



What is the one thing that all people, regardless of age, professional status, or lifestyle want to do with their lives? Simple. Above all, they want to **thrive.**

CONTENTS

4	COLLEEN CHAPPELL: CREATE	•	6	KEN ATWATER, PH.D.: FOCUS	•	8	CRAIG J. RICHARD: EXCITE						
12	THE TEAM	•	14	LEADERSHIP	•	18	PROGRESS	•	20	THRIVE WITH FIVE	•	24	RULES OF ATTRACTION
26	BOUNDLESS POTENTIAL	•	28	GLOBAL REACH	•	30	PICTURE PERFECT	•	31	BEST OF SHOW			
34	MAKING AN IMPACT	•	40	CELEBRATING OUR SUCCESS									





Colleen Chappell President and CEO,
ChappellRoberts
2016 Chair

Tampa has an amazing story to tell, and all of us are responsible for sharing that story.

When we began this journey a year ago, I told you I believe that economic development, done well, requires all of us. Indeed, it took all of us pulling together to maintain the EDC's incredible momentum this year, and I am immensely proud of what we all accomplished.

Nothing is more important than the future of this organization, and this year we secured one of the best economic development leaders in the business. Our new CEO, Craig J. Richard, CEcD, has the vision and experience to solidify our position among the best economic development agencies in the country. Thanks to the remarkable leadership of our Interim CEO, J.P. DuBuque, we didn't miss a beat during the transition.

In tandem, our Investors and partners amazed me with their hard work toward our mission of growing and retaining jobs in Tampa and Hillsborough. We thrived in

a year when other markets are losing based on diversity and inclusion issues – we continue to be cited as a place people want to move and grow their businesses.

A critical initiative this year has been bringing a more diverse business sector into the EDC – young entrepreneurs and millennials. Tampa's ability to attract and retain highly skilled and educated millennial talent is going to play an important – if not the most important – role in our future economic competitiveness.

Tampa has an amazing business story to tell, and all of us are responsible for sharing that story with the rest of the country and the world.

create

The possibilities are limitless, but realizing our full potential will require vision, focus, and discipline.

As leaders, we have a unique opportunity to build upon the already formidable assets and enormous momentum that exist within our community to elevate Hillsborough County as one of the nation's premier business destinations and a thriving center for global commerce. I am tremendously excited about this mission – and for the opportunity for the EDC to assert its rightful position to lead such an important effort. The possibilities are limitless, but realizing our full potential will require vision, focus, and discipline.

Guided by our new CEO, Craig J. Richard, we embark upon this fiscal year with our most ambitious strategic plan to date. As your chair, my priorities will be to execute the goals established in this three-year plan and engage each of you to ensure the long-term sustainability of the EDC. Thanks to the leadership of our Investors and partners, coupled with the superlative performance of our operational team, the state of the EDC is strong and is having tremendous impact on our region's economic prosperity. But the battle for business and talent amongst America's communities is fierce. We must continue to adapt and refine our efforts to remain competitive, and

to do so requires greater private investment. As such, I have made it my goal to more than double the number of Circle of Champions Investors.

I invite you to join me as we endeavor to position the EDC to achieve continued success so that years from now, when this community is thriving beyond our imagination, we will look back with great satisfaction at what we were able to accomplish together.

Ken Atwater, Ph.D.

President, Hillsborough Community College *2017 Chair*

focus



Our community is in the midst of one of the most exciting transformations in its history.

When I arrived as the Tampa Hillsborough Economic Development Corporation's new CEO in June, my first order of business was to get to know our Investors and assess the capabilities of our team.

Within a very short time, it became obvious that the EDC, while still young, is poised for greatness, and our community is in the midst of one of the most exciting transformations in its history. There could be no better time to lead this organization and build upon its remarkable success. The unwavering support of our Investors and partners fueled our momentum during what could have been a challenging transition year. Their commitment to this organization motivates us to aim higher than ever before.

As we embark on an exciting new year, we'll redouble our efforts to attract new talent, jobs, and capital investment. We'll aggressively market our community in traditional and social media outlets nationwide. Investors will find new and beneficial ways to assist the EDC in accomplishing its mission. And with the launch of our first major capital campaign, we'll strengthen the EDC's financial position to enable us to bring deserving recognition to the Tampa-Hillsborough area as a preferred business destination.

In conclusion, I'd like to thank the EDC's leadership for their service last year and in particular, recognize Colleen Chappell for her tireless efforts and energy as outgoing Chair. I am honored and excited to have had the opportunity to work with you these last several months and look forward to continuing the journey in the years ahead.

Craig J. Richard, CEcD President and CEO,
Tampa Hillsborough EDC

excite



Tampa is the #1 city
Americans are moving
to now.

