

A man and a woman are walking towards the camera on a paved sidewalk. The man is wearing a light blue button-down shirt and grey trousers, carrying a black bag. The woman is wearing a white blazer over a mustard-colored dress, also carrying a black bag. They are both smiling. In the background, there is a modern building with large glass windows and a balcony. A street lamp is visible above them. The scene is set in an urban environment with trees and a clear sky.

TAMPA BAY ECONOMIC DEVELOPMENT COUNCIL

# 2023 ANNUAL REPORT





2023 ANNUAL REPORT

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## ANGEL GONZALEZ FY2023 CHAIRMAN

WEST FLORIDA DIVISIONAL PRESIDENT, SOUTHSTATE BANK

**Last year, I noted that the relentlessly rapid pace of change and economic uncertainty could challenge our organization's ability to stay focused on our mission and execute our new FY2023-2025 strategic plan goals. I am proud to say that not only did we capably navigate the obstacles that threatened our progress, but we exceeded our benchmarks for the plan's first year.**

Without performance-based incentives to attract relocating businesses, we took Tampa's business message directly to prospects in cities like Chicago, where our Investors joined the business development team in selling our market's advantages to site selectors. We invested in highly targeted digital marketing campaigns that yielded new leads and projects. We strengthened ties between our higher education partners and employers to ensure that talent flourishes here and new graduates are prepared with the skills local businesses require.

The key to the Tampa Bay EDC's sustained success is focused, collaborative, and engaged leadership. We stretch ourselves to the limits of our competencies, forge bold new partnerships,

and constantly pursue the next big, audacious goal. These qualities have earned our organization global recognition from the International Economic Development Council, which named the Tampa Bay EDC the Economic Development Organization of the Year for large markets. We are also one of only seventy-four Accredited Economic Development Organizations (AEDOs) worldwide, recognized as exemplars in the profession. These honors acknowledge the Tampa Bay EDC's excellent performance among its industry peers and affirm the wisdom of our long-term strategy for target sector growth and greater, more inclusive economic prosperity.

It has been a privilege to serve as Chair of the Tampa Bay EDC, and I am so proud of what we've

achieved. My deepest appreciation to our Officers, Board of Directors, Investors and team – your commitment to our mission is as inspiring as it is impactful.



## CRAIG J. RICHARD CECD, FM, HLM

PRESIDENT AND CEO, TAMPA BAY EDC

**Our Annual Report theme, DRIVEN, captures the determination of our team and this community to adapt and change like never before.**

Florida is growing faster than any other state in the nation. In Tampa Bay, our population grew by two percent. Hillsborough County is the third fastest growing county in the state. We rank number one in the state and number three in the country for economic diversification. Tampa is the second fastest growing tech hub in the United States, and according to the Wall Street Journal, the new hotspot for Gen Z talent.

What these rankings point to is massive opportunity and no time to waste in taking advantage of it. That's why we are embarking on historic collaborations that will reshape our regional economy and propel Tampa up the ranks of elite global destinations for business and innovation.

Our new partnership with Tampa General Hospital to define, develop and promote the Tampa

Medical and Innovation District will be a game-changer for the city, creating a new and important economic engine that will benefit the entire region. The Tampa MSA is number one in the state for the growth of healthcare and education jobs, and our labor force overall grew by four percent over the year. We have the right mix of talent and momentum to turn this vision into a reality.

The establishment of our new nonprofit corporation, Opportunity Tampa Bay, Inc. (OTBI), gives us unprecedented capacity to help facilitate catalytic projects in underserved communities such as East Tampa. These projects, which are being developed with numerous community partners, have the potential to drive the recruitment of new businesses, redevelop underutilized industrial and commercial properties, and cultivate education and training partnerships

that will train local residents for jobs that pay higher wages and offer favorable career pathways.

We've only just begun...but thanks to our Investors and partners, our progress is accelerating rapidly.





## JOE LOPANO FY2024 CHAIRMAN

CHIEF EXECUTIVE OFFICER, TAMPA INTERNATIONAL AIRPORT

**I can't think of a more exciting time to serve as Chairman of the Tampa Bay EDC. Our fingerprints are all over this region as we help shape its economic future. The global recognition Tampa Bay is receiving is unprecedented. But the strategic partnerships and initiatives we've created are going to help us claim an even larger share of the international spotlight.**

Tampa International Airport has been a longtime partner of the EDC. This collaboration has helped us to continue to expand global access and opportunities for this entire region. The success of our flights to London-Heathrow on Virgin Atlantic, launched last year, are one example. They are already generating \$250 million in local economic impact.

As you'll discover in this report, we've seen a significant increase in foreign direct investment in Tampa and Hillsborough County. International firms represent nearly forty percent of the EDC's new project pipeline. So we're going to focus intensely on adding more direct flights to major global cities and extending our reach to the rest of the world.

We'll strengthen our Global Tampa Bay alliance and facilitate more export sales missions for local companies, showcase the Tampa area as a favorable location for global firms seeking a US presence, and partner with our state and regional agencies to promote our destination's business advantages at prestigious industry conferences and trade shows worldwide.

Tampa Bay is amid another era of rapid evolution and growth. Our work this year will lay the foundation for Tampa's transformation in the next decade. I am thrilled to have you on our team as we embark on this incredible endeavor together.



## SECTION ONE THE TEAM

“The Tampa Bay Economic Development Council’s outstanding performance in strategic planning, organizational management and innovative placemaking, as well as its visionary leadership, make it one of the best economic development organizations among large markets in North America.”

— Nathan Ohle, President and CEO of International Economic Development Council

## NATIONALLY RECOGNIZED TEAM

The Tampa Bay EDC team has gained a national reputation for excellence in economic development practice and performance. We were honored to be recognized by the International Economic Development Council as Economic Development Organization of the Year for large markets in 2023. Highlighting the best attributes of Tampa and Hillsborough County to our prospects and peers across the globe is our passion. We are incredibly proud to represent this community and all it has to offer.

We kicked off the year with two exciting new initiatives: Our partnership with Tampa General Hospital to expand and enhance the Tampa Medical and Research District, and the formation of a new 501(c)(3) organization, Opportunity Tampa Bay, Inc., or OTBI, as part of our Placemaking agenda.

