



TAMPA / HILLSBOROUGH

By Janet Ware

Building on its strengths as a trade, technology and financial hub, Tampa-Hillsborough County is a region on the rise.

BY THE NUMBERS

Industry giants taking notice of Tampa-Hillsborough's distribution clout:

Home Depot:

Adding to its 800,000-sq.-ft. ecommerce distribution center in Plant City with a 400,000-sq.-ft. warehouse in Gibsonton

Ace Hardware Corporation:

Upsizing its Tampa-based Retail Support Center at a new 315,000-sq.-ft. facility based in Plant City

Amazon:

Opening a 633,000-sq.-ft. fulfillment center in Temple Terrace



WATER STREET TAMPA

READY AND RESILIENT

On January 1, 2020, Tampa-Hillsborough's future couldn't have looked brighter ... and those celebratory fireworks raining down over Channelside at one minute past midnight weren't the only reason.

Tampa had closed out 2019 with a bang. At Water Street Tampa, Strategic Property Partners' innovative live-work-play development, a \$200-million JW Marriott luxury hotel was taking shape alongside "1001 Water Street," the first new trophy office tower to be built downtown in almost three decades. Along I-275, near Raymond James Stadium, the first phase of Midtown Tampa, a \$550-million, 22-acre mixed-use development combining office, retail, residential, entertainment and hospitality was nearing completion. And just a few miles up the road, toward the University of South Florida, plans were underway to transform the old University Mall on the edge of campus into an Uptown Innovation District.

Tampa International Airport had just come off of its best year yet and business was brisk at Port Tampa Bay. Tourism in Tampa-Hillsborough was at an all-time high with more than 24.5 million visitors logged in 2019. And with the annual Gasparilla Pirate Festival just four weeks away and preliminary preparations well in hand for Super Bowl LV, coming to Tampa in 2021, there seemed to be no end to this city's good fortune.

Until there was. And it came in the form of a global pandemic that would confine the residents of Tampa-Hillsborough to their homes for a few weeks and force everyone to think about the places we live and the work we do in new and unusual ways.

SIMPLY UNSTOPPABLE

TAMPA-HILLSBOROUGH

Living and working in Tampa-Hillsborough isn't quite like being on vacation every day, but it comes pretty close. Yes, there are theme parks and beaches and warm breezes in January. But there is also a vibrant mix of Fortune 500 companies, sassy tech start-ups, world-class health care facilities and serious educational options. And, hey, if a pandemic couldn't faze Tampa, nothing will.





MAP TERESANNE COSSETTA RUSSELL

At the time of the community-wide shut-down, Tampa had something like 52 major projects in the works plus a Super Bowl to get ready for in 2021 and, says Mayor Jane Castor, “we never really thought of stopping our development.”

And so the 52 projects that were already underway continue to move forward. “Those are hotels, those are office space, those are things that we’re going to fill up,” says Mayor Castor, “and whenever you look at anybody’s deadline it’s always not a numerical date, it’s Super Bowl.”

Tampa is, of course, no stranger to hosting Super Bowls, especially those that take place during trying times. The 1991 game was played in Tampa during the Gulf War, and the 2009 game took place here in the midst of the Great Recession. The upcoming 2021 event, while highly anticipated and sure to generate significant media coverage, will be a little different in that due to coronavirus concerns, there may be limits on pre-game events and the number of people who can attend. Nevertheless, Tampa is gearing up for Super Bowl business as usual and both Water Street Tampa

HILLSBOROUGH COUNTY AT A GLANCE

1,471,968	Population
750,269	Labor force
2,035,146	Households
\$49,730	Per capita income



TOP LEFT: DOWNTOWN TAMPA / ABOVE AND RIGHT: YBOR CITY IN TAMPA

TAMPA / HILLSBOROUGH

and Midtown Tampa have timed the opening of several buildings within their developments to coincide with the big game. In fact, the 26-story JW Marriott, which is expected to open in late fall 2020, was designated the official Super Bowl host hotel clear back in 2018.

And the fact that those stands might not be filled to capacity doesn't bother the mayor one bit.

"It's like when we hosted the RNC," (the Republican National Convention, which came to Tampa in 2012), she says. "We wanted that coverage to show

what's great about this community. Same thing when the Super Bowl comes. Even if those stands aren't completely full, there are still going to be millions of people worldwide watching Tampa."

And that's the point, according to Mayor Castor. "We want everyone to know the paradise we live in and how welcoming we are. What a great quality of life we have, what a great place this is to start a business, to grow a business, to move your organization."

It's what
Tampa Bay does
today that counts
the most.



We're proud to be part of Tampa Bay's past, present and future. And proud of what our neighbors are doing today to make our community a great place to call home.

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DID YOU KNOW?

TAMPA IS:

The 5th Best Place to Start a Business
-WalletHub

The Most Livable City in America
-U.S. Conference of Mayors

The 4th Most Family Friendly City
in the U.S.
-Homes.com

The 6th Best Place for First-Time
Homeowners
-WalletHub

AND ACCORDING TO LONDON-BASED IHS MARKIT:

In 2020, Tampa had the second
highest small business job growth
in the nation.



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Once again, Tampa General Hospital was named one of America's Best Hospitals and named the #1 Hospital in Tampa Bay by *U.S. News & World Report*. Our strong collaboration with our private practice physicians, USF Health Morsani College of Medicine, Tampa General Medical Group physicians and our dedicated team of nurses and health care professionals continues to make this award-winning care possible. Even in the most trying of times.

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DESIGNATED HIGH-PERFORMING

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- Neurology & Neurosurgery
- Pulmonology & Lung Surgery
- Urology

FLYING HIGH

TAMPA INTERNATIONAL AIRPORT

2019 was another banner year for Tampa International Airport, which handled a record 22.5 million passengers and 220.9 million tons of cargo while averaging 298 aircraft departures daily. In 2020, on the other hand, as coronavirus spread across the country, passenger traffic at TIA plummeted. It wasn't until late September that some truly good news arrived: Tampa was named one of two second-best large airports in America in J.D. Power's annual airport satisfaction survey. And as more and more domestic flights return and international markets reopen, TIA continues to make progress on construction projects launched before the pandemic, including SkyCenter One. The nine-story, 280,000-sq.-ft. office tower that will connect to the TIA main terminal by train was topped out over the summer and is expected to be fully completed by spring 2022.



