemic Response:

- Since the pandemic started the EDC has moved to a virtual business visit format and continued to outreach to companies
- The EDC is developing a virtual site visit process and tool that will allow us to continue to tour prospects through the business assets of Hillsborough County virtually.
- GTB [Global Tampa Bay] Is promoting virtual export assistance programs from Enterprise Florida and the U. S. Commercial Service to assist companies in finding new international customers. Scholarships will be available for Tampa Bay companies.



To: Executive Committee
From: Michelle Bauer
Date: June 17, 2020
RE: Marketing Department Update

I. Marketing and Communications

- **FY2020 metrics (as of May 31, 2020):**
 - Web site visits: 29,320 (Goal = 48,000; 61%)
 - Media placements: 193 (Goal = 250; 77%)
 - Social media followers: 16,886 (FB, LI, Twitter, IG – Goal = 16,000; 106%)
 - Social Media Impressions: 864,225 (Goal = 1,400,000; 62%)
- **Local media story examples:**
 - Biotech company Amgen expanding its Tampa operations hub, Tampa Bay Times, 4/23/20
 - *Bay area economy showing signs of recovery, but long way to go*, Fox-13 News, 5/30/20
 - *Washington-based investment advisers to open 'major' office in Tampa*, Tampa Bay Business Journal, 6/9/20
 - *Fisher Investments opens first east coast office in Tampa*, Tampa Bay Times, 6/9/20
- **National media story examples:**
 - *Building a Sustainable Future*, Business Facilities Magazine, 4/1/20
 - *Biotech firm Amgen expands Tampa, Florida campus*, Area Development Online, 4/24/20
- Distributed EDC's February, March newsletters – 24% average open rate
- Distributed weekly COVID-19 updates via email and e-newsletter since March.
- Distributed February, March, April and May Tampa Bay Market Snapshots
- **Press releases**
 - *Hillsborough County, City of Tampa tap Tampa Bay EDC to lead Economic Recovery Task Force*, 4/14/20
 - *Amgen to expand its Global Capability Center in Tampa*, 4/23/20

- *Tampa Bay Economic Development, Tourism and Chamber Organizations Release Back to Business Hillsborough Toolkit to Help Local Businesses Re-Open Safely, 6/1/20*
- *Fisher Investments Opens Major, New Office in Tampa Bay Area, Florida, 6/9/20*

II. Marketing Committee

- March Marketing Committee meeting postponed
- Marketing Committee met on June 17

III. THEDC Web Site

- Updated EDC web site with new photos, new rankings, data updates
- Created COVID-19 resource page (updated as new resources become available) to assist local businesses
- Published new Board of Directors section

IV. New Advertising Campaign

- Photoshoots for new advertising campaign completed at Baker McKenzie, VoltAir, Ekoa Brands, Beneficial Blends, Drift and Velocity Resource Group
- New national advertising campaign focused on Tampa’s great talent pool running in spring editions of Florida Trend and Site Selection magazines
- New local, BRE-centric campaign ads began running in Tampa Bay Business Journal in April

V. Collateral

- Published new Community Overview

VI. COVID-19

- Published Task Force Recommendations
- Published Back to Business Hillsborough Toolkit – layout from EDC Investor Trickey Jennus

VII. Research

- 2019 Annual Cost of Living Report
- 2017-2018 County Net Migration
- December 2019 Industry Report
- December 2019 Workforce Report
- Q3 & Q4 Real Estate Market Reports
- Q3 & Q4 Housing Market Reports
- Tampa MSA Counties Labor Force Trend

- Q1 2020 COLI
- Q1 2020 COLI Map By MSA
- 2018-2019 Net Migration By State, MSA and County
- January 2020 Industry Report
- January 2020 Workforce Report
- February 2020 Industry Report
- February 2020 Workforce Report
- March 2020 Industry Report
- March 2020 Workforce Report
- April 2020 Industry Report
- April 2020 Workforce Report

VIII. Awards

- Hermes Awards: Won two gold awards in April for the 2019 Annual Report designed by Trickey Jennus and 10-Year Journey video produced by Diamond View
- Telly Awards: Won silver in May for the 10-Year Journey video
- Communicator Awards: Won award of excellence for 2019 Annual Report and won award of distinction for the 10-Year Journey video, both were announced in May

IX. Facilities

- EDC Investor has installed a new smart wall / television screen in the lobby.
- EDC Chairperson's Recognition Wall installed in lobby/hallway
- New SPP Conference Room Signage installed in large conference room

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To: Executive Committee
From: David Boyd
Date: June 17, 2020
RE: Investor Relations & Development Update

I. Revenue

- **FY2020 metrics (as of May 31, 2020):**
 - Total Investor Revenue: \$1,113,687 (Goal = \$2,010,000; 55%)
 - Renewing Investors: \$1,028,687 (Goal = \$1,841,275; 56%)
 - New Investors & Upgrades: \$85,000 (Goal = \$168,725; 50%)
 - Sponsorships & Events: \$273,875 (Goal = \$334,100; 82%)
 - Grants: \$10,000 (Goal = \$110,000; 9%)
- **Paid New Investors (9):** The Florida Aquarium, The Southern Group (*Chairman's Council*); Creative Sign Designs, FAIRWINDS Credit Union, GrayRobinson, Hancock Whitney Bank, Johnson & Johnson, Verizon (*President's Council*); Big Fish (*Gazelle*)
- **Paid Upgraded Investors (1):** Amgen (*Chairman's Council*)
- **New/Upgraded Investors Committed & Invoiced (3):** Coca-Cola Beverages Florida (\$50,000), Tampa Bay Lightning (\$25,000), Helios Education Foundation (\$25,000)
- **Current Prospects:** A-LIGN, Brown & Brown, Gilbane, Goodwyn Mills Cawood (GMC), Lockton Companies
- **Grants (1):** Hillsborough Community College (\$10,000)
- **Attrition (7 Lost, 1 Downgrade):** \$129,167 (Lost: Beaux-Arts Group, Berkshire Hathaway Home Services Florida Property Group, Elevate Branding, Frontier Communications, McKibbon Hospitality, Suncoast Credit Union, WFLA; Downgrade: Moffitt Cancer Center)
 - Estimated current # of at-risk Investors: 8
 - Total \$ amount at risk: \$137,417

