Board of Directors Orientation

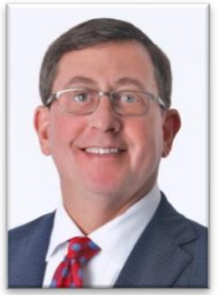
TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

FY 2019 Executive Officers

CHAIR
Judy Genshaft, Ph.D.
President,
University of
South Florida

VICE CHAIR
Marie Chinnici-Everitt
Managing Director,
The Depository Trust &
Clearing Corporation

SECRETARY/
TREASURER
Jim Weiss
Tampa City President,
Fifth Third Bank



GENERAL
COUNSEL
David Weinstein
Managing
Shareholder,
Tampa Office
Greenberg Traurig

Senior Management Team

Craig Richard CEcD, FM
President & CEO

Michelle Bauer
Chief Operating Officer

Steve Morey
SVP of Business Development

Anysia McDowell
VP of Investor Relations and Development

Nealy Wheat CAE
Controller

MISSION

Our mission is to develop and sustain a thriving local economy by focusing on the attraction, expansion and retention of high wage jobs and capital investment.

VISION

We are recognized nationally as a community transformed by job growth, business innovation and international trade.

VALUES

VISION | We think big
COLLABORATION | We engage in teamwork
RESULTS | We hold ourselves accountable
PRIDE | We believe in our community
INTEGRITY | We do the right thing

Economic Development 101

The Basics of Economic Development
Theory and Practice

Economic Development …the definition

- Economic Development is a program, group of policies, or activity that seeks to improve the economic well-being and quality of life for a community, by creating and/or retaining **jobs** that facilitate growth and provide a stable tax base.

Source: International Economic Development Council (IEDC)

TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

How ED Creates Prosperity

Companies that serve markets greater than Tampa Bay

Direct Jobs

Indirect Jobs

Induced Jobs/Spending

Programs, Policies and Activities

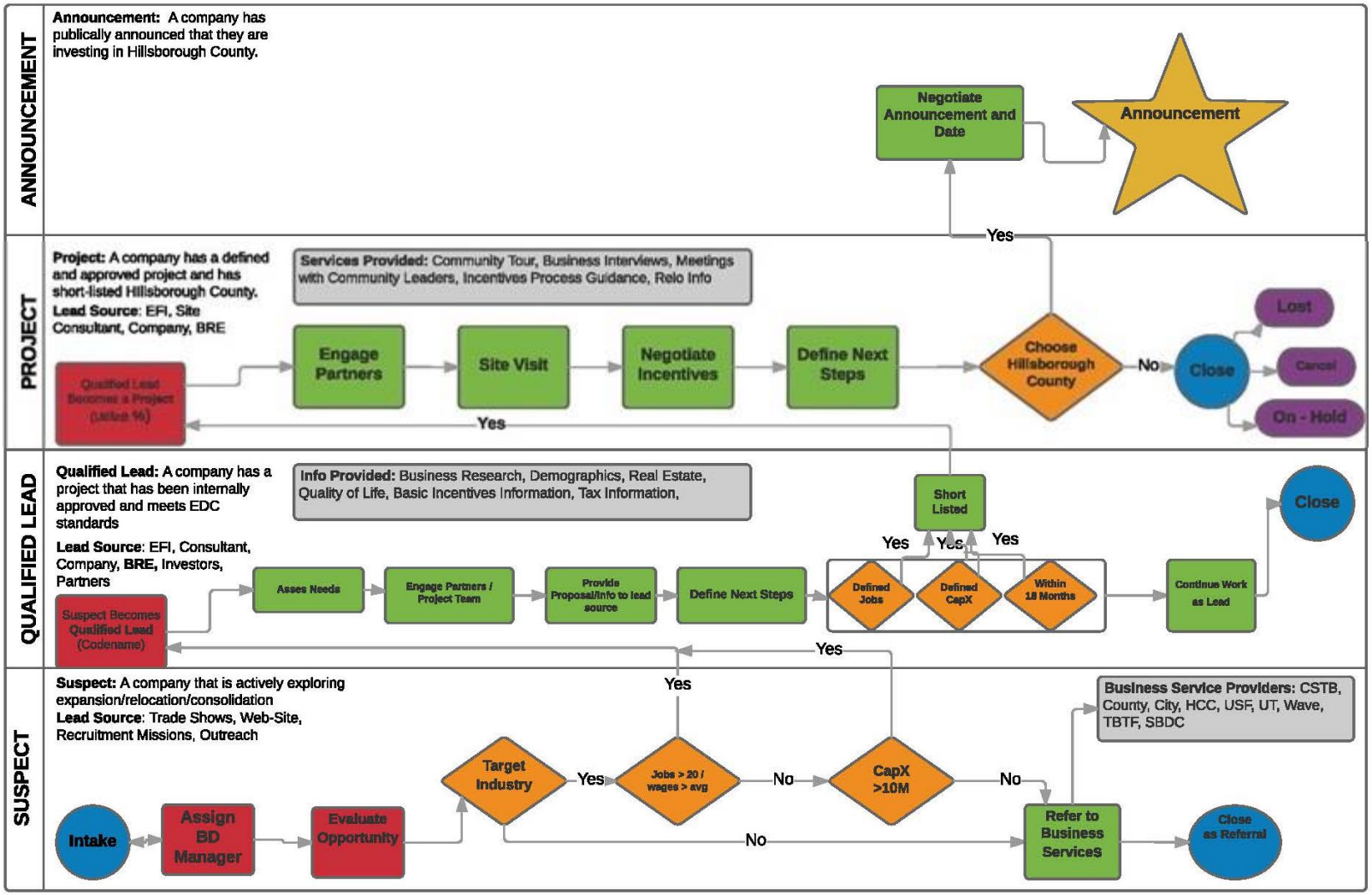
- Programs
  - Business Retention and Expansion
  - Export Initiatives
  - Talent Attraction
  - Marketing and Communications
    - Social Media
    - Public Relations
    - Events
- Policies
  - Incentives
  - Regulations
  - Taxes
- Lead Generation Activities
  - Business development missions
  - Tradeshows/Conferences
  - Fam Tours
  - Press Trips – Inbound/Outbound

