



Marketing Committee Meeting

September 24, 2019

8:00 – 9:15 a.m.

Thank you to our host!

Carlton Fields

Present: Tim Moore, Felicia Harvey, Tom Jennus, Hussain Shamseddine, Robin DiSalvo, Linda Mignone, Heather Stahl, Gina Curry, Jacquelyn Vasvari-Toke, Karl Strauch, Jeremy Rex, Wayne Lewis, Julie Kremer, Sharon Mangione, Jody Haneke, Joe Hice, Ruthann Atchley, Aisla Hudson, Ben Pratt, Dawn Philips, Mindi Richter

- I. Tim Moore, FY2019 marketing committee chair, welcomed everyone and led introductions. There are two new members to the marketing committee – Aisla Hudson, who recently joined the Westshore Alliance as marketing director, and Jacquelyn Vasvari-Toke, director strategic communications at the Greater Tampa Chamber of Commerce

- II. Tim opened the floor to updates from the committee:
 - a. Joe Hice provided a few updates related to USF: Morsani College of Medicine building downtown is nearly complete; classes will begin in January. Dr. Currall's inauguration is November 14. Campus unification of the three campuses is moving forward.
 - b. The Tampa Foundation's latest public art project is the old Argosy University water tower on Howard Ave. and 275. It's being painted with a mural that reads "Be Kind, Do Good."
 - c. Tim announced the launch of his book, Sold on Purpose.
 - d. Tim also previewed the latest trailer for the Building Tampa documentary. DiamondView has about another year of shooting.
 - e. Karl provided a Port Tampa Bay update. Good news comes in three. The Port now has three Asian container services making stops and that is gaining attention of other Florida ports and container services. The port will also welcome three more cruise lines next year. Holland America is returning after taking a year off, MSC and Celebrity will also add Tampa to their ports of call.
 - f. Ruthann Atchley of USF provided a LEAP Tampa Bay update. LEAP is the local college access network. The Lumina Foundation selected Tampa Bay to be one of its talent hubs – the first in Florida. The talent hub designation indicates a community has shown the capacity and ability to significantly increase the number of residents with college degrees, certificates or other credentials beyond a high school diploma. More information on the talent hubs can be found here:
<https://www.luminafoundation.org/talent-hubs>

- III. Mindi Richter gave an overview of the Outback Bowl and update on a couple of meetings with the EDC to see how we can best leverage this opportunity taking place right here in our market.
 - a. There is an opportunity to show possibly show a video at one of the pre-game events.
 - b. The EDC's business development team is looking at a possible membership in order to invite CEOs from the two teams' home markets or alumni networks as guests at the game.
 - c. Julie Kremer will let us know if any prospecting happens at George Steinbrenner Field before the teams are officially selected.
 - d. More information on the Outback Bowl is included in the release below this recap.

- IV. Hussain Shamseddine provided a Make It Tampa Bay update
 - a. The first HR event back in July went well. There was a great turnout of HR professionals in attendance to learn how they can utilize the Make It Tampa Bay website in their recruitment efforts. The EDC looks forward to hosting more in the future. Hussain has had several follow up calls with other HR professionals of major employers since the event. *Thank you, Gina Curry, and NextPath for your help with the event!*
 - b. The Meet the Locals section on the website has been revamped with a new layout, added more profiles and added more photos and videos to the profiles.
 - c. More neighborhoods are also being added to the Neighborhoods section and an interactive map is being added, too.
 - d. The next out-of-market campaign is sticking with Boston, New York and Dallas. This year we're also going to target some industry conferences with geofencing and geotargeting.

- V. Laura Fontanills provided an advertising and PR update
 - a. Print ads highlighting Tampa's higher education institutions have run in several editions of Florida Trend, with the next one running in the October issue.
 - b. As media sponsor of the EDC's Annual Meeting, the Tampa Bay Business Journal is running a full-page ad promoting the Annual Meeting in the Oct. 11 issue. *Thank you, Dawn!*
 - c. Digital ads for the Annual Meeting are also currently running on the TBBJ site. *Thank you to Tom Jennus and his team for all the fantastic graphics and artwork for this year's event!*
 - d. Tampa has had some awesome national media coverage lately!
 - i. Chief Executive's regional report on the Southeast ran in the September issue. The Florida coverage was all about Tampa with several quotes from EDC CEO Craig Richard.
 - ii. TGH CEO John Couris was featured in Thrive Global as part of their Future of Healthcare series: <https://thriveglobal.com/stories/the-future-of-healthcare-people-matter-the-most-with-john-couris-ceo-of-tampa-general-hospital/>
 - iii. USAA's Yvette Segura was also featured in Thrive Global as part of a series on strong female leaders: <https://thriveglobal.com/stories/usaa-vp-yvette-segura-why-companies-often-grow-and-excel-at-the-speed-of-trust/>
 - iv. The Financial Times ran a special report on 9/20 about Tampa and St. Petersburg: <https://www.ft.com/reports/revitalised-tampa-stpetersburg>
 - e. Local coverage includes WUSF covering Global Tampa Bay's latest export sales mission to Brazil, Baker McKenzie's grand opening, and SVP of Business Development Steve Morey continues a regular appearance on AM Tampa Bay.

