



**Investor Relations Committee Agenda
November 14, 2019**

Holland & Knight, 100 N. Tampa St., Suite 4100, Tampa
8:00 – 9:00 am

- I. Welcome and Introductions
 - a. Welcome our new Director of Investor Relations, David Boyd
- II. TBEDC Update
 - a. Annual Meeting
 - b. Rebranding
 - c. Strategic Plan
 - d. FY2020 Proposed Meeting Schedule
- III. Investor Revenue Update
 - a. FYE2019
 - b. FY2020 YTD
- IV. Investor Relations Committee Recruitment
- V. Prospect List Review and Discussion
 - a. Prospect List/Past Investor List
 - b. Introduction Template
- VI. Investor Announcements

Next Committee Meeting:
January 28, 8:00 – 9:00 am
HCC Ybor
100 N. Tampa St., Suite 4100

GOALS

The following goals comprise the framework of the TBEDC’s three-year strategic plan.

GOAL 1. BUSINESS DEVELOPMENT

Build quality relationships with investors, partners, and influencers. Focus business retention, expansion, and recruitment efforts in key strategic growth areas. Market the region as a premier business environment. Leverage and expand the foreign direct investment and export program.

GOAL 2. TALENT ATTRACTION

Amplify and transform the Make It Tampa Bay initiative to become the region’s holistic and inclusive talent attraction and retention program. Launch an omni-channel talent campaign aimed at entrepreneurs, young professionals, remote workers, and executive-level talent.

GOAL 3. PLACEMAKING

Drive key projects that enhance Tampa Bay’s competitiveness as a destination for business and talent. Create vibrant communities where people want to live and work. Strengthen local messaging on the impact of economic development.

STRATEGIC PLAN SUMMARY

GOALS

1. Business Development
2. Talent Attraction
3. Placemaking

GUIDING PRINCIPLES

1. Competitiveness
2. Leadership
3. Engagement
4. Social Impact

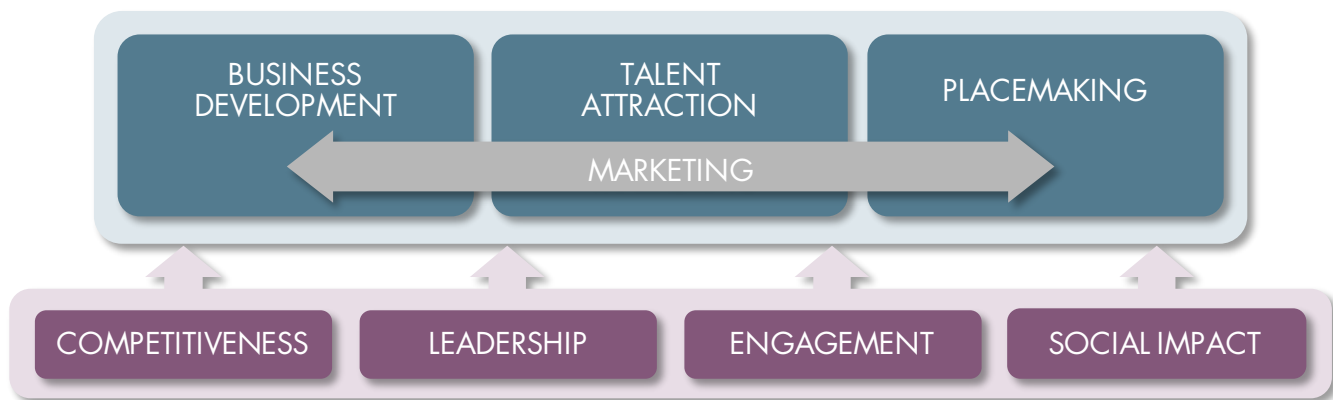
STRATEGIC GROWTH AREAS

- Cybersecurity
- Fintech
- Health Tech
- Supply Chain Management Technology
- Cancer Solutions

PERFORMANCE METRICS

- High-wage job growth
- Commercial tax base growth
- Capital investment
- Commercial real estate market activity