As Tampa Bay’s population continues to rise and as its stature as a hotspot for talent also reaches new heights, our team capitalized on this momentum. They hit the road to share Tampa’s business story and successes with prospects from all over the world, launched new digital advertising campaigns, elevated our social media presence, and formed new partnerships and attracted new supporters on a local level.

We remain more DRIVEN than ever before in our pursuit of making our community the best place to grow a company, build a career, and find exceptional talent.



*The Tampa Bay EDC is presented with the 2023 Gold Economic Development Organization of the Year Excellence Award for large markets.*



Kevin Campos  
*Economic Development Manager*

Tony T. Brown  
*Vice President of Community Development*

Laura Fontanills  
*Director of Marketing and Communications*

Robin DiSalvo  
*Market Research Analyst*

Brett Simons  
*International Business Manager*

Francesca Gonzalez-Roel  
*Economic Development Manager*

Mitchel Allen  
*Senior Vice President of Economic Development*

Alison Gelbaugh  
*Director of Investor Relations*



Craig J. Richard, CECd, FM, HLM  
*President and CEO*

Michelle Bauer, CECd  
*Chief Operating Officer*

Jennifer Burrington  
*Director of Healthcare & Life Science Industry*

Yanet Lopez  
*Economic Development Manager*

Christopher Turner  
*Digital Marketing Manager*

Nealy Wheat, CAE, SPHR  
*Chief Financial Officer*

Tiffany Miller  
*Executive Administrator & Board Liaison*

Louis Rivera  
*Economic Development Manager*





## SECTION TWO LEADERSHIP

"Hillsborough County and the Tampa Bay EDC have been collaborating successfully on transformative projects since the organization's inception. Our nationally renowned talent attraction campaign, Make it Tampa Bay, is just one example. Thanks to our joint efforts, Hillsborough County has become one of the fastest growing destinations in the country for tech talent and tops the list of places Generation Z graduates want to move to launch their careers."

— Commissioner Ken Hagan, Chair of the Hillsborough County Board of County Commissioners

## VISIONARY LEADERS

Collaboration is at the core of our community's success. Working together with our Investors, partners and leadership team, we've taken advantage of new opportunities, formed innovative partnerships, launched transformative initiatives, and tackled challenges with unrelenting commitment.

Successful economic development requires teamwork, and we're lucky to have government leaders who have been steadfast allies in our business recruitment efforts. They take the time to meet our prospects, make them feel welcome when they visit our community, and express genuine interest in helping them succeed once they choose our market.

These collaborative efforts and strong partnerships have resulted in Tampa Bay becoming a top destination for target industry growth, high wage jobs, and a steady influx of new talent.

## 2023 Executive Officers



**Chair**  
**Angel Gonzalez**  
*West Florida Divisional  
President, SouthState Bank*



**Vice Chair**  
**Joe Lopano**  
*CEO, Tampa  
International Airport*



**Secretary/Treasurer**  
**Ronald Christaldi**  
*Managing Partner, Shumaker  
Advisors Florida, LLC*



**Immediate Past Chair**  
**James Nozar**  
*CEO, East + Main*



**General Counsel**  
**Ben Dacheppalli**  
*Partner, Bradley*

## Elected Officials



**Honorable Ken Hagan**  
*Chair, Hillsborough  
County Board of  
County Commissioners*



**Honorable Jane Castor**  
*Mayor, City of Tampa*



**Honorable Nathan Kilton**  
*Mayor, City of Plant City*



**Honorable Andrew  
"Andy" Ross**  
*Mayor, City of Temple Terrace*



## SECTION THREE INVESTORS

“The Tampa Bay EDC has helped our city reach extraordinary heights. Businesses from just about every industry are choosing to move their operations to Tampa, creating one of the most diversified economies in the country. Our city has set an example that many want to learn from, and it’s the hard work and dedication of valuable partners like the EDC that have contributed immensely to our success.”

— Mayor Jane Castor, City of Tampa

## CIRCLE OF CHAMPIONS



**CareerSource Tampa Bay**  
John Flanagan, CEO



**City of Tampa**  
Jane Castor, Mayor



**Hillsborough Community College**  
Dr. Ken Atwater, President



**Hillsborough County**  
Ken Hagan, Chair,  
Hillsborough County Board  
of County Commissioners



**University of South Florida**  
Rhea Law, President



**GTE Financial**  
Brian Best, President and CEO



**SouthState Bank**  
Angel Gonzalez, West Florida  
Divisional President



**Strategic Property Partners**  
David Bevirt, Executive Vice  
President – Corporate Leasing  
& Strategy



**Suncoast Credit Union**  
Jennifer Wade Bolivar, SVP, Business  
Transformation & Retail Branching



**Coca-Cola Beverages of Florida**  
Troy Taylor, Chairman and CEO



**The Mosaic Company**  
Benjamin Pratt, Senior Vice  
President, Government and  
Public Affairs



**Port Tampa Bay**  
Paul Anderson, President and CEO



**Tampa International Airport**  
Joe Lopano, CEO





































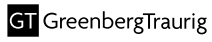
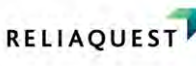







