



**Investor Relations Committee Agenda
November 17, 2020**

8:00 a.m.

Via Zoom

- I. Welcome
- II. EDC News
 - Staff Changes
- III. Investor Revenue Update (*FYE20 and FY21 YTD as of November 16, 2020*)
- IV. Prospect ID & Development
 - Review Current Top 20 list
- V. Prospect Outreach and Investor Relations Discussion – How to Do More, Better
 - Annual Meeting Feedback
 - Investor Survey Results
 - FY21 Schedule of Meetings & Events
 - Investor Levels & Benefits
 - Investor Directory
- VI. Any Other Business/Adjourn

INVESTOR RELATIONS & DEVELOPMENT REPORT

As of September 30, 2020

FY2020 INVESTOR REVENUE (YTD 09/30/20)

Total Investor Revenue Goal:	\$ 2,010,000
Total Investor Revenue Actual/Paid:	\$ 1,732,667
To Goal:	\$ 277,333

NEW INVESTORS & UPGRADES (YTD 09/30/20)

Total New Investors & Upgrades Goal:	\$ 168,725
Total New Investors & Upgrades Actual/Paid:	\$ 185,000
To Goal:	\$ (16,275)

NEW INVESTORS (YTD 09/30/20)

- Circle of Champions (1): Coca-Cola Beverages Florida
- Chairman's Council (3): The Florida Aquarium, Helios Education Foundation, The Southern Group
- President's Council (6): Creative Sign Designs, FAIRWINDS Credit Union, GrayRobinson, Hancock Whitney Bank, Johnson & Johnson, Verizon
- Gazelle (1): Big Fish

SPONSORSHIP & EVENT REVENUE (YTD 09/30/20)

Total Sponsorship Goal:	\$ 334,100
Total Sponsorship Actual/Paid:	\$ 283,875
To Goal:	\$ 50,225

GRANT REVENUE (YTD 09/30/20)

Total Grant Revenue Goal:	\$ 110,000
Total Grant Revenue Actual/Paid*:	\$ 10,000
To Goal:	\$ 100,000

*Hillsborough Community College

RENEWING INVESTORS (YTD 09/30/20)

Total Renewal Goal:	\$ 1,841,275
Total Renewal Actual/Paid:	\$ 1,547,667
To Goal:	\$ 293,608

ATTRITION (YTD 09/30/20)

Total Attrition (\$ amount YTD) =	\$ 337,084
Lost (\$ amount YTD) =	\$ 294,167
Downgraded (\$ amount YTD) =	\$ 42,917

Actual Lost (18): Beaux-Arts Group, Berkshire Hathaway Home Services FPG, Bloomin' Brands, CDW, CIT Bank, Cognizant, DPR Construction, Elevate Branding, Foley & Lardner, Frontier Communications, HART, Hillsborough River Realty Corp., McKibbon Hospitality, PNC Bank, Ryan Companies, Stearns Weaver Miller, Suncoast Credit Union, WFLA

Actual Downgrade (3): Blind Tiger Café, Florida Blue, Moffitt Cancer Center

AT RISK (YTD 09/30/20)

Estimated number of at-risk Investors: 2

Total \$ Amount at risk: \$60,000

UPGRADES (YTD 09/30/20)

- Chairman's Council (2): Amgen, Tampa Bay Lightning

ACCOUNTS RECEIVABLE (YTD 09/30/20)

• Current:	\$ 206,333
• 1-30 Days:	\$ 10,000
• 31-60 Days:	\$ 0
• 61-90 Days:	\$ 0
• 91 Days+:	\$ 50,000
• Total A/R*:	\$ 266,333

*Includes \$60,000 of FY2020 Investor renewal payments that did not arrive by 9/30 but are expected to be collected in early FY2021, and \$206,333 of Investor renewal payments applicable to FY2021

Updated: 11/10/20

INVESTOR RELATIONS & DEVELOPMENT REPORT

As of November 16, 2020

FY2020 INVESTOR REVENUE (YTD 11/16/20)