- **Accounts Receivable:** \$685,959
 - 92% of Total Investor Revenue of \$2,010,000 in FY20 budget is comprised of Renewing Investors
 - Proactive, coordinated A/R collections effort by IR Department and Senior Management Team
 - Incoming revenue in April and May very slow, some signs of improvement to date in June
 - **If you haven't yet already, please renew! Now more than ever, the EDC and Tampa/Hillsborough economy needs your support and commitment**
 - **The EDC greatly values your investment and partnership and will work with you on other, flexible payment options if needed to maintain your investment**
 - **If you're unsure if your invoice has been paid, please contact David Boyd or Nealy Wheat for assistance**

II. Events

- **Annual Meeting:** Planning on a virtual production in October or November but will make the final call in August...stay tuned!

INVESTOR RELATIONS & DEVELOPMENT REPORT

As of May 31, 2020

FY2020 INVESTOR REVENUE (YTD 05/31/20)

Total Investor Revenue Goal:	\$ 2,010,000
Total Investor Revenue Actual/Paid:	\$ 1,113,687
To Goal:	\$ 896,313

NEW INVESTORS & UPGRADES (YTD 05/31/20)

Total New Investors & Upgrades Goal:	\$ 168,725
Total New Investors & Upgrades Actual/Paid:	\$ 85,000
Total New/Upgrades Committed & Invoiced*:	\$ 100,000
To Goal:	\$ 83,725

NEW INVESTORS (YTD 05/31/20)

- Circle of Champions (0):
- Chairman's Council (2): The Florida Aquarium, The Southern Group
- President's Council (6): Creative Sign Designs, FAIRWINDS Credit Union, GrayRobinson, Hancock Whitney Bank, Johnson & Johnson, Verizon
- Gazelle (1): Big Fish

*New Investors Committed & Invoiced (2): Coca-Cola Beverages Florida (\$50,000), Helios Education Foundation (\$25,000)

SPONSORSHIP & EVENT REVENUE (YTD 05/31/20)

Total Sponsorship Goal:	\$ 334,100
Total Sponsorship Revenue Actual/Paid:	\$ 273,875
To Goal:	\$ 60,225

GRANT REVENUE (YTD 05/31/20)

Total Grant Revenue Goal:	\$ 110,000
Total Grant Revenue Actual/Paid*:	\$ 10,000
To Goal:	\$ 100,000

*Hillsborough Community College

RENEWING INVESTORS (YTD 05/31/20)

Total Renewal Goal:	\$ 1,841,275
Total Renewal Actual/Paid:	\$ 1,028,687
To Goal:	\$ 812,588

ATTRITION (YTD 05/31/20)

Total Attrition (\$ amount YTD) =	\$ 129,167
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Actual Lost (7): Beaux-Arts Group, Berkshire Hathaway Home Services Florida Property Group, Elevate Branding, Frontier Communications, McKibbin Hospitality, Suncoast Credit Union, WFLA

Actual Downgrade (1): Moffitt Cancer Center

AT RISK (YTD 05/31/20)

Estimated current number of at-risk Investors: 8

Total \$ Amount at risk: \$137,417

UPGRADES (YTD 05/31/20)

- Circle of Champions (0):
- Chairman's Council (1): Amgen
- President's Council (0):

*Upgrades Committed & Invoiced (1): Tampa Bay Lightning (\$25,000)

ACCOUNTS RECEIVABLE (YTD 05/31/20)

• Current:	\$ 314,708
• 1-30 Days:	\$ 110,417
• 31-60 Days:	\$ 28,417
• 61-90 Days:	\$ 50,417
• 91 Days+:	\$ 182,000
• Total A/R:	\$ 685,959

To: Executive Committee
From: Nealy Wheat
Date: June 17, 2020
RE: Financial Analysis Update as of May 31, 2020

I. Balance Sheet

- **Cash** (\$1,479,000) remained consistent year-over-year.
- **Accounts receivable** decreased year-over-year due to higher receivables for the 2019 Annual Meeting compared to the 2020 Annual Meeting. Accounts receivable includes amounts owed to the EDC by the City of Tampa and Hillsborough County (per our contracts with those entities).
- **Prepaid Expenses** decreased year-over-year primarily due to cancelled domestic and international mission trips that have been cancelled for FY2020 due to COVID-19.
- **Current Liabilities** included accounts payable, paid time off accruals from the prior year-end and amounts that represent required accounting procedures relating to deferred expense for our office lease and office equipment leases. Total liabilities decreased from the same period last year by \$34,000.
- **Net Assets** decreased by \$185,000 (11%) from the same period last year. Net assets are projected to decrease for FY2020 compared to FY2019.

II. Profit & Loss Statement

- **Investor funding** includes only paid investor invoices. Through May 31st, investor collections were below budget by \$364,000. Additional investor payments of \$86,100 were received as of June 11th and currently, \$687,700 has been billed to committed investors.
- **Other income** consists of event, mission, sponsorship, grant and interest revenues. **Sponsorship revenue** comprises contributions from partner EDOs supporting Global Tampa Bay and initiative sponsorships. **Event revenue** from the 2019 Annual Meeting increased year over year by \$50,000 but was less than budget.
- **Payroll expenses** were slightly less than budget through May.
- **Program expenses** were below budget primarily due to cancelled mission trips and conferences as well as site/business visits converting to a virtual platform.
- **Operations & administration expenses** were below budget through May. Additionally, overall expenses are expected to perform less than budget due to remote operations during the COVID-19 pandemic.