Realtor.com, 2016

12

executive

1. Craig J. Richard, CEcD
President and CEO
2. Terri Houston
Executive Assistant

finance and administration

3. J.P. DuBuque
Vice President, Finance and Administration
4. Avril Stinson
Investor Engagement Manager
5. Julie Coutu
Investor Development Coordinator

business development

6. Steve Morey
Vice President, Business Development
7. Bea Bare
Senior Business Development Executive
8. Autumn Braase
Business Development Manager
9. Adam Myers
Business Development Manager
10. Maginda Montero
Business Development Manager
11. Kara Bosworth
Associate Business Development Manager
12. Anna Vega
Executive Coordinator

international business

13. Lorrie Belovich
Director, International Business Development
14. Aly Fernandez
International Business Development Manager

marketing

15. Michelle Bauer
Vice President, Marketing and Communications
16. Jessica Butzier
Content Production Manager
17. Randy Smith
Director of Research
18. Robin DiSalvo
Market Research Analyst

film tampa bay

19. Dale Gordon
Executive Director
20. Tyler Martinolich
Production Manager
21. Matthew Pacheco
Administrative Assistant

For the EDC team, working to bring more jobs, capital investment, and recognition to our community is far more than just our job. It's our passion. Driven by a love for this community and respect for the people who make it the best place in America to live, work, and thrive, we approach every day as an exciting, new opportunity to help shape the economic future of Tampa and Hillsborough County.

But we're hardly all work and no play. We celebrate everyone's achievements and express our gratitude by giving back to the community as a team – qualities that earned us recognition as one of the Tampa Bay Business Journal's Best Places to Work for 2016.

the team



2017 EXECUTIVE OFFICERS



CHAIR
Ken Atwater, Ph.D.
*President,
Hillsborough
Community College*



VICE CHAIR
Alan List, M.D.
*President and CEO,
Moffitt Cancer Center*



**SECRETARY/
TREASURER**
Judy Genshaft, Ph.D.
*President,
University of
South Florida*



**IMMEDIATE
PAST CHAIR**
Colleen Chappell
*President and CEO,
ChappellRoberts*



**GENERAL
COUNSEL**
Rhea F. Law
*Chair,
Florida Offices
Buchanan Ingersoll
& Rooney PC*

ELECTED OFFICIALS



HONORABLE
Lesley "Les" Miller, Jr.
*Chair,
Hillsborough County
Board of County
Commissioners*



HONORABLE
Bob Buckhorn
*Mayor,
City of Tampa*



HONORABLE
Rick Lott
*Mayor,
City of Plant City*



HONORABLE
Frank Chillura
*Mayor,
City of Temple Terrace*

Leadership

The EDC's more than 100 public and private Investors provide vision and direction for the goals of our organization and the region's economic future.

Representing the top corporate and community leadership in Tampa Bay, this passionate and dedicated group serves as our primary governing body. Thanks to their generous support, the EDC is able to fulfill its mission and make significant strides in enhancing the economic competitiveness of the region.

Our public partners, including Hillsborough County and the cities of Tampa, Plant City, and Temple Terrace, are an invaluable part of our efforts to nurture and sustain a thriving local economy.

In FY2016, our Investors came together to craft our most ambitious strategic plan to date – a plan benefiting our community's rising status on the national stage. They explored new solutions to common challenges at exclusive Industry Executive Roundtables, and regularly convened to network and discuss the latest hot topics in our community at Investor-only Conversations and Cocktails events.



**Hillsborough
County Florida**

Honorable Lesley "Les" Miller, Jr., *Chair*



Honorable Bob Buckhorn, *Mayor*



Ronald Vaughn, Ph.D., *President*



David Pizzo, *Market President,
West Florida Region*



Paul Anderson, *President and CEO*



Gordon L. Gillette, *President*



Joe Lopano, *CEO*



Ken Atwater, Ph.D., *President*



Jeff Goodwin, *Executive Vice President,
Commercial Sales Manager*



Brian Best, *CEO*



Jim Burkhart, *President and CEO*



Jeff Vinik, *Partner*

Being able to network with like-minded individuals who are invested in making their community better for everyone is one of the best aspects of being involved with the EDC.

DAVID PIZZO, FLORIDA BLUE, MARKET PRESIDENT, WEST FLORIDA REGION

Executive Committee

AT&T
Andrew Hall, *Regional Director, External Affairs*

BAYCARE HEALTH SYSTEM
Glenn Waters, *Executive Vice President and COO*

BB&T
Kenneth Coppedge, *President, West Florida Region*

BEAUX-ARTS GROUP
Anne Adams Everett, *Principal*

BECK
Mark House, *Managing Director*

BRIGHT HOUSE NETWORKS ENTERPRISE SOLUTIONS
Brad Freathy, *Vice President, Enterprise Sales and Solutions Engineering*

BRISTOL-MYERS SQUIBB
Lee H. Evans, *Executive Director and Head, North America Capability Center & Global Capability Center Operations*

