



ONWARD

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MARIE CHINNIC-EVERITT >

Managing Director, The Depository Trust & Clearing Corporation
Tampa Bay EDC 2020 Chair

THANKS TO OUR COLLABORATIVE EFFORTS, THE TAMPA BAY REGION IS POISED FOR CONTINUED ECONOMIC GROWTH AND DEVELOPMENT IN THE YEARS TO COME.

2020 was among the most challenging years in the Tampa Bay Economic Development Council's history, and yet it was a year of extraordinary accomplishments for the team and our region. When the pandemic hit, the EDC responded immediately to the needs of our local government and business community, spearheading the Economic Recovery Task Force and developing the Back to Business Hillsborough toolkit. These initiatives helped us make a tangible impact on the area's economic recovery.

I'm incredibly proud of the team's accomplishments this year. They strengthened relationships with our Investors and partners, amplified our talent retention program, made a seamless transition to operating in a virtual environment, and delivered on key projects that enhance our region's competitiveness. As a result of their dedication and with the support of our Investors, we're on track to achieve the goals in our strategic plan.

I am truly honored to have served alongside such a talented and dedicated group of professionals in the Tampa Bay EDC, on our Board and across our community. Thanks to our collaborative efforts, the Tampa Bay region is poised for continued economic growth and development in the years to come.

Marie C. Chinnic - Everitt

The Tampa Bay Economic Development Council has never been in a better position to help transform Tampa and Hillsborough County. I am filled with optimism about our future when I think of the role we have to play in generating greater and more inclusive prosperity and enhancing our region's competitiveness.

In fiscal year 2021, we will activate one of the most exciting elements of our strategic plan: Placemaking. We've already made exceptional progress with the expansion of the Riverwalk and new developments at Midtown and Water Street. Now, we will focus intently on bringing investment and opportunity to every corner of this county.

Our first priority will be to hire a Community Development Director. This person will work closely with our local government partners to market Opportunity Zones to businesses and identify programs that can help residents achieve living wage careers.

Our second priority will be to launch our Competitiveness Committee. This group will assess our competitiveness against key markets and position ours to win more projects in our strategic growth areas.

We've definitely got our work cut out for us, but we are up to the challenge. I look forward to working with all of you as we move forward with these important initiatives.



IN FISCAL YEAR 2021, WE WILL ACTIVATE ONE OF THE MOST EXCITING ELEMENTS OF OUR STRATEGIC PLAN: PLACEMAKING.



JIM WEISS > Credit Risk Executive, Fifth Third Bank
Tampa Bay EDC 2020 Vice Chair



CRAIG J. RICHARD, CEcD, FM > *President and CEO, Tampa Bay EDC*

OUR TEAM ADAPTED, OUR INVESTORS ADAPTED, AND OUR COMMUNITY STOOD TOGETHER.

When the starting gun went off last October for fiscal year 2020, our team bolted out of the blocks — closing several exciting new projects in the first quarter and implementing our new strategic plan with vigor.

While the pandemic changed so much — including the ways we recruit and assist companies — we never lost sight of our goals to make Tampa and Hillsborough County one of the most sought-after business destinations in the country. Our team adapted, our Investors adapted, and our community stood together.

Leaders from our business, government, academic and workforce sectors collaborated like never before to help each other navigate the uncharted territory we found

ourselves in this spring. As a result, Tampa and Hillsborough County are poised to recover faster than many other metros across the state.

Thanks to you — our Investors, partners, and the project companies that recognized the opportunities available in this market — 2020 turned out to be a remarkable year for investment in Hillsborough County.

Our Annual Report theme, ONWARD, captures the essence of our team's spirit in these times. I am grateful to all of you for helping to make a positive difference this year and propel our economy forward.

THE TEAM

The Tampa Bay EDC team quickly adapted to operating in a virtual environment, leveraging videoconferencing and other technologies for everything from trade missions to business visits to meetings with site selection consultants.

Our team's hard work and tenacity paid off. We had a remarkable year filled with many important accomplishments, and we're on pace in terms of progress with our new three-year strategic plan. This year's ONWARD theme captures the essence of our team's spirit in these times. We are more dedicated than ever to moving our economy forward and making a positive difference in Tampa and Hillsborough County's future.

EXECUTIVE

1 CRAIG J. RICHARD, CEcD, FM
President and CEO

FINANCIAL AND ADMINISTRATIVE

2 NEALY WHEAT, CAE, SPHR
Chief Financial Officer

3 DAVID BOYD
Director of Investor Relations

ECONOMIC DEVELOPMENT

4 STEVE MOREY
Senior Vice President, Economic Development

5 ADAM MYERS
Director, Business Development

6 JONATHAN WOLF
Economic Development Manager

7 ANNA VEGA
Executive Coordinator

8 MADISON LAWSON
International Business Manager

9 DAVID ROBINSON
Economic Development Manager

MARKETING

10 MICHELLE BAUER, CEcD
Chief Operating Officer

11 LAURA FONTANILLS
Marketing and Communications Director

12 ROBIN DISALVO
Market Research Analyst

13 HUSSAIN SHAMSEDDINE
Digital Marketing Manager





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TAMPA HAS ALWAYS
AFFORDED ME THE
OPPORTUNITIES TO BE
CLOSELY CONNECTED
TO BOTH BUSINESS AND
COMMUNITY LEADERS,
WHO I'VE BEEN ABLE
TO LEARN FROM AND
WHO HAVE HELPED ME
CONTINUE TO GROW
BENEFICIAL BLENDS.

ERIN MEAGHER > *Founder and CEO, Beneficial Blends*

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LEADERSHIP

The Tampa Bay Economic Development Council has long promoted our business community's collaborative spirit, and that spirit was put to the test during this unexpected and challenging year.

