



OPPORTUNITY TAMPA BAY II

STRATEGIC ACTION PLAN FY2023-FY2025

OPPORTUNITY TAMPA BAY II

STRATEGIC ACTION PLAN FY2023-FY2025



GOAL 1: BUSINESS DEVELOPMENT

Market Tampa Bay as a top business relocation and expansion destination by proactively engaging site selectors, corporate decision makers and other influencers in key target industries and strategic growth areas.

- **Deploy** focused, asset-driven, high-impact external marketing campaigns in key target markets.
- **Bolster** business competitiveness by enhancing regional research capabilities.
- **Support** the ecosystem of cluster development services for each of the region's strategic growth areas.
- **Focus** business retention and expansion (BRE) efforts on supporting the growth of trade and targeted businesses in the region.
- **Strengthen** the regional business recruitment program through focused external promotion by cultivating relationships with key business decision makers.
- **Leverage** the partnerships and regional investment available through the Global Tampa Bay (GTB) program.



OPPORTUNITY TAMPA BAY II

STRATEGIC ACTION PLAN FY2023-FY2025



GOAL 2: TALENT ATTRACTION AND DEVELOPMENT

Position Tampa Bay as one of the top markets in the US for talent by attracting new residents and creating greater awareness of meaningful career opportunities among the local workforce.

- **Expand** and transform the Make It Tampa Bay Talent Attraction Campaign.
- **Dedicate** a full-time champion to regional talent initiatives, including marketing, outreach and engagement.
- **Implement** and expand talent retention initiatives with the collaboration and support of colleges and universities, recruiters, human resource professionals, etc.
- **Promote** access to meaningful career opportunities in high demand professions for local workforce with campaigns that highlight accessible and affordable skills training programs.
- **Partner** with CareerSource Tampa Bay and employers to identify good paying, in-demand jobs that don't require baccalaureate degrees.
- **Partner** with colleges, universities to promote certificate programs in high demand career pathways.



OPPORTUNITY TAMPA BAY II

STRATEGIC ACTION PLAN FY2023-FY2025



GOAL 3: PLACEMAKING

Drive projects and initiatives that promote Tampa Bay's competitiveness as a destination for business and talent by showcasing the region's quality of place.

- **Market** Hillsborough County Opportunity Zones to Opportunity Zone fund managers, developers, and business decision makers
- **Work** with local Economic Development partners and stakeholders in the development of Catalytic Projects in underserved areas of Hillsborough County.
- **Adopt** technology and financial tools to enhance the EDC's ability to drive business investment in underserved areas.
- **Implement** a collective platform that formalizes partnerships with diverse community development finance organizations.
- **Create** revenue from community development initiatives by becoming a Community Development Entity [CDE] to receive New Market Tax Credit Allocations.



OPPORTUNITY TAMPA BAY II

STRATEGIC ACTION PLAN FY2023-FY2025



STRATEGIC ACTION PLAN



STRATEGIC GROWTH AREAS



CYBERSECURITY



FIN TECH



HEALTH TECH



CANCER SOLUTIONS



SUPPLY CHAIN MANAGEMENT SOLUTIONS

MISSION

Advance a diversified local economy that is beneficial to all by attracting, expanding and retaining quality employers, a talented workforce and investment.

VISION

We are a leading global business destination that welcomes everyone, cultivates top talent, promotes economic mobility, and is an ideal community to build a company's future.

VALUES

AMBITION

We strive to make our community the most economically competitive in the nation.

COLLABORATION

We engage in teamwork.

RESULTS

We hold ourselves accountable.

PRIDE

We believe in our community.

INTEGRITY

We do the right thing.

INCLUSIVITY

We celebrate our diversity as our strength.



FOR MORE INFORMATION, PLEASE CONTACT

Craig J. Richard, President and CEO

813.518.2620 or crichard@tampabaycdc.com