SKYCENTER ONE



LONE STAR STATE DOCKS
AT PORT TAMPA BAY.

GETTING IN, GETTING AROUND

Logistics and distribution is one of Tampa-Hillsborough's most vibrant industry sectors, which should come as no surprise. This region has all the right assets – Florida's largest seaport by size and tonnage; a top-rated international airport; and an interstate highway network directly linking Tampa-Hillsborough to Miami, Orlando, Jacksonville, Pensacola and all points beyond, putting 34 million consumers within an 8-hour drive. In 2020, despite some operational adjustments and revenue declines brought on by COVID-19, all three of these vital assets continue to move Tampa-Hillsborough forward at record pace.

Consider Port Tampa Bay, for example, which, early in the coronavirus pandemic, lost all its cruise business – 23% of its gross revenue. That kind of loss could have crippled some ports, but because Port Tampa Bay operates with one of the industry's most diverse portfolios, any downturns the port experienced were short-lived, according to Port CEO Paul Anderson. In June 2020, for example, Port Tampa Bay logged 147 ship calls compared to 152 the previous year.

Business at Port Tampa Bay, which celebrated its 75th anniversary in June 2020, has remained steady throughout the summer and into the fall. In June, the port received a \$19.8-million INFRA grant from the U.S. Department of Transportation to expand its container capacity by 60%.

And while some capital projects had to be put on hold during the early weeks of the pandemic, business development has continued. In August, the port entered into a deal with iconic boat manufacturer Bertram Yachts to move its corporate

headquarters and manufacturing facility from south Tampa to Pendola Point at Port Tampa Bay.

And there's travel by roadways to consider too. Like any bustling metropolitan area, Tampa-Hillsborough is an especially busy place on weekday mornings and afternoons. And while the Hillsborough Area Regional Transit Authority (HART) serves much of the city by bus and there is talk of establishing a mass transit system, the primary mode of transportation for commuters here remains the automobile. And the preferred route? The Lee Roy Selmon Expressway, an electronic toll road that cuts across the county from east to west.

On a daily basis, some 195,000 trips are made into and out of the city of Tampa via the Selmon Expressway, according to Joe Waggoner, executive director of the Tampa Hillsborough Expressway Authority. "That translates into more than 60 million trips a year," he says.

"Take a ride along the Selmon from one end to the other and you'll see what I mean – billions of dollars in growth that has happened over the last five years," he adds, citing developments like TopGolf, USAA, Water Street and Coca-Cola's soon-to-come \$300-million facility positioned in close proximity to the Selmon.

Waggoner expects that the \$250-million extension to the Selmon that is currently underway in south Tampa will result in many more billions of dollars in new housing and commercial development. "We expect that to be open in the spring of 2021," he says, "and then you'll have a non-stop trip from I-75 in the Brandon area all the way over to Pinellas."



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WHO'S HERE

OTHER MANUFACTURERS GROWING IN TAMPA-HILLSBOROUGH INCLUDE:

Advanced Airfoil Components: a joint venture between Siemens USA and Chromalloy, hiring more than 40 manufacturing and engineering positions at its 210,000-sq.-ft. advanced manufacturing facility in Gibsonton.

Anuvia Plant Nutrients: headquartered in Orange County, entering into a long-term strategic relationship with The Mosaic Company to reopen a shuttered Plant City facility and hire 130+ for the manufacture of fertilizers for the agriculture, turf and lawncare industries.

Beneficial Blends: a leading co-packer partner for private brand organic, natural and conventional food manufacturing, in 2020, celebrating 10 years of continued growth since its founding in Tampa.

Bolder Athletic Wear: which began life in 2008 as SparkleSkirts, makes all kinds of athletic wear in addition to skirts, including shorts, capris and leggings for women as well as lines for men and children.

Bertram Yachts: which relocated to South Tampa in 2016 and is on the move again. The iconic boat manufacturer has entered into a deal with Port Tampa Bay to move its headquarters to Pendola Point near Berth 21.



SOUTHERN MANUFACTURING TECHNOLOGIES

HIDING IN PLAIN SIGHT

Did you know that Tampa is home to the world's second largest independent provider of aviation training services? Probably not, because CAE USA, which manufactures flight simulators for military and civil planes, keeps a somewhat low profile.

More than 27,000 people are employed in Hillsborough County's manufacturing sector, and the commodities they have a hand in producing include eye care products, building materials, athletic wear, fabricated steel, machinery, fertilizers, flight simulators and luxury yachts.

One of the most prominent to recently headquarter here is The Mosaic Company. The firm, which has locations on four continents, moved its base of operations to the Bank of America Plaza in downtown Tampa in 2019. Tampa Tank-Florida Structural Steel (TTI-FFS) opened here in 1953. Southern Manufacturing Technologies, which makes precision machine components and assemblies for the aviation/aero-space and defense industries, was established in Tampa in 1983. And Dublin, Ireland-headquartered James Hardie, a building products manufacturer, opened a manufacturing facility in Plant City in 1994.

CAE USA broke ground on its new state-of-the-art U.S. headquarters adjacent to Tampa International Airport in fall 2019. Slated for completion in 2022, the new 290,000-sq.-ft. facility will be home to more than 600 Tampa-based



J.C. NEWMAN CIGAR COMPANY IN YBOR CITY HAND ROLLS CIGARS SHIPPED AROUND THE WORLD.

CAE USA employees with the capacity to add 150 more. "We're excited to grow and expand to a new state-of-the-art facility," says CAE USA President and General Manager Ray Duquette. "It will help us attract and retain the world-class workforce we need to develop advanced training solutions for the men and women in our defense forces."

