



## Board of Directors Meeting

January 26, 2021

Zoom Call

### **Present:**

Ian Anderson – Tampa Bay Business Journal  
Paul Anderson – Port Tampa Bay  
Ron Barton – Hillsborough County ED  
David Bevirt – Strategic Property Partners  
Mary Bright – Warren Averett  
Tony Bruno – New York Yankees  
Bob Buckhorn – Former Tampa Mayor  
Mayor Jane Castor – City of Tampa  
Marie Chinnici-Everitt – DTCC  
Ronald Christaldi – Shumaker, Loop & Kendrick  
Ronald Ciganek- Valley Bank  
Ben Dachevall – Hill Ward Henderson  
Julius Davis – VoltAir  
Robin DeLaVergne – Tampa General  
Isabel Dewey – ReliaQuest  
Barbara Dondarski- Johnson & Johnson  
Julio Esquivel – Shumaker, Loop & Kendrick  
Bruce Faulmann – Tampa Bay Times  
John Flanagan – CareerSource Tampa Bay  
John Fortino – Velocity Resource Group  
Anddrikk Frazier – Integral Energy  
Dr. Judy Genshaft – USF (Emerita)  
Roger Germann – The Florida Aquarium  
Angel Gonzalez – CenterState Bank  
Nick Haines – Bromley Companies  
Felicia Harvey – Amgen  
Charles Hokanson – Helios Education Foundation  
Tom Jennus – Trickey Jennus  
Gregory Kadet – UBS Financial Services

Pat Kemp – Hillsborough County BOCC  
Lindsey Kimball – Hillsborough County ED  
Anne Marie Lapczynski – Bristol Myers Squibb  
Rhea Law – Buchanan, Ingersoll & Rooney  
Jamie Lawless – Baker McKenzie  
Joe Lopano – Tampa International Airport  
Seth McKeel – The Southern Group  
Erin Meagher – Beneficial Blends, LLC  
Linda Mignone – Ultimate Medical Academy  
Ed Narain – AT&T  
Barry Newell – Tampa Bay Rays  
Chon Nguyen - Newgentek  
James Nozar – Strategic Property Partners  
Keith O’Malley - USAA  
David Pizzo – Florida Blue  
Steven Pratico – Buchanan, Ingersoll & Rooney  
Dan Rodriguez – NextPath Career Partners  
Michelle Sanchez – Warren Averett  
Tim Schar – Truist  
Ghire Shivprasad – Primo Water Corp.  
Randy Simmons – R.R. Simmons Construction  
Seng Sung – SunView Software  
Jim Themides – Wells Fargo  
Roberto Torres – Blind Tiger Café  
Nancy Tower – TECO  
Jim Weiss – Fifth Third  
Dan Woodward – Highwoods Properties

### **Staff:**

Craig Richard  
Michelle Bauer  
Monica Bowersox  
Steve Morey  
Hussain Shamseddine  
Nealy Wheat

### **Guest Speaker:**

Ron Starner, EVP, Conway, Inc.

## **CALL TO ORDER**

Jim Weiss called the meeting to order at 9:55 am.

## **APPROVAL OF CONSENT AGENDA**

- Executive Committee Meeting Minutes – November 17, 2020
- Departmental Reports

***Action: The motion was made, seconded and unanimously passed to approve the consent agenda as presented.***

## **GUEST SPEAKER**

Ron Starnier, Executive Vice President, Conway, Inc., provided an update to the board on the Site Selectors Survey Results.

## **FINANCE & ADMINISTRATION REPORT**

James Nozar reported that the Finance and Audit Committee met on January 21, 2021. The committee met and discussed the December 2020 financials and the audit report findings.

## **PPP**

- With the latest round of economic stimulus passed in late 2020, the EDC now qualifies to apply for a first draw PPP loan. Previously, 501 c 6 organizations were not allowed to participate in the program.
- Last June, the Executive Committee passed a resolution authorizing management to proceed with a PPP application in anticipation that 501 c 6 organizations would be allowed to apply.
- Management has been working with The Bank of Tampa, our primary banking partner, to file our application.
- We anticipate applying for approximately \$250,000 and don't anticipate any issues with forgiveness.

## **FY2020 Audit**

Michelle Sanchez, Audit Partner from Warren Averett, presented the findings of the EDC's FY2020 audit report. Overall, the report was unqualified or "clean" with no material weaknesses in internal controls, no adjustments and no compliance were identified as a result of our audit.

***Action: The motion was made, seconded and unanimously passed to approve the audit report as presented.***

## **STANDING COMMITTEE REPORTS**

### **Investor Relations:**

Julio Esquivel reported the IR committee had a very productive meeting, highlighting the goals for fiscal year 2021. Julio noted we have a Total Investor Revenue goal of \$1.85M of which 89% comes from Renewing Investors, and \$203K or 11% from new and upgraded Investors.

Julio is happy to report that, through December 31, Total Investor Revenue is off to a good start so far this year, with nearly \$445K Investor payments collected, or 24% of goal and this exceeded the budget goal and last year's total. Inside the total revenue number, renewing Investors are at 26% of goal and

New/Upgrades are currently at 10%. A significant number of invoices have been sent out, and Accounts Receivable was at \$579K on December 31, 2020.

In addition to striving to have a good year with renewing Investors, the IR committee is focusing their attention on working to make and hopefully exceed their goal on New and Upgraded Investor Revenue. IR is currently engaging with many “warm” prospects and ramping up to build a solid pipeline with new potential Investors.

Julio also recognized our new and upgraded Investors to date this year:

New Investors at the President’s Council level – CDW Corp. and Lewis, Longman & Walker, P.A.