FIGURE 1. OPPORTUNITY TAMPA BAY
A STRATEGIC ACTION PLAN



FY2020 Proposed Meeting Schedule

| | Oct 19 | Nov 19 | Dec 19 | Jan 20 | Feb 20 | Mar 20 | Apr 20 | May 20 | Jun 20 | July 20 | Aug 20 | Sep 20 |
|---------------------------|--------------------------|---|--------|--|--------|--|---|--------|---|---------|------------------|--|
| Board of Directors | | Orientation Nov 20 8:00am | | Jan 28 9:30am @ HCC Ybor | | | Mid Year Report Apr 21 10:00am @Yankees | | | | Aug 20 9:30am | |
| Executive Committee | | Nov 14 9:30am @ Holland & Knight | | | | Mar 24 9:30am @Greenberg Traurig | | | June 17 9:30am @ Saint Leo | | | Sep 22 9:30am @ USAA |
| Compensation Committee | Oct 31 9:00 am | | | | | | | | | | | |
| Nominating Committee | | | | | | | | | June 17 8:00am @ Saint Leo | | | |
| Marketing Committee | | Nov 14 8:00am @ Holland & Knight | | Jan 28 8:00am @ HCC Ybor | | Mar 24 8:00am @Greenberg Traurig | | | June 17 8:00am @ Saint Leo | | | Sep 22 8:00am @ USAA |
| Investor Dev Committee | | Nov 14 8:00am @ Holland & Knight | | Jan 28 8:00am @ HCC Ybor | | Mar 24 8:00am @Greenberg Traurig | | | June 17 8:00am @ Saint Leo | | | Sep 22 8:00am @ USAA |
| Business Dev Committee | | Nov 14 8:00am @ Holland & Knight | | Jan 28 8:00am @ HCC Ybor | | Mar 24 8:00am @Greenberg Traurig | | | June 17 8:00am @ Saint Leo | | | Sep 22 8:00am @ USAA |
| Competitiveness Committee | | Nov 14 8:00 am @ Holland & Knight | | Jan 28 8:00am @ HCC Ybor | | Mar 24 8:00am @Greenberg Traurig | | | June 17 8:00am @ Saint Leo | | | Sep 22 8:00am @ USAA |
| Events | Annual Meeting Oct 29 | Small Group CEO Lunch TBD | | Meet the Projects Jan 16 @TPA | | ED Talks! TBD | Small Group CEO Lunch TBD | | Meet the Projects TBD Small Group Lunch TBD | | | ED Talks! Industry TBD Small Group Lunch TBD |



TAMPA HILLSBOROUGH EDC INVESTOR RELATIONS AND DEVELOPMENT REPORT

FY2019 INVESTOR REVENUE (YTD 09/30/19)

| | |
|-------------------------------------|--------------|
| Total Investor Revenue Goal: | \$ 2,131,000 |
| Total Investor Revenue Actual/Paid: | \$ 1,966,000 |
| To Goal: | \$ 165,000 |

NEW INVESTORS & UPGRADES (YTD 09/30/19)

| | |
|---|------------|
| Total New Investors & Upgrades Goal: | \$ 76,000 |
| Total New Investors & Upgrades Actual/Paid: | \$ 170,417 |
| Total New Investors Committed & Invoiced*: | \$ 35,000 |
| Over Goal: | \$ 94,417 |

NEW INVESTORS (YTD 09/30/19)

- Circle of Champions (0):
- Chairman's Council (5): HART, Helios, Stonehill Innovation, SunCoast Credit Union, Mutual of Omaha Bank
- President's Council (9): Baker McKenzie, Berkshire Hathaway Homes Services Florida Properties Group, BNY Mellon Wealth Management, CDW, Community Foundation of Tampa Bay, Hill Ward Henderson, NextPath Career Partners, Skoda Minotti, Velocity Resource Group
- Gazelle (1): Elevate Branding