THE BROMLEY COMPANIES
William L. Haines, *Chairman*

BUCHANAN INGERSOLL & ROONEY PC
Rhea F. Law, *Chair of the Florida Offices*

CAREERSOURCE TAMPA BAY
Ed Peachey, *President and CEO*

CHAPPELLROBERTS
Colleen Chappell, *President and CEO*

CHERRY BEKAERT
Chris Rux, *Partner*

CITY OF PLANT CITY
Honorable Rick Lott, *Mayor*

CITY OF TEMPLE TERRACE
Honorable Frank Chillura, *Mayor*

CLARK CONSTRUCTION GROUP, LLC
Sid Jordan, *Division President and CEO, Northern and Southern Regions*

THE DEPOSITORY TRUST & CLEARING CORPORATION
Marie Chinnici-Everitt, *Managing Director*

FLORIDA HOSPITAL WEST FLORIDA REGION
Michael Schultz, *President and CEO*

FLORIDA TREND
Andrew P. Corty, *President and Publisher*

FRONTIER COMMUNICATIONS
Melanie S. Williams, *Senior Vice President*

GREATER TAMPA CHAMBER OF COMMERCE
Bob Rohrlack, *President and CEO*

GREENBERG TRAURIG, P.A.
Rich McCrea, *Shareholder*

MOFFITT CANCER CENTER
Alan List, M.D., *President and CEO*

THE MOSAIC COMPANY
Eileen H. Stuart, *Vice President, Public Affairs – Phosphates*

NITRO SOLUTIONS
Pete Slade, *Founder and CEO*

RIGHT MANAGEMENT
Mary Lallucci, *Senior Vice President, Florida/Caribbean*

RYAN COMPANIES
Doug Dieck, *President, Southeast Region*

SAINT LEO UNIVERSITY
Bill Lennox, Ph.D., *President*

SHUMAKER, LOOP & KENDRICK, LLP
Julio C. Esquivel, *Managing Partner*

STEARNS WEAVER MILLER
Vin Marchetti, *Shareholder*

SYKES ENTERPRISES INC.
Chuck E. Sykes, *President and CEO*

TAMPA BAY BUSINESS JOURNAL
Bridgette Bello, *Publisher*

TAMPA BAY LIGHTNING
Jeff Vinik, *Chairman and Governor*

TAMPA BAY RAYS
Melanie Lenz, *Senior Vice President of Strategy and Development*

TAMPA HILLSBOROUGH EXPRESSWAY AUTHORITY
Joe Waggoner, *CEO*

TD BANK
Michael Nursey, *Market President*

TRICKEY JENNUS
Tom Jennus, *Executive Vice President and Creative Chief*

UNITED WAY SUNCOAST
Suzanne McCormick, *CEO*

UNIVERSITY OF SOUTH FLORIDA
Judy Genshaft, Ph.D., *President*

USAA
Yvette Segura, *Vice President and General Manager, Tampa Campus*

WELLS FARGO
Kurt Mattox, *Senior Vice President*

Board of Directors

CARLTON FIELDS JORDEN BURT
Nathaniel Doliner, *Managing Shareholder*

CBRE
Chase Pattillo, *Managing Director*

COTT CORPORATION
Jerry Fowden, *CEO*

CUSHMAN & WAKEFIELD
Larry D. Richey, *Senior Managing Director and Market Leader, Central and North Florida Offices*

DPR CONSTRUCTION
Brian Robbins, *Project Manager*

FIFTH THIRD BANK
Jim Weiss, *Senior Commercial Banking Executive and Business Banking*

FINTECH
Scott Riley, *CEO*

HIGHWOODS PROPERTIES
Dan Woodward, *Vice President*

HILLSBOROUGH RIVER REALTY
John J. Avlon, *President*

HOLLAND & KNIGHT
Gov. Bob Martinez, *Senior Policy Advisor*

IT AUTHORITIES
Jason Caras, *Co-CEO*

JPMORGAN CHASE
Mike Dosal, *Managing Director, Middle Market Commercial Banking, North Florida Region*

