



TAMPA BAY
ECONOMIC PROSPERITY
FOUNDATION



ANNUAL REPORT 2022



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On set at HCC's Dale Mabry Campus for the CertUp video/commercial shoot.



MESSAGE FROM DR. KEN ATWATER
CHAIRMAN, TAMPA BAY ECONOMIC PROSPERITY FOUNDATION AND PRESIDENT,
HILLSBOROUGH COMMUNITY COLLEGE



Thanks to the generous support of our capital campaign donors, the Tampa Bay Economic Prosperity Foundation began the new fiscal year by immediately implementing the initial deliverables outlined in our Inclusive Economic Growth Initiative's action plan. This Initiative, which focuses on job creation, skills training, and capital investment in East Tampa, Central Park and Ybor City, will play a significant role in advancing the economic prosperity of residents and businesses in these neighborhoods and aligns with the City of Tampa's priorities for workforce and community development.

Working closely with creative agencies ChappellRoberts and Diamond View Studios, we conducted focus group research to better understand the underlying challenges that our target audiences face in pursuing workforce training that would lead to higher-paying professions with greater opportunities for career advancement. Equipped with the results of this research, which you'll read about in these pages, we began developing a career awareness campaign that would emphasize our respondents' desires for economic and social mobility and underscore the support services available to help them overcome barriers to get there. The new campaign, CertUp, launched in September and posted some promising results in its first few weeks.

Our team also met with dozens of community stakeholders in East Tampa to better understand the unique challenges and potential of the industrial businesses in the area. East Tampa has a long history as an industrial hub, and through our research, we identified a specific area to promote as an industrial district and branded hub for manufacturing, logistics, and distribution. After issuing a request for proposals from 12 highly regarded urban planning and land use firms, we hired GAI to help craft a master plan for the new East Tampa Industrial District.

Reflecting on the past year's accomplishments, I am incredibly proud of the momentum we've gained and the impact we're already having in East Tampa. I hope that you enjoy learning about our progress in this report. We are so grateful to our donors for accompanying us on this incredible journey.

ABOUT THE TAMPA BAY ECONOMIC PROSPERITY FOUNDATION
FORMED IN 2018, THE MISSION OF THE TAMPA BAY ECONOMIC PROSPERITY FOUNDATION
(THE FOUNDATION) IS TO CONDUCT RESEARCH AND EDUCATE OUR COMMUNITY ABOUT
ISSUES THAT AFFECT JOB CREATION AND ECONOMIC OPPORTUNITY IN TAMPA BAY.

The Foundation is a 501 c 3 affiliate organization of the Tampa Bay Economic Development Council (TBEDC), whose mission is to attract high wage jobs and capital investment to Tampa and Hillsborough County. In its current Strategic Action Plan, Opportunity Tampa Bay II, the TBEDC identified Placemaking as one of its top three goals for driving economic growth in the region, along with Business Development and Talent Attraction and Development. The TBEDC defines Placemaking as an activity centered on driving catalytic projects that will enhance Hillsborough County's competitiveness as a destination for business and talent, and one that will foster and strengthen vibrant neighborhoods and districts where people will want to live and work.

Since the TBEDC's primary focus is to attract high-wage, high-skill jobs and capital investment, the organization's leadership determined that another initiative was needed to address inequities that existed in low income, economically distressed communities in Tampa and Hillsborough County. The Foundation was created for that purpose.

THE FOUNDATION'S BOARD OF DIRECTORS IS COMPRISED OF SIX COMMUNITY LEADERS
WHOSE VISION GUIDES THE WORK OF THE ORGANIZATION.



Dr. Ken Atwater
Chairman,
President of
Hillsborough
Community College



Colleen Chappell
Vice Chair, CEO of
ChappellRoberts



Patty Hamilton
Secretary/
Treasurer, Partner,
Marcum LLP



Nathaniel Doliner
Director,
Shareholder,
Carlton Fields



Felicia Harvey
Director, Corporate
Communications,
Cognizant



Craig J. Richard
CEd, FM, President
and CEO, Tampa Bay
Economic Prosperity
Foundation and
President and CEO,
Tampa Bay Economic
Development Council



INCLUSIVE ECONOMIC GROWTH INITIATIVE (IEGI) PROGRESS

CERTUP CAREER AWARENESS CAMPAIGN DEBUTS

Together with our creative agency, ChappellRoberts, the Tampa Bay Economic Prosperity Foundation team got to work last spring on the pilot career awareness campaign. We began with focus group research at Hillsborough Community College (HCC) to better understand the obstacles students faced in pursuing their education and what factors helped them succeed in overcoming them.



Focus group of students enrolled in Allied Health programs at HCC's Dale Mabry campus.