*New Investors Committed & Invoiced: Fairwinds Credit Union (President's Council), Hancock Whitney Bank (President's Council), Johnson & Johnson (President's Council), The Southern Group (Chairman's Council - cash + in-kind)

SPONSORSHIP & EVENT REVENUE (YTD 09/30/19)

| | |
|--|------------|
| Total Sponsorship Goal: | \$ 337,750 |
| Total Sponsorship Revenue Actual/Paid: | \$ 287,320 |
| To Goal: | \$ 50,430 |

GRANT REVENUE (YTD 09/30/19)

| | |
|----------------------------------|------------|
| Total Grant Revenue Goal: | \$ 270,000 |
| Total Grant Revenue Actual/Paid: | \$ 163,991 |
| To Goal: | \$ 106,009 |

RENEWING INVESTORS (YTD 09/30/19)

| | |
|----------------------|--------------|
| Renewal Goal: | \$ 2,055,000 |
| Renewal Actual/Paid: | \$ 1,795,583 |
| To Goal: | \$ 259,417 |

ATTRITION (YTD 09/30/19)

Total Attrition (\$ amount YTD) = \$ 100,000
 Actual Lost = 7 Investors: Acoustiblok (5k), Abacode (10K), Beck (25K), Cherry Bekaert (10k) SiteReady (5K), Feldman Equities (5k), BDG Architects (5k), T.Rowe Price (10k), THEA (25k)

AT RISK (YTD 09/30/19)

Estimated number of at-risk Investors: 0
 Total \$ Amount at risk:

UPGRADES (YTD 09/30/19)

- Circle of Champions (1): The Mosaic Company
- Chairman's Council (1): Frontier Communications
- President's Council (0):

*Upgrades Committed & Invoiced:

ACCOUNTS RECEIVABLE (YTD 09/30/19)

| | |
|-----------------------|-------------------|
| • Current to 30 Days: | \$ 230,750 |
| • 1-30 Days: | \$ 40,000 |
| • 31-60 Days: | \$ 0 |
| • 61-90 Days: | \$ 0 |
| • 91 Days + | \$ 0 |
| • Total A/R: | \$ 270,750 |

TAMPA BAY EDC INVESTOR RELATIONS AND DEVELOPMENT REPORT

FY2020 INVESTOR REVENUE (YTD 10/31/19)

| | |
|-------------------------------------|---------------------|
| Total Investor Revenue Goal: | \$ 2,010,000 |
| Total Investor Revenue Actual/Paid: | \$ 130,500 |
| To Goal: | \$ 1,879,500 |

NEW INVESTORS & UPGRADES (YTD 10/31/19)

| | |
|---|-------------------|
| Total New Investors & Upgrades Goal: | \$ 168,725 |
| Total New Investors & Upgrades Actual/Paid: | \$ 25,000 |
| Total New/Upgrades Committed & Invoiced*: | \$ 60,000 |
| To Goal: | \$ 143,725 |

NEW INVESTORS (YTD 10/31/19)

- Circle of Champions (0):
- Chairman's Council (1): The Southern Group
- President's Council (2): Hancock Whitney Bank, Johnson & Johnson
- Gazelle (0):

*New Investors Committed & Invoiced: Fairwinds Credit Union, The Florida Aquarium, Gray|Robinson, Verizon

SPONSORSHIP & EVENT REVENUE (YTD 10/31/19)

| | |
|--|-------------------|
| Total Sponsorship Goal: | \$ 334,100 |
| Total Sponsorship Revenue Actual/Paid: | \$ 193,850 |
| To Goal: | \$ 140,250 |

GRANT REVENUE (YTD 10/31/19)

| | |
|----------------------------------|-------------------|
| Total Grant Revenue Goal: | \$ 110,000 |
| Total Grant Revenue Actual/Paid: | \$ 0 |
| To Goal: | \$ 110,000 |

RENEWING INVESTORS (YTD 10/31/19)

| | |
|----------------------|---------------------|
| Renewal Goal: | \$ 1,841,275 |
| Renewal Actual/Paid: | \$ 105,500 |
| To Goal: | \$ 1,735,775 |