In other Investor news, we are very excited to be holding an ED Talks! event on February 10<sup>th</sup> at 8:30 a.m. featuring an expert speaker from the Brookings Institute on the timely topic of “Transformative Placemaking”. We have interest from a potential sponsor and hope to be able to share that imminently. Additionally, Meet the Projects events are proposed for April and August

### **Business Development and International:**

Ben Dachevall reported that the Business Development Committee met this morning. The meeting was effective in kicking off the new calendar year and getting members engaged in the recruitment, retention, and international business objectives of the Tampa Bay EDC.

In the first Quarter of the EDC’s 2021 fiscal year, the number of new prospects is down by 31%. This is perceived to be down due the uncertainty of the market, but also because companies are still figuring out their future location strategy of based on the events of the last year and the acceleration of work from home and virtual work as well as the reshoring of key aspects of the supply chain.

Although in the first quarter the amount of activity overall was down, the number of recruitment projects is up 12%.

Manufacturing and Information Technology industry prospects lead the way with 9 new manufacturing leads and 5 information technology leads.

The EDC continues to generate the majority of new projects through its own activities as opposed to leaning on Enterprise Florida to provide. 55% of the EDC’s new projects are non-EFI.

The EDC started off January and the Second Quarter of FY2021 strong with the announcement of OPSWAT’s corporate headquarters relocation for San Francisco, CA. OPSWAT will be expanding its existing workforce as well as relocating its executives and corporate address to Hillsborough County. OPSWAT will grow by 100 new jobs, averaging \$120k per year and will be investing at least \$4Million in its new location. The Business Development Committee had the pleasure of hearing direct from OPSWAT CEO, Benny Czarny in the meeting this morning regarding, why Tampa?

In partnership with Pasco and Pinellas Counties under the Global Tampa Bay banner, the EDC will be exhibiting at the Enterprise Florida Virtual Trade Show in March. The Trade Show will be attended by international site selection consultants and corporate decision makers from around the world.

The EDC will also be in attendance and exhibiting with our Global Tampa Bay Partners and Enterprise Florida at the SelectUSA Trade Show in June. Recently Global Tampa Bay had an opportunity to host Dina Beaumont, the Executive Director of Select USA in person. This was a great way to expose the great assets of Tampa Bay to SelectUSA's leadership so that we are top of mind as they plan future events and speak with companies and decision makers.

The EDC recently acquired the license to Gazelle.AI. The software will allow the EDC to perform deep research on both recruitment prospects and existing businesses. The data in the software will allow our team to make informed decisions and anticipate companies that would be a great fit for Hillsborough County and are at a point in their business cycle that they anticipate growth, relocation, or consolidation.

The EDC anticipates a return by the end of the fiscal year to achieve at least one international trade mission and domestic sales mission, and to begin attending its slate of in-person conferences and trade shows.

### **Marketing:**

Robin DeLaVergne presented a recap of the Marketing Committee's recent activities.

### **Media Relations**

- Kicked off the new year with an exciting project announcement: OPSWAT, a cybersecurity company is relocating its corporate HQ from San Francisco to Tampa and adding 100 jobs.
- The announcement generated several positive stories not just about the project, but also about Tampa Bay's thriving cybersecurity industry.

### **Website Updates**

- Making progress on strategic growth area web pages. Launched Fintech page to accompany cybersecurity, which launched in November.
- The health tech page is close behind.

### **Tampa Bay EDC's Economic Development Boot Camp for Elected Officials**

- Hosted over 40 Hillsborough County legislators, County Commissioners, Tampa city Councilmen and their aides at the event on January 7, 2021.
- Presented an overview of the current state of economic development in Florida, discussed job creation tools for competitiveness, and shared success factors for helping people find new employment, generate more inclusive prosperity, and diversify our economy.
- Program was well-received, and a couple of attendees expressed their support for restoring QTI.
- Thank you to our Investors Ron Christaldi, Lindsey Kimball, and Rob Rosner for their participation!
- Craig also presented in a statewide version of this boot camp on January 21, 2021.
- Over 100 legislators, aides and economic developers from across Florida participated.
- Senator Danny Burgess and Jamal Sowell, CEO of Enterprise Florida, were also featured in the program. Secretary Sowell strongly advocated for the restoration of QTI.

## **Collateral Materials**

- Currently updating and redesigning our target industry overviews, which are shared with prospective companies and site selectors.

## **PRESIDENT'S REPORT**

Craig Richard reported on:

- Legislative Boot Camp 2021
- Tampa Bay Economic Prosperity Foundation Update
- New Director of Community Development - Tony T. Brown
- ED Talks! – February 10, 2021
- Operational Updates

## **INVESTOR ANNOUNCEMENTS**

- Ron Christaldi named managing partner at Shumaker, Loop, & Kendrick
- Port Tampa Bay welcomes new gulf container shipping service
- United Way Suncoast receives record-breaking \$20 million donation from MacKenzie Scott
- Edwin Narain, Esq., recipient of the 2020 H.L. Culbreath Jr. Profile in Leadership Award from the Tampa Bay Chamber
- Yvette Segura takes reigns as 2021 chair of Tampa Bay Chamber
- USF and University of Tampa land among Princeton Review's Best Business Schools in the nation
- Diamond View builds one the world's largest LED volumes at new virtual studio in Tampa
- Blind Tiger opens pop-up coffee shop inside convention center for Super Bowl
- Downtown Tampa's SunTrust Financial Centre is officially Truist Place

## **ADJOURN**

The meeting adjourned at 11:00 am.

Submitted by:

Monica Bowersox