**THE INSIGHTS WE GLEANED INFORMED OUR DESIGN DISCOVERY
PROCESS AND HELPED US TO DISTILL MESSAGING AND CREATIVE
THAT CAPTURED THE ESSENCE OF OUR TARGET AUDIENCE'S GRIT,
TENACITY, AND DESIRE FOR A BETTER LIFE. THE RESULT IS CERTUP!**



INCLUSIVE ECONOMIC GROWTH INITIATIVE (IEGI) PROGRESS

VIDEO PRODUCTION – BEHIND THE SCENES

CertUp is a call to action – an invitation to get your certificate or degree, move up in your career, and achieve your dreams with the tag line “Make More. Be Greater.” The CertUp pilot campaign focuses on short-term certificate and degree programs that lead to good paying local jobs and long-term advancement opportunities. ChappellRoberts partnered with Diamond View Studios to shoot a series of videos showcasing three career paths – cybersecurity, welding, and health care. Each vignette features adult learners in classroom settings and then the screen splits to show how their efforts paid off – with a new house, a management position, and success in getting a child set for college.



*Shooting the video spots:
On set at HCC's Ybor City
Campus Training Center
for the Welding segment
(above), at Vu Studios
for the Cybersecurity
segment (left), and in
Seminole Heights for
the second part of the
Welding segment.*



CERTUP MULTICHANNEL CREATIVE

To reach the target audience for our pilot campaign – residents of East Tampa – ChappellRoberts devised a multichannel campaign that includes social media, paid search, streaming video, audio, and out of home advertising. The campaign launched on September 12, 2022 and runs though January 8, 2023. The ads direct audiences to learn more about CertUp and the selected career pathways at CertUpTampa.com. The campaign goal is to raise more awareness about the cost and time effective training and inspire people to reach out to advisors for help with enrollment, financial aid, and other resources.

The initial results of the awareness campaign through the end of the 2022 fiscal year – September 30 – show we’re off to a great start.



Examples of CertUp social media, billboard and bus shelter ads.



CERTUP CAMPAIGN LAUNCH SUMMARY – SEPTEMBER 2022



6.8 MILLION
TARGETED
IMPRESSIONS



110,000
COMPLETED VIDEO
VIEWS/AUDIO
LISTENS



980
LANDING PAGE
VISITORS
TO CERTUPTAMPA.
COM



18
BUS SHELTERS
IN EAST TAMPA
FEATURING
CERTUP ADS



10
EAST TAMPA AREA
BILLBOARDS WITH
CERTUPTAMPA.
COM

AT&T DONATES \$25,000 IN CYBERSECURITY PROGRAM SCHOLARSHIPS THROUGH CERTUP

In a ceremony at Hillsborough Community College in June 2022, Tampa Bay Economic Prosperity Foundation donor AT&T gave \$25,000 in scholarships to 13 students from East Tampa, Central Park and Ybor City who are pursuing Cybersecurity certificates and degrees at the college.



Craig Richard (third from left), Dr. Ken Atwater (fourth from left), and AT&T's Matt Mucci (third from right) with some of the cybersecurity scholarship awardees at the check presentation ceremony at HCC.



“AT&T IS COMMITTED TO ADVANCING EDUCATION, STRENGTHENING COMMUNITIES AND IMPROVING LIVES. IT IS AN HONOR FOR US TO SUPPORT HILLSBOROUGH COMMUNITY COLLEGE AND THE TAMPA BAY ECONOMIC PROSPERITY FOUNDATION WITH \$25,000 TO ASSIST CYBERSECURITY PROGRAM STUDENTS IN ADVANCING THEIR EDUCATION AND PREPARING THEM WITH SKILLS THAT WILL BENEFIT THEM WHEN THEY ENTER THE WORKFORCE.”

- ED NARAIN, VICE PRESIDENT, EXTERNAL AND LEGISLATIVE AFFAIRS, AT&T



INCLUSIVE ECONOMIC GROWTH INITIATIVE (IEGI) PROGRESS

EAST TAMPA INDUSTRIAL DISTRICT MASTER PLAN

Beginning in October 2021, the Tampa Bay EDC convened and led a coalition of over 50 regional and community partners to prepare a response to the Biden Administration's Build Back Better Regional Challenge Grant. The application proposed funding for a smart manufacturing initiative that would position East Tampa as a mecca for innovation for small and medium sized manufacturers throughout the Tampa Bay region. It would be anchored by the University of South Florida's Smart Manufacturing Innovation Institute and the Black Business Investment Fund's MakerSpace and include a customized workforce development program to prepare East Tampa residents for manufacturing job opportunities. Underwriting for the Challenge Grant was provided by the Foundation. While this Challenge Grant application did not receive funding, the Tampa Bay EDC and the Foundation leveraged the work that had been done and proceeded with hiring a consultancy to create a master plan for the proposed industrial district.



"SOUTHSTATE BANK IS COMMITTED TO BUILDING STRONG AND VIBRANT COMMUNITIES WHERE WE OPERATE IN ORDER TO MAKE A POSITIVE DIFFERENCE WHERE WE WORK AND LIVE. THE TAMPA BAY ECONOMIC PROSPERITY FOUNDATION'S INCLUSIVE ECONOMIC GROWTH INITIATIVE ALIGNS WITH OUR COMMUNITY AND WORKFORCE DEVELOPMENT PRIORITIES, AND WE ARE PROUD TO SUPPORT ITS PROGRESS."