**Tampa General Hospital**  
Robin DeLaVergne, Senior Vice  
President, External Affairs



**Tampa Electric and Peoples Gas**  
Archie Collins, President and CEO



# CHAIRMAN'S COUNCIL

 <b>AdventHealth</b> <i>David Ottati, President &amp; CEO</i>	 <b>Diamond View</b> <i>Tim Moore, CEO</i>	 <b>Helios Education Foundation</b> <i>Stacy Baier, Senior Vice President, Community Engagement and Strategic Partnerships</i>	 <b>Tampa Bay Business &amp; Wealth</b> <i>Jason Baker, President and Associate Publisher</i>	 <b>The Southern Group</b> <i>Seth McKeel, Managing Partner - Tampa Bay Office</i>	 <b>Valley</b> <i>David Ogburn, SVP and Market Executive</i>
 <b>AMGEN</b> <i>Jennifer Negron, Executive Director, Corporate Services</i>	 <b>EAST + MAIN</b> <i>James Nozar, Founder and CEO</i>	 <b>HART</b> <i>Scott Drainville, CEO</i>	 <b>Tampa Bay Business Journal</b> <i>Ian Anderson, Publisher and Managing Partner</i>	 <b>Tiger Concrete and Screed</b> <i>Sheylla Aceves, VP and General Counsel</i>	 <b>Verizon</b> <i>Courtney Barnard, Director of Government Affairs and Community Engagement</i>
 <b>BayCare</b> <i>Kimberly Guy, Co-COO</i>	 <b>ERTC.com</b> <i>John Souza, Founder</i>	 <b>Lions World Vision Institute</b> <i>Jason Woody, CEO</i>	 <b>Tampa Bay Chamber of Commerce</b> <i>Bob Rohrlack, President and CEO</i>	 <b>Truist</b> <i>Lindsay August, Hillsborough and Pinellas Counties Market President</i>	 <b>Wells Fargo</b> <i>James Themides, Executive Vice President, Commercial Banking</i>
 <b>BDG Arcitects</b> <i>Chris Kirschner, President</i>	 <b>Fifth Third Bank</b> <i>Cary Putrino, Regional President, North Florida Region</i>	 <b>Moffitt Cancer Center</b> <i>Patrick Hwu, MD, President &amp; CEO</i>	 <b>Tampa Bay Lightning</b> <i>Jeff Vinik, Chairman and Governor</i>	 <b>UBS Wealth Management</b> <i>Greg Kadet, Managing Director, Market Head – Greater Florida</i>	
 <b>Bradley</b> <i>Ben Dachevall, Partner</i>	 <b>Florida Blue</b> <i>David Pizzo, Market President, West Florida Region</i>	 <b>New York Yankees</b> <i>Tony Bruno, Senior Vice President and CFO</i>	 <b>Tampa Bay Rays</b> <i>Rafaela A. Amador, Chief Public Affairs &amp; Communications Officer</i>	 <b>Ultimate Medical Academy</b> <i>Linda Mignone, Executive Vice President &amp; Chief Marketing Officer</i>	
 <b>Bromley Companies</b> <i>Nicholas Haines, CEO</i>	 <b>Google</b> <i>Taylor Ferguson, Head of Government Affairs &amp; Public Policy Southeast, US</i>	 <b>Regions</b> <i>April Grajales, Tampa Market Executive and Commercial Banking Leader</i>	 <b>Tampa Bay Times</b> <i>Bruce Faulmann, Vice President of Sales and Marketing</i>	 <b>The University of Tampa</b> <i>Ronald Vaughn, Ph.D., President</i>	
 <b>ChappellRoberts</b> <i>Colleen Chappell, Chairman of the Board</i>	 <b>GreenbergTraurig</b> <i>David Weinstein, Managing Shareholder</i>	 <b>ReliaQuest</b> <i>Kim Hill, Chief of Staff and Head of Corporate Communications</i>	 <b>Tampa-Hillsborough Expressway Authority</b> <i>Greg Slater, Executive Director &amp; CEO</i>	 <b>USAA</b> <i>Keith O'Malley, Regional Site Director</i>	
 <b>The Depository Trust &amp; Clearing Corporation</b> <i>Marie Chinnici-Everitt, Managing Director</i>	 <b>Haneke Design</b> <i>Jody Haneke, President &amp; Founder</i>	 <b>Shumaker</b> <i>Ron Christaldi, Managing Partner</i>	 <b>The Florida Aquarium</b> <i>Roger Germann, President &amp; CEO</i>	 <b>USF Health</b> <i>Charles Lockwood, MD, MHCM, Executive Vice President of USF Health, Dean of USF Health Morsani College of Medicine</i>	