Total Investor Revenue Goal:	\$ 1,850,000
Total Investor Revenue Actual/Paid:	\$ 262,333
To Goal:	\$ 1,587,667

NEW INVESTORS & UPGRADES (YTD 11/16/20)

Total New Investors & Upgrades Goal:	\$ 203,000
Total New Investors & Upgrades Actual/Paid:	\$ 0
To Goal:	\$ 203,000

NEW INVESTORS (YTD 11/16/20)

- Circle of Champions:
- Chairman's Council:
- President's Council:
- Gazelle:

SPONSORSHIP & EVENT REVENUE (YTD 11/16/20)

Total Sponsorship Goal:	\$ 129,500
Total Sponsorship Actual/Paid:	\$ 68,944
To Goal:	\$ 60,556

GRANT REVENUE (YTD 11/16/20)

Total Grant Revenue Goal:	\$ 100,000
Total Grant Revenue Actual/Paid:	\$ 0
To Goal:	\$ 100,000

RENEWING INVESTORS (YTD 11/16/20)

Total Renewal Goal:	\$ 1,647,000
Total Renewal Actual/Paid:	\$ 262,333
To Goal:	\$ 1,384,667

ATTRITION (YTD 11/16/20)

Total Attrition (\$ amount YTD) =	\$ 25,000
Lost (\$ amount YTD) =	\$ 0
Downgraded (\$ amount YTD) =	\$ 25,000

Actual Lost: N/A

Actual Downgrade (1): The University of Tampa

AT RISK (YTD 11/16/20)

Estimated number of at-risk Investors: N/A

Total \$ Amount at risk: N/A

UPGRADES (YTD 11/16/20)

- Circle of Champions:
- Chairman's Council:
- President's Council:
- Gazelle:

ACCOUNTS RECEIVABLE (YTD 11/16/20)

• Current:	\$ 516,833
• 1-30 Days:	\$ 85,000
• 31-60 Days:	\$ 0
• 61-90 Days:	\$ 0
• 91 Days+:	\$ 0
• Total A/R*:	\$ 601,833



Current Prospects Review

Charter Communications

Brown & Brown

Centene

CliftonLarsonAllen

Goldman Sachs

Van Trust

Leverage Digital

Bank of Central Florida

Siemens

SCP & Co.

Kimmins Contracting Corp.

Caspers Company

Kforce

Bank OZK

Vector Solutions

Gilbane

Pepin Distributing Co.

Franklin Street

Raymond James

A-LIGN

Republic Bank of Florida



Constant Contact Survey Results

Survey Name: FY20 Investor Satisfaction Survey October 2020

Response Status: Partial & Completed

Filter: None

10/23/2020 10:52 AM EDT

TextBlock:

Thank you for your participation in the Tampa Bay EDC's Annual Investor Satisfaction Survey. As a valued Investor, we appreciate your feedback. This survey should take approximately 7 minutes to complete. Additional comments are welcomed.

The mission statement of the Tampa Bay EDC is "to develop and sustain a thriving local economy by focusing on the attraction, *****expansion and retention of high wage jobs and capital investment." On a scale of 1 to 10, with 10 being extremely clear and effective, how clear and effective is our mission statement?

1 = 1- Not Clear or Effective, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10- Extremely Clear and Effective

	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
											33	9.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*****Are you comfortable sharing the mission as an EDC Ambassador in the community?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			32	96.9 %
No			2	6.0 %
Totals			33	100%

*****Do you currently serve on one of the three EDC Standing Committees? (Business Development, Investor Relations, and Marketing)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			18	54.5 %
No			15	45.4 %
No Response(s)			0	0.0 %
Totals			33	100%

If you answered no to question number three, are you interested in serving on a committee? Or being involved in other ways?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes (Please contact me. My information is in the comment box)			8	24.2 %
No			9	27.2 %
No Response(s)			16	48.4 %
Totals			33	100%