AND COMING ON STRONG, THESE MANUFACTURING NEWCOMERS:

- Incofil, a Colombia-based industrial filter manufacturer, launching its first U.S. operations in Tampa under the name Delasierra Filters Technology
- Aero Simulation Inc. (ASI), providing support and upgrades for existing training devices as well as the manufacture of new full flight and part task training devices primarily for Department of Defense and Department of Homeland Security personnel



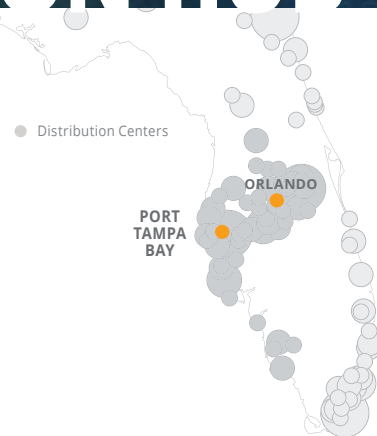
NEW HEADQUARTERS OF CAE USA OPENING AT TAMPA INTERNATIONAL AIRPORT IN 2022



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TAMPA'S TECHNOLOGY SECTOR COMES INTO ITS OWN

For the first time ever, Tampa has cracked CompTIA's list of the nation's top 20 best cities for technology workers.

With more than 52,000 technology-related jobs, Tampa has bested Orlando, Miami and Jacksonville to be named Florida's top tech market ...and that market is growing! Since late December, 2019, four tech companies from as far away as Boston, Washington, D.C., Washington state and the United Kingdom have announced plans to open sites in Tampa; and four other tech firms that are already located here are growing in size.

For Jill St. Thomas, executive director of Tampa Bay Tech Forum, a synergistic community of more than 100 tech companies across the Greater Tampa Bay area, all of this increased activity comes as no surprise.

"There's a spotlight on Tampa Bay. People are seeing that we have a really interesting vibe and a lot of unique areas to live, work and play in." And while the coronavirus pandemic has brought relocation activity in some business sectors and cities to a halt, St. Thomas remains optimistic about Tampa. "We are a really resilient community," she says, "and over the next 12 to 24 months, I think we're going to see a lot of positive growth."

TECH NEWCOMERS PUTTING DOWN ROOTS IN TAMPA INCLUDE:

- **iO Associates**, an information technology and digital staffing firm based in the United Kingdom, bringing cloud technology staffing expertise and 40 jobs to downtown Tampa with the launch of its first U.S. office.
- **TheIncLab (TIL)**, hiring up to 15



DRIFT'S DOWNTOWN TAMPA OFFICE

developers and engineers over the next 12 months as it opens a new human-centered Artificial Intelligence Experience (AI + X) lab – its third nationwide – in Ybor City.

- **Drift**, opening its fourth U.S. office in downtown Tampa. This Boston-based company is the originator of "Drift," a Conversational Marketing Platform that combines chat, email, video and automation to make the B2B buying process frictionless. In addition to its Boston headquarters, Drift has offices in San Francisco and Seattle and aims to grow its Tampa-based team to 100 employees by 2021.
- **Fisher Investments**, opening its first East Coast office at the Tampa Bay Park corporate center near Raymond James Stadium with the goal of having 600 employees. An independent, fee-only investment advisory firm, Fisher manages \$123 billion in assets and, in addition to Florida, has U.S. locations in Texas, Washington and California.
- And coming soon from Canada: **CodeBoxx Technology**. This firm, which offers a 16-week, full-time coding course with the promise that any participant who completes it is guaranteed a job, is planning a relocation to either Tampa or St. Petersburg in 2021.

Meanwhile, four companies that are already prominent fixtures in Tampa's tech sector are growing in place and, in at least one case, overseas:

FAST FACTS

Here's how Tampa's tech sector measures up nationwide:

No. 1 small tech market in North America
(CBRE's Annual Tech Talent Report)

No. 2 best city for young entrepreneurs
(Forbes/NerdWallet)

No. 3 best city for small businesses
(Lending Tree)

- Cybersecurity giant **ReliaQuest**, which was founded in Tampa in 2007, plans to hire 100 employees at its Tampa headquarters by the end of 2020.
- Health care information technology firm **Avalon Healthcare Solutions** is expanding its corporate office in Tampa and adding more than 40 jobs in IT, data analytics, database management and finance.
- The California-based biotechnology company **Amgen** is adding 33,000 square feet to its Tampa office, where more than 300 employees handle the company's finance, human resources and IT work.
- **A-LIGN**, a cybersecurity and privacy compliance solutions provider, has opened an office in Sofia, Bulgaria, its first international expansion. Over the last year, A-LIGN has added more than 100 new employees and 800 new clients globally.

ONE UNIVERSITY



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academic year
The Chronicle of Higher Education



USF Morsani College of
Medicine achieved the **HIGHEST
MCAT SCORE** in Florida
Association of American Medical Colleges-2019



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U.S. News and World Report



USF is one of 56 public research
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both a **DOCTORAL UNIVERSITY** with
“**HIGHEST RESEARCH ACTIVITY**” and as
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HIGHER EDUCATION

University of South Florida

University of Tampa

St. Leo University – Tampa Center

Hillsborough Community College

BY THE NUMBERS

IN TAMPA:

37.3% of the population hold a bachelor's degree or higher

75% of graduates at local post-secondary institutions end up staying in Florida – the majority within the Tampa Bay Region

And college grads are apt to fare better here than in Orlando or Miami according to Apartment List's 2020 "Best Metros for College Graduates," citing Tampa's average salaries, lower rents and greater than average satisfaction among people in their 20s.

Sources: Apartment List; Tampa Bay Economic Development Council; U.S. Census Bureau



THE UNIVERSITY OF SOUTH FLORIDA

EDUCATIONAL OPTIONS DESERVING OF AN A+

When companies go "shopping" for potential relocation sites, one of their primary considerations is talent: "How large is the labor force and does it offer the skills I need?" Tampa-Hillsborough scores high on both fronts with a labor force and educational institutions that are nationally and internationally ranked.

Most prominent among these is, of course, the University of South Florida, which over the past 10 years, has risen faster in U.S. News & World Report's public university rankings than any other school – in 2020, cracking the top 50 for the second year in a row at No. 46 and barely missing the top 100 overall institutions with a score of 103 among national universities. Serving a combined total of more than 50,000 students in Tampa, St. Petersburg and Manatee-Sarasota, USF leads the State University System in Performance Based Funding and is a veritable research powerhouse.