III. Overall Performance

- **Net income** was less than budget by \$121,000. Management and staff will continue to work on investor collections, cut expenses and make conservative assumptions in projecting financial performance for the remainder of FY2020.

**Tampa Bay Economic Development Council
Balance Sheet Prev Year Comparison**

As of May 31, 2020

	<u>May 31, 20</u>	<u>May 31, 19</u>	<u>\$ Change</u>
ASSETS			
Current Assets			
Cash	1,479,127	1,483,531	(4,404)
Accounts Receivable	171,579	205,525	(33,946)
Prepaid Expenses	85,135	217,870	(132,734)
Total Current Assets	<u>1,735,842</u>	<u>1,906,925</u>	<u>(171,083)</u>
Property & Equipment, Net	200,977	240,975	(39,998)
TOTAL ASSETS	<u><u>1,936,819</u></u>	<u><u>2,147,901</u></u>	<u><u>(211,081)</u></u>
LIABILITIES & NET ASSETS			
Current Liabilities			
Accounts Payable	10,920	16,347	(5,427)
Capital Lease Payable, current portion	2,357	1,972	385
Accrued Rent, current portion	27,886	23,513	4,374
Accrued Expenses	158,726	112,749	45,977
Deferred Revenues	52,386	89,250	(36,864)
Total Current Liabilities	<u>252,276</u>	<u>243,831</u>	<u>8,445</u>
Other Liabilities			
Capital Lease Payable, less current	18,784	25,378	(6,595)
Accrued Rent, less current	141,893	169,779	(27,886)
Total Other Liabilities	<u>160,677</u>	<u>195,157</u>	<u>(34,481)</u>
Total Liabilities	412,952	438,988	(26,036)
Total Net Assets	1,523,867	1,708,912	(185,046)
TOTAL LIABILITIES & NET ASSETS	<u><u>1,936,819</u></u>	<u><u>2,147,901</u></u>	<u><u>(211,081)</u></u>

Tampa Bay Economic Development Council
Profit & Loss Budget vs. Actual
 October 2019 through May 2020

	<u>Oct '19 - May 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Oct '18 - May 19</u>	<u>\$ Change</u>
Income					
City & County Funding	678,667	678,667	0	658,667	20,000
Investor Funding	1,079,801	1,444,000	(364,199)	1,384,354	(304,553)
Other Income	279,370	312,700	(33,330)	271,682	7,688
Total Income	<u>2,037,838</u>	<u>2,435,367</u>	<u>(397,529)</u>	<u>2,314,703</u>	<u>(276,865)</u>
Expense					
66000 · Payroll Expenses	1,255,562	1,276,844	(21,282)	1,183,750	71,812
70000 · Program Expenses	483,829	709,946	(226,118)	505,560	(21,731)
80000 · Operations & Administrative	311,120	340,131	(29,011)	346,282	(35,163)
Total Expense	<u>2,050,511</u>	<u>2,326,921</u>	<u>(276,411)</u>	<u>2,035,593</u>	<u>14,918</u>
Net Income	<u>(12,673)</u>	<u>108,445</u>	<u>(121,118)</u>	<u>279,110</u>	<u>(291,783)</u>

**Tampa Bay Economic Development Council
Monthly Metrics Report
FY 2020**

Strategic Goal #1: Business Development

A. Marketing & Communications Campaigns

	YTD as of May 31	Annual Goal	% of Annual Goal
Web Visits	29,320	48,000	61%
Social Media - total followers (FB,IG, Twitter,LI)	16,886	16,000	106%
Media Placements	193	250	77%
Social Media Impressions	864,225	1,400,000	62%

B. Total Jobs and Capital Investment

	YTD as of May 31	Annual Goal	% of Annual Goal
Jobs	698	3,250	21%
Capital Investment	\$20,800,000	\$180,000,000	12%

C. Business Retention and Expansion

	YTD as of May 31	Annual Goal	% of Annual Goal
Business Visits	154	200	77%
BRE Projects Announced	6	19	32%

D. Business Recruitment

	As of May 31	Annual Goal	% of Annual Goal
Recruitment Projects Announced	2	13	15%
Project Conversion Rate	11%	40%	28%

E. Global Tampa Bay

Export Missions	0	2	0%
Exporters	0	18	0%
Export Sales	\$0	\$12,000,000	0%
Closed FDI Projects	0	3	0%

Strategic Goal #2: Talent Attraction

A. Talent Attraction and Retention - Make it Tampa Bay Campaign

	YTD as of May 31	Annual Goal	% of Annual Goal
MITB Social Media Impressions	533,727	850,000	63%
MITB Social Media Followers	4,401	3700	115%
MITB Web site visitors	49,571	35,000	142%

B. Employer Engagement - In-market campaign

Visits/presentations on MITB talent attraction resources			
--	--	--	--

**Program and metrics to be launched in Q4 FY2020*

Strategic Goal #3: Placemaking

Opportunity Zones			
Opportunity Zone leads			
Opportunity Zone Projects			
Community Engagement /Events			

**Programs and metrics to be launched in Q4 FY2020*

Tampa Bay EDC Revenue Goals

Metrics

	YTD as of May 31	Annual Goal	% of Annual Goal
Total Private Funding	\$1,359,171	\$2,474,500	55%
Investor Membership Revenue	\$1,079,801	\$2,010,000	54%
Investor Retention	94%	85%	111%