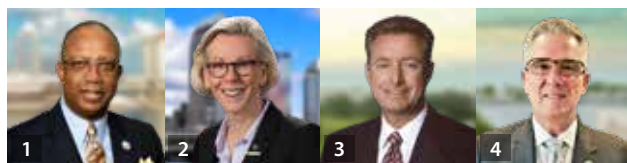
When the pandemic disrupted our lives and businesses, we worked together like never before. Our Investors participated in the Economic Recovery Task Force that the Tampa Bay EDC was charged with leading, providing invaluable insight and expertise for City of Tampa and Hillsborough County elected officials to consider. Our partners at the County and City quickly developed grants and other assistance programs to support local small businesses and aid them in their recovery.

We are extremely proud of Tampa and Hillsborough County's resilience and grateful for the support and leadership of our more than 100 public and private Investors.



2020 EXECUTIVE OFFICERS

- 1 CHAIR MARIE CHINNICI-EVERITT,**
Managing Director, The Depository Trust & Clearing Corporation
- 2 VICE CHAIR JIM WEISS,**
Credit Risk Executive, Fifth Third Bank
- 3 SECRETARY/TREASURER JAMES NOZAR,**
Strategic Advisor to the Board, Strategic Property Partners
- 4 IMMEDIATE PAST CHAIR JUDY GENSHAFT, PH.D.,**
President Emerita, University of South Florida
- 5 GENERAL COUNSEL DAVID WEINSTEIN,**
Managing Shareholder, Greenberg Traurig, P.A.



ELECTED OFFICIALS

- 1** Honorable Lesley "Les" Miller, Jr., *Hillsborough County, District 3, Chairman*
- 2** Honorable Jane Castor, *Mayor, City of Tampa*
- 3** Honorable Rick Lott, *Mayor, City of Plant City*
- 4** Honorable Andrew "Andy" Ross, *Mayor, City of Temple Terrace*

CIRCLE OF CHAMPIONS



John Flanagan,
CEO



Honorable Jane Castor,
Mayor



Troy Taylor,
Chairman and CEO



FIFTH THIRD BANK

Jim Weiss,
Credit Risk Executive



Brian Best,
CEO



Ken Atwater, Ph.D.,
President



Honorable Lesley "Les" Miller,
District 3, Chairman



Benjamin Pratt,
SVP, Government and Public Affairs



Paul Anderson,
President and CEO



STRATEGIC PROPERTY
PARTNERS

James Nozar,
Strategic Advisor to the Board



John Couris,
President and CEO



Joe Lopano,
CEO



Nancy Tower,
President and CEO



Timothy Schar,
Market President, Tampa Bay



Steven C. Currall, Ph.D.,
President








Ronald Vaughn, Ph.D.,
President

CHAIRMAN’S COUNCIL

	AMGEN Felicia Harvey, <i>Corporate Affairs Lead</i>
	BAYCARE HEALTH SYSTEM Glenn Waters, <i>Executive Vice President and COO</i>
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	FLORIDA BLUE David Pizzo, <i>Market President, West Florida Region</i>
	FLORIDA TREND David Denor, <i>Publisher</i>
	FOLEY & LARDNER Curt Creely, <i>Partner</i>
	GREENBERG TRAURIG, P.A. David Weinstein, <i>Managing Shareholder</i>
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	HELIOS EDUCATION FOUNDATION Paul Luna, <i>President and CEO</i>
	MOFFITT CANCER CENTER Jack Kolosky, <i>Chief Operating Officer</i>
	NEW YORK YANKEES Tony Bruno, <i>Senior Vice President and CFO</i>
	RELIAQUEST Isabel Dewey, <i>Senior Vice President of People</i>

	SAINT LEO UNIVERSITY Jeffrey Senese, <i>Ph.D., President</i>
	SHUMAKER, LOOP & KENDRICK, LLP Julio Esquivel, <i>Partner</i>
	THE SOUTHERN GROUP Seth McKeel, <i>Managing Partner</i>
	STEARNS WEAVER MILLER Vin Marchetti, <i>Shareholder</i>
	STONEHILL INNOVATION Doug Pace, <i>CEO</i>
	SYKES ENTERPRISES Chuck Sykes, <i>President and CEO</i>
	TAMPA BAY BUSINESS JOURNAL Ian Anderson, <i>Publisher and Managing Partner</i>
	TAMPA BAY CHAMBER OF COMMERCE Bob Rohrlack, <i>President and CEO</i>
	TAMPA BAY LIGHTNING Jeff Vinik, <i>Chairman and Governor</i>
	TAMPA BAY RAYS Barry Newell, <i>Vice President of Business Operations and Analytics</i>

	TAMPA BAY TIMES Bruce Faulmann, <i>Vice President of Sales and Marketing</i>
	TRICKEY JENNUS Tom Jennus, <i>President and CCO</i>
	UBS GLOBAL WEALTH MANAGEMENT Greg Kadet, <i>Managing Director, Florida Gulf Coast Market</i>
	ULTIMATE MEDICAL ACADEMY Linda Mignone, <i>Executive Vice President</i>
	USAA Yvette Segura, <i>Vice President and General Manager, Tampa Campus</i>
	VALLEY BANK Ronald Ciganek, <i>Senior Vice President, Commercial and Industrial Division</i>
	WELLS FARGO Jim Themides, <i>Executive Vice President, Market Executive, Florida Gulf Coast, Commercial Banking</i>

PRESIDENT’S COUNCIL

AC4S TECHNOLOGIES

Hugh Campbell, *President*

AT&T

Ed Narain, *Vice President, External Affairs*

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Jamie Lawless, *Executive Director, Tampa Center*