In FY2019, USF was awarded a record \$525.4 million in research contracts and grants. According to the National Institutes of Health, every \$1.00 in research funding brings in \$2.21 in local economic growth, which means that USF's 2019 research funding alone supported more than 5,900 jobs and generated more than \$1 billion in local economic growth. New technologies patented by USF faculty include ear recognition technology, an alternative to fingerprints and face and iris recognition; devices and methods for measuring blood coagulation; and ammonia removal in freshwater and saltwater.

USF entered a new era this year with the merger of its three campuses – Tampa, St. Petersburg and Manatee-Sarasota – into

one. Paving the way and working largely behind the scenes to accomplish that merger was USF President Steve Currall.

With its signature minarets and National Historic Landmark status, the University of Tampa is a jewel in this city's educational crown. Offering more than 200 academic programs and a diverse student body of which some 1,400 are international, UT is making a name for itself in both academic and nonacademic circles.

UT's Sykes College of Business has been named to Bloomberg's best business schools list for four consecutive years. Its entrepreneurship program, ranked among the nation's top 50 by The Princeton Review and Entrepreneurship magazine, is a major source of talent for businesses in the Tampa Bay region, says Sykes Dean Frank Ghannadian. "When I first came here 13 years ago, we had 1,500 students; now we're close to 4,000, just in the College of Business." And, it seems, after completing their studies, those students are sticking around. "About 40% of our graduates remain and get employed within a 40-mile radius of Tampa Bay," he adds.

ROUNDING OUT TAMPA'S COMPLEMENT OF HIGHER EDUCATION OPTIONS ARE:

- St. Leo University, with a Tampa Education Center in the Channelside District, offering flexible class schedules tailored to busy adult students and a variety of disciplines.
- Hillsborough Community College, with five campuses across Hillsborough County, is the second largest higher education institution in Hillsborough County by enrollment.



THE UNIVERSITY OF TAMPA

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WATER STREET TAMPA



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WATER STREET
TAMPA



HEALTH CARE THAT IS SECOND TO NONE

Tampa-Hillsborough health care has risen to the top over the last few months and for, perhaps, a sizeable portion of the foreseeable future.

When USF's Morsani College of Medicine and Heart Institute moved into its new 13-story building in downtown Tampa in mid-January 2020, the 395,000-square-foot facility was to serve as a hub for approximately 1,800 USF students, faculty and staff to live, work and study in close proximity to the college's primary teaching hospital, Tampa General. By early March and together with USF Health's 900-physician member medical practice, Morsani College and Tampa General would become ground zero for the fight against COVID-19 in Tampa-Hillsborough.

Says Dr. Charles Lockwood, dean of the Morsani College of Medicine and senior vice president of USF Health, "We're very proud of the fact that our pulmonary intensive care and infectious disease doctors and hospitalists at Tampa General Hospital have achieved one of the lowest mortality rates for some of the sickest COVID patients on the planet."

A key to achieving those low mortality rates, says Dr. Lockwood, was the close relationship that developed between USF Health and Tampa General Hospital.

And out of that dual focus on critical care, says Stacey Brandt, Chief Strategy and Marketing Officer at Tampa General Hospital, has come innovative approaches to COVID aftercare. Among them: the COVID-19 Confirmed ("CoCo" for short) Clinic, a joint effort between USF Health and Tampa General to ensure that COVID patients receive continuity of care after discharge from the hospital. Also in the



CARDIOVASCULAR SURGERY AT
TAMPA GENERAL HOSPITAL

works: an infectious disease hospital on the grounds of Tampa General.

One aspect of COVID-19 that hasn't received a lot of media attention is its personal cost on patients, says David Pizzo, Market President-West Region of Florida Blue, the largest health insurer in Florida.

On the patient side, he adds, "We're very strong in trying to educate people that there are still good options available even if you've been displaced by your employer, can't afford COBRA or your income has changed considerably."

Tampa General, this region's only Level I trauma and comprehensive burn care center, remains one of the nation's busiest adult solid organ transplant centers, logging 585 transplant procedures in 2019. And University of South Florida's CAMLS – Center for Advanced Medical Learning and Simulation – continues to provide state-of-the-art, hands-on learning opportunities for practicing physicians and medical students alike.

Elsewhere in the city, Moffitt Cancer Center, one of only two National Cancer Institute-designated Comprehensive Cancer Centers in Florida, has broken ground on a 10-story, \$400-million surgical hospital near its main facility that will expand its patient capacity by 65%.

Tampa-Hillsborough's life sciences component, with nearly 900 life sciences/health care companies and some 43,000 employees, has remained active

AT A GLANCE

HEALTH CARE EXCELLENCE

Two Tampa-Hillsborough hospitals achieved top 50 rankings in multiple specialties on U.S. News & World Report's "Best Hospitals 2020-21" list:

Tampa General Hospital

Moffitt Cancer Center

too. Among those with new developments are:

- Amgen, a California-based biotechnology company, adding 33,101 square feet of office space at its Global Capability Center in Tampa's Westshore business district.
- Avalon Healthcare Solutions, expanding its corporate office in Tampa with the addition of more than 40 jobs in IT, data analytics, database management and finance.
- Soule Medical, a maker of disposable foam, reusable gel and other items used by health care workers and hospitals, growing its operations in Lutz with the addition of a 106,000-sq.-ft. manufacturing plant and warehouse, and
- Immertec, a visual reality medical training firm bringing on six new senior-level hires as the demand for its services has grown along with shifting health care priorities.



THE POWER OF COMMUNITY



\$1.3 BILLION
ANNUAL
ECONOMIC
IMPACT

94% of graduates were employed or continuing their education within one year of graduation.

190

academic programs.

84%

of our graduates stay in the Tampa Bay area.

47,000

students served each year.

\$4.80

higher earnings per student dollar invested.

17.9%

return for every dollar invested by the state.

BUILDING A TALENT PIPELINE FOR TAMPA BAY

For more than five decades, Hillsborough Community College is helping to drive the economic recovery of our region one student at a time.

HCC subscribes to equity, access, diversity and inclusion.

RESHAPING THE COMMERCIAL LANDSCAPE

Uptown, Midtown, all around the town, Tampa-Hillsborough's commercial real estate market is alive and well – some might even call it “explosive” – with three major developments in the works.