- f. Upcoming FAM tour with a freelance writer for Hemispheres, United Airlines' inflight magazine.
 - g. American Way, American Airlines' inflight magazine will have a Spotlight report on Tampa in its November issue. The report will focus on Tampa's economy, target industries, and revitalization.
 - h. DCI, the EDC's PR firm, will be back in town at the end of the month for another visit to meet with local business leaders and reset storylines.

- VI. Robin DiSalvo, the EDC's research analyst, previewed the latest Market Snapshot, a monthly research update distributed to out-of-market site selectors and prospects.

- VII. Laura provided an update on the EDC's new three-year Strategic Action Plan. More details will be revealed at the Annual Meeting, but the three focus areas are business development, talent attraction and placemaking, with marketing touching all three. The EDC's target industry sectors will not change, but some niche areas have been identified including cybersecurity, cancer solutions, fintech and medtech.

- VIII. Laura and Tim previewed some subteam chances for next year. We will be adding a marketing plan subteam to provide advice and direction to the EDC on building a robust marketing plan tied to the new strategic plan. If you'd like to provide some guidance on lead generation, digital marketing, etc., please let Laura know.

- IX. The EDC's annual meeting is fast approaching - October 29, 2019 at the Straz Center. Thank you to all of our sponsors! We're celebrating our 10-year anniversary this year so we have a lot of fun in store – photo booth, cigar bar, dessert bar and live entertainment. Don't miss it!
 - a. Tickets can be bought at tampaedc.com/10years
 - b. Please spread the word on social or share the EDC's content

- X. Next meeting: November 14, 2019
 - 8 a.m.
 - Location: Holland & Knight
 - 100 N Tampa St. #4100
 - Tampa, FL 33602



September 24, 2019

OUTBACK BOWL CELEBRATES OVER 100 CHARITIES SUPPORTED THROUGH GIVING INITIATIVE

TAMPA, Fla. – With 100 days until the 2020 Outback Bowl, game officials are celebrating a special ‘100’ milestone. Since its inception in 2016, the Outback Bowl Charitable Giving Initiative has donated to more than 100 area charities – a total of \$1.5 million to 110 organizations. The Initiative has further committed to giving at least \$3 million more over the next six years.

“The Outback Bowl has always been an economic engine for the region and has contributed over \$149 million dollars to universities, but we decided that we wanted to do even more to help the day-to-day lives of local residents,” explains Outback Bowl President/CEO Jim McVay. “We began this charitable Giving Initiative to provide much needed funding to the dozens of deserving organizations across Tampa Bay that are meeting the daily needs of the community.”

Organizations that have benefitted from the Charitable Giving Initiative work hard to make the Tampa Bay community better for all residents. Outback Bowl board members have helped select recipients that support children like Big Brothers Big Sisters, Children’s Dream Fund, Wheelchairs for Kids and Chi Chi Rodriguez Youth Foundation as well as organizations that support a variety of adult needs like Meals on Wheels, Feeding Tampa Bay, the Leukemia & Lymphoma Society and Operation Home Front.

The impact on local organizations is profound. “The Outback Bowl has been in our community for more than 30 years and has had a positive impact on our economy and charitable organizations for that entire time,” said Pam Iorio, President/CEO of Big Brothers Big Sisters and former City of Tampa Mayor.

The bowl boasts the longest college football tradition in the Tampa Bay region with its 34th game to be played on New Year’s Day in Raymond James Stadium. The bowl hosts teams from the Southeastern Conference and Big Ten Conference with a 1:00 P.M. EST kickoff.

“Having long term agreements with Outback Steakhouse, and our conference partners enables us to continue to do helpful things for the region,” adds McVay.

The Outback Bowl looks forward to continuing to support universities, the Tampa Bay economy and local charities for years to come. Learn more about the Outback Bowl’s Charitable Giving Initiative online at www.outbackbowl.com/giving-back.

About the Outback Bowl:

The Outback Bowl attracts visitors from more than 40 states each year to join local fans for the game and week of events while generating tens-of-millions of dollars in exposure for the region. The bowl boasts the longest title sponsor in bowl game history with Outback Steakhouse celebrating its 25th year with the game. The bowl has contributed over \$149 million to universities over its history and is estimated to have generated more than \$1 billion in economic impact for the Tampa Bay area over this time. It has also contributed more than \$1.5 million to area charities since 2016 and has committed to paying an additional \$45 million to universities and donating at least \$3 million more to charities through the 2026 game.

-OBB-