- ANGEL GONZALEZ, REGIONAL PRESIDENT, SOUTHSTATE BANK



INCLUSIVE ECONOMIC GROWTH INITIATIVE (IEGI) PROGRESS

ENGAGING THE EAST TAMPA BUSINESS COMMUNITY

GAI Consultant's Community Solutions Group was hired to produce the East Tampa Industrial District Master Plan. The new district would be a branded hub for manufacturing, logistics and distribution. The project includes base mapping and inventory of infrastructure and property in the district, engagement with existing business and property owners and residents, workshops, identification of potential sites for new construction, and many other deliverables resulting in the draft conceptual plan.

A Community Development Working Group comprised of the Foundation's donors and other key stakeholders was formed to give guidance and oversight to the project. The first draft of the East Tampa Industrial District Master Plan is expected in mid-2023.

















Tampa Bay EDC's Tony Brown (center) speaking with East Tampa business owners.



"DEVELOPING A NEW INDUSTRIAL DISTRICT WITH A STATE-OF-THE-ART MANUFACTURING INSTITUTE AND MAKERSPACE IN EAST TAMPA IS AN AMBITIOUS UNDERTAKING THAT HAS THE POTENTIAL TO POSITIVELY TRANSFORM RESIDENTS' LIVES. BANK OF AMERICA IS PROUD TO SUPPORT THIS IMPORTANT INITIATIVE AND PARTICIPATE IN ITS CREATION."

- BILL GOEDE, TAMPA BAY PRESIDENT, BANK OF AMERICA

THE FOUNDATION TEAM ESTABLISHED SEVERAL MILESTONES FOR EACH PHASE OF THE ACTION PLAN. BELOW IS A SNAPSHOT OF OUR PROGRESS ON EACH ITEM.

PHASE 1	COMMUNITY PARTNERS OUTREACH, NEEDS ASSESSMENT, AND INITIAL MARKETING (2021)						
	<p>1. Meet with community partners in QOZs and CRAs to establish alliances, identify project and program initiatives and refine action plan</p> 	<p>2. Develop web site, interactive maps and locator tools that inform partners and prospects of investment opportunities in QOZs and CRAs and explain financial and other incentives</p> 	<p>3. Host familiarization tours and site visits for developers and other prospects interested in projects in the QOZs and CRAs</p> 	<p>4. Develop Skills Training and Job Placement Awareness Campaign plan – concepting, storyboarding, video pre-production planning and media planning.</p> 			
PHASE 2	CONCEPTUAL PLANS AND MARKETING TAMPA'S QOZ PROSPECTUS (2022)						
	<p>1. Develop concept plans for catalytic projects in QOZs</p> 	<p>2. Identify number of sites for potential projects</p> 	<p>3. Begin conducting feasibility studies to determine viable programs and projects</p> 	<p>4. Develop toolkit/ collateral materials to market project opportunities</p> 	<p>5. Identify and work with prospective developers to generate interest in QOZs</p> 	<p>6. Promote job-ready sites and public financial incentives to drive new development</p> 	<p>7. Develop Impact Measures and report progress to date</p> 
PHASE 3	CONCEPTUAL PLANS AND MARKETING TAMPA'S QOZ PROSPECTUS (2022)						
	<p>1. Continue developing concept plans for catalytic projects in QOZs</p> 	<p>2. Market projects to developers nationwide</p> 	<p>3. Report Impact Measures and progress for 2023.</p> 				

 Completed

 Ongoing Activity

AS OF SEPTEMBER 30, 2022, THE TAMPA BAY ECONOMIC PROSPERITY FOUNDATION RAISED \$1,385,000 TOWARD ITS \$2,000,000 CAPITAL CAMPAIGN GOAL.

REVENUES

GRANT REVENUE \$50,000	IN-KIND CONTRIBUTIONS \$113,156	CONTRIBUTIONS \$38,309
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TOTAL REVENUES \$201,465

EXPENSES

PROGRAMMING \$494,564	ADMINISTRATION \$9,017
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TOTAL EXPENSES \$503,581

CHANGE IN NET ASSETS

NET ASSETS, BEGINNING OF YEAR \$1,296,205	
NET ASSETS, BEGINNING OF YEAR \$994,089	\$302,116

CHANGE IN NET ASSETS (\$302,116)



Tampa Bay Economic Prosperity Foundation Board of Directors and Donors at the Tampa Bay EDC's 2021 Annual Meeting.

DONORS

THE TAMPA BAY ECONOMIC PROSPERITY FOUNDATION IS DEEPLY GRATEFUL TO THE FOLLOWING ORGANIZATIONS FOR FUNDING THE INCLUSIVE ECONOMIC GROWTH INITIATIVE AS OF SEPTEMBER 30, 2022.

\$250,000 AND ABOVE



JPMORGAN CHASE & Co.

\$150,000 AND ABOVE



\$50,000 AND ABOVE



\$25,000 AND ABOVE



\$5,000 AND ABOVE





TAMPA BAY
ECONOMIC PROSPERITY
FOUNDATION

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