***Are the standing committees useful and effective? Why or why not?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			22	66.6 %
No			0	0.0 %
N/A			11	33.3 %
Totals			33	100%

***How would you rank the EDC's results in creating jobs and capital investment?**

1 = 1- Very Effective, 2 = 2- Effective, 3 = 3- Somewhat Effective, 4 = 4- Not Very Effective, 5 = 5- Not Sure

	1	2	3	4	5	Number of Response(s)	Rating Score*
						33	1.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

***In your opinion, are these results having an impact on the local economy?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			31	93.9 %
No			0	0.0 %
Not Sure			2	6.0 %
Totals			33	100%

***How would you rank the EDC's ability to effectively market Tampa to attract and retain highly skilled talent?**

1 = 1-Very Effective, 2 = 2- Effective, 3 = 3- Somewhat Effective, 4 = 4- Not Very Effective, 5 = 5- Not Sure

	1	2	3	4	5	Number of Response(s)	Rating Score*
						30	2.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

On

***a scale of 1 to 10, with 10 being completely satisfied, how would you rate your overall satisfaction as an Investor of the EDC?**

1 = 1- Not Very Satisfied, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10- Extremely Satisfied

	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
											30	8.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

*Would you recommend becoming an Investor to others? Why or why not?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			30	90.9 %
No			0	0.0 %
No Response(s)			3	9.0 %
Totals			33	100%

*Are there any companies in your network that you think would be interested in joining the EDC?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			15	50.0 %
No			15	50.0 %
Totals			30	100%

On a scale of 1 to 10, with 10 being completely satisfied,

*how satisfied are you with the content of the EDC's existing events? (e.g. Meet the Projects, Annual Meeting). Which do you like or dislike, and how can they be improved?

1 = 1- Not Very Satisfied, 2 = 2, 3 = 3, 4 = 4, 5 = 5, 6 = 6, 7 = 7, 8 = 8, 9 = 9, 10 = 10- Extremely Satisfied




	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Rating Score*
											30	8.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Does your company have a Foundation? Corporate Giving/Social Responsibility Program? Or offer Employee Matching Gifts?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes (Please contact me. My information is in the comment box)			10	35.7 %
No			18	64.2 %
Totals			28	100%

Would you be willing to host a future meeting/event at your place of business? If so, please add your company name in the comment section or contact David Boyd, Director of Investor Relations via email at dboyd@tampaedc.com or by phone at (813) 270-0932.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			12	36.3 %
No			13	39.3 %
No Response(s)			8	24.2 %
Totals			33	100%

FY2021 Meeting & Event Schedule

	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21	Apr 21	May 21	Jun 21	July 21	Aug 21	Sep 21
Board of Directors		Board Orientation Nov 17 11:00am		Jan 26 9:30am			Mid Year Report Apr 27 9:30am				Aug 24 9:30am	
Executive Committee		Nov 17 9:30am				Mar 23 9:30am			June 22 9:30am			Sep 28 9:30am
Compensation Committee		Nov 5 10:00am										
Nominating Committee									June 22 8:00am			
Marketing Committee		Nov 17 8:00am		Jan 26 8:00am		Mar 23 8:00am			June 22 8:00am			Sep 28 8:00am
Business Dev Committee		Nov 17 8:00am		Jan 26 8:00am		Mar 23 8:00am			June 22 8:00am			Sep 28 8:00am
Investor Rel Committee		Nov 17 8:00am		Jan 26 8:00am		Mar 23 8:00am			June 22 8:00am			Sep 28 8:00am
Competitiveness Committee				Jan 26 8:00am		Mar 23 8:00am			June 22 8:00am			Sep 28 8:00am
Events	Annual Meeting Oct 29			Ed Talks! TBD		Small Group CEO Lunch TBD	Meet the Projects TBD	Small Group CEO Lunch TBD	Ed Talks! TBD		Meet the Projects TBD	Small Group CEO Lunch TBD

