



Marketing Committee Meeting

A horizontal banner at the top of the slide features a faded, grayscale image of a city skyline with several skyscrapers. The text 'THANK YOU TO OUR HOST' is overlaid on this banner in a bold, orange, sans-serif font.

THANK YOU TO OUR HOST

Holland & Knight

WELCOME AND INTRODUCTIONS



MARKETING CHAIR

**Jody Haneke
President,
Haneke Design**

ANNUAL MEETING UPDATE







Strategic Plan Review

OPPORTUNITY TAMPA BAY

GOAL 1

Business
Development

GOAL 2

Talent

GOAL 3

Placemaking

OPPORTUNITY TAMPA BAY

GUIDING PRINCIPLES

Competitiveness

Leadership

Engagement

Social Impact

BUSINESS DEVELOPMENT



CYBERSECURITY



FIN TECH



HEALTH TECH



CANCER
SOLUTIONS



LOGISTICS &
INFORMATION
TECHNOLOGY

BUSINESS DEVELOPMENT



OPEN DISCUSSION AND BRAINSTORMING





TALENT

A THREE-PRONGED APPROACH

- Attracting new talent to the area.
- Retaining students graduating from our schools, colleges and universities.
- Raising awareness for programs that help local residents acquire the skills they need to get high-demand jobs.



PLACEMAKING

Diversity

Inclusive
growth

Social
innovation

Opportunity
Zones



PLACEMAKING



OPEN DISCUSSION AND BRAINSTORMING



Cooperative Marketing

NEWS ITEMS AND NEXT STEPS



ONE TABLE



NEXT MEETING

January 28, 2020

8 a.m.

Location:



HCC

Ybor City Campus

THANK YOU!