PRESIDENT’S COUNCIL

**!P: Potential Unleashed**  
*Mark Sharpe, Executive Director*

**AC4S Technologies**  
*Hugh S. Campbell, President*

**Amazon**  
*Sam Blatt, Manager, Economic Development*

**AT&T**  
*Edwin Narain, Vice President, External and Legislative Affairs*

**Baker McKenzie**  
*Renee Agler, Executive Director, Tampa Center*

**The Bank of Tampa**  
*Scott Gault, Executive Vice President, Hillsborough and Pasco County Market Director*

**BMO Harris Bank**  
*John Astrab, West Florida Managing Director of Corporate and Middle Market Banking*

**BNY Mellon Wealth**  
*Sean Maguire, Market President*

**Carlton Fields**  
*Gary Sasso, President and CEO*

**Casa Ybor**  
*Darryl Shaw, CEO*

**Charter Communications**  
*Christopher Bailey, Florida Director, State Government Affairs*

**Citi**  
*Nicholas DelleSerra, Managing Partner*

**City of Temple Terrace**  
*Andrew "Andy" Ross, Mayor*

**Colliers International**  
*Joanne LeBlanc, Vice President, Office Services*

**Construction Services Inc.**  
*Fred Lay, Owner*

**Convergint**  
*Kyle Young, Business Development Manager*

**Cousins Properties**  
*Kyle Burd, Senior Vice President and Managing Director*

**Cushman & Wakefield**  
*Larry Richey, Managing Principal, Florida*

**Florida Polytechnic University**  
*Dr. Randy K. Avent, President*

**Hancock Whitney**  
*Jingyi Blank, Vice President - Middle Market Banking*

**Highwoods Properties**  
*Dan Woodward, Vice President, Tampa*

**Holland & Knight**  
*Gov. Bob Martinez, Senior Policy Advisor*

**Husch Blackwell**  
*Jamie Lawless, Chief Executive Elect*

**Johnson & Johnson**  
*Barbara Dondarski, VP, GS Transition Management*

**JPMorgan Chase & Co.**  
*Christopher Brandriff, Managing Director & Market Manager*

**LifeLink Foundation Inc.**  
*Mike Consilvio, Executive Director, General Manager*

**Marcum Accountants & Advisors**  
*Patty Hamilton, Partner*

**NextPath Career Partners**  
*Gina Curry, Vice President & Co-Founder*

**Plant City Economic Development Corporation**  
*Steve Morey, President and CEO*

**R.R. Simmons**  
*Randy Simmons, Chairman*

**Republic Bank**  
*James Kirkpatrick, Florida Market President*

**Saint Leo University**  
*Dr. Edward Dadez, President*

**Schiller International University**  
*Dr. Genevieve Dodson, Adjunct Professor*

**Signode**  
*Michael Watts, Vice President, Corporate Development*

**Smith & Associates Real Estate**  
*Robert Glaser, President and CEO*

**Southern States Material Handling**  
*David Bailey, President*

**Synovus**  
*John Acosta, Market President, Tampa Bay*

**Tampa Bay Buccaneers**  
*Atul Khosla, Chief Corporate Development & Brand Officer*

**Tampa Downtown Partnership**  
*Shaun Drinkard, Interim President*

**United Way Suncoast**  
*Jessica Muroff, CEO*

**Vistra Communications**  
*Maureen Butler, Executive Vice President*

**Warren Averett**  
*Michelle Sanchez, CPA, CPA, Audit Member*

**Westshore Alliance**  
*Michael Maurino, Executive Director*

**Workscapes**  
*Elizabeth Dvorak, CEO*

**Ybor Chamber**  
*Lee Bell, President and CEO*

GAZELLE

**The Blind Tiger**  
*Roberto Torres, President*

**Elevate**  
*Aakash Patel, President & Founder*

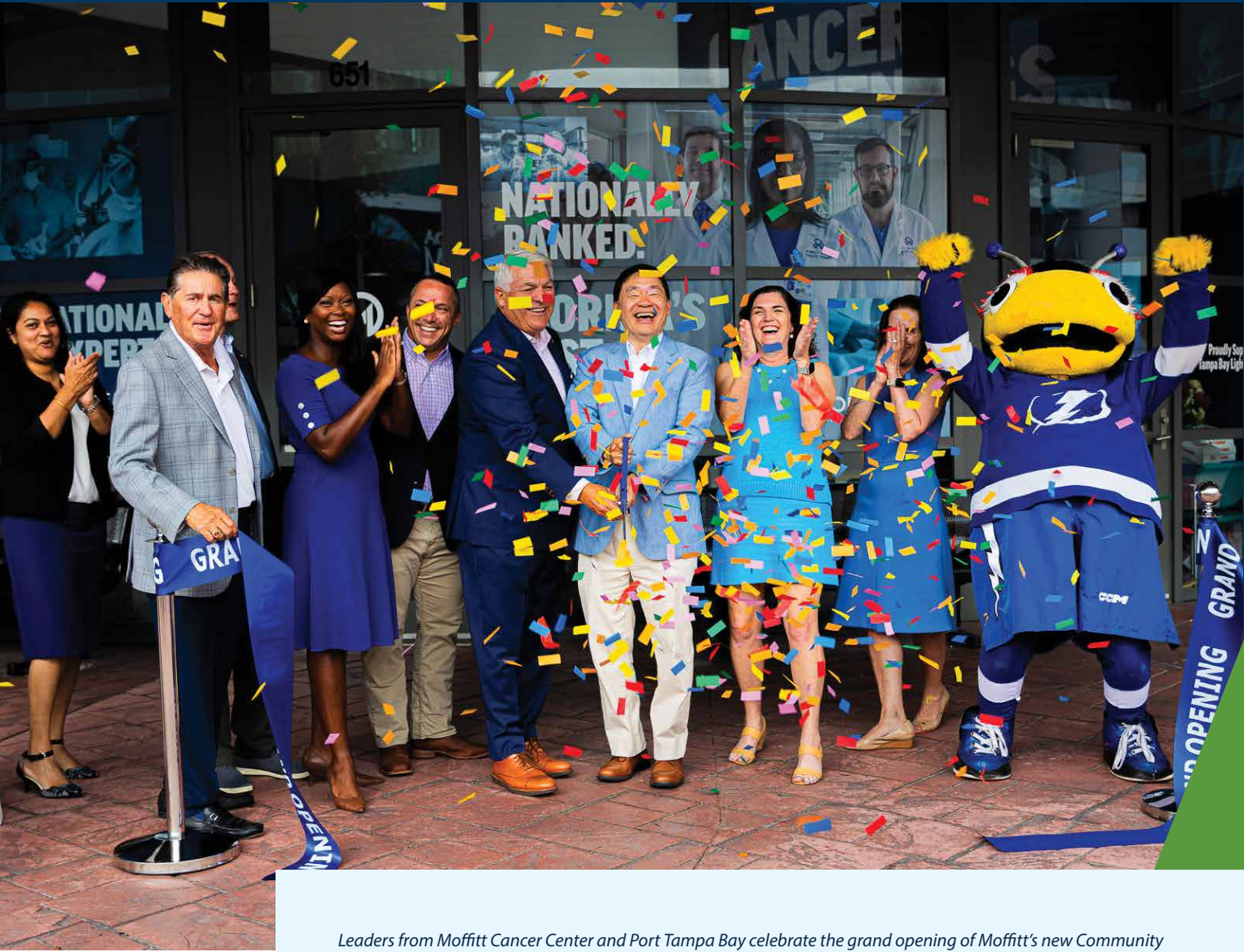
**Newgentek**  
*Chon Nguyen, Founder and CEO*

**Procom**  
*Chris Beckage, Vice President, Business Development*

**SGP Advisors**  
*Michael Shea, President*

**The Health Benefit Alliance**  
*Jim O'Connor, Chief Revenue Officer*

**Volt Air Consulting Engineers**  
*Julius Davis, President and CEO*



Leaders from Moffitt Cancer Center and Port Tampa Bay celebrate the grand opening of Moffitt's new Community Outreach and Education Center at the port's Cruise Terminal 2.





**DRIVEN** – this year’s theme – perfectly captures the determination of our team and our community to adapt during continued growth and change. Hillsborough County is the 3rd fastest growing county in Florida, a state that is growing faster than any other in the country. Hillsborough County ranks #3 in the country for economic diversity and Tampa is the #2 fastest growing tech hub in the U.S.

This year we embarked on a new three-year strategic plan that will guide our evolution as an organization. We forged new partnerships that are going to reshape the way Tampa is viewed as a business destination. And we’ve taken our positive, inclusive message to major domestic and international media markets.

The business development team continues to field leads from companies across our target industries that are interested in relocating or expanding to our community. This fiscal year, our team closed a total of 21 projects, representing 1,301 new jobs and more than \$189 million in new capital investment to Tampa and Hillsborough County.