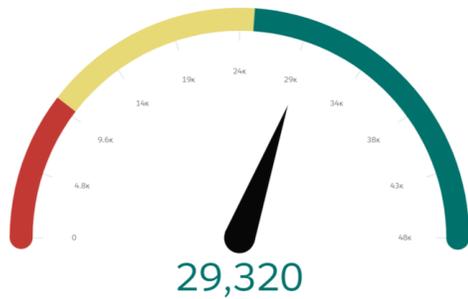
EXECUTIVE COMMITTEE MEETING

October 1, 2019 – May 31, 2020

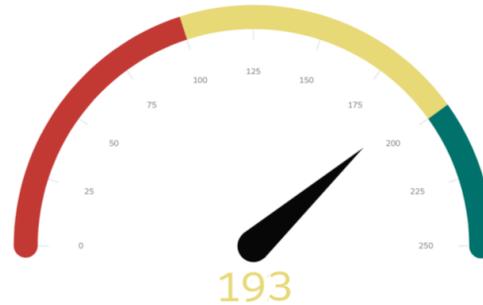
STRATEGIC GOAL #1 BUSINESS DEVELOPMENT

Marketing and Communications Campaign

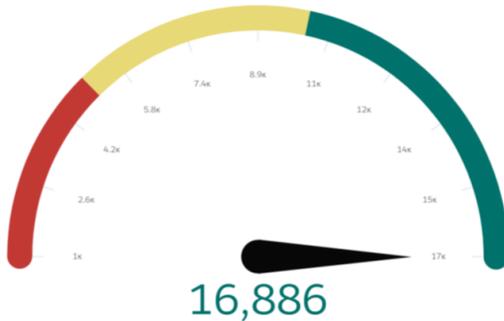
FY TBEDC Website Users Total



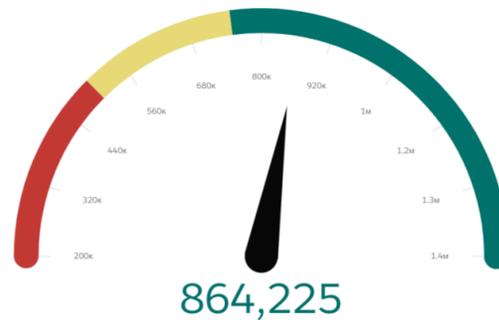
FY - PR Articles Total



FY TBEDC Social Media Total Followers



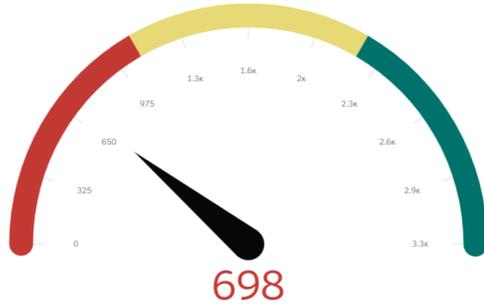
FY TBEDC Social Media Total Impressions



STRATEGIC GOAL #1 BUSINESS DEVELOPMENT

Total Jobs and Capital Investment

FY Announced Jobs

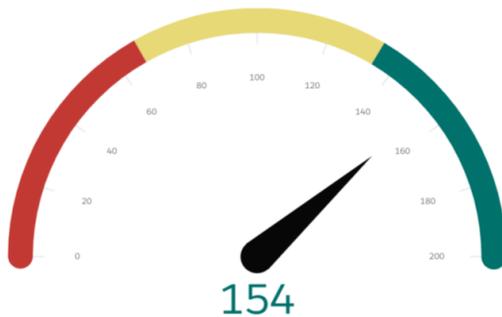


FY Capital Investment

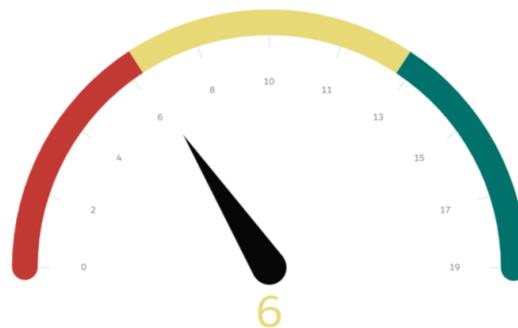


Business Retention and Expansion

Current FY Business Visits



FY BRE Announced Projects



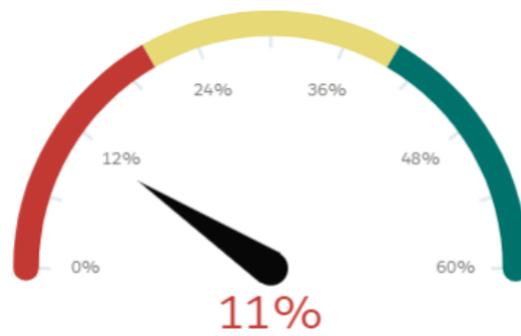
STRATEGIC GOAL #1: BUSINESS DEVELOPMENT

Business Recruitment

FY REC Announced Projects



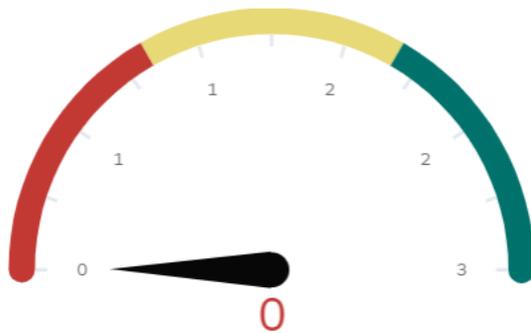
FY REC Project Stage Conversion Rate



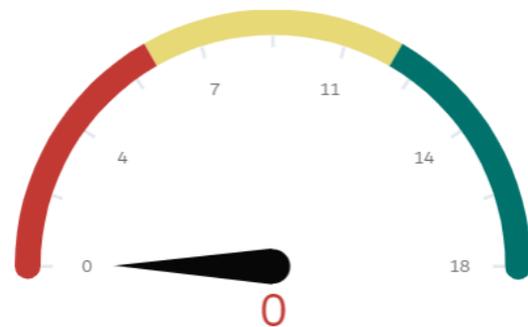
Annual Goal - 40%

Global Tampa Bay

FY Export Missions



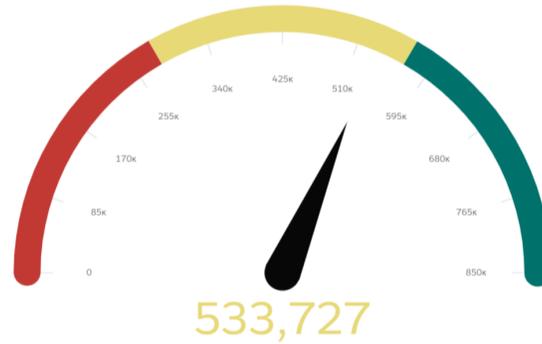
FY Exporters



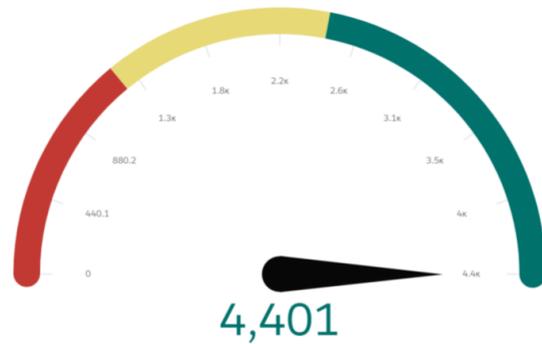
STRATEGIC GOAL #2 TALENT ATTRACTION

Make It Tampa Bay Campaign

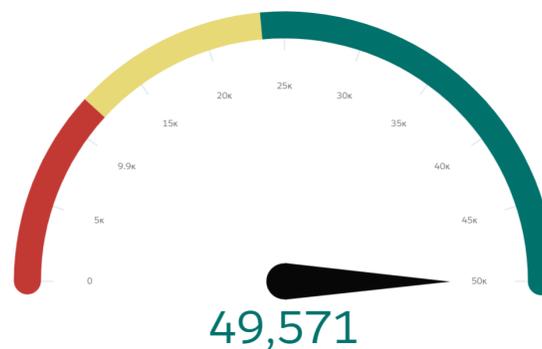
FY MITB Social Media Impressions



FY MITB Social Media Followers



FY MITB Website Visitors

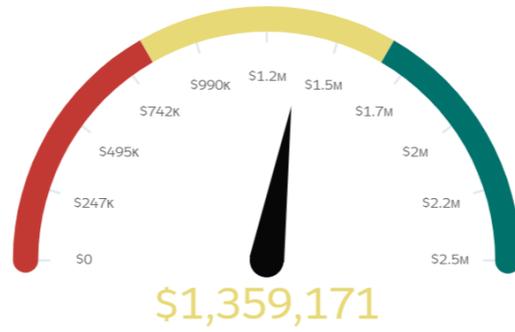


STRATEGIC GOAL #3 PLACEMAKING

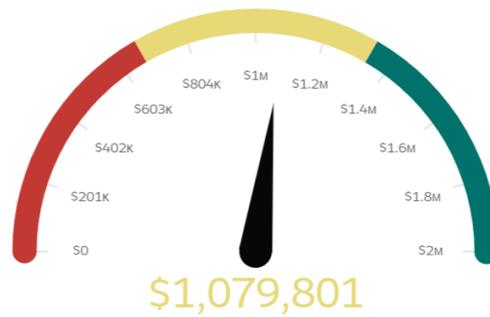
***Programs and metrics to be
launched in Q4 FY2020**

TAMPA BAY EDC REVENUE GOALS

FY - Total Private Funding

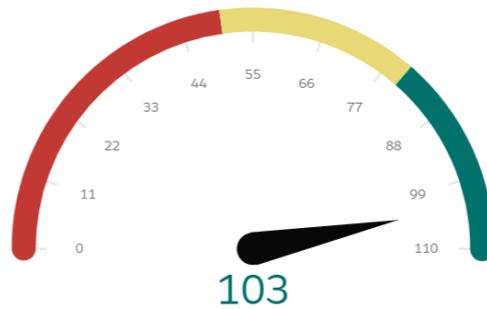


FY Investor Membership Revenue



FY Investor Retention

Investors at beginning of FY: 110





ECONOMIC
DEVELOPMENT
COUNCIL

**Media Highlights
April - June 2020**

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NEWS / BUSINESS