The most prominent and comprehensive of these is Water Street Tampa. Conceived and created by Strategic Property Partners, this 56-acre mixed-use development being constructed in downtown Tampa is the first neighborhood in the world to be certified as a WELL Community by the New York-based WELL Building Institute. Here, hotels are designed to be social hubs, homes to be personal sanctuaries and offices to be centers of productivity and innovation. Currently under construction is a JW Marriott Hotel, which is slated for completion well before the Super Bowl comes to town; “1001 Water Street,” a 20-story office tower;



1011 EAST CUMBERLAND AVENUE



WATER STREET TAMPA RISING

and soon, “Heron,” consisting of 420 rental apartments in twin 20-plus story towers with 40,000 square feet of retail space at street level.

The first phase of Water Street Tampa to be completed by late 2021, includes more than 4.5 million square feet across 12 distinct buildings. Full buildout of Water Street Tampa is anticipated by 2027. Once complete, the neighborhood will be home to approximately 9 million square feet of new commercial, residential, hospitality, entertainment, cultural, retail and educational spaces – all connected by pedestrian-friendly streets and lushly landscaped public spaces.

Meanwhile, Midtown Tampa, a 22-acre development just south of I-275 on the northeast corner of North Dale Mabry Highway and West Cypress Street, continues to take shape. The \$550-million project includes a hotel, apartments, office space and retailers, including Whole Foods Market and Tampa's first Shake Shack. If all goes according to plan, the hotel and residences will open in January 2021, just ahead of Super Bowl LV.

And currently just beginning construction, is a third development – RITHM at Uptown – along Fowler Avenue adjacent to the University of South Florida where the largely vacated University Mall used to be. RD Management, which purchased the 100-acre property in 2014, is finally redeveloping it into a mixed-use “urban research

village” with offices and co-working spaces, restaurants, shops, apartments, hotels and parks. And culminating the project: a three-story, mixed-use office building. RITHM, by the way, is an acronym that stands for Research, Innovation, Technology, Habitat and Medicine. The builders believe it speaks to the dynamic redevelopment and future purposes of the former mall property.

One thing to note ... not all of the development currently under way in Tampa-Hillsborough is visible from the street. A lot of it, in fact, is going on inside buildings as workplaces evolve and adapt to office life after COVID-19. Consider for example, the 526,000-sq.-ft. office of global law firm Baker McKenzie at SunTrust Financial Center in downtown Tampa. The roughly 200 professionals who are employed there have been largely working from home during the COVID shutdown and many are not particularly anxious to return to an office environment.

So the firm's Executive Director Jamie Lawless is, quite literally, thinking outside the box. “We have really flipped the script on a traditional law firm layout,” she says, “completely open, completely modular, no assigned seating.” And while certain elements of Baker McKenzie's work can't be accomplished at home or replaced by Zoom, Lawless is turning whatever space needs to be accessed at the downtown office into a place where employees want to come when they need to collaborate.



"Why should a larger company go to the Bank of China for a loan when a community bank like ours could just as easily handle the transaction?"

In fact, she's in favor of more and newer small banks. "The small banks," she says, "are here to build those relationships, to start with you from the ground up."

And in the current economic climate, when many small business owners are struggling to remain afloat, getting to know your banker on a first-name basis has its advantages.

"That's how we build lasting relationships with business customers," says Bill West, CEO of Bank of Tampa, the largest locally-owned bank head-quartered in the four counties it serves. "In the first 90 to 120 days after COVID hit," he says, "all banks in this country were focused 100% on PPP." And while the federal government's program was far from perfect, he believes it did what it was supposed to do. "It kept a lot of people off the unemployment lines."

FINANCIAL CONSIDERATIONS

Tampa-Hillsborough County is a business-friendly community and the proof is in our fast growing and personalized financial sector. And that doesn't necessarily mean mega-financial institutions. All of the well-known brands in banking have facilities here of course,

but so do some tiny ones.

Banks of all sizes and configurations have clustered here, which, says Rita Lowman, president of locally owned and operated Pilot Bank, is a good thing. "We need banks of all sizes," she says.

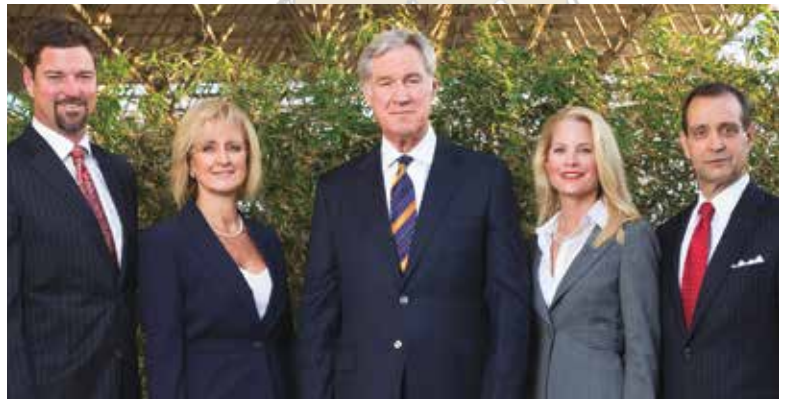
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WHO WOULDN'T WANT TO LIVE HERE?

No doubt about it, Tampa-Hillsborough is a great place to live.

Just ask Jane Gowarty, vice president-business development and relocation at Smith & Associates Real Estate in south Tampa.

"We had 400 clients given to us from other companies just this year from January to July," she says. Most came from the Northeast and large cities elsewhere in the U.S. and, she adds, they're finding in Tampa-Hillsborough, a quality of life that just 10 years ago was lacking.

Which comes as no surprise to The Florida Aquarium's President and CEO Roger Germann. A native of Chicago, he is well aware of how cultural assets become economic drivers, attracting both tourists and permanent residents to a city.

Community momentum fueled the construction in downtown Tampa's Channelside district of a convention center, a multi-purpose arena and The Florida Aquarium, which celebrates its 25th anniversary in 2020.