MCKIBBON HOTEL MANAGEMENT, INC.
Randy Hassen, *President*

PARKWAY PROPERTIES
Kyle Burd, *Vice President and Managing Director*

PLANT CITY ECONOMIC DEVELOPMENT CORPORATION
Jake Austin, *President and CEO*

REGIONS BANK
Stephen Staggs, *Commercial Bank Executive, West Coast of Florida*

R.R. SIMMONS CONSTRUCTION
Randy Simmons, *Chairman*

SPECTRUM
Guy Nickerson, *CEO and Executive Producer*

T. ROWE PRICE
John Townsend, *Vice President and General Manager, Tampa Financial Center*

TAMPA BAY BUCCANEERS
Jim Frevola, *Chief Partnership Officer*

TAMPA BAY TIMES
Bruce Faulmann, *Vice President of Sales and Marketing*

TAMPA DOWNTOWN PARTNERSHIP
Christine Burdick, *President and CEO*

TAMPA INNOVATION ALLIANCE
Mark Sharpe, *Executive Director*

UBS FINANCIAL SERVICES
Greg Kadet, *Director of Central Florida*

WALBRIDGE
Frank Rygiel, *Vice President and General Manager*

WESTSHORE ALLIANCE
Ann Kulig, *Executive Director*

WFLA
Andy Alford, *Tampa General Manager*

Partners

21ST CENTURY FINANCIAL
Charles Parks, *President and CEO*

ABACODE
Jeremy Rasmussen, *Cybersecurity Director*

BBVA COMPASS BANK
Kevin Shukur, *Tampa Market President*

BDG ARCHITECTS
Mickey Jacob, *Executive Vice President*

BLUEPEARL VETERINARY PARTNERS
Darryl Shaw, *Founder & CEO*

CBIZ
Laura Plotner, *Tax Managing Director*

CITI
Gregg Morton, *Site President*

COLLIERS INTERNATIONAL
Mary Clare Codd, *Director of Office Services*

CONSTRUCTION SERVICES INC.
Fred Lay, *President*

CORT
Tony Finocchiaro, *Sales Manager*

CREATIVE CONTRACTORS
Josh Bomstein, *President*

FELDMAN EQUITIES
Larry Feldman, *CEO*

FLORIDA HOSPITAL, CARROLLWOOD
Joe Johnson, *President and CEO*

HOK
Mandy Weitknecht, *Senior Associate and Director of Business Development*

INHOUSE
Michael P. Mercer, *Senior Vice President*

JLL
Lee Winter, *Senior Vice President*

KEATING RESOURCES
Gerard Keating, *President and CEO*

LASER SPINE INSTITUTE
Chris Knopik, *Chief Legal Officer/General Counsel*

LEARNING ALLIANCE CORPORATION
Cesar Ruiz, *President and CEO*

LIONS EYE INSTITUTE FOR TRANSPLANT AND RESEARCH FOUNDATION, INC.
Jason Woody, *CEO*

NEWLAND COMMUNITIES
Thomas J. Panaseny, *Vice President, General Manager*

OCCAMMD
Gordon Ryerson, *Managing Director*

RELIAQUEST
Brian Murphy, *President and CEO*

RIVER CROSSING GROUP
Tamer Youssef, *Co-Founder and Co-Owner*

RS&H
John Pehling, *Vice President*

SMITH & ASSOCIATES
Robert Glaser, *President and CEO*

STANTEC
David Kemper, *Senior Principal*

ULTRAMATICS
Saru Seshadri, *President and CEO*

VOLTAIR CONSULTING ENGINEERS
Julius Davis, *President and CEO*

WORKSCAPES
Susan Snare, *Market President*

**Investors as of September 30, 2016*



progress

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.

We fell in love with Tampa...it offers us a much friendlier business climate than Chicago, a lifestyle that helps us to recruit top talent, and an outstanding airport that makes it easy for us to travel to our clients across the country.

**JOHN FORTINO, CO-FOUNDER AND SENIOR MANAGING PARTNER,
VELOCITY RESOURCE GROUP**

In 2013, the Tampa Hillsborough EDC established four strategic goals and nine key objectives, against which we would measure our success at the end of the 2016 fiscal year.

We aimed to position our community as a leading business destination; to attract and retain above-average wage jobs and capital investment aligned with our target industries; build the most professional and successful economic development organization in Florida; and create and support new regional initiatives that would enhance opportunities for economic success.

And we did it all.

We won our bid to host the 2017 Industrial Asset Management Conference. We secured top spots in national rankings. We nearly tripled our goal for capital investment and helped bring over 9,300 new jobs to Hillsborough County.

Our efforts to recruit three regional or national headquarters were a success, and we welcomed Bristol-Myers Squibb's North America Capability Center, Johnson & Johnson's North American Shared Services Headquarters, and Ashley Furniture Industries' U.S. e-Commerce Headquarters.

We increased our private investment to more than \$1.5 million and received a 92 percent satisfaction rate from our Investors in our Investor Engagement Review. The EDC was recognized as one of 2016's Best Places to Work by the Tampa Bay Business Journal, and our team collected more than a dozen prestigious state, national, and international awards.

In one of our boldest moves yet, we launched a regional initiative, the Tampa Bay Export Alliance, to significantly increase exports, gain more international flights, and increase container activity at our port. And last but certainly not least, we stood up the Tampa Hillsborough Film and Digital Media Commission and recruited two major feature films.

But we're not resting on our laurels. Our FY2017-2019 strategic plan will be our most ambitious to date – and we're ready for the challenge.

Deliver a best-in-class business retention and expansion (BRE) program.

- 1 Enhanced, scalable and comprehensive BRE program centered on pro-active local business outreach
- 2 Increase business visits and community outreach by a minimum of 10% each year
- 3 Become the 'go-to' resource for local business intelligence
- 4 Promote exporting/increase number of exporters in Tampa and Hillsborough County.

retention

GOAL

recruitment

GOAL

Recruit companies that will play a significant role in shaping the economic future of Tampa and Hillsborough County.

