



Marketing Committee Meeting Recap

March 26, 2019

8:00 – 9:15 a.m.

Location:

Greenberg Traurig

Bank of America Plaza, 101 E. Kennedy Blvd., Suite #1900

Tampa, 33602

Present: Tim Moore, Marie Chinnici-Everitt, Felicia Harvey, Michelle Bauer, Hussain Shamseddine, Laura Fontanills, Heather Mackin, Gina Curry, Bruce Faulmann, Tom Jennus, Jody Haneke, Ashley Bauman, Jeremy Rex, Wayne Lewis, Matthew Bautista, Dan Rodriguez, Ruthann Atchley, Joe Hice, Mike Stanchina, Karen Guinta, Karl Strauch, Sharon Mangione, Mindi Richter, Dawn Philips, Laura Feliciano

- I. Tim Moore, FY2019 marketing committee chair, welcomed everyone and lead introductions and updates from committee members
 - a. Joe Hice gave the group an update on the new president of USF, Steve Currall. Joe expects he will continue the partnerships President Genshaft has created. Joe also mentioned a June 1 gala/fundraiser to honor President Genshaft.
 - b. Heather Mackin gave a recap of the Westshore Alliance annual meeting and rebrand of the Westshore District.
- II. Super Bowl planning update
 - a. Heather Mackin and Laura Fontanills provided an update and recommendations from DCI on Super Bowl planning.
 - b. The sub team will engage with the Sports Commission this summer to see how we can best work with them to inject some business messages into the media planning.
 - c. The sub team will look into engaging DCI for media outreach leading up to the Super Bowl.
 - d. Timing-wise the sub team will start media planning the summer prior to Super Bowl and ramp up pitching and outreach that fall/winter.
- III. Perception Study results
 - a. Michelle Bauer provided a summary of the latest perception study results. The EDC re-polled out-of-market CEOs and millennial CEOs as a follow up to the benchmark study in 2014.
 - b. Positive highlights include perceptions of Tampa's pro-business climate, cost-friendliness, support from other businesses, and availability of skilled talent went up and remains positive.

- c. Another positive perception that was not on the radar in 2014 was Tampa's low cost of living and access to both affordable housing and diverse housing options.
- d. Perceived disadvantages of the market include transportation and K-12, transportation is becoming more acute.
- e. Considerable improvements, turning around negative perceptions, include:
 - i. Lack of qualified employment base: 41% cited as a negative in 2014; only 27% mentioned it in 2019.
 - ii. Tampa not viewed as an HQ location for major organizations: 30% said so in 2014; only 9% did in 2019.
- f. If anyone wants the full summary and/or full report, please contact Michelle at mbauer@tampaedc.com.

IV. Media and PR Update

- a. Laura provided a media update that included recent FAM tours with a reporter from [Matador Network](#) and a freelancer with [Inc. Magazine](#). Subsequent coverage based on a prior media visit was also published on Livability.com.
- b. Chief Executive recently interviewed Adam Elinoff with Amgen for its Top States for Business issue (May).
- c. Upcoming mission trip to Chicago includes two national interviews for Mayor Bob Buckhorn with Market Watch and Forbes.
- d. Local media highlights include three segments on Daytime TV and great coverage in the Times for some of [Robin DiSalvo's research](#) and an [op-ed by EDC CEO](#) Craig Richard covering the topic of lessons learned from the Amazon contest.
- e. Thank you to all the EDC marketing committee members and Investors who have taken the time to meet with visiting reporters or be guests on Daytime.

V. New website update

- a. Laura Fontanills announced the EDC's new website is now live! Thank you to Investor Haneke Design!
- b. Laura mentioned some of the new features like the Investor Portal, new GIS Webtech, Why Tampa Bay section, and the market intelligence section, which will really be beefed up over the next few months as Robin implements new research tools.

VI. Content Development update

- a. Hussain Shamseddine provided an update from Florida Economic Development Week, which included more than 126,000 impressions on twitter, more than 8,500 video views across social channels, and 28,000 impressions on LinkedIn plus 80 new followers.
- b. New content includes posting Investor and project testimonials

VII. Talent Attraction update

- a. Michelle and Hussain provided an update on the Make It Tampa Bay campaign:
 - i. New out-of-market talent attraction campaign started and is running in Dallas, New York and Boston. Dipping our toe into San Francisco with Ladders email.
 - ii. Chose Spotify ads over Pandora this time.
 - iii. Ladders email is giving a huge boost to web traffic.
- b. Group discussed in-market campaign geared at talent retention. Strategy is to get students in their first and second years to educate them on the opportunities in Tampa, so they stay here after graduation.

- i. Michelle introduced new committee members: Ruthann Atchley from USF and Dan Rodriguez with NextPath Career Partners. Matthew Bautista from UT's career services was also in attendance.
 1. Ruthann is associate vice president, community engagement and is tasked with keeping track of new professionals for a couple of years after graduation to engage and find out if they're employed within their chosen field.
 2. Dan wants to engage the recruiting and HR industry.
 3. Matthew's department wants to understand the local business/companies needs. He mentioned an employer relations summit UT is hosting June 18-19.

VIII. Committee updates

- a. Tim opened the floor to hear updates from committee members.
- b. Karl Strauch provided an update on growth at the port in the shipping container and cargo business fueled by the growth of the I-4 corridor.
- c. Ashley Bauman mentioned the new mayor's swearing in ceremony will take place May 1 at 10 a.m. at Armature Works.
- d. Felicia Harvey announced Amgen just opened its final floor and is in the last round of hiring, which will bring them to around 900 local employees.

IX. Meeting adjourn

X. Next meeting: June 18 at 8 a.m.

Location: University of Tampa Vaughn Center