In addition to The Florida Aquarium, which welcomed more than 841,000 visitors in 2019 and was headed to 900,000+ before COVID-19 struck, Channelside is today home to fun stuff like Sparkman Wharf, a combination dining garden, craft beer garden and "recreational lawn"; the Tampa Bay History Center; and the S.S. American Victory Ship and Museum; as well as offices, hotels and a growing health care sector that includes USF's newly opened Morsani College of Medicine and Heart Institute. And linking it all together – Tampa's vibrant Riverwalk, leading to dozens of other downtown attractions and amenities.



RIVER WALK



▲ FLORIDA AQUARIUM



▲ BUSCH GARDENS

On a typical weekday – before coronavirus – downtown Tampa would be populated with about 60,000 workers (which became more like 6,000 at the height of the pandemic). And throughout an ordinary year, nights and weekends would find Curtis Hixon Waterfront Park packed with people enjoying a steady stream of concerts, art shows, barbecues and beer-fests organized by The Tampa Downtown Partnership, says its president and CEO Lynda Remund. Among the most popular events: "River Green" when the Hillsborough River goes green for St. Patrick's Day; and "Rock the Park," Tampa's free music concert series on the first Thursday of every month, courtesy of The Tampa Downtown Partnership. "River Green" had to be cancelled this year due to COVID, but "Rock the Park" has gone virtual with great success.

Like many cities in Florida, Tampa-Hillsborough has a sizeable senior population, but these folks aren't necessarily bent on retirement, says Jeff Johnson, AARP's Florida state director. "A lot of them are aging baby

boomers looking to relocate existing businesses here." Many bring jobs with them and some even start new businesses from scratch. But even as they are drawn to Tampa-Hillsborough by its warm weather and sunshine, knowing there's great medical care available here matters more.

Overall, there's plenty to love about living in Tampa-Hillsborough – its economic clout, good schools, superior health care, loads of cultural and recreational options, friendly people, daily sunsets over the Gulf and just the right mix of vibrant urban areas and wide open spaces.

This community remains optimistic as it grows, an asset that long-time Tampa attorney and fifth-generation Floridian Rhea Law does not find at all surprising.

"The story for us is resiliency," she says. "We have such momentum now – so many huge projects underway – that when this 'hiccup,'" as she calls the pandemic, "comes to an end, we'll be ready to hit the ground running."

ON THE FRONT LINE OF COVID-19

Charles J. Lockwood, MD, MHCM
Senior Vice President, USF Health
Dean, USF Health Morsani College of Medicine
University of South Florida



Informing Testing Innovating Caring

**USF Health was
center stage
when COVID-19
hit Florida**

Invented new lab tools

We developed viral test kits and a new 3D printed nasal swab, and shared our ideas across the globe. More than 40 million swabs have been produced so far.

Tested tens of thousands

We ran multiple Hillsborough County testing sites where all patients were tested for free.

Treating the sickest

USF Health faculty remain on the front lines of COVID-19. Early and decisive action meant our region had one of the lowest case fatality rates in the nation.

Accelerated telehealth

We set up a telehealth platform in a week and have completed more than 100,000 telehealth visits since the crisis began — more than any other specialty group in the region.

Created COVID-19 outpatient clinic

Our virtual clinic provided important follow-up services for thousands of patients recovering from COVID-19.

Launched clinical trials for treatments and cures

More than 27 active clinical trials were initiated, including a pediatric vaccine study.

B2B consulting

The TGH Prevention Response Outreach (TPRO) taps the expertise of USF Health infectious disease specialists to provide consultation to businesses and schools on protecting their customers and students.

Kept Floridians informed

Since the crisis began, Florida leaders have turned to Dr. Lockwood and his faculty for best counsel, and people in and out of Florida have relied on USF Health for expertise on everything COVID-19.

health.usf.edu

USF Health

SMALL BUSINESS OWNERS GOT A BOOST

Owning and operating a small business can be a rewarding experience; in the midst of a global pandemic, it can be downright terrifying. And that's where someone like Eileen Rodriguez, regional director for the Florida Small Business Development Center at the University of South Florida, can help.

Rodriguez notes that since the pandemic began, she's seen "an enormous uptick in people that want to start their own business. It may be simply because they're unemployed and it's really difficult to find employment, so they feel that one of their options is to start a small business in their area of expertise."



COMMUNITY FOUNDATION HELPING PEOPLE IN NEED

FINDING HELP IN TROUBLED TIMES

It's been said that the true measure of a community lies in how well the people who live there care for one another. If that is true, then Tampa-Hillsborough gets high marks.

Founded in 1990, the Community Foundation of Tampa Bay connects donors, nonprofits, community and business leaders, professional advisors, volunteers and residents for one purpose: to make giving both easy and impactful by matching local nonprofits' needs with the people and organizations that can meet them. And if ever there was a right time to pair givers with recipients, a worldwide pandemic is it.

As COVID-19 took hold in Tampa-Hillsborough and needs grew exponentially, local nonprofits were caught in a no-win situation – hurting financially themselves at the very moment their services were needed most. Not surprisingly, says Marlene Spalten, Community Foundation's president and CEO, "The needs were tremendous and across a broad spectrum.

So, one of Community Foundation's first tasks was to partner with a number of nonprofits early on and create a pathway for people to quickly get the help they needed.

Among the foundation's early tasks was to create the "Nonprofit Needs List," a centralized list of local nonprofits' greatest needs during the pandemic and attach to them the specific dollar amounts needed to fund each project. Donors were then encouraged to either contact the nonprofits directly to fund

a particular project or contribute to Community Foundation's "Tampa Bay Rapid Response Fund." And it worked, says Spalten. "Just in March and April alone – and just for COVID relief – we gave out \$3 million."

By the end of August 2020, the Nonprofit Needs List had showcased more than \$35 million in requests from nonprofits. And while specific needs shifted and evolved over time, every category of nonprofit work – food and shelter, health and wellness, education, arts and culture, animal welfare and more – was covered.

Community Foundation is working with educators to provide internet access to families without it and partnering with local organizations to establish college and career centers where adults who may have lost their jobs as a result of the pandemic can learn about available college courses and technical training programs to help them secure re-employment.

"We know too that mental health is going to be a huge issue as we come out of this," says Spalten, "and so we're piloting some tele-mental health projects to, hopefully, help erase the stigma surrounding mental health issues so that people will seek help when they need it and not take more drastic measures."

