

FINANCIAL AND PROFESSIONAL SERVICES

INDUSTRY OVERVIEW



BAKER MCKENZIE

Financial and professional services is the fastest growing industry segment in the Tampa Bay metropolitan area. This sector had a five-year employment gain of 13%, adding nearly 40,000 jobs with an average annual workforce of 344,000 by the end of 2021. Over the next five years, the industry is projected to grow by more than 8%, outpacing the state and national growth rate.

Tampa Bay has offered a competitive alternative to traditional financial centers of New York, Chicago and Boston for more than 40 years. Today, we are Florida's preferred business destination with many leading national corporations in banking, finance, and insurance calling Tampa home. Companies like Citi, DTCC, JPMorgan Chase, MetLife and USAA have sites in Tampa Bay that rival their own corporate headquarters, employing thousands locally.

With business-friendly government and community support, a lower cost of living, and an unmatched quality of life, Tampa Bay is the ideal location for your company's future expansion and relocation.

“THE TAMPA CENTER PROVIDES ALL ASPECTS OF BUSINESS SUPPORT FOR BAKER MCKENZIE’S 77 OFFICES AROUND THE WORLD, AND WE ARE BENEFITING FROM THE FACT THAT TAMPA BAY IS ATTRACTING HIGHLY COMPETENT PROFESSIONALS FROM LARGE CITIES, BOTH DOMESTIC AND INTERNATIONAL, AT AN UNPRECEDENTED RATE. THIS, COMBINED WITH THE ROBUST LOCAL EDUCATIONAL SYSTEM, CAPTURED NOT ONLY OUR ATTENTION, BUT THAT OF SEVERAL FORTUNE 1000 COMPANIES.”

- JAMIE LAWLESS, EXECUTIVE DIRECTOR, TAMPA CENTER, BAKER MCKENZIE

TAMPA BAYS LEADING FINANCIAL & PROFESSIONAL SERVICES COMPANIES:



JPMORGAN CHASE & CO.



- Bloomin' Brands
- Fisher Investments
- Frank Recruitment Group
- Humana
- IRONMAN
- MetLife
- New York Life
- Pfizer
- PwC
- Suzuki Marine
- Sykes Enterprises
- Wise

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**#4 State best
business tax climate**
— Tax Foundation, 2021

**#2 Best state for
business**
— Chief Executive
Magazine, 2022

**#1 State for higher
education**
— U.S. News & World Report, 2021

TAMPA MSA

ESTABLISHMENTS: 150,343

NAICS	Financial and Professional Services Sectors	TAMPA MSA
522	Credit Intermediation and Related Activities	3,449
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	15,929
524	Insurance Carriers and Related Activities	4,593
541	Professional, Scientific, and Technical Services	60,135
551	Management of Companies and Enterprises	4,688
561	Administrative and Support Services	61,549
TOTAL		150,343

Source: D&B Hoovers | Establishments

Note: 2017 NAICS from D&B Hoovers Independent company type were used to calculate number of establishments

EMPLOYED BY INDUSTRY

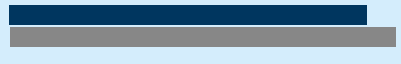
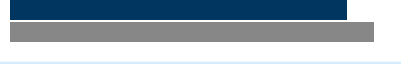


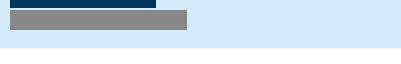





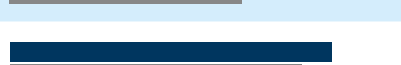
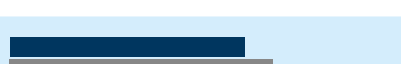

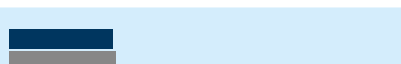
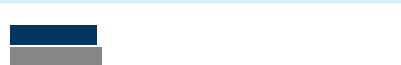

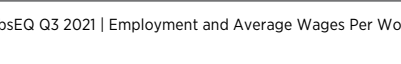
AVERAGE WAGES BY INDUSTRY

NAICS	Financial and Professional Services Sectors	Tampa MSA	FLORIDA	AVERAGE WAGES BY INDUSTRY	
				TAMPA MSA	USA
522	Credit Intermediation and Related Activities	36,566	172,791	\$94,512 \$109,498	
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	7,624	52,671	\$157,683 \$269,767	
524	Insurance Carriers and Related Activities	45,726	190,446	\$82,901 \$96,101	
541	Professional, Scientific, and Technical Services	112,701	653,881	\$84,665 \$111,868	
551	Management of Companies and Enterprises	25,922	111,095	\$112,706 \$139,161	
561	Administrative and Support Services	89,695	638,656	\$44,794 \$47,778	
TOTAL EMPLOYED		318,235	1,819,540	AVERAGE WAGE \$96,210 \$129,029	