ATTRITION (YTD 10/31/19)

| | |
|-----------------------------------|------|
| Total Attrition (\$ amount YTD) = | \$ 0 |
| Actual Lost = | |

AT RISK (YTD 10/31/19)

| | |
|--|---|
| Estimated number of at-risk Investors: | 0 |
| Total \$ Amount at risk: | |

UPGRADES (YTD 10/31/19)

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

*Upgrades Committed & Invoiced: Amgen (to Chairman's Council)

ACCOUNTS RECEIVABLE (YTD 11/07/19)

| | |
|---------------------|-------------------|
| • Current: | \$ 533,417 |
| • 1-30 Days: | \$ 60,833 |
| • 31-60 Days: | \$ 78,750 |
| • 61-90 Days: | \$ 10,000 |
| • 91 Days + | \$ 0 |
| • Total A/R: | \$ 683,000 |

Investors

| Company | Main Contact |
|------------------------------|--------------------|
| Amgen | Felicia Harvey |
| BayCare Health | Glenn Waters |
| Brisyol-Myers Squibb | Lee Evans |
| CareerSource Tampa Bay | John Flanagan |
| ChappellRoberts | Colleen Chappell |
| Diamond View | Tim Moore |
| Florida Blue | David Pizzo |
| Florida Trend | David Denor |
| Foley & Lardner | Randy Wolfe |
| Greater Tampa Chamber | Bob Rohrlack |
| Greenberg Traurig | David Weinstein |
| GTE Financial | Brian Best |
| Hanake Design | Jody Hanake |
| HART | Benjamin Limmer |
| HCC | Ken Atwater |
| Helios | Paul Luna |
| Moffit Cancer Center | Dr. Alan List |
| Mutual of Omaha | Bemetra Simmons |
| PNC Bank | CJ Mintrone |
| Port Tampa Bay | Paul Anderson |
| Reliaquest | Brian Murphy |
| Saint Leo University | Dr. Jeffery Sense |
| SPP | James Nozar |
| Stearns Weaver Miller | Vin Marchetti |
| Stonehill | Doug Pace |
| Suncoast Credit Union | Melva McKay-Bass |
| SunTrust | Timothy Schar |
| Sykes Enterprises | Chuck Sykes |
| Tampa Bay Lightning | Ian Anderson |
| Tampa Bay Rays | Melanie Lenz |
| Tampa Bay Times | Bruce Faulmann |
| Tampa International Airport | Joe Lapano |
| TECO | Nancy Tower |
| TGH | John Couris |
| The Bromley Companies | William Haines |
| The Florida Aquarium | Roger Germann |
| The Mosaic Company | Benjamin Pratt |
| The Southern Group | Seth McKeel |
| Trickey Jennus | Tom Jennus |
| UBS Global Wealth Management | Greg Kadet |
| University of Tampa | Dr. Ronald Vaughn |
| USF | Dr. Steven Currall |
| Valley Bank | Ronald Ciganek |
| Wells Fargo | Jim Themides |

