



# THANK YOU TO OUR HOST





**Welcome**

**Dr. Judy Genshaft**  
**President, University of South Florida**  
**Tampa Hillsborough EDC Chair**



# Introduction of Guest Speaker

**Craig J. Richard, CEcD**  
**President & CEO, Tampa Hillsborough EDC**





## Guest Speaker

**Mike Grella**

**Founder, Social Equity Ventures**

**Former Director of Economic Development, Amazon**



# Call to Order

**Dr. Judy Genshaft**  
**President, University of South Florida**  
**Tampa Hillsborough EDC Chair**



# Consent Agenda

- Executive Committee Meeting Minutes: March 26, 2019
- Board of Directors Meeting Minutes: January 22, 2019
  - Investor Development Update
  - Departmental Reports



# Finance & Administration

**Marie Chinnici-Everitt**

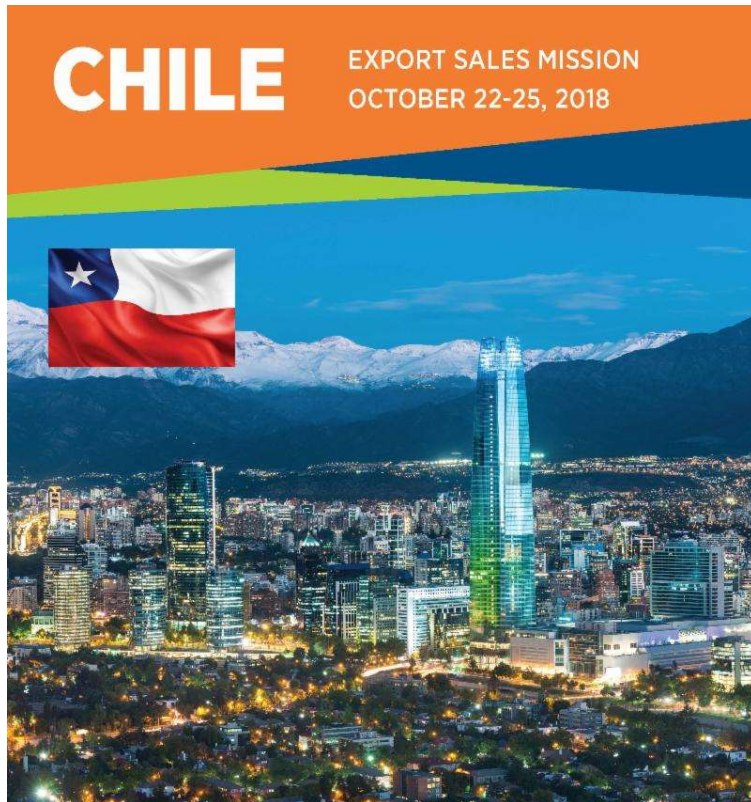
**CMO & Regional Administrative Manager-Tampa, DTCC  
Tampa Hillsborough EDC Vice-Chair & Finance  
Committee Chair**



# Committee Reports

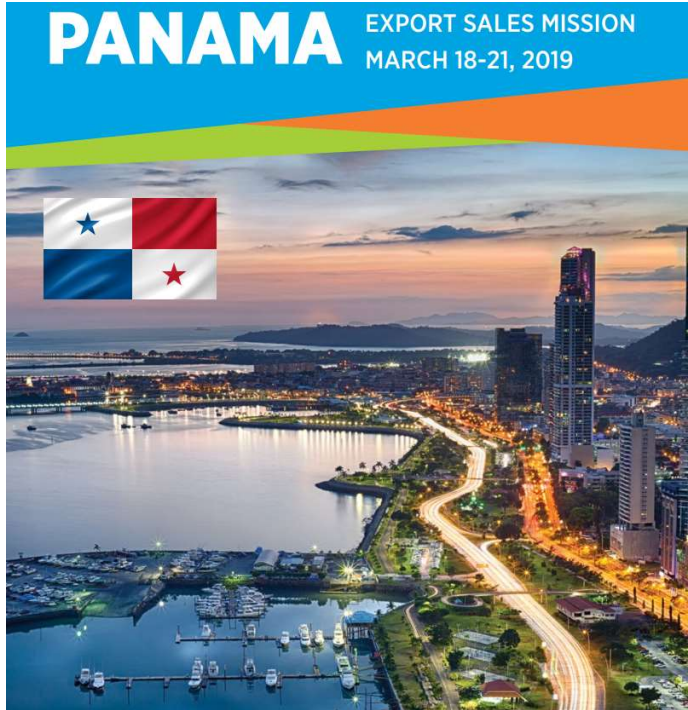
- International – Kevin Shukur, BBVA Compass Bank
- Investor Relations – Melanie Williams, Frontier Communications
- Business Development – C. J. Mintrone, PNC Bank
  - Marketing – Felicia Harvey, Amgen

# International





# International



# International

## GLOBAL TAMPA BAY

Save the Date!

