



**Executive Committee Meeting  
September 28, 2021  
Shumaker & Zoom Call**

**Present:**

Dr. Ken Atwater, HCC, Past Chair  
Ron Christaldi – Shumaker  
Archie Collins – TECO  
Julio Esquivel – Shumaker  
Dr. Judy Genshaft – Past Chair  
Angel Gonzalez – SouthState Bank

Joe Lopano – Tampa International Airport  
James Nozar – Strategic Property Partners  
Larry Richey – Cushman & Wakefield, Past Chair  
Jim Weiss – Fifth Third Bank

**Virtual:**

Ron Barton – Hillsborough County ED  
Colleen Chappell – ChappellRoberts, Past Chair  
Marie Chinnici-Everitt – DTCC, Immediate Past Chair  
Ben Dachevall – Hill Ward Henderson  
Robin DeLaVergne – Tampa General Hospital  
John Flanagan – CareerSource Tampa Bay  
Carole Post – City of Tampa  
Tim Schar – Truist

**Staff:**

Craig Richard  
Michelle Bauer  
Monica Bowersox  
David Boyd (Virtual)  
Tony T. Brown (Virtual)  
Laura Fontanills (Virtual)  
Steve Morey  
Hussain Shamseddine  
Nealy Wheat

**Guest Speaker:**

Darryl Shaw – Co-Founder & CEO of BluePearl Specialty and Emergency Hospital for Pets

**GUEST SPEAKER**

Darryl Shaw, real estate investor and CEO of BluePearl Veterinary Hospitals, shared the latest updates on his Gas Worx project in Ybor City.

**CALL TO ORDER**

Jim Weiss called the meeting to order at 10:18 am.

**TAMPA BAY ECONOMIC PROSPERITY FOUNDATION UPDATE**

Dr. Ken Atwater provided an update noting that our capital campaign total is now over \$1.3 million. Thank you to our latest donors, SouthState Bank and the Florida Aquarium, for stepping up at our last board meeting.

As a reminder, our goal is to raise \$2 million over the next three years to bring jobs, workforce training and capital investment into East Tampa, Central Park/Ybor, and Uptown.

We are preparing to thank our funders publicly at the Annual Meeting on November 3<sup>rd</sup> and kick off the public phase of the campaign.

The EDC team is already working on deploying some of the funds we have collected in two important areas:

- a) On the workforce training side, they are coordinating with HCC, CareerSource Tampa Bay and other community partners on a campaign to generate awareness among East Tampa residents for short term training and certification programs.
- b) EDC Investors ChappellRoberts and Diamond View will be developing a multimedia campaign that we anticipate will roll out in the first quarter of next year.
- c) On the redevelopment side, the team has begun working with consultants on an industry cluster and investment strategy for East Tampa.

#### **APPROVAL OF CONSENT AGENDA**

- Meeting Minutes – August 24, 2021
- Departmental Reports

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

#### **FINANCE & ADMINISTRATION REPORT**

James Nozar noted the financial update memo and financial statements as of August 31<sup>st</sup> are included in the packet on pages 10-12.

##### **Financial Update**

- Balance Sheet:
  - Cash increased by \$412,000 (25%) year-over-year.
  - Net assets increased year-over-year by \$190,000 (11%).
- Profit & Loss Statement:
  - Both income and expenses, through the end of August, were below budget as expected due to the pandemic.
  - Net income exceeded budget by \$159,000 and by \$137,000 over last year.
  - With the fiscal year ending this week, we are projecting that we'll exceed our budget goal for the fiscal year.
- The audit for FY2021 begins next week with planning work. Fieldwork will take place the week of October 25<sup>th</sup>. The final audit report will be presented, by Warren Averett, at the board meeting in January.

#### **STANDING COMMITTEE REPORTS**

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

Ben Dachevall provided the Business Development and International report.

Ben noted the EDC is closing the books on a successful fiscal year 2021. The team has experienced dynamic shifts in the economic development industry this year and has been able to adjust to the new

environment. Tampa Bay is on the mind of company decision makers and site selection consultants like never before. Coming out of the pandemic, we are a top choice for company locations.