Investor Levels and Benefits

Circle of Champions \$50,000+

- One (1) Executive Committee Seat (*4x/year*)
- Logo prominently displayed on Circle of Champions Wall in TBEDC office
- Eight (8) complimentary tickets to Annual Meeting
- Complimentary participation on one (1) international business development mission (travel & lodging included)
- Plus all other benefits listed below

Chairman's Council \$25,000 — \$49,999

- One (1) Board of Directors Seat (*4x/year*)
- Eligible to assign up to four (4) company representatives to serve on a Standing Committee
- Opportunity to host and/or attend Small Group Luncheons with TBEDC CEO and, whenever possible, a Circle of Champions member (*3-4x/year*)
- Complimentary participation on one (1) domestic business development mission (travel & lodging included)
- Eligible for nomination to Executive Committee for At Large Seat with one-year term
- Plus all other benefits listed below

President's Council \$10,000 — \$24,999

- Eligible to assign one (1) company representative to serve on a Standing Committee: Business Development, Marketing, Investor Relations, and Competitiveness (*5x/year*)
- Logo displayed on Video Wall in TBEDC office reception area
- One (1) promotional post per year on TBEDC social media channels on company announcement, event, etc.
- Invitation to participate in interviews with industry, national or international media
- Inclusion in responses to RFPs
- Plus all other benefits listed below

Gazelle \$5,000 — \$9,999 (CEO < 40 or Revenue < \$10M)

- Participation in Meet the Projects and ED Talks! economic development and industry-related events (*4x/year*)
- Invitation to attend one (1) Board of Directors meeting
- Eligible for nomination to Board of Directors for At Large Seat with one-year term
- Inclusion in TBEDC Investor Directory, Business Resource Guide, and website
- Subscription to monthly E-newsletter and opportunity to be highlighted in Investor Spotlight, Investor News, and Congratulations, Investors! sections
- Special recognition gift for investing in TBEDC
- Alerted to breaking news regarding new business announcements

For more information, please contact:

David Boyd, Director of Investor Relations
dboyd@tampabayedc.com | 813.270.0932 (C) | 813.518.2642