Export Sales Mission to  
**São Paulo, Brazil**  
Week of August 12, 2019

Top Industries Include, But Are Not Limited To:

- Agriculture
- Defense, Aviation, & Security
- Education & Training
- Travel & Tourism
- Healthcare
- ICT (Informations Communications Technologies)
- Infrastructure
- FinTech
- Franchising
- Energy

*Trade Grants Available from Enterprise Florida!*

For more information contact:  
Madison Lawson (813) 518-2668  
mlawson@tampaedc.com





# Investor Relations



Tampa Bay  
Brewing  
Company



WilsonHCG



Baker  
McKenzie



Automated  
Industrial  
Machinery, Inc.



Materials  
Lifecycle  
Management  
Company



Newgentek



# Business Development

**BOSTON**  
Mission



**CHICAGO**  
Mission

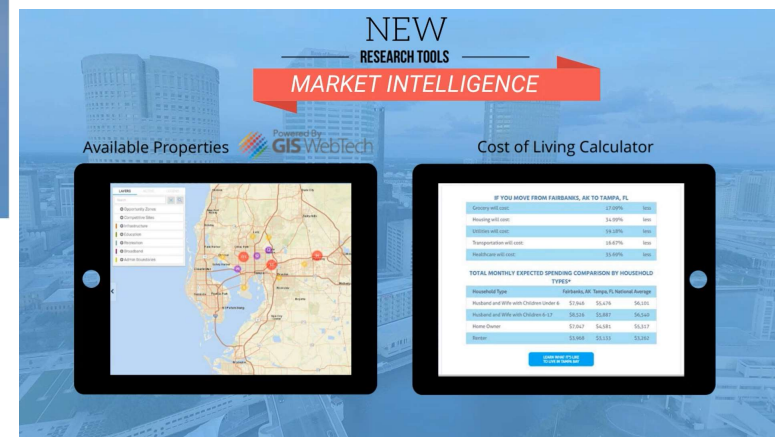
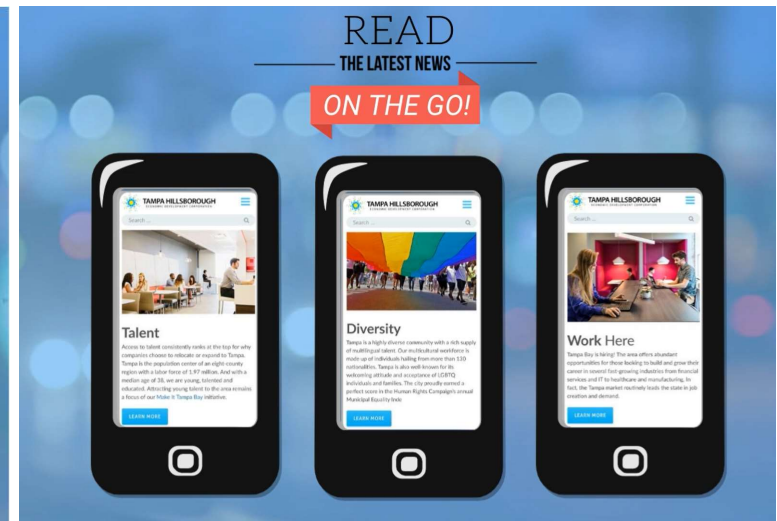


**GROUPON®**



**Deloitte.**

# Marketing





# Marketing

## Florida Economic Development Week

**1,704 VIEWS**  
TAMPA BAY RANKINGS

#2 BEST STATE FOR BUSINESS

Tampa Hillsborough Economic Development Corporation

A video thumbnail showing a city skyline with a play button icon. A speech bubble on the left contains the text '1,704 VIEWS TAMPA BAY RANKINGS'. The video title is '#2 BEST STATE FOR BUSINESS'.

**4,796 VIEWS**  
STEINBRENNER FIELD  
ECONOMIC IMPACT VIDEO

A blue speech bubble containing the text '4,796 VIEWS STEINBRENNER FIELD ECONOMIC IMPACT VIDEO'.