- 1 Develop and activate robust engagement plan with site selectors and other centers of influence
- 2 Devise and implement aggressive targeted recruitment strategy to prospect companies in high growth/high wage industries
- 3 Leverage Corporate HQ plan to target and recruit national and regional corporate headquarters
- 4 Create and implement foreign direct investment (FDI) strategy
- 5 Redefine pipeline; increase conversion rate year over year.

recognition

GOAL

Gain recognition as the most nimble, innovative and successful economic development organization in the United States.

- 1 Secure industry conference speaking engagements, committee roles and board appointments for EDC executives
- 2 Update processes, tools and programs to meet changing needs of relocating and expanding companies
- 3 Develop and execute multi-year funding campaign, resulting in an annual investment of at least \$2 million
- 4 Score in the top quartile of IEDC benchmarks and implement client and investor satisfaction measurement programs.

thrive with 5

FY2017-2019 STRATEGIC PLAN

renown

GOAL

Achieve global renown as one of America's best destinations for business.

- 1 Develop marketing campaigns that positively impact the attraction and retention of highly skilled talent, using Millennial Matter research as the foundation
- 2 Highlight important industry clusters with dedicated marketing and communications campaigns
- 3 Create targeted national public relations campaigns that tell our story to prospects in national and international media.

regionalism

GOAL

Create and support regional initiatives that enhance our opportunities for economic success in Hillsborough County.

- 1 Lead the Tampa Bay Export Alliance with regional partners to execute trade and FDI missions that elevate Hillsborough County's profile as a center of global commerce
- 2 Implement FDI strategies from Brookings Global Cities Initiative together with Pinellas and Pasco County partners
- 3 Collaborate on regional marketing and economic development initiatives with other Tampa Bay EDOs.



**The Gasparilla Pirate
Fest is the 3rd largest
parade in the U.S.**

Rules of Attraction

Displaying the kind of thought leadership that is earning us recognition across the country, we conducted two groundbreaking studies designed to position Tampa and Hillsborough County as the preferred destination for millennial talent and fast-growing companies led by young CEOs.

The studies, known as the Millennial Matter project, surveyed nearly 3,000 individuals between the ages of 25 to 35. While the bulk of the survey responses were collected from our top competing metro markets – Atlanta, Charlotte, Dallas, and Nashville – a nationwide sample was included as well.



60% of millennial CEOs report using social media to learn about prospective new locations for their companies.



2,863 millennials between 25-34 years of age participated in the survey.

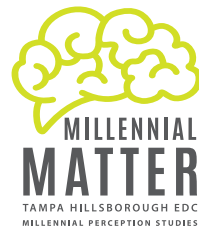
The first study surveyed 125 millennial CEOs leading companies with \$5 – \$50 million in revenues. They were asked about the factors driving their location and expansion decisions and how they perceive Tampa as a place to live, work, and grow their business. This survey, believed to be the first of its kind, provides remarkable insights into the site selection decisions of the next generation of corporate leaders.

In the “My Perfect City” online survey, millennials were asked about their desire to move to a new city, what factors are influencing their choices about where to move, and whether or not Tampa is on their list of contenders.

Tampa’s excellent career opportunities, great quality of life, affordability, and exciting food and craft beer scene were cited as the key draws for millennials considering relocating here.

The Millennial Matter project yielded a trove of rich data that will inform our new talent attraction campaigns and business recruitment initiatives.

To gain insights and expertise from local millennial CEOs, we convened a select group of them to form StandUp Tampa. The group, under the leadership of FY2016 EDC Chair Colleen Chappell, will serve as ambassadors for Tampa and Hillsborough County, assisting us with efforts to recruit and retain high-growth companies led by their peers. StandUp Tampa leaders will participate in business missions, site visits, media interviews, and advertising and social media campaigns aimed at promoting Tampa and Hillsborough County as an ideal location for young entrepreneurs.



Local millennial CEOs love Tampa. They are more satisfied with their home market than their peers in competing metros.



Our potential in the Tampa Bay area is great, and our business has really taken off. We moved into a 10,000 square foot building, and within a year, we’d already outgrown it.

ERIN MEAGHER, FOUNDER, KELAPO COCONUT/BENEFICIAL BLENDS

7 out of 10 millennials are considering a move within the next five years.

45.3% of millennials occupy white collar jobs.



Hillsborough County boasts a higher percentage of college graduates than competing markets in the South.

Nearly a quarter of all adults living in Hillsborough County are between 18-34 years of age, the highest percentage among our competing markets.



Boundless Potential

In April, we hosted six of the nation's leading site selectors for a multi-day tour of Tampa and Hillsborough County. During the visit, the six met with top business and community leaders, toured Port Tampa Bay and manufacturing sites in Plant City, and heard from Strategic Property Partners' Jeff Vinik on the future transformation of the urban core.