SECTION FOUR  
YEAR IN REVIEW

NEW PROJECTS



Total New Jobs 15  
Total New Capital Investment \$200,000



Total New Jobs 30



Total New Jobs 11



Total New Jobs 200  
Total New Capital Investment \$65,000,000



Total New Jobs 150



Total New Jobs 30  
Total New Capital Investment \$500,000



Total New Jobs 45



Total New Jobs 30



Total New Jobs 25  
Total New Capital Investment \$200,000



Total New Jobs 50



Total New Jobs 20



Total New Jobs 150



Total New Jobs 10



Total New Jobs 37



Total New Jobs 100  
Total New Capital Investment \$6,000,000



Total New Jobs 37



Total New Jobs 40  
Total New Capital Investment \$250,000



Total New Jobs 100



Total New Jobs 20  
Total New Capital Investment \$8,000,000



Total New Jobs 186  
Total New Capital Investment \$105,460,000



Total New Jobs 15  
Total New Capital Investment \$3,740,000

21  
New Projects

1,301  
New Jobs

\$189  
Million Capital Investment





# SECTION FIVE STRATEGIC PLAN

The Tampa Bay EDC kicked off fiscal year 2023 with a brand-new strategic plan, Opportunity Tampa Bay II. We wanted to build upon the success of the first version of that plan after meeting every one of our 2019-2022 Opportunity Tampa Bay goals. That doesn't mean just doing more of the same. It means stretching ourselves to the limits of our competencies, forging bold new partnerships, and establishing a fresh set of ambitious goals. The Opportunity Tampa Bay II Strategic Plan has been updated to reflect our current priorities for Business Development, Talent Attraction and Development, and Placemaking.

## 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.

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

## GOAL 2 TALENT ATTRACTION & DEVELOPMENT

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

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

## 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.

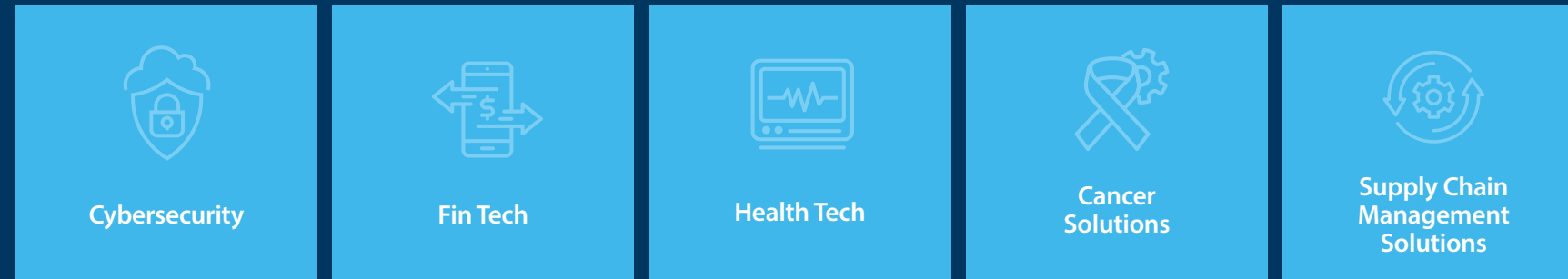
- 1 Market Hillsborough County Opportunity Zones to Opportunity Zone fund managers, developers, and business decision makers.
- 2 Work with local Economic Development partners and stakeholders in the development of Catalytic Projects in underserved areas of Hillsborough County.
- 3 Adopt technology and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



## STRATEGIC ACTION PLAN



## STRATEGIC GROWTH AREAS



## MISSION

To 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.

**INCLUSIVITY:** We celebrate our diversity as our strength.

**VISION:** We think big.

**COLLABORATION:** We engage in teamwork.

**RESULTS:** We hold ourselves accountable.

**PRIDE:** We believe in our community.

**INTEGRITY:** We do the right thing.







SECTION SIX  
BUSINESS  
DEVELOPMENT

“We have grown tremendously over the last couple of years, and we have plans to continue the strategic expansion of our business in Tampa while contributing to the growth of the life science and health care industry locally.”

— Sean Fetcho, co-founder and CEO of Verséa Health

## RETENTION

Local businesses are thriving and bullish on Tampa Bay’s future. Through the Expand Tampa Bay business retention and expansion program, our business development team interviewed 160 local business leaders, representing close to 49,000 local employees. These employer visits helped us gain valuable insight into how the current state of the workforce and economy is affecting local companies.

We’re happy to report that our local target industry businesses are doing well. Nearly half of those surveyed reported year-over-year increases in sales, and a third of them plan to expand over the next three years. These anticipatory plans include creating close to 1,400 new jobs and making another \$77 million in local capital investment.

Our team assisted eight local companies with expansions in fiscal year 2023. These companies plan to add another 535 new jobs and investing more than \$123 million locally.

Among the local companies we assisted with expansions this year was Verséa Health, which moved into a larger space in the heart of downtown and the Tampa Medical and Research District. Verséa’s new space allowed the company to consolidate its

corporate office and its warehouse and fulfillment functions at one facility while providing space to create an additional 40 jobs.

The financial and professional services sector has long been a bright spot in our local economy, and this year, Pitney Bowes chose to expand its operations in Tampa, leasing enough space in the Westshore District to house 100 staff for its new Global Business Services Center.

Cast-Crete, a leader in the precast concrete industry, made a major investment in its local plant to modernize it with new equipment and greener technology. Our partners at Hillsborough County and Tampa Electric were vital in making sure Cast-Crete had all the requirements it needed for this expansion to be a success.

Cast-Crete’s Dan Cheney speaks at Meet the Projects.



8

Local Companies

535

New Jobs

\$123.4

Million Capital  
Investment



## RECRUITMENT

Economic development is changing in Florida, and we need to be more proactive than ever before in our efforts to generate leads.

Our business development team continued to sell our market at industry tradeshows and conferences this year, including Site Selectors Guild, Area Development and Industrial Asset Management Council, along with sector-specific events like Business of Biotech and the Consumer Electronics Show. But we also created new opportunities to take our message directly to site selectors by hosting more intimate broker events and traveling with a group of Investors to Chicago for a domestic sales mission.

This activity resulted in 13 announced recruitment projects, bringing 766 new jobs and nearly \$66 million in capital investment to our market.