Biotech company Amgen expanding its Tampa operations hub

The \$10 million expansion will add more than 33,000 square feet to the company's offices in the Westshore business district.



Amgen's capability center is at Corporate Centers One and Three on N Westshore Boulevard in Tampa.

By **Richard Danielson**

Published Apr. 23

Updated Apr. 24

to grow.

So the California-based multinational plans to add 33,000 square feet to its existing 130,000 square feet of offices near International Plaza. The \$10 million expansion will give the company's Westshore-based staff more room for collaboration, meeting space and growth.

The company [picked Tampa in 2017](#) after considering 270 other cities around the U.S. It opened offices in Corporate Centers One and now has more than 500 employees in Tampa.

RELATED: [Amgen's arrival shows how Tampa's corporate landscape is evolving](#)

Unlike pharmaceutical giants [Bristol-Myers Squibb](#) and [Johnson & Johnson](#), which also expanded to Tampa in recent years, Amgen did not receive any state or local incentives either to move here or for this new expansion.

Since arriving, Amgen has been able to find the local talent it needs for its team in Tampa thanks to support from the business community and bay area academic institutions, according to Gwen Cummings, the company's lead executive for the Tampa site.



Amgen's offices in the Westshore business district include open, flexible work spaces that the company says are designed to promote communication and teamwork. RICHARD DANIELSON | Times

The nonprofit Tampa Bay Economic Development Council projects that health care will grow by 12.7 percent and life sciences will grow by 8.3 percent in Hillsborough County over the next five years, outpacing the expected growth by both industries on the state and national level.