INVESTOR DIRECTORY

EXECUTIVE OFFICERS

Chair

JIM WEISS

Credit Risk Executive, Senior Vice President, Fifth Third Bank

Vice Chair

JAMES NOZAR

CEO, Strategic Property Partners

Secretary/Treasurer

ANGEL GONZALEZ

Hillsborough Market President, CenterState Bank

General Counsel

RON CRISTALDI

President and CEO, Shumaker Advisors Florida, LLC

Immediate Past Chair

MARIE CHINNICI-EVERITT

Managing Director, The Depository Trust & Clearing Corporation

ELECTED OFFICIALS

HONORABLE

LESLEY "LES" MILLER

Chair, Hillsborough County Commission

HONORABLE

JANE CASTOR

Mayor, City of Tampa

HONORABLE

RICK LOTT

Mayor, City of Plant City

HONORABLE

ANDY ROSS

Acting Mayor, City of Temple Terrace

CIRCLE OF CHAMPIONS - \$50,000

CAREERSOURCE TAMPA BAY

John Flanagan, *CEO*

CITY OF TAMPA

Honorable Jane Castor, *Mayor*

COCA-COLA BEVERAGES FLORIDA

Troy Taylor, *Chairman and CEO*

FIFTH THIRD BANK

Jim Weiss, *Credit Risk Executive, Senior Vice President*

GTE FINANCIAL

Brian Best, *CEO*

HILLSBOROUGH COMMUNITY COLLEGE

Ken Atwater, Ph.D., *President*

HILLSBOROUGH COUNTY

Honorable Lesley "Les" Miller, *Chair*

THE MOSAIC COMPANY

Benjamin Pratt, *Senior Vice President, Government and Public Affairs*

PORT TAMPA BAY

Paul Anderson, *President and CEO*

STRATEGIC PROPERTY PARTNERS

James Nozar, *CEO*

TECO

Nancy Tower, *President and CEO*

TAMPA GENERAL HOSPITAL

John Couris, *President and CEO*

TAMPA INTERNATIONAL AIRPORT

Joe Lopano, *CEO*

TRUIST

Timothy Schar, *President, Tampa Market*

UNIVERSITY OF SOUTH FLORIDA

Steven C. Currall, Ph.D., *President*

CHAIRMAN'S COUNCIL - \$25,000

AMGEN

Felicia Harvey, *Corporate Affairs Lead*

BAYCARE HEALTH SYSTEM

Glenn Waters, *Executive Vice President and COO*

BRISTOL MYERS SQUIBB

Anne Marie Lapczynski, *Global Head of People Services and Site Leader*

THE BROMLEY COMPANIES

William L. Haines, *Chairman*

BUCHANAN INGERSOLL & ROONEY PC

Steven C. Pratico, Esq., *Shareholder*

CENTERSTATE BANK

Angel Gonzalez, *Hillsborough Market President*

CHAPPELLROBERTS

Colleen Chappell, *President and CEO*

THE DEPOSITORY TRUST & CLEARING CORPORATION

Marie Chinnici-Everitt, *Managing Director*

DIAMOND VIEW STUDIOS

Tim Moore, *CEO*

THE FLORIDA AQUARIUM

Roger Germann, *President and CEO*

FLORIDA BLUE

David Pizzo, *Market President, West Florida Region*

GREENBERG TRAURIG, P.A.

David Weinstein, *Managing Shareholder*

HANEKE DESIGN

Jody Haneke, *President and Founder*

HELIOS EDUCATION FOUNDATION

Charles Hokanson, *Senior Vice President, Florida Community Engagement*

MOFFITT CANCER CENTER

Jack Kolosky, *Chief Operating Officer*

NEW YORK YANKEES

Tony Bruno, *Senior Vice President and CFO*

RELIAQUEST

Isabel Dewey, *Senior Vice President of People*

SAINT LEO UNIVERSITY

Jeffrey Senese, Ph.D., *President*

SHUMAKER, LOOP & KENDRICK, LLP

Julio C. Esquivel, *Partner*

THE SOUTHERN GROUP

Seth McKeel, *Managing Partner*

STONEHILL INNOVATION

Doug Pace, *CEO*

TAMPA BAY BUSINESS JOURNAL

Ian Anderson, *Publisher and Managing Partner*

TAMPA BAY CHAMBER OF COMMERCE

Bob Rohrlack, *President and CEO*

TAMPA BAY LIGHTNING

Jeff Vinik, *Chairman and Governor*

TAMPA BAY RAYS

Barry Newell, *Vice President of Business Operations and Analytics*

TAMPA BAY TIMES

Bruce Faulmann, *Vice President of Sales and Marketing*

TRICKEY JENNUS

Tom Jennus, *President and CCO*

UBS GLOBAL WEALTH MANAGEMENT

Greg Kadet, *Managing Director, Florida Gulf Coast Market*

ULTIMATE MEDICAL ACADEMY

Linda Mignone, *Executive Vice President*

THE UNIVERSITY OF TAMPA

Ronald Vaughn, Ph.D., *President*

USAA

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

VALLEY BANK

Ronald L. Ciganek, *Senior Vice President, Commercial & Industrial Division*

WELLS FARGO

Jim Themides, *Executive Vice President, Market Executive, Florida Gulf Coast, Commercial Banking*