THE BANK OF TAMPA

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BBVA USA

Kevin Shukur, *Tampa Market President*

BNY MELLON WEALTH MANAGEMENT

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CBRE

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CITI

Florence Yagoda, *Director, Regional Supervisory Principal*

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Honorable Andy Ross, *Mayor*

COLLIERS INTERNATIONAL

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Fred Lay, *President*

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CUSHMAN & WAKEFIELD

Larry Richey, *Managing Principal, Florida*

DPR CONSTRUCTION

Dave Elrod, *Tampa Business Unit Leader*

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GRAYROBINSON

Sacha Dyson, *Shareholder*

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HILL WARD HENDERSON

B. Ben Dachevall, *Shareholder and Board Certified
Construction Attorney*

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John Avlon, *President*

HOLLAND & KNIGHT

Governor Bob Martinez, *Senior Policy Advisor*

JOHNSON & JOHNSON

Barbara Dondarski, *Vice President, Service Excellence*

JPMORGAN CHASE

April Rose Grajales, *Executive Director, Relationship Executive,
Multinational Corporations*

LIFELINK FOUNDATION

Michael Consilvio, *Executive Director and General Manager*

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TRANSPLANT AND RESEARCH

Jason Woody, *CEO*

MARCUM LLP

Patty Hamilton, *Partner*

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PLANT CITY ECONOMIC
DEVELOPMENT CORPORATION

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PRIMO WATER CORP.