“Amgen’s decision to invest and expand in Tampa demonstrates confidence in this community,” council chairwoman and Depository Trust & Clearing Corp. managing director Marie Chinnici-Everitt said in an announcement of the expansion. “Amgen has woven itself into the fabric of our community since its arrival, supporting local nonprofit organizations and philanthropic initiatives.”



Replay

Most recently, Amgen and the Amgen Foundation committed up to \$12.5 million to support U.S. and global COVID-19 relief efforts. Of that, \$300,000 is earmarked for the United Way Suncoast and Hillsborough Education Foundation.

UP NEXT: [Florida let its unemployment benefits system crumble. Now we all pay the price.](#)

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From the Tampa Bay Business Journal:

<https://www.bizjournals.com/tampabay/news/2020/05/08/here-is-where-hillsboroughs-257m-cares-act-funding.html>

Here is where Hillsborough's \$257M CARES Act funding is going

May 8, 2020, 7:14am EDT

On a virtual press conference Thursday, U.S. Representative Kathy Castor and County Commissioner Kimberly Overman outlined how the county will spend the \$257 million of CARES Act (Coronavirus Aid, Relief, and Economic Security Act) funding it has.

There are five basic areas the funding will go towards, Overman said. Those include:

Workforce training, which will help retrain the workforce if they need to be reskilled; \$30 to \$60 million

Accelerated business recovery program; \$50 to \$85 million

Back to work grants; \$15 to \$35 million

Safer-at-home migration grants; \$15 to \$35 million

Life safety programs; \$35 to \$60 million

The funding is still in ranges to allow the county to be flexible, Overman said.

The funds will go to the entire county including unincorporated Hillsborough, Plant City, and Temple Terrace as well as the city of Tampa. The county will work with the Tampa Bay EDC, community leaders, financial institutions and community partners to most effectively spend the money.

"Our teams will be doing the work to make sure we're using the appropriate dollars in the appropriate way," Overman said.

Castor said Congress is working to pass a bill equivalent to the CARES Act, she called the Heroes Package, which will go towards state and local governments to help frontline workers.

She said it is not quite ready to be rolled out, but it could be as early as Friday or next week, and largely for state and local communities. Rep. Castor said she is also advocating another source of direct payments to taxpayers, especially with the issues surrounding the state's unemployment system.

Hillsborough County commissioners voted Wednesday to allocate the \$257 million to help the county.

Brendan Ward

Digital producer

Tampa Bay Business Journal



THINKSTOCK

The funds will go to the entire county including unincorporated Hillsborough, Plant City, Temple Terrace as well as the city of Tampa.

BUSINESS

DOW 30 INDUSTRIALS - 17.53 25,383.11	S&P 500 + 14.58 3,044.31	NASDAQ + 120.88 9,489.87	RUSSELL 2000 - 6.64 1,394.04	TORONTO EXCHANGE - 69.90 15,193.00
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GOLD: + \$14.70 \$1,743.00	SILVER: + \$0.52 \$18.49	OIL: + \$1.61 \$35.32	DOLLAR VS. CANADA: - 0.001 1.3762	DOLLAR VS. EURO: - 0.0022 0.9001	REG. GAS (TAMPA BAY AAA AVG.): - \$0.001 \$1.870
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CORONAVIRUS PANDEMIC For the latest news, go to tampabay.com/coronavirus

Task force focuses on hard-hit workers

Hillsborough group suggests leaders put efforts on displaced.

BY RICHARD DANIELSON
Times Staff Writer

TAMPA — To get the local economy back up to speed, Hillsborough County should focus on helping displaced workers and businesses in need, a public-private task force recommended Friday.

The 75-member Economic Recovery Task Force started work a month ago at the request of Hillsborough County and the city of Tampa.

“The quickest way to get our economy humming again is to

make sure that our dislocated workers are provided for and to make sure that businesses are prepared to reopen safely when they can,” said Craig Richard, president and chief executive officer of the Tampa Bay Economic Development Council, which coordinated the effort.

Hillsborough County has been allocated \$256.8 million from the federal CARES Act pandemic relief package. In early May, the County Commission allotted \$25 million to CareerSource Tampa Bay to start workforce training programs.

County officials have said they expect to spend:

- \$30 million to \$60 million on workforce training, which the

task force recommended be provided by educational institutions through short-term, industry-recognized programs.

- \$15 million to \$35 million in back-to-work grants to provide employers with incentives to rehire or fill new jobs with workers displaced by the pandemic.
- \$50 million to \$85 million on efforts to accelerate business recovery through access to capital. This is meant to meet needs of businesses not helped by state or federal programs.

“Capital and financial assistance with fewer strings and regulations are urgently needed for businesses that have been severely impacted,” the task force

said.

This form of aid could include matching funds and grants for programs aimed to restart businesses, support hiring and help employers meet health and safety guidelines. Officials also should think about providing bridge loans, payroll loans, tax relief and lines of credit or other forms of debt relief, the task force said.

With unemployment in Hillsborough poised to hit an estimated 15¼ percent, the task force recommended identifying as many as 40,000 workers who might not have the chance to return to jobs in tourism, hospitality, retail or the arts for 18 months or more.

As an alternative, local officials should try to find those workers opportunities in more healthy sectors like business support centers, health care, information technology, skilled trades, manufacturing and logistics and transportation.

On-the-job training and paid work experience initiatives should be supported by training plans tailored to each worker, plus direct payments to workers or wage reimbursement for at least 90 days of employment, the task force recommended.

It also advocated supporting pandemic-stricken workers with up to \$2,500 in support for necessities such as day care

reimbursement, necessary technology and work clothing, mileage reimbursements, car insurance and repair assistance and payment of certification and licensing fees.

“As a road map, I believe that the group covered our economic recovery very well,” Tampa Mayor Jane Castor said. But “as we delve into this and as we start to stand back up economically, there will be other initiatives, other programs that may not have been specifically listed that will float to the surface.”