PRESIDENT'S COUNCIL - \$10,000

AC4S TECHNOLOGIES

Hugh S. Campbell, *President*

AT&T

Edwin Narain, *Regional Director, External Affairs*

BAKER MCKENZIE

Jamie Lawless, *Executive Director, Tampa Center*

THE BANK OF TAMPA

Steve Fluharty, *Senior Vice President, Market Director*

BBVA USA

Kevin Shukur, *Tampa Market President*

BNY MELLON WEALTH MANAGEMENT

Sean Maguire, *Senior Director and Team Leader*

CARLTON FIELDS

Gary Sasso, *President and CEO*

CBRE

Mike DiBlasi, *Managing Director*

CITI

Florence Yagoda, *Director, Regional Supervisory Principal*

CITY OF TEMPLE TERRACE

Honorable Andy Ross, *Acting Mayor*

COLLIERS INTERNATIONAL

Joanne LeBlanc, *Director, Office Services*

COMMUNITY FOUNDATION OF TAMPA BAY

Marlene Spalten, *President and CEO*

CONSTRUCTION SERVICES INC.

Fred Lay, *President*

COUSINS PROPERTIES

Kyle Burd, *Senior Vice President and Managing Director*

CREATIVE SIGN DESIGNS

Jamie Harden, *President and CEO*

CUSHMAN & WAKEFIELD

Larry D. Richey, *Managing Principal, Florida*

FAIRWINDS CREDIT UNION

Elisha Gonzalez, *Vice President of Community Relations*

GRAY | ROBINSON

Sacha Dyson, *Shareholder*

HANCOCK WHITNEY BANK

Joe Fontana, *Vice President, Middle Market Banking*

HIGHWOODS PROPERTIES

Dan Woodward, *Vice President*

HILL WARD HENDERSON

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

HOLLAND & KNIGHT

Gov. 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/General Manager*

LIONS EYE INSTITUTE FOR TRANSPLANT AND RESEARCH, INC.

Jason Woody, *CEO*

MARCUM LLP

Patty Hamilton, *Partner*

NEXTPATH CAREER PARTNERS

Dan Rodriguez, *President*

PLANT CITY ECONOMIC DEVELOPMENT CORPORATION

Jake Austin, *President and CEO*

PRIMO WATER CORP.

Ghire Shivprasad, *Vice President, Human Resources*

REGIONS BANK

Michael G. Jones, *Executive Vice President and Market Executive*

R.R. SIMMONS CONSTRUCTION

Randy Simmons, *Chairman*

SMITH & ASSOCIATES

Robert Glaser, *President and CEO*

SUNVIEW SOFTWARE

Seng Sun, *President*

SYNOVUS

David J. Mitchell, *Market Executive*

TAMPA !P

Mark Sharpe, *Executive Director*

TAMPA BAY BUCCANEERS

Atul Khosla, *Chief Corporate Development & Brand Officer*

TAMPA DOWNTOWN PARTNERSHIP

Lynda Remund, *President and CEO*

UNITED WAY SUNCOAST

Jessica Muroff, *CEO*

VELOCITY RESOURCE GROUP

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

VERIZON

Kevin Powell, *Director, Network Field Engineering*

WARREN AVERETT

Michelle Sanchez, *CPA, Audit Member*

WESTSHORE ALLIANCE

Ann Kulig, *Executive Director*

GAZELLE - \$5,000 (CEO < 40 OR REVENUE < \$10 MILLION)

BENEFICIAL BLENDS

Erin Meagher, *Chief Coconut*

BIG FISH

Sara MacQueen, *Founder and President*

BLIND TIGER CAFÉ LLC

Roberto Torres, *President*

ELEVATE

Aakash Patel, *President*

INTEGRAL ENERGY

Anddrikk Frazier, *Managing Partner*

NEWGENTEK

Chon Nguyen, *Founder and CEO*

SHEA BARCLAY GROUP

Michael P. Shea, *President*

TOMLIN ST CYR REAL ESTATE SERVICES

John Tomlin, *CEO*

VOLTAIR CONSULTING ENGINEERS

Julius Davis, *President and CEO*

**Information accurate as of November 1, 2020*

FOR MORE INFORMATION, PLEASE CONTACT:

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Director of Investor Relations

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