TAMPA HILLSBOROUGH  
#FLEconDevWeek19

“Tampa is a great place to work, live, and raise a family – we have a strong business climate, are constantly innovating, and enjoy a lifestyle that has something for everyone. With a strong business climate, Hillsborough County offers a great quality of life and a variety of industries, and has a host of top companies, such as Frontier, located here.”

Melanie Williams  
Senior Vice President Operations, South Region

Frontier COMMUNICATIONS

A social media post with a yellow background. It features a quote from Melanie Williams, Senior Vice President Operations, South Region at Frontier Communications. The Tampa Hillsborough logo and hashtag #FLEconDevWeek19 are at the top.

**12 TESTIMONIALS**  
from local business leaders received

**521** likes / hearts

across @TampaEDC social channels

A graphic with a grey background. It features the text '12 TESTIMONIALS from local business leaders received', '521 likes / hearts', and 'across @TampaEDC social channels'. There are icons of a red heart and a blue thumbs up.

“Like the Port in our mission to attract global shipping interests and cargos, the EDC is introducing this community to global, international companies that are looking to do business in the United States, with Tampa and Hillsborough County as a gateway. We truly feel as though we are all partners, working together to grow the local economy.”

Paul Anderson  
President & CEO

PORT TAMPA BAY

A social media post with a yellow background. It features a quote from Paul Anderson, President & CEO of Port Tampa Bay. The Port Tampa Bay logo is at the bottom.



# Marketing

## Make it Tampa Bay Campaign



CAPTIVATE OFFICE BUILDING VIDEO: BOSTON, NEW YORK, DALLAS (63 BUILDINGS)



LOCAL OUTREACH: SYNAPSE INNOVATION SUMMIT



SPOTIFY: AUDIO & COMPANION BANNER



LADDERS E-MAIL: ADDING SAN FRAN

# Marketing

## Media Relations

### Why Everyone Is Moving to Tampa Right Now (And You Might Want to Join Them)

Tampa's comeback story is one for the ages.



**MATADOR**  
network

### Yes, There's Startup Funding in Florida. Here's Where to Find It

Tampa is emerging as a future destination for startups, not just retirees.

**Inc.**

### How to turn your Tampa business trip into the best mini-vacation



Matthew Meltzer

# Marketing

## Media Relations



Law giant Baker McKenzie signs big office deal in downtown Tampa



Plant City company converts trash into fuel for other industries



NEXTPATH CAREER PARTNERS & USF



DTCC & SITEREADY



CHAPPELLROBERTS & BENEFICIAL BLENDS



# Marketing

## Media Relations



### Column

## What Tampa Bay learned from Amazon contest

Just as the dust began to settle from the frenzy that was Amazon's HQ2 selection, a new plot twist occurred: New York was dropped over the incentives controversy. I'm not interested in disparaging other markets, rehabbing our own bid or making another case for Tampa Bay. But I would like to share some important lessons learned from Amazon's unusual process.



CRAIG J. RICHARD

#### 1. Talent is king

As was the case with Amazon, access to a strong and deep talent pool is the No. 1 priority for companies seeking to relocate or expand in a new market. Not many metro areas can offer the quantity of tech workers that Amazon was seeking for HQ2, which is why it was split into two-and-a-half pieces: Arlington, Long Island City, and Nashville. To put it in perspective, a typical expansion project for a center that requires the diversity of talent that Amazon was looking for is several hundred, maybe a thousand jobs. For example, last year global law firm Baker McKenzie announced plans to create 900 more jobs



Times Staff

**Tampa has excellent infrastructure: smart city technology, a great airport, and Florida's largest port.**

backing up to Amazon's door to unload cold hard cash, some government leaders and residents were still shocked and angry about the \$3 billion-dollar incentive package assembled to attract one of the world's most valuable companies. This investment

is a local economy. Companies that satisfy the requirements get a refund after they deliver what they promised — typically, high-wage jobs and capital investment in a community. If no jobs or investments are made, no refund is awarded.

employees, and much more.

**3. Tampa Bay can compete for the big deals**  
The HQ2 process proved we can come together as a region to compete against some of the country's largest markets. When you boil it down, HQ2 is just a catchy way to brand a shared services center. And Tampa is ground zero when it comes to such centers that house corporate operations like finance, HR, marketing and IT. Major global companies like Amgen, Bristol Myers-Squibb, Citibank, DTCC, MetLife, and USAA have set up "HQ2s" in Tampa and continue to expand here thanks to our excellent talent pool, pro-business climate, low taxes, collaborative community spirit, and enviable quality of life.