TAMPA HILLSBOROUGH ECONOMIC DEVELOPMENT CORPORATION

FY2017-2019 STRATEGIC PLAN

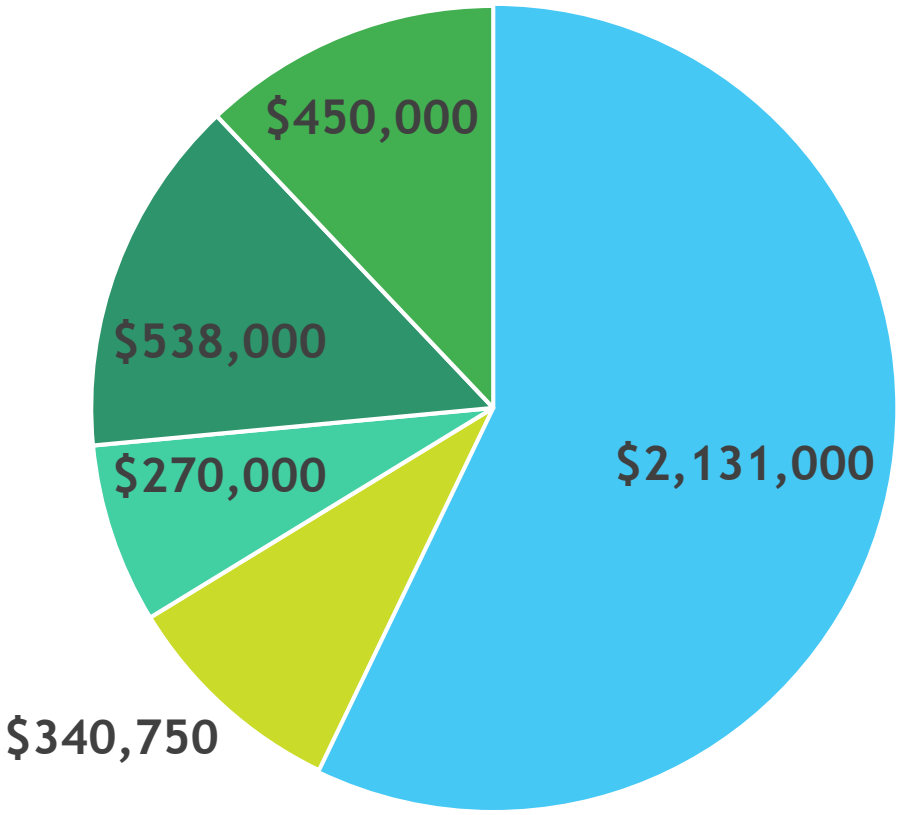
TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