Source: Chmura JobsEQ Q3 2021 | Employment and Average Wages Per Worker

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# EMPLOYED BY OCCUPATION				AVERAGE WAGES BY OCCUPATION	
SOC	Financial and Professional Occupations	Tampa MSA	FLORIDA		■ TAMPA MSA ■ USA
11-3020	Computer and Information Systems Managers	4,043	23,929	\$150,100 \$161,700	
11-3030	Financial Managers	6,518	36,427	\$140,800 \$151,500	
11-3120	Human Resources Managers	1,297	7,964	\$124,100 \$134,600	
13-1040	Compliance Officers	3,896	24,283	\$69,400 \$75,600	
13-1160	Market Research Analysts and Marketing Specialists	7,809	47,295	\$60,700 \$74,000	
13-1190	Miscellaneous Business Operations Specialists	17,851	117,884	\$74,400 \$84,300	
13-2010	Accountants and Auditors	14,367	86,101	\$77,600 \$81,700	
13-2040	Credit Analysts	782	4,066	\$87,900 \$86,200	
13-2060	Financial Examiners	559	2,980	\$85,800 \$92,700	
13-2070	Credit Counselors and Loan Officers	4,241	21,907	\$73,000 \$74,600	
13-2090	Miscellaneous Financial Specialists	4,392	26,090	\$74,000 \$96,600	
15-2010	Actuaries	242	1,102	\$134,800 \$123,200	
15-1250	Software and Web Developers, Programmers, and Testers	19,698	122,227	\$96,900 \$110,200	
41-3030	Securities, Commodities, and Financial Services Sales Agents	6,121	31,698	\$72,600 \$96,500	
43-3030	Bookkeeping, Accounting, and Auditing Clerks	16,104	105,212	\$43,400 \$44,100	
43-4050	Customer Service Representatives	41,337	242,998	\$36,000 \$38,500	
TOTAL EMPLOYED		149,258	902,164	AVERAGE WAGE \$87,594 \$95,375	

Source: Chmura JobsEQ Q3 2021 | Employment and Average Wages Per Worker

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FINANCIAL AND PROFESSIONAL RELATED DEGREES					
PROGRAMS AND OCCUPATIONS	DEGREE LEVEL	TAMPA MSA		FLORIDA	
		2016-2020 5-Year Total	5-Year % Growth	2016-2020 5-Year Total	5-Year % Growth
Business, Management, Marketing, and Related Support Services	Associate's	1,751		14,249	
	Bachelor's	18,511		123,739	
	Master's	8,759		52,217	
TOTAL		29,021	-4.0%	190,205	-1.9%
Business/Commerce, General	Associate's	222		325	
	Bachelor's	2,146		5,208	
	Master's	125		2,302	
TOTAL		2,493	2.8%	7,835	32.9%
Business/Corporate Communications	Associate's	0		0	
	Bachelor's	45		48	
	Master's	0		0	
TOTAL		45	-18.2%	48	-30.8%
Business/Managerial Economics	Associate's	0		0	
	Bachelor's	123		894	
	Master's	0		30	
TOTAL		123	-76.8%	924	-25.3%
Entrepreneurial and Small Business Operations	Associate's	0		140	
	Bachelor's	306		1,069	
	Master's	323		640	
TOTAL		629	28.4%	1,849	43.4%
International Business	Associate's	7		56	
	Bachelor's	968		5,380	
	Master's	17		810	
TOTAL		992	21.5%	6,246	0.6%
Management Information Systems and Services	Associate's	3		195	
	Bachelor's	838		3,386	
	Master's	92		1,467	
TOTAL		933	45.5%	5,048	24.6%
Business Administration, Management and Operations	Associate's	1,017		8,704	
	Bachelor's	6,029	1.5%	47,264	0.8%
	Master's	6,353	-22.6%	33,573	-7.9%
TOTAL		13,399	-10.8%	89,541	-3.6%

(CONTINUED)

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FINANCIAL AND PROFESSIONAL RELATED DEGREES (CONTINUED)					
PROGRAMS AND OCCUPATIONS	DEGREE LEVEL	TAMPA MSA		FLORIDA	
		2016-2020 5-Year Total	5-Year % Growth	2016-2020 5-Year Total	5-Year % Growth
Accounting and Related Services	Associate's	149		2,081	
	Bachelor's	2,492		12,843	
	Master's	893		5,773	
TOTAL		3,534	-8.3%	20,697	-11.2%
Finance and Financial Management Services	Associate's	6		27	
	Bachelor's	2,533		17,166	
	Master's	528		1,742	
TOTAL		3,067	22.2%	18,935	9.2%
Human Resources Management and Services	Associate's	0		105	
	Bachelor's	410		1,875	
	Master's	108		1,632	
TOTAL		518	-48.3%	3,612	-39.3%
Marketing	Associate's	6		332	
	Bachelor's	2,463		14,232	
	Master's	298		1,267	
TOTAL		2,767	18.3%	15,831	10.7%
Computer and Information Sciences and Support Services	Associate's	1,453		10,549	
	Bachelor's	3,118		20,051	
	Master's	1,486		7,407	
TOTAL		6,057	11.0%	38,007	7.0%
Computer Systems Analysis/Analyst	Associate's	0		2	
	Bachelor's	0		141	
	Master's	785		1,844	
TOTAL		785	-8.0%	1,987	-21.4%
Computer and information Sciences, General	Associate's	344		3,438	
	Bachelor's	2,124		13,866	
	Master's	54		3,075	
TOTAL		2,522	-5.1%	20,379	15.8%
Computer Engineering	Associate's			80	
	Bachelor's	270		3,121	
	Master's	43		685	
TOTAL		313	42.3%	3,886	24.4%