There are still more investments we need to make to win the war for talent. We must address our transportation woes and support our K-12 education systems — issues that our residents voted to invest in last November. We have excellent infrastructure: smart city technology, a top-rated airport, and Florida's largest port — but we must continue to invest in these economic engines to maintain our competitiveness.

As I said, this isn't an attempt to not Amazon to



# Forbes

# MarketWatch



**TAMPA HILLSBOROUGH**  
ECONOMIC DEVELOPMENT CORPORATION



**TAMPA BAY**  
ECONOMIC PROSPERITY  
FOUNDATION

**Colleen Chappell**  
CEO, ChappellRoberts

**2019 Tampa Bay Economic Prosperity Foundation Vice Chair**



# President's Report

**Craig J. Richard, CEcD, FM**  
**President & CEO**  
**Tampa Hillsborough EDC**



# Operations Update

## I. Finance & Administration

- ✓ Strong Year over Year Performance

## II. Business Development

- ✓ 4 Announcements
  - Jobs - 162
  - Capital Investment - \$129MM
- ✓ Project Pipeline
  - 91 projects
  - 9 projects in final stages (691 jobs, \$89MM cap ex)

## III. International

- ✓ Next Export Mission: Brazil, August 12



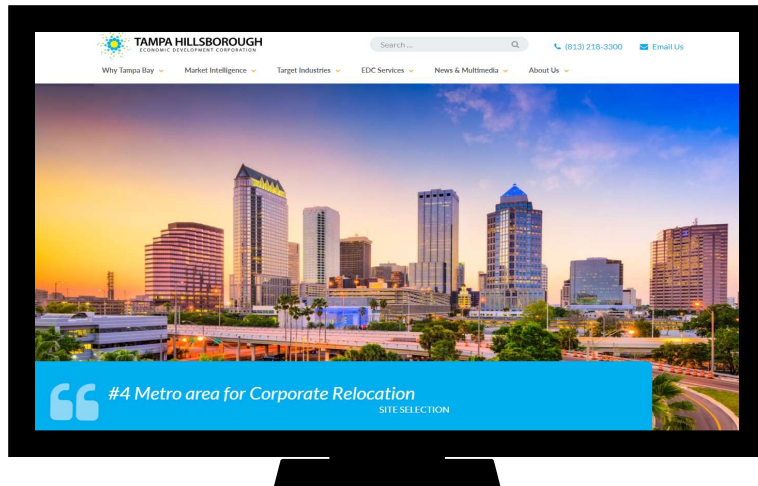
## IV. Investor Relations

- ✓ Retention Rate 97%
- ✓ Survey Results \_\_\_% (preliminary)

# Operations Update

## V. Marketing

- ✓ Website Refresh
  - Simplified Navigation
  - New GIS Interface
  - Investor Portal
  - Infographic Rich



## VI. 3-Year Strategic Plan Underway

- ✓ Kicked Off – March 26
- ✓ Thank you to Sponsors
  - Hillsborough Community College
  - Strategic Property Partners
  - Port of Tampa Bay
  - United Way
- ✓ Interviews scheduled
- ✓ Final draft due August 11



# Investor Announcements



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- NCAA Honors USF President and Tampa Hillsborough EDC Chair Dr. Judy Genshaft with Living Legend Award
- Moffitt Cancer Center's Dr. Alan List among inductees in the Florida Inventors Hall of Fame and selected to join The Florida Council of 100
- Dr. Ken Atwater to receive 2019 Diverse Champions Award on April 18
- TGH receives reverification as a level 1 trauma center



# Investor Announcements

- GTE Financial received two prominent awards from the Credit Union National Administration (CUNA)
- Joe Lopano was named director of the year, large airport by Airport Experience News
- Congratulations to the TBBJ Tampa Bay's 2019 Best Places to Work honorees



TAMPA BAY BUSINESS JOURNAL



2019 BEST PLACES TO WORK



## Save the Dates – Invitations Coming Soon

- **Thursday, May 2, 4:30 – 6:30 pm, Steinbrenner Field**  
2019 Real Estate Forum
- **Thursday, June 6, 5:30 – 7:30 pm**  
Meet the Projects – Sponsored by Fifth Third Bank
  - Learn more about the companies that have recently relocated to Tampa/Hillsborough or expanded in our market. You'll hear directly from the executives involved in these deals about their plans to grow here
- **Tuesday, October 29, 5:00 – 8:30 pm**  
2019 Annual Meeting, Straz Center for the Performing Arts
  - Interested in sponsoring Annual Meeting? Contact Michelle Bauer at [mbauer@tampaedc.com](mailto:mbauer@tampaedc.com).

**THANK YOU!**