Our cybersecurity industry continues to grow with the addition of Ridgeline International expanding to Tampa with plans to create up to 30 jobs. We also continue to see companies choosing the Tampa Bay area for corporate headquarters. This fiscal year, FLUENT™ announced



*EDC Investors during the domestic sales mission to Chicago.*

moving its U.S. headquarters to Tampa with plans to create more than 30 jobs, and Lynx Automation announced relocating its corporate headquarters from California to the Tampa Bay area with plans to hire 50 locally.

With Florida's population still booming, especially along the I-4 corridor, activity in our distribution and logistics sector remains high. Food distributor Sysco broke ground on a 500,000-square-foot distribution center in Plant City that will create 200 jobs.

## INTERNATIONAL

One of this year's biggest stories was the strong interest Tampa received from international companies. With a booming economy, diverse and multilingual workforce, and a cost-friendly business environment, Tampa is more appealing than ever to companies based overseas. In fact, more than 40 percent of our project pipeline this year was from international companies, and our team closed an impressive six foreign direct investment projects.

Australian-based AutoSlide, an automatic door manufacturer, relocated its North American headquarters from California to Hillsborough County. Strive Sales, a UK-based talent hiring agency focused on the software sales industry, launched its first international office in Tampa. Canadian-based software company WellnessLiving expanded to Tampa with a regional headquarters. And Cybecs, an Israeli-based cybersecurity firm, also chose Tampa for a regional headquarters with plans to create 150 jobs over the next three years.

This foreign direct investment (FDI) project success didn't happen overnight, though. It's a result of our longstanding Global Tampa Bay partnership with Pasco EDC and Pinellas County Economic Development, and years of traveling around the world to showcase our region's assets at major global FDI events like SelectUSA, IAMC, and SEUS Japan. To celebrate Virgin Atlantic's new direct flight to London Heathrow International Airport, Global Tampa Bay hosted an FDI mission to London. A delegation of regional leaders attended various business meetings highlighting the UK market and investment opportunities while staff members held several prospect meetings with companies to consider locating in Tampa Bay.



*A Global Tampa Bay delegation of elected officials and business leaders attend a foreign direct investment mission to London in the spring.*

Together with our regional partners, we helped Tampa Bay companies gain access to new customers in the Dominican Republic during our export sales mission to the Caribbean island nation. Collectively, these companies conducted more than 50 business meetings and generated nearly \$15.8 million in estimated merchandise and services sales.

13

Recruitment  
Projects

766

New Jobs

\$65.9

Million Capital  
Investment



## SECTION SEVEN PLACEMAKING

“Transforming the region’s health care landscape into a hub for innovation, research and technology is critical and partnering with the Tampa Bay EDC was an important step in ensuring that we are able to do just that. Tampa is one of the fastest-growing cities in the nation and this recognition is a testament to how our organization and partners have consistently risen to the challenge of anticipating and meeting the needs of the communities and populations we serve as they’ve rapidly evolved.”

— John Couris, President and CEO of Tampa General Hospital on the Tampa Medical and Research District, which was honored with a Tampa Bay Inno award

### TAMPA MEDICAL AND RESEARCH DISTRICT

A new bold and ambitious goal is the historic five-year agreement the EDC signed with Tampa General Hospital this year to develop and promote the Tampa Medical and Research District. This district is the next evolution in a long-term strategy to put Tampa among the top destinations in the world for life sciences and technological innovation. We hit the ground running, hiring a new Healthcare and Life Sciences Industry Director to spearhead the project and convening an advisory committee of business and community leaders to guide the strategic direction of the District.

### COMMUNITY DEVELOPMENT

After receiving input from local business and property owners, dozens of community partners and our Investor-led Community Development Working Group, we completed a redevelopment plan for an industrial corridor in East Tampa. The plan includes a strategy for public improvements, catalytic projects, and new programs to enhance job creation and startup activity in an economically distressed community.

The Tampa Bay EDC Executive Committee authorized the creation of a new 501(c)(3), Opportunity Tampa Bay Inc (OTBI), to provide investment capital and economic development services in low-income areas. OTBI will lead the charge on this redevelopment initiative and continue engaging more partners to invest in the project.



With support from the Tampa Bay Economic Prosperity Foundation, GAI Consultants completed the East Tampa Industrial District Master Plan, which includes revitalized industrial space as well as a Live-Learn Facility that provides state of the art job training. Above is a rendering of the public green space that invites residents into the development.





## INCLUSIVE ECONOMIC GROWTH INITIATIVE

2023 was a watershed year for the still relatively new Tampa Bay Economic Prosperity Foundation. The team made rapid progress with our Inclusive Economic Growth Initiative and received several significant gifts that brought us within striking distance of our capital campaign goal.

The Foundation granted funding in support of a transformational redevelopment plan for an industrial corridor in East Tampa. Informed by business and landowners in the district, dozens of community partners, and the Tampa Bay Economic Development Council's Investor-led Community Development Working Group, the plan includes a strategy for public improvements, catalytic projects, and new programs to enhance job creation and startup activity.

The Foundation also supported the startup costs for the creation and administration of Opportunity Tampa Bay Inc, or OTBI. This entity will provide investment capital and economic development services in low-income areas throughout Hillsborough County, lead the charge on the East Tampa industrial district, and engage more partners to invest in the project.



“We are pleased to support the Tampa Bay Economic Prosperity Foundation’s efforts to bring transformational new development, small business assistance and career-worthy job opportunities to residents of East Tampa. This catalytic project aligns with Truist Foundation’s strategic focus of strengthening small businesses and building career pathways and is central to our goals for advancing economic prosperity for all in Hillsborough County.”