How the EDC works projects



TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

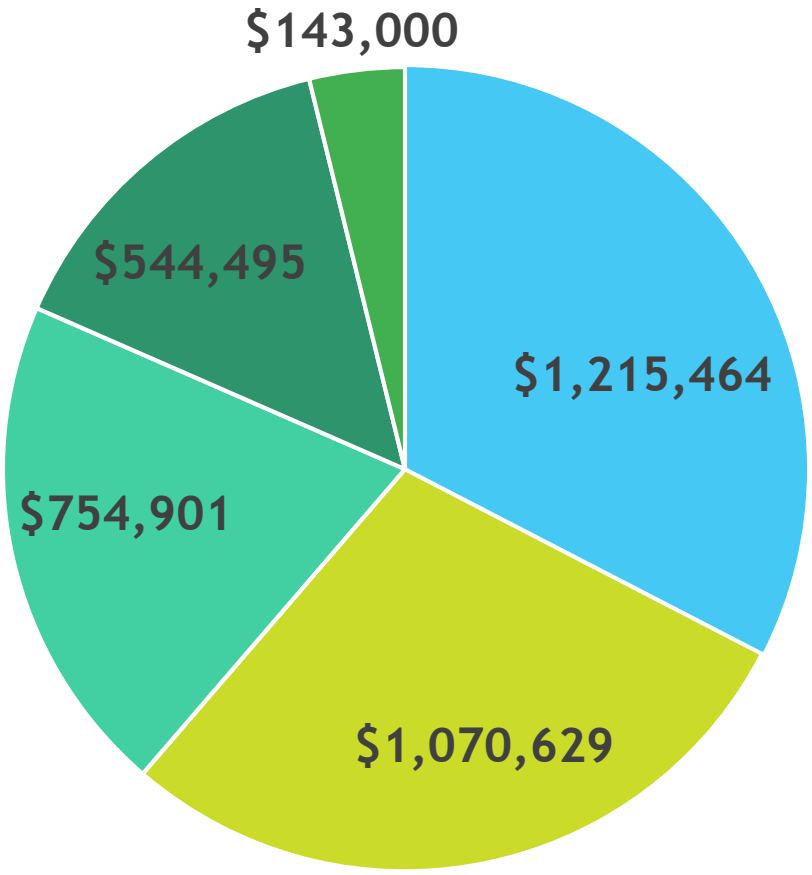
THEDC Sources of Funding



- Investor Funding: 57%
- Events/Missions/Special Projects: 9%
- Grants: 7%
- City of Tampa: 14%
- Hillsborough County: 12%

Total Revenue **$3,729,750**

THEDC Budgeted Uses FY ‘19



- Marketing & Communications: 33%
- Business Development: 29%
- Operations & Administration: 20%
- International Business Development: 15%
- Event Expenses: 4%

Total Expenditures **$3,728,489**

Board Member Job Description and Agreement

Directors and Officers Insurance

Conflict of Interest Policy

Whistleblower Policy

Investor Benefits, Standing Committees & Directory

Investor-Only Portal
(Under Construction)

Proposed Meeting Schedule

	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun 19	July 19	Aug 19	Sep 19
Board of Directors		Orientation Nov 7 9:00am		Jan 22 9:30am			Apr 16 10:00am				Aug 21 9:30am	
Executive Committee		Nov 29 9:30am				Mar 26 9:30am			Jun 25 9:30am			Sep 24 9:30am
Compensation Committee	Oct 29 1:30 pm											
Nominating Committee									Jun 25 8:00am			
Marketing Committee		Nov 29 8:00am		Jan 22 8:00am		Mar 26 8:00am			Jun 25 8:00am			Sep 24 8:00am
Investor Dev Committee		Nov 29 8:00am		Jan 22 8:00am		Mar 26 8:00am			Jun 25 8:00am			Sep 24 8:00am
Business Dev Committee		Nov 29 8:00am		Jan 22 8:00am		Mar 26 8:00am			Jun 25 8:00am			Sep 24 8:00am
International Committee				Jan 22 8:00am		Mar 26 8:00am			Jun 25 8:00am			Sep 24 8:00am
Events	Annual Meeting Oct 9	Small Group Lunch Nov 5		Meet the Projects TBD	ED Talks! TBD	Small Group Lunch TBD	Mid Year Report April 16	ED Talks! *Industry* Small Group Lunch TBD	Meet the Projects TBD			Small Group Lunch TBD

TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT CORPORATION

Thank You

Contact any of us if you have questions