Jerry Fowden, *Chairman*

R.R. SIMMONS CONSTRUCTION

Randy Simmons, *Chairman*

REGIONS BANK

Michael Jones, *Executive Vice President and Market Executive*

SMITH & ASSOCIATES

Robert Glaser, *President and CEO*

SUNVIEW SOFTWARE

Seng Sun, *President*

SYNOVUS

David Mitchell, *Market Executive*

TAMPA !P

Mark Sharpe, *Executive Director*

TAMPA BAY BUCCANEERS

Atul Khosla, *Chief Corporate Development and Brand Officer*

TAMPA DOWNTOWN PARTNERSHIP

Lynda Remund, *President and CEO*

UNITED WAY SUNCOAST

Jessica Muroff, *CEO*

VELOCITY RESOURCE GROUP

John Fortino, *Co-Founder and Senior Managing Partner*

VERIZON

Kevin Powell, *Director, Network Field Engineering*

WARREN AVERETT

Michelle Sanchez, *CPA and Audit Member*

WESTSHORE ALLIANCE

Ann Kulig, *Executive Director*

GAZELLE

BENEFICIAL BLENDS

Erin Meagher, *Founder and CEO*

BIG FISH

Sara MacQueen, *Founder and President*

BLIND TIGER CAFÉ LLC

Roberto Torres, *President*

ELEVATE

Aakash Patel, *President*

INTEGRAL ENERGY

Anddrikk Frazier, *President and CEO*

NEWGENTEK

Chon Nguyen, *Founder and CEO*

SHEA BARCLAY GROUP

Michael Shea, *President*

TOMLIN ST CYR REAL ESTATE SERVICES

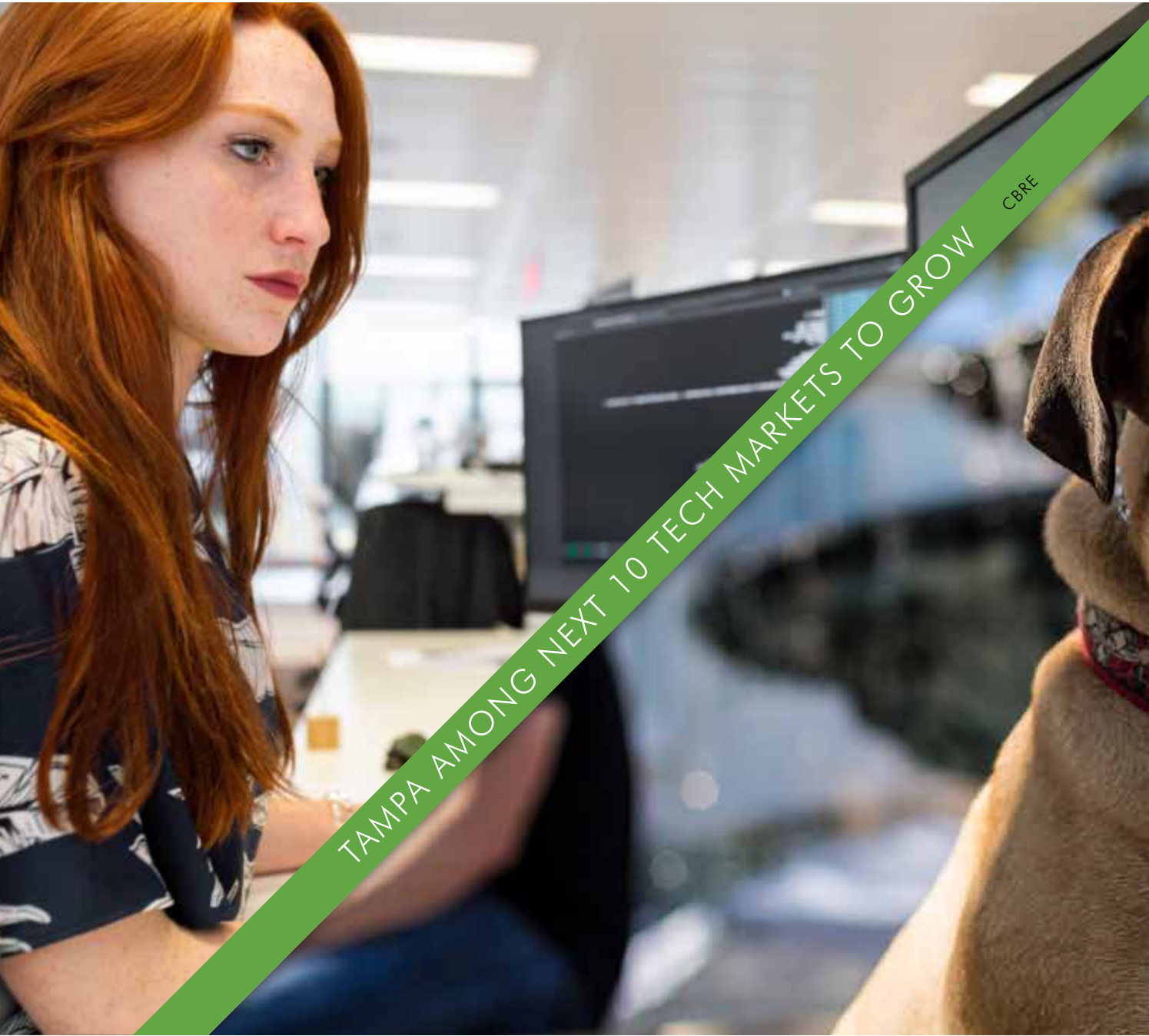
John Tomlin, *CEO*

VOLTAIR CONSULTING ENGINEERS

Julius Davis, *President and CEO*

A NOTEWORTHY STRENGTH
OF TAMPA’S WORKFORCE AND
TALENT PIPELINE IS THE HUGE
POPULATION OF COLLEGE
STUDENTS IN THE REGION.
WE HAVE AN INCREDIBLE
NUMBER OF ENERGETIC
YOUNG PROFESSIONALS
CONTINUALLY COMING OUT
OF SCHOOL READY TO WORK.

JOHN FORTINO > Co-Founder and Senior Managing Partner,
Velocity Resource Group



TAMPA AMONG NEXT 10 TECH MARKETS TO GROW

CBRE



TAMPA #1 MOST

PET-FRIENDLY CITY

WALLET HUB



#1 BEST STATE FOR HIGHER EDUCATION

U.S. NEWS AND WORLD REPORT

YEAR IN REVIEW

The Tampa Bay EDC successfully concluded the first year of its new strategic action plan with significant project wins and near-record-setting capital investment numbers. Tampa Bay's diversified economy and desirability as a place to live and grow a business are factors that are fueling greater interest from companies and individuals interested in relocating.

The Business Development team closed out the year with 20 projects, adding 2,620 jobs and an astounding \$594,750,000 in capital investment to Hillsborough County. Seven companies were recruited to Hillsborough County with plans to create 888 new jobs. Thirteen existing companies expanded their investment in the community and added 1,732 new local jobs.



ACE HARDWARE
New Jobs 43
Capital investment \$67,500,000



AVALON HEALTHCARE
New Jobs 52



BALL CORPORATION
New Jobs 23
Capital investment \$34,900,000



CITI
New Jobs 732
Capital investment \$65,500,000



COCA-COLA BEVERAGES
New Jobs 182
Capital investment \$303,000,000



DELASIERA FILTERS TECHNOLOGY
New Jobs 10
Capital investment \$1,500,000



DRIFT
New Jobs 100



EBY BROWN OWNED BY PERFORMANCE FOOD GROUP
New Jobs 113
Capital investment \$21,000,000



FISHER INVESTMENTS
New Jobs 600



GARLAND FOOD
New Jobs 10
Capital investment \$2,000,000



GUIXENS FOOD GROUP, INC
New Jobs 12
Capital investment \$4,000,000



HAWKINS CONSTRUCTION INC.
New Jobs 15
Capital investment \$7,500,000



INTEGRITY EXPRESS LOGISTICS
New Jobs 50
Capital investment \$230,000



IO ASSOCIATES
New Jobs 40



NEXTECH
New Jobs 80
Capital investment \$1,500,000



PENNYMAC LOAN SERVICES
New Jobs 400
Capital investment \$7,700,000



SAPUTO
New Jobs 54
Capital investment \$77,000,000



SMITHS INTERCONNECT INC.
New Jobs 54
Capital investment \$550,000



THE INC LAB
New Jobs 15
Capital investment \$100,000



WELBILT
New Jobs 35
Capital investment \$770,000

STRATEGIC PLAN: OPPORTUNITY TAMPA BAY

GOAL 1 BUSINESS DEVELOPMENT

Market Tampa Bay as a top business relocation and expansion destination by proactively engaging site selectors, corporate decision makers and other influencers in key target industries and strategic growth areas.

- 1 Deploy focused, asset-driven, high-impact external marketing campaigns in key target markets.
- 2 Bolster business competitiveness by enhancing regional research capabilities.
- 3 Support the ecosystem of cluster development services for each of the region's strategic growth areas.
- 4 Focus business retention and expansion (BRE) efforts on supporting the growth of trade and targeted businesses in the region.
- 5 Strengthen the regional business recruitment program through focused external promotion by cultivating relationships with key business decision makers.
- 6 Leverage the partnerships and regional investment available through the Global Tampa Bay (GTB) program.