*Lindsay August, Hillsborough and Pinellas Counties Market President, Truist*



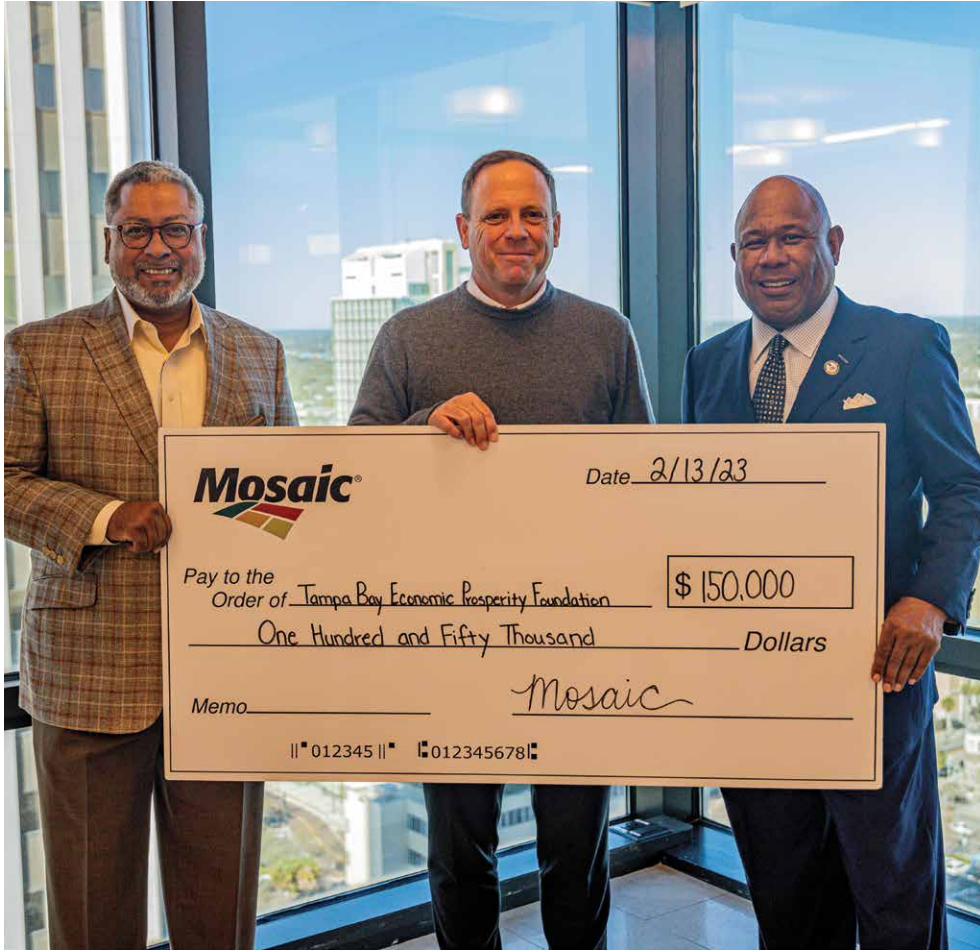
CERTUP CAREER AWARENESS CAMPAIGN

The Foundation’s CertUp Career Awareness Campaign successfully completed its first-year pilot. If you drove through East Tampa, Central Park and Ybor City neighborhoods late last year, you couldn’t miss the billboards and bus shelters encouraging career seekers to Make More and Be Greater...by finding a short-term certificate or degree program that could change their life.

The fall 2022 and spring 2023 campaigns generated over 34 million impressions and a thousand hits per week to the CertUpTampa website. Blanketing East Tampa with billboards, bus shelter ads, and digital advertising helped to completely fill the August Welding program cohort at HCC’s Postsecondary Adult Vocational Center in East Tampa.

The Tampa Bay Economic Prosperity Foundation received several major gifts from new donors including The Mosaic Company, Truist, and Google, as well as additional support from Hillsborough Community College. These gifts have allowed us to accelerate our campaign deployment and fueled momentum for our redevelopment initiatives.

We are extremely thankful to our donors, board, and partners for their dedication and commitment to the work of this Foundation. Looking back over the past two years, it is truly remarkable to see how far we’ve come.





1.8M

Completed Video Views and Audio Listens



34M+

Total Impressions



26,000+

Website Visits



43

Billboard and Bus Shelter Displays in Target Neighborhoods

TAMPA BAY ECONOMIC PROSPERITY FOUNDATION DONORS

\$250,000 and Above



JPMORGAN CHASE & Co.

\$150,000 and Above



\$100,000 and Above



\$50,000 and Above

\$20,000 and Above



\$5,000 and Above







Image Source: Pedro Castellano Photography

## SECTION NINE TALENT ATTRACTION & DEVELOPMENT

“The Make it Tampa Bay collaboration has become a national model for partnerships between tourism and economic development organizations. Tampa Bay ranks among the top places Americans want to move to now, and this new campaign underscores the reasons why this is the best place to live, work and build a business.”

— Santiago Corrada, President and CEO of Visit Tampa Bay

### TALENT ATTRACTION

Talent remains the number one reason companies choose to relocate or expand in Tampa. Highly skilled professionals continue moving here in droves and local graduates are opting to stay in the area to launch their careers. The success of Make It Tampa Bay, our joint talent attraction initiative with Visit Tampa Bay and Hillsborough County, remains at an all-time high. This year, with its highest funding allocation from the County to date, the campaign generated a whopping 58 million impressions and drove more than 50,000 users to our newly refreshed website, where they could search for a great job, find the perfect neighborhood, and explore fun things to do in the region.

### TALENT RETENTION

We also focused our attention on the critical area of talent retention. Our Competitiveness Committee accelerated these initiatives, working with our academic partners to create meaningful opportunities for local employer and student engagement. An event at the University of South Florida featured a panel of student leaders interested in careers in business and shared services roles (including finance and cybersecurity). The students provided their insights on the interview process, recruiting and talent retention to dozens of employers from the Tampa Bay area. In turn, employers had the chance to connect with students and entice these soon-to-be graduates with career-worthy roles in their organizations.

Our team also launched a new video series that illustrates how Tampa Bay's workforce, industry and education leaders are collaborating to close skills gaps, fill our talent pipeline and meet future employment needs in high-demand sectors like information technology and healthcare.



Scenes from Tampa Bay EDC Competitiveness Committee and University of South Florida Student Talent Panel, September 2023.



## SECTION TEN MARKETING

“The Tampa Bay EDC has played a major role in helping the Tampa Bay area gain the reputation it currently enjoys as a top place to live and grow a business. Whether through their engaging social media content, award-winning digital campaigns or positive media coverage, the Tampa Bay EDC’s marketing team has done an excellent job telling Tampa Bay’s business story on a national and international level.”