Recovering from a pandemic is a tall order, but Spalten remains optimistic. "People throughout Tampa Bay have been generously supporting neighbors in need to the extent they can in so many different ways."



YOGA IN THE PARK

PHOTO COURTESY TAMPA HILLSBOROUGH EDC

BY THE NUMBERS

2019, a banner year for Hillsborough County's tourism sector:

24.5 M Total visitors

9.2 M Overnight visitors

\$4.5 B Visitor spending

\$2.5 B Wages generated by tourism

\$967 M Taxes supported by tourism

A GREAT PLACE TO PLAY ANYTIME

If Visit Tampa Bay President and CEO Santiago Corrada had to choose one word to describe the tourism industry in Tampa-Hillsborough, it might well be this: resilient. Tourism-wise, 2019 was a record-breaker for Tampa-Hillsborough: 24.5 million visitors pumped almost \$7 billion into the local economy, creating nearly 55,000 jobs, generating \$2.5 billion in total wages and saving every household in the county an estimated \$840 in state and local taxes. And as the calendar rolled over to a new year, there was every reason to believe that 2020's tourism numbers would be equally impressive.

But then along came COVID-19 in mid-March and Tampa's tourism industry, along with the rest of the world's leading leisure markets, tanked. "After that precipitous drop in March and a horrific April, says Corrada, "we've seen a steady increase."

"We want people who come here to feel that they're going to vacation in a safe, healthy way." So instead of hawking just the usual bustling theme parks and jam-packed restaurants and bars, Tampa's expanding to feature wide open spaces, smaller crowds (or none at all) and lots of social distancing.

So while theme parks and other attractions are still prominently displayed on Visit Tampa Bay's website, so too is a guide to exploring Tampa-Hillsborough's natural wonders. Among the suggestions:

- A stroll along Tampa's Bayshore Boulevard – the world's longest continuous sidewalk –leading from the Riverwalk downtown through Tampa's historic Hyde Park neighborhood to the pier at Ballast Point.

- A bike ride through nature just outside the city at Upper Tampa Bay Park or Lower Hillsborough Wilderness Reserve.
- A visit to Hillsborough River State Park, 20-minutes northeast of the city for fishing, camping, canoeing, kayaking, hiking, birding or just hanging out with nature.
- And of course, the beaches Florida is famous for.

And there's lots to enjoy in and around downtown Tampa too. A stroll along the Riverwalk takes you past four must-see attractions: Glazer Children's Museum, this year celebrating 10 years of play for adults and kids in 2020; the Tampa Art Museum, featuring classical antiquities, decorative arts and sculpture, 20th century photography and more; the Florida Aquarium, marking its 25th anniversary in 2020 and ranked one of the top 5 kid-friendly aquariums in the U.S. by Parents magazine; and the Tampa Bay History Center, three floors of exhibits exploring stories and personalities from Florida's past.

Just a short drive away: The Museum of Science and Industry (MOSI), an interactive, scientific playground of sorts, where you can pedal a bike on a 1-inch cable suspended 30 feet above the ground, lie on a bed of nails and build a robot; and ZooTampa, voted No. 1 Best Zoo for Kids by Parents Magazine, offering up-close encounters with a stingray, a rhino, a giraffe and more. And if you're into theme parks, Tampa has those too: Busch Gardens with 200 animals and nine coasters (a 10th is coming in 2021) and practically next door, its slightly tamer but wetter cousin, Adventure Island water park.

WE HAVE LIVE ENTERTAINMENT

THE CULTURAL TYPE:

Tampa's Straz Center for the Performing Arts offers one of the nation's leading Broadway series, plus performances by Opera Tampa and The Florida Orchestra; and an honest-to-goodness old-time movie palace: The Tampa Theatre, circa 1926, hosting contemporary films and classic movies.

THE ROWDIER TYPE:

Spectator sports, including Tampa Bay Buccaneers football led by legendary quarterback Tom Brady; the MLB Tampa Bay Rays, making their 6th trip to the American League Division Series since 2008, hoping for a World Series berth; and the National Hockey League's Tampa Bay Lightning, who brought the Stanley Cup home to Tampa in September 2020 for the second time in franchise history.



PHOTO DIRK SHADD

PEOPLE TO KNOW

Develop your community relationships
in Tampa / Hillsborough County.

Paul Anderson
CEO, Port Tampa Bay

John Anthony
Managing Partner, Anthony & Partners

Kenneth Atwater
President, Hillsborough Community
College

Ron Barton
Assistant County Administrator for
Economic Prosperity, Hillsborough
County

Michelle Bauer
Chief Operating Officer, Tampa Bay
Economic Development Council

Steve Bonner
President, Seminole Hard Rock Hotel &
Casino Tampa

Andrew Brown
Managing Partner, Macfarlane
Ferguson & McMullen

Nancy Bryan
President & CEO, BioFlorida

Kenneth A. Burdick
CEO, WellCare

Kevin Burgoyne
President, Florida Venture Forum

Bill Carlson
President, Tucker Hall, Inc.



Jane Castor
Mayor, City of Tampa

Mark Catchur
Tampa Managing Partner, Shumaker,
Loop & Kendrick LLP



Gregory Celestan
CEO, Celestar Corporation



Colleen Chappell
President & CEO,
ChappellRoberts



Ravi Chari
President, HCA West
Florida Division



General Richard D. Clarke
Commander, USSOCOM

Santiago Corrada
President & CEO, Visit Tampa Bay

Brett Couch
President - East Region, Regions Bank

John Couris
President/CEO, Tampa General
Hospital

Gwen Cummings
Executive Director, Tampa Site Lead
and GBS Strategy, Amgen



Steven Currall
President, USF

William Dalton
Founder & Executive Chair, M2Gen

Addison Davis
Superintendent, Hillsborough County
Public Schools

David Deno
CEO, Bloomin' Brands Inc.