Contact Richard Danielson at rdanielson@tampabay.com or (813) 226-3403. Follow @Danielson_Times

BUSINESS

DOW 30 INDUSTRIALS
- 300.14
27,272.30

S&P 500
- 25.21
3,207.18

NASDAQ
+ 29.01
9,953.75

RUSSELL 2000
- 29.84
1,507.05

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Financial adviser expands to Tampa

Fisher Investments settles here in deciding its first East Coast site.

BY RICHARD DANIELSON
Times Staff Writer

TAMPA — Fisher Investments, a fee-only investment adviser that manages \$123 billion in assets, has opened its first office on the East Coast of the United States, in

Tampa, officials said Tuesday.

The office, in the LakePointe One building at the Tampa Bay Park corporate center just north-east of Raymond James Stadium, eventually will have 600 employees, the company said.

“A huge win for our city,” Tampa Mayor Jane Castor said in a statement released through the nonprofit Tampa Bay Economic Development Council.

“Tampa’s momentum for attracting major global operations hasn’t slowed down,” she said. “I’m confident they will find the high-quality talent they need to thrive here.”

Fisher did not receive any state or local incentives for the expansion, economic development council spokeswoman Laura Fontanills said in an email to the *Tampa Bay Times*.

Founded in 1979 by Ken Fisher, the company is based in a suburb of Portland, Ore., which is just across the state line in Washington. It has other U.S. offices employing about 500 people each in Texas and California and more than 74,000 clients around the world.

“This new office allows us to better retain and attract talent from throughout the Eastern

Seaboard,” Fisher Investments chief executive officer Damian Ormani said in announcing the Tampa operation.

Economic Development Council president and chief executive officer Craig Richard said Fisher’s arrival is a boost to a growing financial services sector that has attracted USAA, Depository Trust & Clearing Corp., MetLife, Citi and TransferWise. It also has

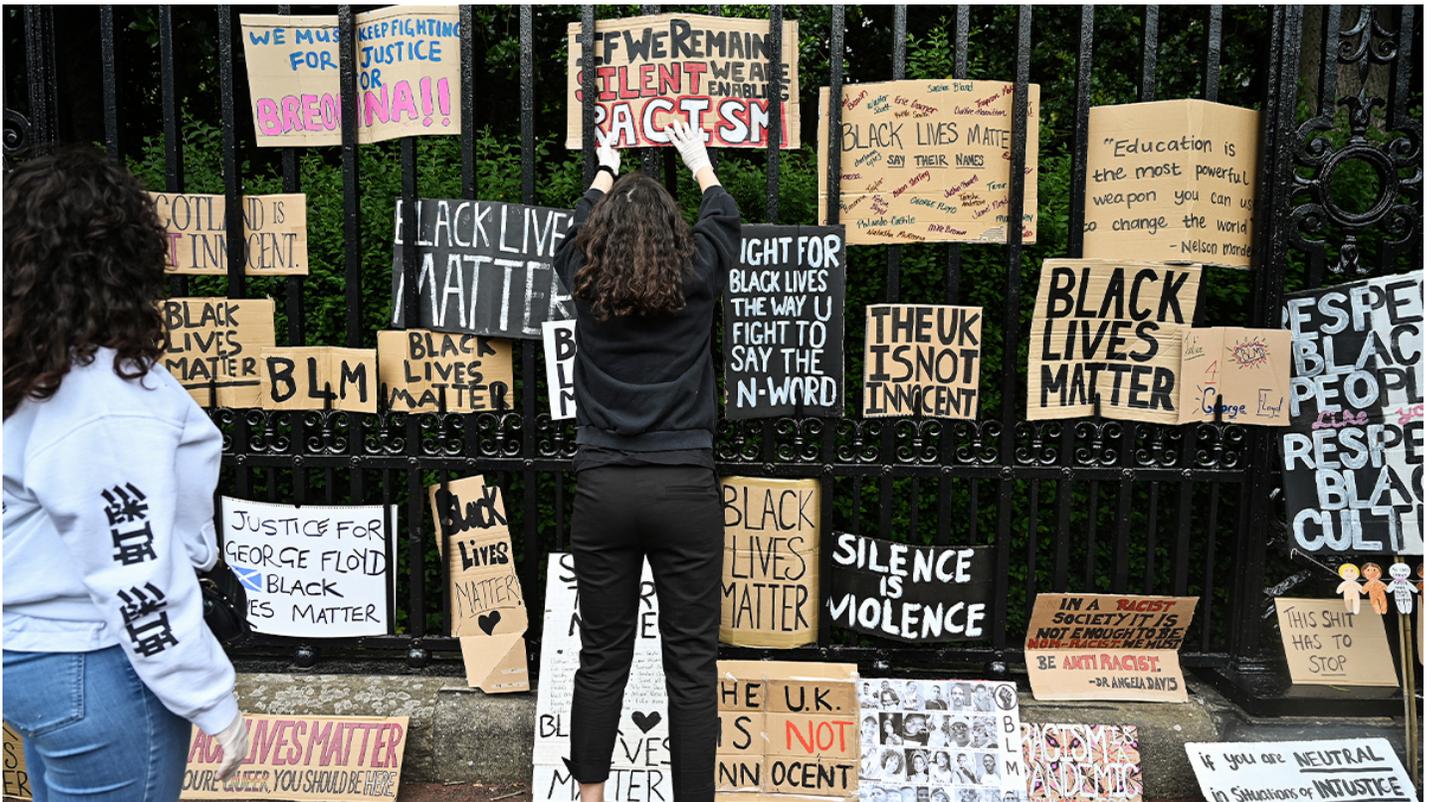
drawn major companies, such as law firm Baker McKenzie and pharmaceutical giant Amgen looking to open business services hubs with clusters of employees in areas like finance, information technology, operations, recruiting and career development, marketing and communications.