At an interactive panel event following the tour, the site selectors shared their impressions of the region's attractiveness as a corporate relocation and headquarters destination.

The verdict?

"This is an exciting place...Tampa can compete with any city in the world," said Deane Foote, Foote Consulting Group.

What sets us apart?

In a word: potential. Tampa and Hillsborough County's dramatic gains in talent, great industry diversity, and collaboration among universities, businesses, and government leaders make it easier for site selectors to keep bringing projects here – and their clients to choose our community as their new home.

Consultant Larry Moretti summed up the national site selection community's perceptions of the Tampa market for the group: "Tampa has been on our radar for many years, and it just keeps getting better. The changes I have seen on this visit point to the whole region heading toward a great future."

Every time I come back here, this place takes another step up.

ANDREW SHAPIRO, BIGGINS LACEY SHAPIRO & CO.
SHAPIRO LED THE TEAMS THAT ULTIMATELY SELECTED TAMPA FOR MAJOR OPERATIONS FOR DEPOSITORY TRUST & CLEARING CORPORATION AND BRISTOL-MYERS SQUIBB.



6 national site selectors



Tampa can compete with any city in the world.

DEANE FOOTE, FOOTE CONSULTING GROUP

Picture Perfect

The Tampa Hillsborough Film and Digital Media Commission team was on overdrive this year, as scores of new fashion, television, and commercial projects came to town to take advantage of Hillsborough County’s diverse urban, rural, and waterfront settings and showcase our community to the world.

Ybor City served as the backdrop for Louis Vuitton’s Spring 2016 collection. Legendary fashion photographer Bruce Weber shot the campaign exclusively in the historic district with actor and model Jaden Smith. Over the course of three days, the production spent close to \$1 million.

Commercials played a huge role in the Tampa Hillsborough Film and Digital Media Commission’s year, bringing in close to \$4 million. Major brands like Bud Light, Publix, Bright House Networks, and Mercedes-Benz chose iconic views of Hillsborough County for commercials that will air locally and nationwide.

Television productions delivered the highest revenues, with shows like *International House Hunters* and *Museum Men* generating nearly \$6 million.

In July, Tampa stepped into the spotlight with the red carpet screening of “The Infiltrator.” Nearly 1,000 local film fans turned out to view the film and get a chance to meet and take photos with stars Bryan Cranston and Benjamin Bratt and director Brad Furman. The crime drama kept viewers on the edge of their seats, and cheers erupted throughout the historic Tampa Theatre when scenes shot in Tampa Bay flashed upon the screen. A huge win for the local film community, “The Infiltrator” left no doubt that Tampa Bay can host and sustain big budget Hollywood film productions.



The success of ‘The Infiltrator’ offered a glimpse of the opportunities that exist to catalyze film production and economic development in Hillsborough County.

COMMISSIONER KEN HAGAN, HILLSBOROUGH COUNTY BOARD OF COUNTY COMMISSIONERS

The film commission’s year made significant advances in attracting more films to the area by working with Hillsborough County to create a \$500,000 incentive program for high-impact TV and feature films. “No Postage Necessary” was filmed in Plant City during the summer, while Tim Burton’s crew was in town in early spring shooting scenes for “Miss Peregrine’s Home for Peculiar Children.”

Nearly 1,000 local film fans turned out to view *The Infiltrator* screening.

\$4 Million
commercial production

\$6 Million
television production

Best of Show



11 prestigious awards



Capitalizing on the success of an exciting new online presence, the EDC’s marketing and research team continued to build out a robust library of business recruitment and sales support tools, including industry overviews, market brochures, international business guides, and local business resource brochures.

The documents’ data-rich content was complemented by the exceptional creative talents of Trickey Jennus, our agency of record, as well as those of other local design professionals from Haneke Design and Studio 630. The EDC’s new website, annual report, and collateral materials gained widespread acclaim and won ten national and international awards for marketing excellence in FY2016, claiming platinum, gold, and silver statuettes from prestigious programs such as the American Business Awards (Stevies), Hermes Creative Awards, MarCom Awards, AVA Digital Awards, Communicator Awards, and Davey Awards.

Our “Behind the Scenes at the EDC” video, produced by Spectrum, won top honors in the state in the single ad category from the Florida Economic Development Council (FEDC).

In August, the EDC inaugurated its new THRIVE campaign, a year-long effort that will highlight the people and organizations that are contributing to Tampa and Hillsborough County’s economic and social well-being. The research team continued to augment our extensive online Data Center with the latest reports on our community’s economic indicators, cost of living, and demographics as well as quarterly commercial and industrial real estate roundups. The GIS Real Estate Directory, managed by Randy Smith, our Director of Research, has become one of the most important and reliable resources for site selection in the region.