Dan Doyle Jr.
CEO, Dex Imaging

Tash Elwyn
President & CEO
Raymond James & Associates

Lee Evans
Executive Director, Bristol-Myers
Squibb

John Flanagan
CEO, CareerSource Tampa Bay

Conan Gallaty
President, Times Publishing



Jim Garey
Director, Florida Institute
of Oceanography

Scott Garlick
Managing Principal Tampa, Cushman
& Wakefield

Cary Gaylord
Managing Partner, Gaylord Merlin
Ludovici & Diaz



Roger Germann
President & CEO, Florida
Aquarium

Bill Goede
Tampa President, Bank of America

Richard Gonzmart
President, Columbia Restaurant

David Green
Executive Director, Tampa Bay Area
Regional Transit Authority

Lee Green
Vice President, Moffitt Cancer Center

Steve Griggs
President, Tampa Bay Lightning

Bernard "Bernie" Han
President & CEO, Frontier
Communications

Bobby Harris
CEO, BlueGrace

Rick Homans
President & CEO, Tampa Bay Partnership

Dan Honegger
President, Tampa Bay Region at
Northern Trust

Bill Horne
CEO, Laser Spine Institute

Carolyn House-Stewart
Interim CEO, Hillsborough Area Regional
Transit Authority

Dr. Patrick Hwu
President & CEO, Moffitt Cancer Center

Tommy Inzina
CEO, BayCare Health System

Pam Iorio
President/CEO, Big Brothers Big Sisters

Jeff Johnson
Manager of State Operations, AARP

Harvey S. Kauget
Tampa Office Managing Partner, Burr &
Forman

Lindsey Kimball
Director, Economic Development at
Hillsborough County

Bradford Kimbro
Executive Partner, Holland & Knight

Ryan Kratz
President - Southeast, Colliers
International

Ann Kulig
Executive Director, Westshore Alliance

Marty Lanahan
Tampa President, Iberia Bank

Rhea Law
Of Counsel, Buchanan Ingersoll
& Rooney

Jamie Lawless
Executive Director, Baker McKenzie



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WHAT'S TO LOVE ABOUT TAMPA?

HERE'S WHAT SOME LOCALS SAY:

"All the different neighborhoods – like Ybor City, Palma Ceia, Seminole Heights, West Tampa"

"The sense of community with local businesses working together"

"The people – friendly and welcoming"

"The weather"

"So many things happening, so many places to go"

"Being surrounded by beautiful water"

"Bayshore Boulevard"

"Seeing dolphins, manatees and pelicans on a regular basis"

"Beautiful parks and beaches to enjoy"

"MacDill Air Force Base and veterans"

"The way this city attracts young people with its job growth"

"Visionaries who initiated the Riverwalk and neighborhood partnerships"

"City days at Sparkman Wharf, boat days at Beer Can Island"

"Cuban sandwiches and Dairy Joy"

"Gasparilla"



PEOPLE TO KNOW [CONTINUED]

Judith Lisi

President & CEO, David A. Straz, Jr.
Center for the Performing Arts

Chad Loar

Regional President - Florida, PNC Bank

Dr. Charles Lockwood

Senior VP, USF Health



Joseph Lopano

CEO, Tampa International
Airport

Rick Lott

Mayor, City of Plant City

R. Craig Mayfield

Managing Partner, Bradley Law,
Tampa

Frank McCafferty

Executive Managing Director, Savills
Occupier Services

Michael McConnell

Executive Director, Cyber Florida

Seth McKeel

Managing Partner, The Southern
Group

Elizabeth Miller

President & CEO, Centene Florida

Gregg Morton

Managing Director, Citi

Sandra Murman

Commissioner, Hillsborough County

Jessica Muroff

CEO, United Way Suncoast

Brian Murphy

Founder, ReliaQuest

James Nozar

CEO, Strategic Property Partners

Michael Nursey

Market President, TD Bank



Tad Phelps

CEO, Fintech

David Pizzo

Market President - West Florida
Region, Florida Blue

Walter Precourt III

Sr. VP Strategy & Growth, Mosaic

Tom Rametta

President, Ultimate Medical Academy

Lynda Remund

President & CEO, Tampa Downtown
Partnership



Craig Richard

CEO, Tampa Bay
Economic Development
Council

Tim Rivers

Florida Market Director, JLL

Eileen Rodriguez

Regional Director, Small Business
Development Center at USF

Bob Rohrlack

President & CEO, The Tampa Bay
Chamber

Gary Sasso

President/CEO, Carlton Fields

Michael Schultz

President & CEO, Advent Health West
Florida Division

PEOPLE TO KNOW

[CONTINUED]

Yvette Segura

VP & GM Tampa Campus, USAA

Jeffrey Senese

President, Saint Leo University

Mark Sharpe

Executive Director, Tampa Innovation Partnership

Matthew Silverman

President, Tampa Bay Rays

Marlene Spalten

President & CEO, Community Foundation of Tampa Bay

Jill St. Thomas

Executive Director, Tampa Bay Tech

Charles E. Sykes

President & CEO, Sykes Enterprises

Lorna Taylor

President & CEO, Premier Eye Care

**Troy Taylor**

CEO, Coca-Cola Florida

Gif Thornton

Managing Partner, Adams Reese

Neal Thurman

Park President, Busch Gardens

**Nancy Tower**

President & CEO, Tampa Electric

Ronald Vaughn

President, University of Tampa

Jeff Vinik

Owner, Tampa Bay Lightning

Joe Waggoner

Executive Director, Tampa Hillsborough Expressway Authority

Bob Ward

President & CEO, Florida Council of 100

Nancy Watkins

Principal, Robert Watkins & Co.

Ron Weaver

Of Counsel, Stearns Weaver Miller

David Weinstein

Managing Shareholder Tampa, Greenberg Traurig

Jim Weiss

Tampa City President, Fifth Third Bank

Bill West

President & CEO, The Bank of Tampa

Rachid Zahidi

President & CEO, Sentinel Screening/ Sentinel Background Checks

DID YOU KNOW?

Rapid innovation requires today's manufacturers to increasingly rely on advanced technology, and they need workers skilled in that technology. In Tampa, the Manufacturing Alliance of Hillsborough County helps pair up employers needing skills with the potential employees who have them. Working through the Manufacturing Alliance, job seekers can find the training they need and manufacturers have ready access to their talent. The Alliance works with the Hillsborough County School District to offer programs in robotics, engineering, machining technology and other workforce skills and with Hillsborough Community College, where students can receive instruction in automation, drafting, industrial management, lean manufacturing, pneumatics, pipefitting, welding technology and many other workforce skills.