Contact Richard Danielson at rdanielson@tampabay.com.

Is Your Company Actually Fighting Racism, or Just Talking About It?

by Kira Hudson Banks and Richard Harvey

June 11, 2020



Jeff J Mitchell /Getty Images

The wave of uprisings across the nation have made it clear that police brutality disproportionately impacting Black Americans is out of hand. Many businesses have sought to distance themselves from such violence with statements and pledges.

But the same racialized violence that many are waking up to as unfair, unjust, and unacceptable, is happening within the walls of our businesses. The key difference between “police brutality” and “corporate brutality” is the means. The former is

relatively, although not exclusively, more physical. The latter is more systemic and covert. But in either case the result is the same: People are injured, abused, damaged, and/or destroyed.

To adequately respond to the current uprisings, leaders must reckon with the Black experience inside their workplaces.

We have spent the past week listening to Black employees within several different companies. A common theme that emerged from these conversations was the disconnect between a company's statement or commitment of resources externally and the daily employee experience. This disconnect is not new, but the awareness of its depth is novel for some.

Several companies have publicly acknowledged this disconnect. Larry Fink, CEO of BlackRock Inc, stated, "As a firm committed to racial equality, we must also consider where racial disparity exists in our own organizations and not tolerate our shortcomings." Jason Kilar, the CEO of WarnerMedia, explicitly named racism as a problem in the company and committed to work towards change.

The current moment has the potential to be pivotal in addressing the disparity if corporate leaders have the wherewithal to identify the harm being done to Black employees and employees of color, to name company- and industry-specific actions they will take to remedy the harm, and to hold themselves accountable.

Identify the harm without being defensive.

Defensiveness is a common reaction when waking up to the realities that racism is operating on your watch. You might feel personally responsible for the harms that are outlined. You might *be* personally responsible in some cases. But disrupting the harmful patterns will require deep listening and learning, not defensiveness.

And it may be that you already have the information you need. One sentiment we consistently heard from Black employees was, "We've been here before." "We've had focus group after focus group." These responses suggest that in some companies

identifying the harm is as simple as asking employees of color about their experiences or looking back at data already collected. The hard work for leaders is taking *in* the data and taking *action* as a result.

Get specific about internal and external actions.

Blanket and abstract statements that merely denounce police brutality sound more like a politician trying to get votes than an institution prepared to take action. It tells people what you are *against* without having to commit to being *for* anything. Perhaps now more than ever, talk is cheap, and you need to guard against this saying at your company: *When all was said and done, there was a lot more said than done!*

Employees are attuned to the differences between political statements and real commitments. Some notable examples of companies committing to specific action are Uber, which has announced no delivery fees when customers order from Black-owned businesses. Internally, they have tied senior executive pay to measurable progress on diversity goals. Activision has added additional resources and in-game reporting systems to identify and ban racist language in their online gaming environment. These are small steps that companies have made to mitigate harm in a matter of days.

Deal with the discomfort.

Another theme we heard from Black employees was that while top-level executives were making statements, their managers lacked the capacity to translate the message. At times they spoke awkwardly, fumbling over their words or side-stepping the issue completely. The way we are socialized around racism leaves white people unpracticed and uncomfortable talking about, let alone leading initiatives around race and racism.

To prevent this discomfort from being an obstacle to change, you might provide professional development opportunities that help managers reflect on and talk about race and racism — and not merely the race of others, but their personal racialized

experience. For there to be sustainable change, all leadership, and white leadership, in particular, needs to tolerate their discomfort and push forward.

Be accountable.

If your organization takes a stand against racism, you must also articulate how progress will be tracked and communicated back company-wide. Otherwise, you look untrustworthy and disingenuous. There's no need for shame or guilt if your results are not glowing or swift. What has been given years to root will not be unearthed overnight.

Dig in and do the work as you would with a new account or a coveted growth opportunity. Consider the work it takes to commit to lifting weights and getting stronger. You would not walk into the gym, lift a heavy weight once, and declare you are strong. You would most likely seek expert guidance, and then you hold yourself accountable to lifting those weights consistently over time before you would expect to see results. You might avoid a workout, but doing so only makes the gains harder to come by in the long-term. Building the capacity to be anti-racist similarly takes commitment over time, involves hard work, and is not always pleasant. However, the results — a stronger company — are worth it.

One of the legacies of the Title VII of the 1964 Civil Rights Act, which protects employees against discrimination based on race, color, religion, sex, or national origin, was that it switched the focus from “intention” to “impact.” That is, it exposed and refuted the idea that harm is only realized when one can document intentional hate in the hearts of key organizational agents.

Instead, it opened our eyes to the reality that harm is best detected via its impact on people. This impact is caused by racism as a system, a pattern of norms, and policies that inflict corporate violence, not merely individual discriminatory behavior.

Institutions who are leading the way at this moment are grappling with the reality that the racism we are collectively calling out has been going on for centuries. They are reflecting on why it took this long for them to take a clear stand. Some are

reflecting on how taking a stand before sadly did not keep George Floyd, Breonna Taylor, and too many others from being killed. And they are reflecting deeply on how the racism that they are standing up against is replicated or facilitated inside their walls. That work calls for us to listen, to be innovative and specific, and to take action to create lasting change beyond this moment.

Kira Hudson Banks is a principal at The Mouse and The Elephant, which provides customized diversity, equity, and inclusion strategy and training. She is also an associate professor of psychology and co-founder of the Institute for Healing Justice and Equity at Saint Louis University.

Richard Harvey is an associate professor of psychology at Saint Louis University and a management and evaluation consultant specializing in the study of Collective Identity and Diversity, Equity, & Inclusion (DEI) assessments, training, and interventions.

This article is about RACE

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Mahmoud Dawaba 7 hours ago

Thank you.
Great article.