— Bruce Faulmann, VP of Sales and Marketing, Tampa Bay Times, and FY2023 Marketing Committee Chair



### AWARD-WINNING MARKETING

Our marketing team continues to raise Tampa and Hillsborough County’s national and global profile through our engaging social media content, national and international media hits, and compelling advertising campaigns.

Accompanied by City of Tampa Mayor Jane Castor, we took our business story on the road, visiting journalists from major media outlets in New York City and London. By the end of the fiscal year, our media team racked up more than 270 stories published about Tampa.



**84,372**

Web Visits



**30,792**

Social Media – total followers  
(FB, IG, Twitter, LI)



**271**

Media Placements



**1,624,594**

Social Media Impressions



The Tampa Bay EDC marketing team receives IEDC’s Silver Paid Advertising Campaign Award for its LinkedIn lead generation campaigns.



## RESULTS DRIVEN AD CAMPAIGNS

We invested more this year in our successful, highly targeted lead generation activities on LinkedIn – and those investments paid off. Our lead generation campaigns collected close to 450,000 impressions, more than 1,500 clicks to the website and 20 high-quality project leads. The campaigns also earned another industry award, taking home IEDC's Silver Paid Advertising Campaign Award for 2023 in the large market category.

Our print and digital advertising campaigns showcased Tampa's many business advantages as well as our cybersecurity and IT talent. And our market research analyst kept the EDC team – and our community – updated with the latest research reports and stats from population growth and net migration to industry and workforce data.

Our team could also be seen out in the community, capturing photos and content to further boost our social media presence. Our collective efforts drove more than 84,000 new users to the Tampa Bay EDC website and produced more than 1.6 million social media impressions.



Examples of Tampa Bay EDC's new national print and LinkedIn campaign ads.  
Facing page: Examples of 2023 Make it Tampa Bay campaign creative.







## SECTION ELEVEN INVESTOR RELATIONS

“Regions Bank continues to invest and partner with the EDC because we value the EDC's role in fostering economic vitality. I like to believe that all boats rise when we have success in our economic development efforts. By growing the number of businesses in Tampa, we can see an increase in supplemental companies that form around the new business and its employee base. This creates a win for existing and small businesses in Tampa to support them. And it generates more inclusive prosperity that helps ensure more people are benefiting from the growth in our local economy. In addition, the continued diversity of our local economy – with businesses representing a wide range of sectors, products, and services – helps contribute to a winning city long term.”

— April Rose Grajales, Tampa Market Executive, Regions Bank

## INVESTOR ENGAGEMENT

The level of support we're fortunate to have from our Investors is unmatched. They power this EDC and are the reason this organization's financial position is stronger than ever.

Fiscal year 2023's actual performance far exceeded our budget. Our Investor Relations team surpassed their goals for total revenue, renewals, and new and upgraded Investors. This year, our Investor retention rate is up to an impressive 92% and we brought on 16 more new Investors.

Suncoast Credit Union is our newest Circle of Champions Investor and BDG Architects, ERTC.com, Google, ReliaQuest, Tampa Bay Business and Wealth, Tiger Concrete and Sneed, and Verizon all joined at the Chairman's Council level. Additionally, seven new President's Council and two Gazelles came on board while Bradley upgraded to Chairman's Council.

We hosted several popular Investor events this year. At our Spring and Fall editions of Meet the Projects, we heard directly from the leaders who relocated their companies here. They shared with us why they chose our market and how our community can support their growth efforts locally. At our August Ed Talks! event, our Investors gathered at the University of Tampa to hear leaders from The Florida Aquarium, The Dali, The Straz Center for the Performing Arts, and Tampa Museum of Art talk about the impact of arts and culture on our regional economy.

Our highly engaged members of our six standing committees in Marketing, Business Development, Investor Relations, Competitiveness, Community Development, and Finance & Audit were also instrumental in helping our respective teams achieve their goals this year.



Tampa Bay EDC Chairman Angel Gonzalez chatting with Investors at August ED Talks. Opposite page: University of Tampa Dean of Arts and Letters David Gudelunas (left) and panelists discussing the impact of arts and culture on regional economic growth.



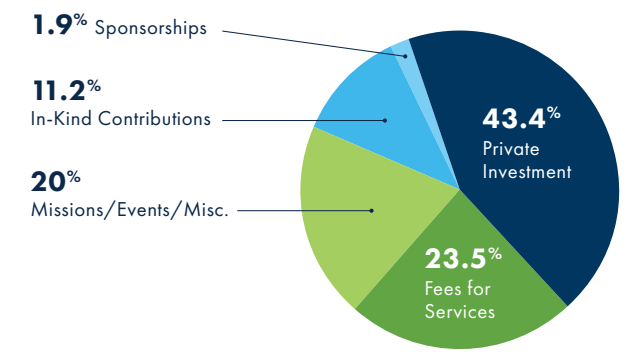


SECTION TWELVE

# REVENUES & EXPENSES

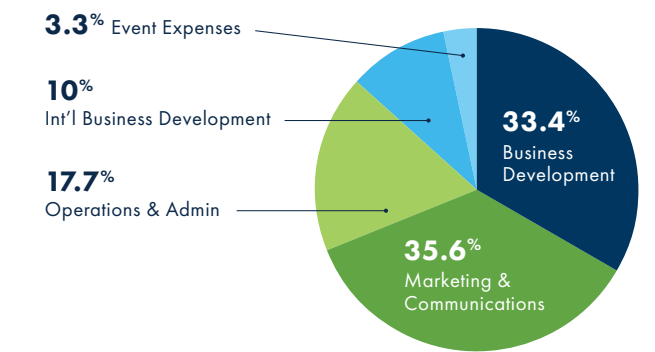
## OUR FY23 RESOURCES

Private Investment.....	1,824,288
Fees for Services.....	\$988,000
Missions/Events/Misc. ....	\$837,937
In-Kind Contributions .....	\$470,769
Sponsorships.....	\$80,000
<b>Total Resources .....</b>	<b>\$4,200,994</b>



## HOW OUR RESOURCES WERE USED

Business Development .....	\$1,393,417
Marketing & Communications.....	\$1,486,920
Operations & Admin .....	\$737,389
Int'l Business Development.....	\$421,644
Event Expenses.....	\$137,807
<b>Total Resources Used .....</b>	<b>\$4,177,177</b>



## PRIVATE INVESTMENT REVENUE GROWTH