GOAL 2 TALENT ATTRACTION

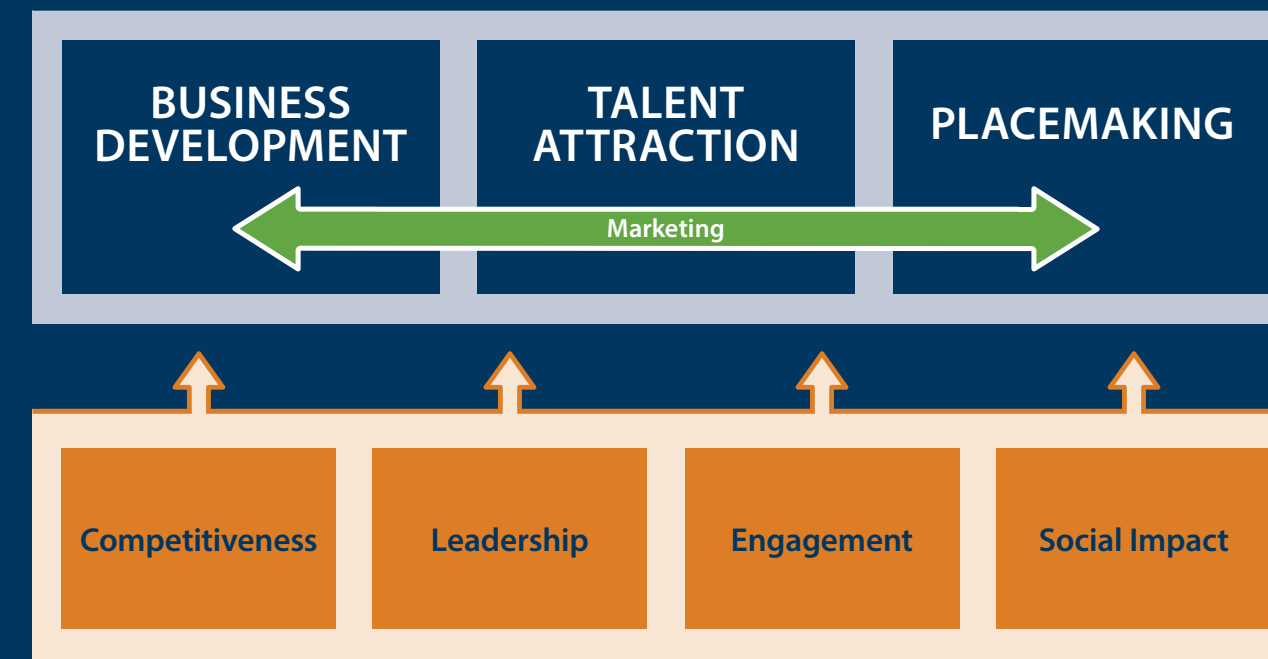
Position Tampa Bay as one of the top markets in the US for talent by attracting new residents and creating greater awareness of meaningful career opportunities among the local workforce.

- 1 Expand and transform the Make it Tampa Bay talent attraction campaign.
- 2 Dedicate a full-time employee to champion regional talent initiatives, including marketing, outreach and engagement.
- 3 Develop talent retention initiatives with the collaboration and support of colleges and universities, recruiters, HR professionals, and transition specialists at MacDill Air Force Base.
- 4 Promote access to meaningful career opportunities in high demand professions for the local workforce with campaigns that highlight accessible and affordable education and skills training programs.

GOAL 3 PLACEMAKING

Drive projects and initiatives that promote Tampa Bay's competitiveness as a destination for business and talent by showcasing the region's quality of place.

- 1 Promote stories and messaging that positively shape the perception of the Tampa market in local and national media.
- 2 Develop and promote an Opportunity Zone program and site-readiness initiatives and create a full-time position to lead them.
- 3 Support and collaborate on projects and initiatives that enhance the region's reputation as a quality place to live and work.
- 4 Establish a Competitiveness Committee that will develop and direct initiatives that promote Hillsborough County's competitiveness as a location for business and talent.



STRATEGIC GROWTH AREAS



MISSION

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

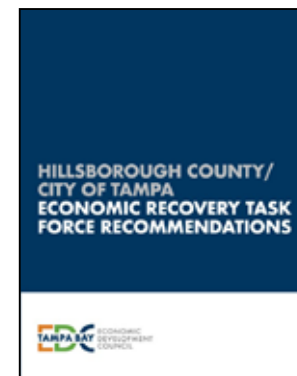
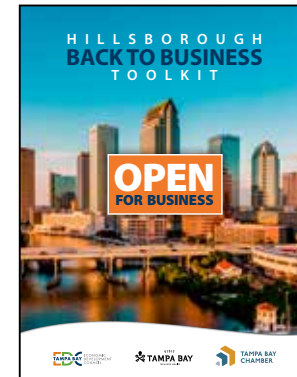
We do the right thing.

COVID RESPONSE AND ECONOMIC RECOVERY TASK FORCE

When the COVID-19 pandemic hit, the entire Tampa Bay EDC team jumped into action. We took immediate steps to survey our Investors to understand the impacts on them. Our business development team set up dozens of virtual business visits with local companies to determine their needs and followed up with active projects to assess their status. And our marketing team regularly gathered and shared the latest resources and assistance programs with the community through our dedicated webpage, social media channels and email alerts.

In April, Hillsborough County and the City of Tampa designated the Tampa Bay EDC to lead the Economic Recovery Task Force. We quickly convened stakeholders from across business, local government, and academic sectors to collect critical feedback to help plan for the economic recovery. With the information received, the Task Force developed strategic recommendations to help guide our elected officials with restarting the economy, helping dislocated workers, and assisting local businesses.

As the state and county began to reopen its economy, the EDC, along with our partners at Visit Tampa Bay and the Tampa Bay Chamber, produced a Back-to-Business Toolkit designed to help local businesses reopen safely and restore employee and customer confidence.



COVID response resources

“THE ECONOMIC RECOVERY TASK FORCE HAS DONE A VALUABLE SERVICE FOR OUR ENTIRE COMMUNITY BY PRESENTING US WITH PRACTICAL AND INFORMED RECOMMENDATIONS THAT WILL HELP RESTART OUR ECONOMY.”

LESLEY “LES” MILLER > *Chairman of the Hillsborough County Board of County Commissioners*

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WHEN WE OUTGREW OUR PREVIOUS OFFICE SPACE, THE TAMPA BAY EDC QUICKLY HELPED US FIND A NEW LOCATION THAT MATCHED EXACTLY WHAT WE NEEDED. THEY'VE BEEN A WONDERFUL PARTNER AS WE CONTINUE TO GROW VOLT AIR IN TAMPA.