Prospects

| Company Name | Top Exec | Notes | IRC |
|---|--------------------|-----------------------|-------------|
| Anchor Glass | Nipesh Shah | | |
| Baldwin Risk Partners | Trevor Baldwin | Moved to Rocky Point | Aakash |
| Benzer Pharmacy | Manish Patel | | |
| BroadStaff LLC | Carrie Charles | Fast 50 | Samantha |
| Brown & Brown | Tony Leavine | | Aakash |
| Caspers Company McDonald's | Blake Casper | | Julio E. |
| Checkers Drive-In Restaurants | Enrique Silva | | |
| CoAdvantage | Clinton Burgess | Amanda Shafer | Lauren |
| Criterion Executive Search | Richard James | | |
| DiTech Holding Corp | Thomas Marano | | |
| Franklin Street | Andrew Write | Dani to f/u with Eric | Michelle S. |
| Great Bay Distributors | Ronald Pertini | | |
| HCI Group | Paresh Patel | Aakash's Uncle | Aakash |
| HealthyPlans Services | Jeff Bak | | Aakash |
| Katz Capital | Brian Katz | | |
| Kforce | David Dunkel | | |
| KHS&S Contractors | Michael Cannon | | |
| Kimmins Construction | Joseph Williams | Debra Williams | Julio E. |
| McIntyre, Thanaside, Bringgold, Elliott, Grimaldi & Guito | Richard McIntyre | | |
| Pepin Distributing | Thomas Pepin | | Julio R. |
| Pilot Bank | Roy Hellwege | | Aakash |
| PrimeGroup Insurance | David Capece | | |
| Prince Contracting | Jack Calandros | | |
| Raymond James | Sean Strickler | | Sterling |
| Redstone Commercial | Patrick Kelly | | Lauren |
| Ripa & Associates | | | Lauren |
| Schellman & CO | Chris Shellman | | |
| Syniverse | Stephen Gray | | Lauren |
| TCM Bank | Damon Moorer | | |
| Tisdale Oliver | Steven Tidale | | |
| Welfont Companies Inc. | Shawn Marcell | Woman of the year | |
| WellCare | Kenneth A. Burdick | | |
| Williams Company | | | David L. |
| RedVector | Jennifer Lawson | | David L. |
| Hendry Marine | Denise | | Michelle S. |

Past Investors

| Company | Contact | Notes |
|---------------------------------|-----------------------------|-------|
| Ajilon | | |
| Akerman Senterfitt | Irene Frick | |
| Amscot | | |
| CBIZ | | |
| Chromalloy | Eric Foos | |
| Clark Construction Group | | |
| College Hunks Hauling Junk | | |
| Connexions Software | | |
| Creative Contractors | | |
| Cutler Associates | William Bocchino | |
| Duke Realty | Tim Perry | |
| Eckerd | | |
| Ernst & Young | Steve Nichols | |
| Ferman Automotive | Jim Ferman jr | |
| Flexential | | |
| Frazier & Deeter | | |
| GrayRobinson | | |
| Gresham Smith & Partners | | |
| Gunster Law | | |
| Hellmuth, Obata + Kassabaum | | |
| JLL | | |
| Keating Resources | | |
| Lennar International | | |
| Lukos | | |
| Macfarlane Ferguson & McMullen | Andrew M. Brown | |
| McNichols Company | | |
| Mechanik Nuccio Hearne & Wester | Dave Mechanik | |
| Nelson Mullins | Robert Sickles, Mark Barber | |
| Newland Communities | | |
| Oldcastle | | |
| OneTouch Direct | | |
| Phillips Development Realty | | |
| RS&H | | |
| SiteReady | | |
| Skanska USA Building, Inc | | |
| Stantec | | |
| Sypris Electronics | Jim Long | |
| The CI Group | | |
| The Fountain Group | Kelly Cone | |
| The Omnia Group | Heather L. Caswell | |
| Walbridge | | |



INVESTOR RELATIONS COMMITTEE

Introduction email template:

Good afternoon, **PROSPECT NAME**,

YOUR COMPANY is committed to helping Tampa thrive and sharing our success through community engagement and giving back. We are currently proud Investors in the Tampa Bay Economic Development Council and I have the pleasure of serving on one of their committees that helps the TBEDC move the mission forward of developing and sustaining a thriving, diversified, world-class economy here in Hillsborough County.

PROSPECT COMPANY was recognized as a top company that the TBEDC is interested in learning more about. I would like to invite you to learn more about working with them, and us, to help shape our region's future. TBEDC has just celebrated its 10-year anniversary as Tampa's only private-sector led economic development organization and has just launched a new three-year strategic action plan, Opportunity Tampa Bay, that will continue to move our community forward.

Are you available in the coming weeks to meet with me and a TBEDC executive at your office or perhaps grab coffee or lunch?

Thank you,
YOUR NAME