Tampa is the greatest Beer City in America.

Serious Eats, 2016

Making an Impact

The Business Development team traveled extensively this year to continue building our project pipeline, meeting with prospects and key influencers in the site selection and corporate real estate communities. Their outreach has strengthened Tampa and Hillsborough County's reputation as one of the nation's preferred business destinations, generating a record level of interest in corporate headquarters relocation and expansion opportunities here.

We kicked off the fiscal year in October with trips to the CoreNet Global North America Summit in Los Angeles and to the Site Selectors Guild Fall Forum in Philadelphia. Joining our colleagues at Enterprise Florida, we attended Team Florida events in New York, Atlanta, and Daytona to convince site selectors and real estate professionals to choose our state.

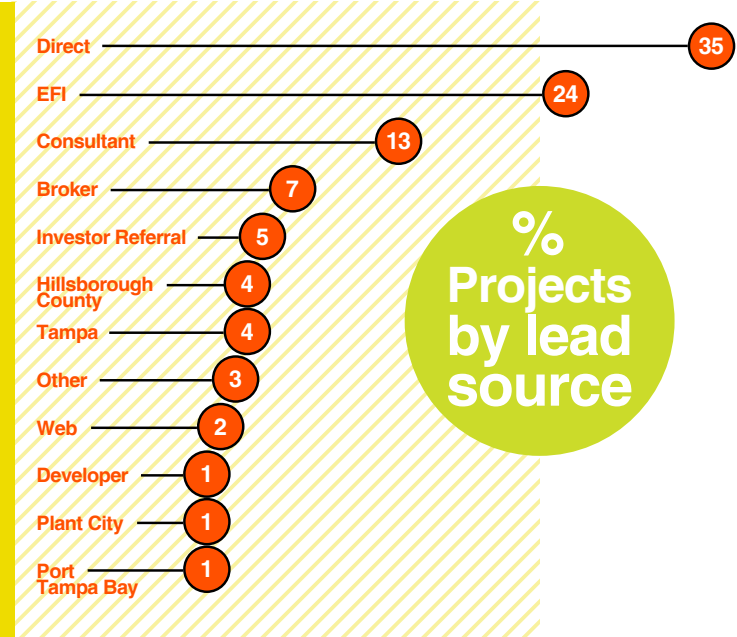
Our team connected with top executives in the life sciences and defense and security industries at major regional conferences including BioFlorida and Special Operations Forces Industry Conference (SOFIC), and sat down with leaders of more than 150 fast-growing local companies to explore ways that we can help them thrive in Hillsborough County.

Tampa is the perfect place for us to build Cohesion's future. The state and local government, the Tampa Hillsborough EDC, and the business community have been extremely supportive and made us feel welcome.

JOHN OWENS, PRESIDENT, COHESION

At our exclusive, peer-to-peer Industry Executive Roundtables, C-suite executives and commercial real estate leaders shared their expertise and best practices for tackling current challenges and achieving greater success.

Our highly anticipated Compass Webinar Series also debuted this year. These one-hour webinars offer an interactive format for prospects and business leaders across the country to gain a deeper understanding of our business climate and recruitment tools, discover how we can assist existing businesses as they add headcount and expand facilities, and help local companies to begin or increase export business. In September, we tapped into USAA's expertise in successfully leveraging the talents of those who have served our country with a very popular webinar on best practices for hiring and retaining veterans.



153 local business visits

WHY TAMPA?

LIFE SCIENCES INDUSTRY EXECUTIVE ROUNDTABLE

85 New projects opened

Lions Eye Institute
FOR TRANSPLANT & RESEARCH
"The science of sight. The gift of vision."

6

new headquarters

- COHESION (NATIONAL)
- BENICOMP INSURANCE COMPANY (NATIONAL)
- BERTRAM YACHTS (GLOBAL)
- NORTH AMERICAN ROOFING SERVICES, INC. (NATIONAL)
- FAY SERVICING (REGIONAL)
- VELOCITY RESOURCE GROUP (GLOBAL)



Florida is the perfect location for our company as it prepares for another significant expansion. The workforce here in Tampa is exceptional.

ED FAY, CEO, FAY SERVICING



We are proud to partner with the State of Florida, Hillsborough County, and the City of Tampa and look forward to building Bertram's future here. Our new headquarters will attract yacht owners, their associates, and crew members from around the world to Tampa.