JULIUS DAVIS > *President and CEO, VoltAir*

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BUSINESS DEVELOPMENT

STRONG MOMENTUM

Fiscal year 2020 saw the arrival of new recruitment projects that will have a lasting impact on the economic future of our region.

Seven companies including Drift, Fisher Investments, The Inc Lab, and Garland Food announced they would relocate or expand to Hillsborough County, bringing 888 new jobs and investing \$24,600,000 in our community.

Drift, a marketing technology company based in Boston, chose Tampa for its fourth expansion, following offices in Seattle and San Francisco. The company plans to create 100 new jobs by 2021. Drift's founder, Elias Torres, emigrated to Tampa from Nicaragua when he was 17 and attended the University of South Florida. Torres believes firmly in Tampa's potential as a destination for innovative global tech firms like his to build a successful future.

Fisher Investments, one of the world's largest money management firms, announced this summer that it would open a major center in Tampa, creating 600 new high-paying jobs.

With physical site visits on hold due to travel restrictions, our team's ability to visit key markets and host site selectors and prospects was limited. However, the team quickly adapted to selling our community in a virtual environment. Our project managers utilized new tools to market Tampa and Hillsborough County to prospects and worked the phones to stay in touch with key contacts in our project pipeline. We'll continue to invest in our electronic and virtual capabilities to help us meet our goals going forward.

888 NEW JOBS

7 NEW COMPANIES

\$25 MILLION IN CAPITAL INVESTMENT



WE'RE DELIGHTED TO ADD TAMPA TO OUR OFFICE OPTIONS. THIS NEW OFFICE ALLOWS US TO BETTER RETAIN AND ATTRACT TALENT FROM THROUGHOUT THE EASTERN SEABOARD.

DAMIAN ORNANI > CEO of Fisher Investments





WE FEEL FORTUNATE TO CALL TAMPA HOME, WHERE WE HAVE FOUND A COLLABORATIVE AND BUSINESS-FRIENDLY COMMUNITY THAT CAN ASSIST US DURING TIMES OF SIGNIFICANT GROWTH. IN FACT, THIS IS OUR SECOND EXPANSION IN FIVE YEARS THAT THE TAMPA BAY EDC HAS HELPED US NAVIGATE.

DR. BILL KERR > CEO of Avalon Healthcare Solutions



BUSINESS DEVELOPMENT

LOCAL RESILIENCE

When the pandemic hit, our business development team jumped into action, reaching out to our local businesses to see how we could support them. In all, they conducted 200 virtual business visits.

Thirteen local companies expanded this past year, some for the second or third time. These expansions yielded another 1,732 jobs and a jaw-dropping \$570,150,000 in capital investment.

Ace Hardware broke ground on a new distribution center in Plant City, PennyMac Loan Services is hiring another 400 jobs at its Tampa site, and Avalon Healthcare Solutions — number 4 on the Inc. 5000 — is adding 40 new employees to its team.

Citi, which has had a presence in Tampa for over 20 years, continues to grow. Its Tampa site, the second largest outside its headquarters in New York City, houses nearly 8,000 people supporting 20 different lines of business. Citi's latest expansion will bring 700 new jobs, with steady hiring going on during the COVID-19 crisis.

13 BUSINESS RETENTION & EXPANSION PROJECTS
\$570 MILLION IN CAPITAL INVESTMENT
200 BUSINESS VISITS
1,732 JOBS



BUSINESS DEVELOPMENT

GLOBAL ATTENTION

Since travel was cancelled due to COVID-19, Global Tampa Bay collaborated with Enterprise Florida and the U.S. Commercial Service to continue offering matchmaking opportunities virtually. Twelve Tampa Bay companies — representing diverse industries such as information technology, manufacturing, and life sciences — registered for virtual meetings with prospective clients and distributors in up to five different countries.

Travel restrictions notwithstanding, Hillsborough County secured two important foreign direct investment projects this year. Incofilt, a Colombia-based manufacturer of industrial filters, established its U.S. operations, Delasierra Filters Technology, in Tampa. This expansion is part of the firm's

long-term strategy to ensure sustainable growth when production lines and supply chains are disrupted in other parts of the globe. U.K.-based IT recruitment firm iO Associates chose Tampa as the location for its first U.S. office, drawn here by our booming technology industry and the growth potential it offers.

Global Tampa Bay also produced a new video highlighting the advantages of locating and doing business in our market. The video, produced by Diamond View, is a powerful new recruiting tool that helps our team virtually engage with prospects around the world.



“

THE SELECTION OF PROSPECTIVE CUSTOMERS WAS ON TARGET WITH OUR COMPANY'S CORE INITIATIVES. WE MADE GREAT CONNECTIONS AND IDENTIFIED BUSINESS OPPORTUNITIES THROUGH THE VIRTUAL MEETINGS WITH THE TARGETED CUSTOMERS AND COMPANIES.

CHARLES SPANG > *President of International Sales, Ashley Furniture Industries, a participant in the virtual matchmaking services offered through Global Tampa Bay*

”



TAMPA #10 MOST DIVERSE LARGE CITY IN THE NATION

CUSHMAN WAKEFIELD

#3 BEST METRO FOR NEW SMALL BUSINESSES

LENDING TREE



TAMPA #10 FASTEST-GROWING LARGE CITY IN THE U.S.

WALLET HUB





TALENT ATTRACTION

ENDLESS OPPORTUNITIES

Talent attraction has been a priority of the EDC's since the launch of the Make It Tampa Bay campaign. It has taken on even greater importance this year as one of the three goals of our strategic action plan.