Year to date we have seen 125 new projects this year with a historic number of them from out of state companies. 80% of our leads are companies looking to relocate to Tampa from outside of the region. While manufacturing retains the lead, Information Technology projects have cemented themselves in second place, taking a spot that has consistently been held by financial and professional services projects.

At August's month end we were at 10 projects, 1,966 jobs, and \$209Million in new investment. Year to date we are already at 13 projects, 2,246 jobs, and \$310Million in new investment and by the end of this week we project to close 20 projects at over 3,000 jobs.

The list of companies that have made the Tampa decision so far this year, is diverse and strong. From well-known brands in pharmaceuticals and manufacturing to unicorn companies from California to International brands. This has been an exciting year and to think some of these companies made the decision with all interactions being virtual.

We are continuing to get more engaged in our social media marketing campaigns through LinkedIn to company decision makers. To date we have seen 8 leads through our LinkedIn campaign with one company, FAST, making the decision to create a home-base for 500 employees right here in Tampa.

Our international efforts continue to deal with the brunt of Covid19 effects, while we have not been able to travel internationally for almost 2 years, we recently held a virtual UK trade mission with over 60 registrants and our FDI activity has recently spiked. We are seeing more international interest than we have in some time.

On the community development front we are building a coalition to apply for the EDA's build back better regional challenge grant. The first phase of this award will allow us the funding needed to vision a new future for the industrial area currently located in East Tampa. The development would create a new hub of manufacturing innovation and production that would not only affect the immediate area, but the entire region.

### **Marketing:**

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

### **Media Relations**

- Mayor Castor and Craig conducted several interviews with national media on Tuesday, September 21, including Sportico, Bloomberg CityLab, The Economist, Cheddar, Metropolis and Fast Company.
- The Cheddar interview aired, and we are working on follow up items with the other outlets.
- Thank you to Mayor Castor for her time and always being a wonderful ambassador for Tampa. And big thanks to her team for their time and help in coordinating the interviews.

### **Digital marketing**

- Launched a talent attraction campaign on LinkedIn targeted at talent in major metros across the country. The campaign's goal is to generate brand awareness among talent and drive website traffic to [MakelTampaBay.com](http://MakelTampaBay.com).
- Ads are focused on job opportunities (tech), Tampa's low cost of living, and quality of life.

- Launched in mid-August, the campaign has generated more than 600k impressions and more than 1,700 clicks to the Make It Tampa Bay website.

### **Talent attraction**

- Working with our local university and college partners on joint initiatives aimed at talent attraction and retention. Met with alumni and career services teams from USF, St. Leo and UT. Meeting with Stetson first week of October. Working with various departments at HCC on East Tampa initiative.
- UT is hosting an after-hours event on October 26, 2021, focused on careers in marketing and advertising. EDC marketing committee members Christine Turner, president of ChappellRoberts, Tim Moore, CEO of Diamond View, and Tom Jennus, Chief Creative Officer at Trickey Jennus, will serve as panelists. Other committee members also plan to attend to network with students.
- Thank you, Christine, Tim, and Tom for donating your time and expertise to the students at UT!

### **Events**

- We had a great turnout and lineup of speakers for Meet the Projects on September 23 at Embarc Collective.
- Annual Meeting promotion is well underway. Thank you to everyone who is sponsoring this event and planning to attend. Please get your tickets at [TampaBayEDC.com/Unstoppable](http://TampaBayEDC.com/Unstoppable).

### **Investor Relations:**

Julio Esquivel provided the Investor Relations update. You'll see in the IR report in your meeting packet the information as of August 31, but I've asked David Boyd to provide a few "unofficial" top line numbers, as of yesterday, to give us a sense of where things stand as we close in on the fiscal year-end over the next few days

As of September 27<sup>th</sup>, Total Investor Revenue is just over \$1.7 million in Investor payments received, or 93% of our annual revenue goal.