Source: Chmura JobsEQ 2020 | Data as of the 2019-2020 academic year end in the spring semester of the displayed year

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There is no shortage of degrees being awarded to match the skills and jobs that are in demand by the financial and professional services sector. From 2016-2020, key finance and business programs at Tampa Bay institutions saw significant growth. Business administration and management degrees, marketing degrees, and accounting technology were all up by 8%. These degrees, and other key finance degrees, are linked to more than 337,000 jobs.



The University of Tampa is home to the Sykes College of Business, a top 25 best value business school, according to Business Insider, and home to one of the best full-time MBA programs as ranked by Bloomberg Businessweek.

The Sykes College of Business offers undergraduate and graduate degree programs in accounting, economics, finance, international business, leadership studies, management, and marketing. Certificate programs are also available in nonprofit management, business, and accounting, along with an executive certificate in financial planning.

The University of Tampa is home to six specialized centers and institutes that contribute resources and expertise to enhance classroom curriculum, while also contributing to areas such as research, student development and public service. These centers focus their efforts and related activities in the areas of ethics, leadership, strategy, entrepreneurship, and corporate governance, and they all offer an opportunity for students, faculty, and community members to engage in dialogue, attend public lectures, participate in conferences, and enroll in development programs.



USF's Muma College of Business offers comprehensive undergraduate and graduate degrees to meet the needs of Tampa Bay's financial and professional services industry. Degree programs are available in accounting, finance, management, business analytics and information systems, marketing, and entrepreneurship. Certificate programs are also available to students in specialized areas such as sales, human resources, project management, and compliance, risk, and anti-money laundering.

USF also offers options for executives wanting to expand their knowledge. The FinTech executive program provides executives the skills needed to lead their organizations through FinTech disruptions and come out on top. Other executive programs tackle customer experience and digital marketing.



A U.S. News & World Report Best Colleges honoree, St. Leo University offers a full slate of degree programs in some of the Financial and Professional Services' most highly-sought-after concentrations and specializations. Curriculum covering accounting, management, marketing, communication, economics, human resources, and project management is taught by faculty members with real world experience who provide practical instruction to prepare graduates for success.

“WE ARE EXTREMELY EXCITED ABOUT CITI’S PRESENCE HERE IN TAMPA. WE HAVE NEARLY 8,000 STAFF, WE’VE BEEN HERE FOR NEARLY 20 YEARS, AND IT IS THE SECOND LARGEST SITE FOR CITI OUTSIDE OF NEW YORK CITY. WE HAVE AN EXTREMELY SOPHISTICATED WORKFORCE HERE. THIS IS A LOCATION WHERE WE PERFORM EXTREMELY COMPLEX MIDDLE AND FRONT OFFICE ROLES FOR THE FIRM.”

- CRAIG MCKENNEY, HEAD OF CITI'S TAMPA BAY CAMPUS, WHICH ADDED MORE THAN 700 JOBS AT ITS TAMPA SITE IN 2020

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BAKER MCKENZIE
www.bakermckenzie.com

In October 2018, leading global law firm Baker

McKenzie announced plans to create 300 jobs at a new Center in Tampa. An innovation hub, connected with the firm's offices globally, the Tampa Center provides expert support in legal services, finance, IT, knowledge management, operations, business development, marketing and communications, and talent.



Citi
www.citi.com

Citi manages 32 international locations and is at the forefront of

its cybersecurity and anti-money laundering functions from its Tampa campus. Citi employs more than 8,000 here after announcing significant growth plans in 2020, thanks to the sophisticated talent it continues to find in Tampa.



DTCC
www.dtcc.com

DTCC originally opened its Tampa site as a

redundant operations center with 300 jobs a few years after the September 11th attacks impacted the New York financial markets. A decade later, the site stands as a fully integrated business operations unit, second to its New York area headquarters, with 1,200 staff and counting, who are conducting finance, legal, human resources, marketing, audit and IT operations.

FISHER INVESTMENTS®

FISHER INVESTMENTS
www.fisherInvestments.com

Fisher Investments, one of the world's largest independent, fee-only investment advisers, announced its expansion to Tampa in 2020 with plans to accommodate 600 employees. Fisher's first major facility on the East Coast, the Tampa office aims to better retain and attract talent throughout the Eastern Seaboard.



USAA
www.USAA.com

USAA has maintained a presence in Hillsborough County for decades, with two campuses in New Tampa and Brandon. In November 2013, USAA

made one of the most significant economic development announcements in local history, by creating 1,215 new jobs and investing \$164.3 million. Then in August 2017, the company announced another expansion of 1,200 jobs