The EDC continues to excel in positioning Tampa Bay as one of the top markets in the U.S. to find skilled talent or build a successful career.

Our marketing team made significant improvements to the Make It Tampa Bay website this year, enhancing the job board section with new search functionalities and resources to make job hunting easier and more focused.

We launched a new ad campaign aimed at local residents in search of new career opportunities in high-growth industries. We also highlighted some of our best recruitment and expansion success stories in new ads that ran in Florida Trend, the Tampa Bay Times and the Tampa Bay Business Journal.

The marketing team also used our social media channels to share timely information about business assistance and employment resources for those impacted by COVID-19. Daily Hot Job features directed our audience to high wage positions open for immediate hire. Our research team tested out new tools like story mapping and produced new reports to inform our community of the potential impacts of COVID-19 and our prospects for recovery.

PLACEMAKING

Quality of place is essential for creating dynamic and vibrant communities – and Placemaking is the process of intentionally creating quality places. The Tampa Bay EDC recognizes the importance of quality of life and place as a key factor in influencing Tampa and Hillsborough County's future economic growth and reputation. For this reason, we have formally made Placemaking one of our three strategic priorities.

Placemaking is about much more than lively dining and cultural scenes, interesting neighborhoods, and beautiful parks and public spaces. It's about a deliberate focus on inclusive prosperity and bringing investment to every corner of Hillsborough

County. We believe that we can make an impact when it comes to driving key projects that enhance Hillsborough County's competitiveness as a destination for business and talent, and expand the number of thriving neighborhoods where people will want to live and work.

One of our top priorities for fiscal year 2021 is to hire a Community Development Director to activate our Placemaking strategy. This person will work closely with our city and county partners to market our Opportunity Zones to businesses and identify programs that can help residents achieve living wage careers.



“THE COMMUNITY HAS WELCOMED US WITH OPEN ARMS SINCE OUR ARRIVAL. THE WEALTH OF TALENT AND THE SUPPORT OF THE BUSINESS COMMUNITY AND LOCAL ACADEMIC INSTITUTIONS HAVE ALLOWED US THE OPPORTUNITY TO BUILD A WORLD-CLASS TEAM.”

GWEN CUMMINGS > *Site Lead, Amgen Capability Center*

INVESTOR RELATIONS

Fiscal year 2020 presented numerous challenges to our business community and the Investors who support our mission. The Tampa Bay EDC team is truly grateful to our Investors, who remained steadfast in their commitment to us. This year, the EDC retained 85% of our Investors and recruited several new ones, including Coca-Cola Beverages Florida as our newest Circle of Champions Investor.

While we missed seeing everyone in person for most of the year, we were able to stay highly engaged with our board and four standing committees via Zoom. Many of our Investors also participated in the Economic Recovery Task Force, providing invaluable insight and guidance, which helped shape the final recommendations presented to our city and county partners. Our in-person Meet the Projects event in January and our virtual one in August were among our most well attended to date.

With the continued support of our Investors, the EDC is in a strong position as we move into 2021.

16 CIRCLE OF CHAMPIONS

85% INVESTOR RETENTION RATE

13 NEW AND UPGRADED INVESTORS
TOTAL PRIVATE FUNDING: \$1,677,397



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TAMPA'S COLLABORATIVE
BUSINESS ENVIRONMENT IS
LIKE NO OTHER. WE BUILT
A NETWORK OF CONTACTS
BEFORE EVEN LANDING HERE.

ELIAS TORRES > *Founder and CTO, Drift*

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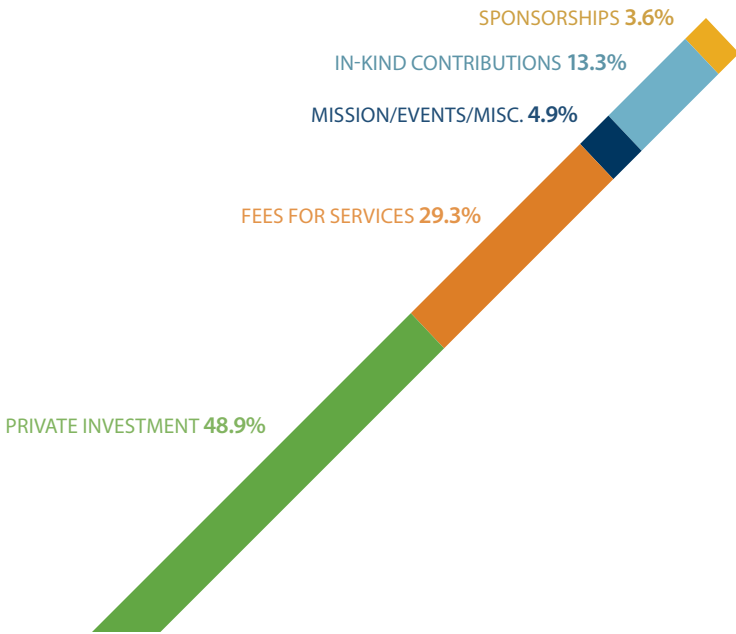
REVENUES AND EXPENSES

FY 20

OUR RESOURCES

PRIVATE INVESTMENT	\$1,677,397
FEES FOR SERVICES	\$1,008,000
MISSIONS/EVENTS/MISC.	\$167,016
IN-KIND CONTRIBUTIONS	\$456,885
SPONSORSHIPS	\$124,025