Accounts Receivable applicable to fiscal year 2021 stands at \$20,000. We are waiting on two checks from two Investors, \$10,000 each to close out the fiscal year. Presuming the checks arrive on or before September 30<sup>th</sup>, we will end the year at 94% of our total revenue goal, which all in all is a positive result given the continued challenges we faced, particularly in new Investor recruitment, during a second pandemic year in fiscal year 2021.

Renewing Investors and Investor retention were very strong this year, with a 94% retention rate compared to the annual goal of 85%. David and the Senior Management Team initiated an extensive reach-out campaign to Investors for meetings, lunches, and coffee dates over the last six months once people were more comfortable getting together in person, and that has played a big role in our retention success, that personal touch in maintaining and building these relationships.

In terms of New and Upgraded Investors during the fiscal year, we recruited five new Investors:

- At the Chairman's Council level, Stetson University College of Law
- At the President's Council, CDW Corp., Charter Communications, and Lewis, Longman & Walker, P.A.
- And at the Gazelle level, Greater Tampa Realtors

We also worked with two Investors to upgrade their level from President's Council to Chairman's Council – Regions Bank, and Lions Eye Institute.

As we look ahead to fiscal year 2022 and what we expect to be a more stable business environment, rebuilding Investor revenue is a top priority as well as continuing to maintain and strengthen the robust Investor relations and retention program that did us so well this fiscal year.

Switching gears to touch upon our Investor Relations events, we had a terrific Meet the Projects event last week in partnership with our host, the Embarc Collective, and Shumaker was delighted to sponsor the evening. We received positive feedback that people were very happy to be back in person at an EDC event and are excited about the regular and in person programming scheduled for fiscal year FY2022 including the upcoming Annual Meeting on November 3<sup>rd</sup> at the JW Marriott Water Street Tampa.

A big thank you to all our current sponsors who are listed in your meeting packet. Thank you so much for stepping up and supporting the EDC and the Annual Meeting, helping us to kick off fiscal year 2022 in a great way.

A few sponsorship opportunities are still available to showcase your company and brand to a large audience of Tampa's top business and civic leaders, as well as to support the work of the EDC. These include:

- Photo Booth Sponsor, \$5,000
- Business Guide Sponsors, at \$3,000
- As well as Supporting sponsorships, at \$1,000

If you haven't already, we strongly encourage you to join these great organizations in becoming an Annual Meeting Sponsor. Please reach out to David Boyd for more details on how to sign up.

#### **NOMINATING COMMITTEE**

James Nozar provided the nominating committee report.

***Action: The motion was made, seconded and unanimously passed to approve the FY2022 Slate of Officers as presented.***

***Action: The motion was made, seconded and unanimously passed to approve Joe Lopano as the FY2022 Secretary/Treasurer.***

***Action: The motion was made, seconded and unanimously passed to approve Jamie Lawless, Nick Haines and Ed Narain to the FY2022 Executive Committee.***

***Action: The motion was made, seconded and unanimously passed to approve the ten Board of Director positions (from the President's Council level) and one alternate as presented.***

***Action: The motion was made, seconded and unanimously passed to approve the five Board of Director positions (from the Gazelle level) and one alternate as presented.***

#### **PRESIDENT'S REPORT**

Craig Richard reported on:

- Finishing Strong
- Solid Financial Position
- Amazing Leadership

Thank you to Jim Weiss for his outstanding leadership as Chair in FY2021.

## **INVESTOR ANNOUNCEMENTS**

- Tampa Bay Rays are AL East Champions and heading to the postseason
- Yvette Segura is retiring from USAA after 30 years of service
- Ed Narain to serve as Secretary of Saint Leo University Board
- Tampa General Hospital launches the largest master facility plan in the hospital's history
- U.S. News and World Report ranks USF as America's fastest-rising university, inside the top 50
- Saint Leo University and University of Tampa were ranked among best regional universities in the South by U.S. News & World Report
- ReliaQuest is relocating headquarters to Water Street Tampa
- Diamond View gifts more than \$500,000 in cutting-edge technology equipment to USF's Zimmerman School of Advertising and Mass Communications

## **ADJOURN**

The meeting adjourned at 10:56 am.

Submitted by:

Monica Bowersox