



## **Marketing Committee Meeting Recap**

November 14, 2019

8:00 – 9:15 a.m.

### **Thank you to our host!**

Holland & Knight

Present: Jody Haneke, Haneke Design; Hussain Shamseddine, Tampa Bay EDC; Roberto Torres, The Blind Tiger Café; Linda Mignone, Ultimate Medical Academy; Tom Jennus, Trickey Jennus; Ailsa Hendry Hudson, Westshore Alliance; Karl Strauch, Port Tampa Bay; Jacquelyn Vasvari-Toke, Greater Tampa Chamber of Commerce; Heather Stahl, CDW; Sharon Magnione, Greenbert Traurig, P.A.; Gina Curry, NextPath Career Partners; Tim Moore, Diamond View; Renee Agler, Baker McKenzie; Richard L. Marulanda, DTCC

- I. Welcome and introductions – *Jody Haneke, Chair*
- II. Hussain Shamseddine and Jody Haneke provided an update and recap of the Tampa Bay EDC's annual meeting on Oct. 29. Jody commented that attendance and engagement was high. Jody thanked Trickey Jennus for an awesome new EDC brand, which was rolled out at the Annual Meeting. And thanked Diamond View for doing an outstanding job with this year's videos. Hussain then played the 10-year video: <https://youtu.be/xBFv6WfkLhs>
- III. Hussain Shamseddine and Jody Haneke provided an overview of the EDC's new three-year Strategic Plan and the three goals including Business Development, Talent and Placemaking as well as the four guiding principles: Competitiveness, Leadership, Engagement and Social Impact.
  - a. In addition to our target industries, five strategic growth areas have been identified, which the business development team will focus on its recruitment and retention efforts: cybersecurity, fin tech, health tech, cancer solutions and logistics & information technology. Hussain and Jody then opened the floor to discussion and brainstorming on how the marketing committee can help support this goal.
    - i. Jody: If these are the types of companies we're targeting, we need to understand their pain points and what solutions Tampa offers. And for each niche area, how do we tell a story that differentiates Tampa from the competition. How do people on the committee line up with these industries so those we're recruiting see we have a strong ecosystem here.
    - ii. There was discussion about how the five strategic growth areas were identified.
      1. Through research, site visits and meeting with business leaders in the community, TIP Strategies identified these areas because either significant investments have already been made in these sectors or there are opportunities to grow these sectors. Also taken into consideration were our educational system and a strong industry presence to support these sectors.
    - iii. Jody: Would like for us to find a way to showcase different tribes. For example, he's in a software CEOs group and he can see pulling in the EDC to meet with

prospective companies that are looking to relocate to or expand in the area. Also, rather than making a one-off announcement, we bake into that announcement the already strong ecosystem that exists here to support this new company or expanding local business.

- iv. Tim: Vision casting – taking our assets and showing industries how they can use it so they can see how they fit in.
  - 1. Jody: Yes, to show we're an emerging hub – that is exciting for some people.
- v. Karl: Establish a small committee with employers within these strategic growth areas to get feedback/stories and ideas on how to attract companies within these sectors from around the country.
- vi. Linda: Would like to be in the conversation regarding health-tech. Has seen success and growth in the health education space.

b. Discussion then moved to Talent Attraction. Hussain pointed out that talent is the number one deciding factor for a company and Tampa has done a good job of creating jobs and now we need to attract talent to fill these jobs.

- i. Hussain previewed the three-pronged approach to backfill talent: attracting new talent to the area, retaining students and graduates, and raising awareness for programs that help local residents acquire the skills then need to get high-demand jobs.
- ii. Jody: How can we build on Make It Tampa Bay? We have great universities here and we've done a good job touting them, but one opportunity is creating awareness that these institutions are open to working with local companies on curriculum. There is talent here, but you can also grow your talent here and be part of the process.
- iii. Gina: When recruiting talent, she has witnessed firsthand the growth of companies in the area and the positive impact. Companies are expanding and hiring for other departments within their organization.
- iv. Heather: Would like for us to strengthen our relationship with Universities.
- v. Tim: Broad education drives your story. He is interested in reaching the student each year throughout their educational journey, with the key take home message to work in Tampa upon graduation.
- vi. Jody: Would like to see a structured event with Universities on an ongoing basis such as a Company Spotlight forum with employers speaking with students.
- vii. Renee: Sees an opportunity for us to market MITB at Universities outside the market to reach niche programs. (example: MIT – Cybersecurity)
- viii. Sharon: Would like an emphasis in statewide promotion at Florida Universities such as FSU/UF. Noticing the hiring age for their organization has shifted to 25-35 age range.
- ix. Jody: Interested in expanding the MITB site with a quiz that recommends companies to talent.

c. Placemaking

- i. Linda: We need to identify what does GenZ look for in a place.
- ii. Richard: DTCC is a perfect example, they have grown from 300ppl to 1100. Hiring local talent and those in NY/NJ. Often sell the place when recruiting.

IV. Cooperative Marketing idea – *Jody Haneke*

- a. Heather: Creating a template that they can fill out to provide important info for Marketing to share
- b. Jody: Another idea is to create a dedicated email to send industry news

- c. Hussain: Tag us on social and I'll reshare and also email us directly with you press release and news.
  - d. Jody: Slack is a tool we use at Haneke Design that helps us aggregate content to share and worth looking into.
  
- V. Next steps: the EDC marketing team will take these ideas and recommendations back to the rest of the team and discuss how they can be incorporated into the marketing plan that will aid our strategic action plan.
  
- VI. Meeting was adjourned.
  
- VII. Next meeting: January 28, 2020  
8 a.m.  
Location: HCC Ybor Campus