PETER TRUSLOW, CEO, BERTRAM YACHTS

27 completed projects

- FLORIDA AGENCY NETWORK
100 JOBS; \$5,175,000 CAPITAL INVESTMENT
- TRANSFERWISE
250 JOBS
- QUIKRETE®
35 JOBS
- WILLIS GROUP HOLDINGS
157 JOBS; \$9,000,000 CAPITAL INVESTMENT
- GORDON FOOD SERVICE
100 JOBS
- INTEGRITY EXPRESS LOGISTICS
50 JOBS; \$115,000 CAPITAL INVESTMENT
- SUNVIEW SOFTWARE
45 JOBS; \$1,000,000 CAPITAL INVESTMENT
- SYSTEMSOFT TECHNOLOGIES
30 JOBS; \$100,000 CAPITAL INVESTMENT
- COHESION
100 JOBS; \$350,000 CAPITAL INVESTMENT
- CLESTRAL
2 JOBS, \$400,000 CAPITAL INVESTMENT
- NITRO SOLUTIONS
35 JOBS; \$100,000 CAPITAL INVESTMENT
- BENEFICIAL BLENDS, LLC
70 JOBS; \$3,000,000 CAPITAL INVESTMENT
- ABILITY NETWORK
75 JOBS; \$150,000 CAPITAL INVESTMENT
- ORSINI HEALTHCARE
34 JOBS; \$1,480,000 CAPITAL INVESTMENT

- PENINSULA STEEL
30 JOBS; \$8,000,000 CAPITAL INVESTMENT
- AVALON HEALTH SOLUTIONS
64 JOBS; \$970,000 CAPITAL INVESTMENT
- CITI
1,163 JOBS; \$90,000,000 CAPITAL INVESTMENT
- BENICOMP INSURANCE COMPANY
12 JOBS
- BERTRAM YACHTS
140 JOBS; \$35,000,000 CAPITAL INVESTMENT
- SAGITEC SOLUTIONS
60 JOBS
- PTR BALER AND COMPACTOR
50 JOBS; \$1,200,000 CAPITAL INVESTMENT
- MCMANIS AND MONSALVE ASSOCIATES
12 JOBS; \$700,000 CAPITAL INVESTMENT
- AERO SIMULATION, INC.
40 JOBS; \$7,500,000 CAPITAL INVESTMENT
- NORTH AMERICAN ROOFING SERVICES, INC.
180 JOBS; \$800,000 CAPITAL INVESTMENT
- IRON BOW TECHNOLOGIES
170 JOBS; \$500,000 CAPITAL INVESTMENT
- FAY SERVICING
118 JOBS; \$1,020,000 CAPITAL INVESTMENT
- VELOCITY RESOURCE GROUP
50 JOBS; \$375,000 CAPITAL INVESTMENT

3,172 NEW JOBS



Tampa offers everything we need to entice our key employees to relocate and ensure graduates of local universities and current workforce stay in the area.

KELLY WADE, COO, NORTH AMERICAN ROOFING SERVICES, INC.



\$166.9 MILLION IN CAPITAL INVESTMENT



Tampa is the “Best City in the Southeast.”

Money magazine, 2015

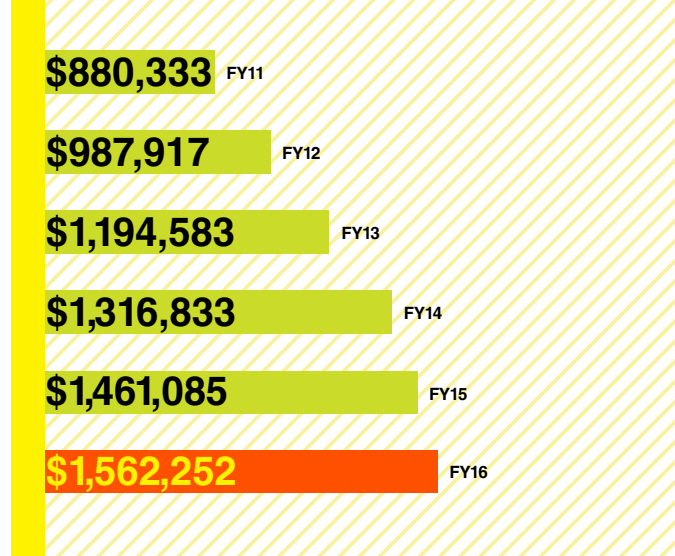
Celebrating our Success

For the sixth consecutive year, we made significant gains in private investor revenue, and continued to receive generous support from our public sector partners, Hillsborough County, the City of Tampa, the City of Plant City, and the City of Temple Terrace.

Our Investors are more engaged than ever before in shaping the future direction of the EDC. Bullish on our region's rise, they crafted an exciting and ambitious new three-year strategic plan to guide our way forward.

Investors routinely participate in Industry Executive Roundtables, Conversations and Cocktails, Executive Committee Meetings and Joint Leadership Luncheons. Several investors have played integral roles in the Business Development team's strategy, meeting with prospects to share their experience in doing business in Hillsborough County.

PRIVATE INVESTMENT REVENUE GROWTH



The EDC provides a window for us into what's next for Tampa Bay and, in a larger sense, what's next in industry. Having a seat at the table and knowing how local government and business leaders intend to help grow the area is a critical piece in planning our future growth.

DR. WILLIAM J. LENNOX JR., *PRESIDENT, SAINT LEO UNIVERSITY*