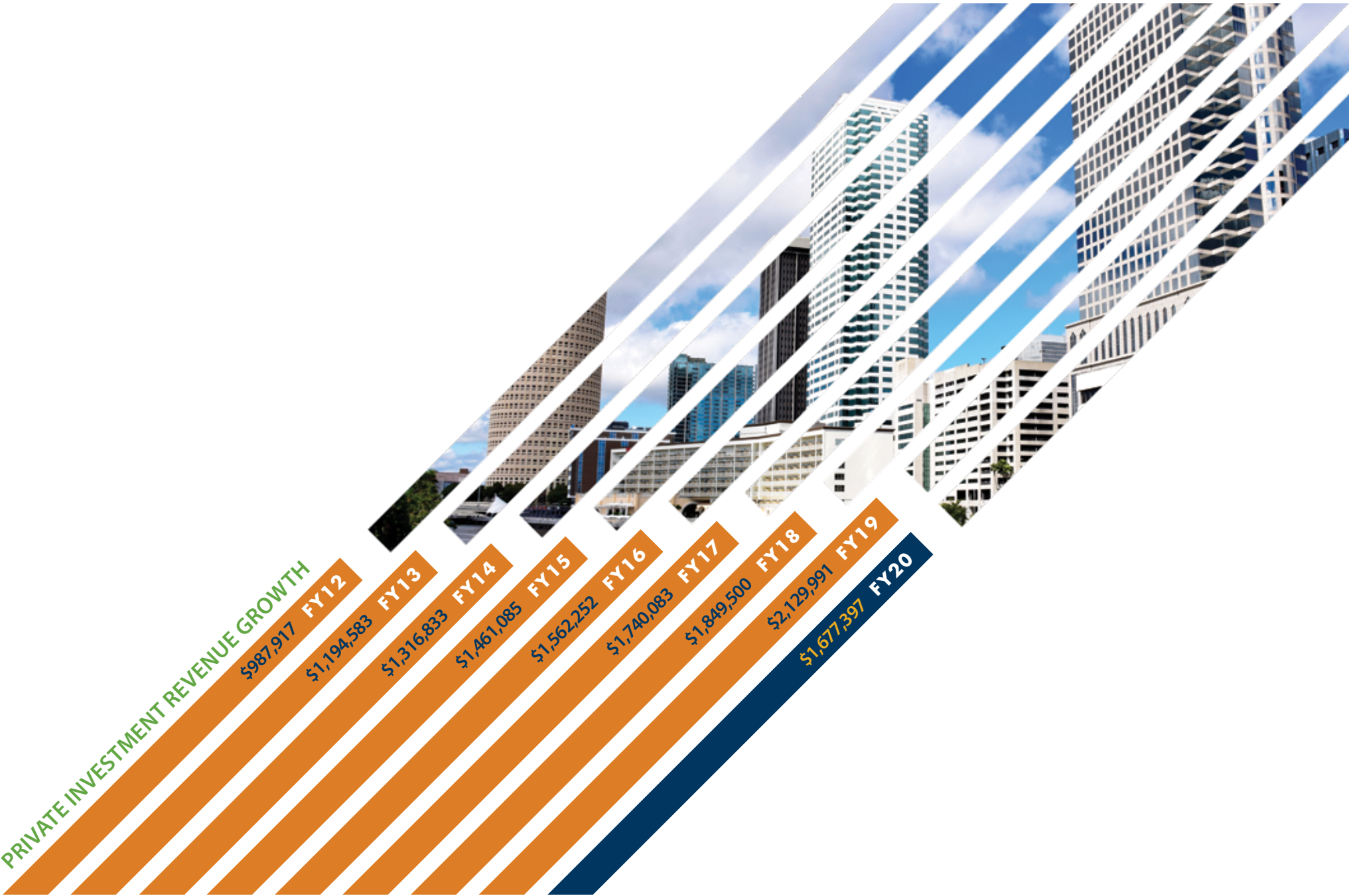
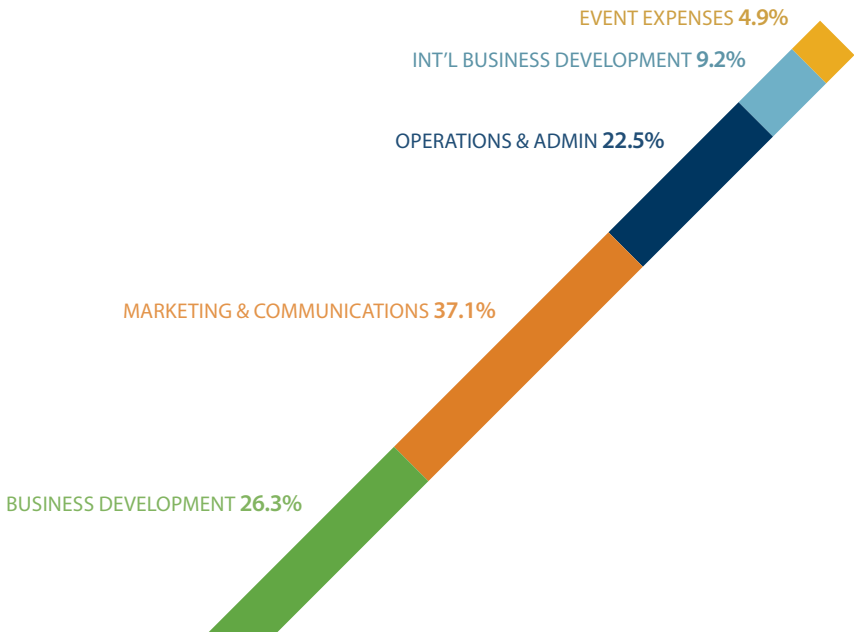
TOTAL RESOURCES \$3,433,323



HOW OUR RESOURCES WERE USED

BUSINESS DEVELOPMENT	\$889,331
MARKETING & COMMUNICATIONS	\$1,253,032
OPERATIONS & ADMIN	\$761,577
INT'L BUSINESS DEVELOPMENT	\$309,499
EVENT EXPENSES	\$167,841

TOTAL RESOURCES USED \$3,381,280





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