

TAMPA BAY EDC 2021 ANNUAL REPORT

UNSTOPPABLE



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WE ARE LAYING THE FOUNDATION
FOR THE TRANSFORMATION OF
SOME OF OUR MOST CHALLENGED
NEIGHBORHOODS.

Despite the ongoing challenges of the pandemic, the Tampa Bay Economic Development Council made tremendous progress on its strategic plan in fiscal year 2021. Our Business Development team's investment in sales intelligence tools and research has yielded scores of new leads and helped us land several exciting new projects. New digital campaigns promoting Tampa as an ideal place to live and work are attracting attention nationwide from skilled talent looking at relocation options. We also activated our Placemaking strategy, with bold new initiatives that focused on enhancing Tampa and Hillsborough County's competitiveness as a destination for business and talent.

We hired a new Community Development Director and, aligning our priorities with those of our local government partners, launched a capital campaign to fund our Tampa Bay Economic Prosperity Foundation's Inclusive Economic Growth Initiative. This initiative will promote the skills development of our local workforce and generate jobs and investment in some of the most economically distressed areas in Hillsborough County. The campaign, led by former City of Tampa Mayor Bob Buckhorn, has already raised more than half of the funds needed for the three-year initiative. We're off to a great start.

As iconic projects such as Water Street Tampa and Midtown reshape our premier commercial districts, we are laying the foundation for the transformation of some of our most challenged neighborhoods. I am confident that our efforts will be successful and help residents of these communities find more plentiful, career-worthy opportunities on their journey toward economic prosperity.



JIM WEISS | TAMPA BAY EDC 2021 CHAIR
Regional President, South Florida, Fifth Third Bank

GROW



WE'RE GOING TO MEET OR EXCEED EVERY ONE OF OUR GOALS FOR BUSINESS DEVELOPMENT, TALENT ATTRACTION AND PLACEMAKING.



JAMES NOZAR | TAMPA BAY EDC 2021 VICE CHAIR
Strategic Advisor to the Board, Strategic Property Partners

As we head into our third and final year of our Opportunity Tampa Bay Strategic Action Plan, I have no doubt that we're going to meet or exceed every one of our goals for business development, attracting and retaining the best talent, and placemaking.

Our first task will be to revamp our Business Retention and Expansion program. With our new campaign, Expand Tampa Bay, we'll reach out to hundreds of local companies to gain a better understanding of what they need to thrive as we move past the impacts of COVID-19. We'll capitalize on the success of last year's LinkedIn business recruitment campaigns by targeting more companies in our strategic growth areas.

On the talent front, we will activate our talent retention program in partnership with Hillsborough Community College, St. Leo University, Stetson University College of Law, University of South Florida and University of Tampa as well as human resource professionals from our Investor organizations.

Our placemaking initiatives are poised to take off in FY2022, as we begin implementing our plans to recruit businesses to top priority neighborhoods such as East Tampa and launch education and training awareness campaigns that will help local residents gain access to careers in fast-growing sectors.

Thanks to the commitment and hard work of our Investors and team, the Tampa Bay Economic Development Council is heading into FY2022 with the wind at our backs. I am honored to serve as your Chair and excited about what we will accomplish together.

THE OPPORTUNITY TO GET THE
“WHY TAMPA?” MESSAGE OUT
WAS NEVER GREATER — AND THE
RESPONSE HAS BEEN INCREDIBLE.

The pandemic inspired many Americans to consider moving to a place that offers a better quality of life and better economic opportunities. And it's no surprise that scores of those who did move now call Tampa Bay home.

Capitalizing on this trend, our team wasted no time in engaging with executives and businesses considering relocation. The opportunity to get the “Why Tampa?” message out was never greater — and the response has been incredible.

This year we announced exciting new projects from states like California, Illinois, Missouri and New York — and the warm welcome our new arrivals received has turned several into evangelists for the city already.

With a heady influx of new companies, talent and investment, Tampa Bay is poised to emerge as a national leader in the post-Covid economy. We are firmly aligned with our Investors, local government, workforce and academic partners to tackle the challenges that are preventing disadvantaged communities from achieving their full potential while staying laser focused on growing the target industries that strengthen our competitiveness.

Together, we are **UNSTOPPABLE.** *CJR*

MOMENTUM



CRAIG J. RICHARD, CEcD, FM
President and CEO, Tampa Bay EDC

THE TEAM

Economic development in Florida is changing rapidly, and the Tampa Bay EDC is prepared to adapt and thrive. Team EDC sprang off the starting blocks for fiscal year 2021 laser-focused on our mission and eager to help our community move beyond the pandemic. In the face of each new obstacle, the team persevered, maneuvering around challenges and capitalizing on new opportunities.

When faced with everything from site visit cancellations to budget cuts to the loss of incentives that could make or break important deals, the team continued to fight for every project. That tenacity paid off. This year saw the arrival of several game-changing new projects that will help shape our economic future as well as our national reputation as one of the best places for business and talent.

Tampa and Hillsborough County — and the Tampa Bay EDC — are UNSTOPPABLE.

EXECUTIVE

- 1 CRAIG J. RICHARD, CEcD, FM
President and CEO
- 2 MONICA BOWERSOX
Executive Administrator & Board Liaison

FINANCIAL AND ADMINISTRATIVE

- 3 NEALY WHEAT, CAE, SPHR
Chief Financial Officer
- 4 DAVID BOYD
Director of Investor Relations

ECONOMIC DEVELOPMENT

- 5 STEVE MOREY
Senior Vice President, Economic Development
- 6 TONY T. BROWN
Director of Community Development
- 7 ADAM MYERS
Director, Business Development
- 8 JONATHAN WOLF
Economic Development Manager

- 9 ANNA VEGA
Executive Coordinator

- 10 DAVID ROBINSON
Economic Development Manager

- 11 ALISON GELBAUGH
Economic Development Manager

MARKETING

- 12 MICHELLE BAUER, CEcD
Chief Operating Officer

- 13 LAURA FONTANILLS
Marketing and Communications Director

- 14 ROBIN DISALVO
Market Research Analyst

- 15 HUSSAIN SHAMSEDDINE
Digital Marketing Manager



LEADERSHIP

2021

At a time when many of our economic development peers in other parts of the country are struggling, the Tampa Bay Economic Development Council continues to thrive. We owe our continued success to the more than 100 Investors, partners and elected officials who believe in our mission and step up for us and our community time and again.

The importance of strong partnerships has never been greater. Our Executive Officers always make the Tampa Bay EDC a top priority, and we're fortunate to have highly collaborative relationships with our government and workforce partners.

Our elected officials have dealt with enormous challenges and persistent uncertainty for months. But their leadership has helped Tampa and Hillsborough County emerge from the pandemic crisis stronger, ensuring greater economic prosperity for their constituents and attracting the companies and talent that will make Tampa Bay the top relocation destination in America.

2021 EXECUTIVE OFFICERS



CHAIR
Jim Weiss
Regional President, South Florida, Fifth Third Bank



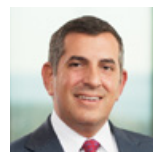
VICE CHAIR
James Nozar
Strategic Advisor to the Board, Strategic Property Partners



SECRETARY / TREASURER
Angel Gonzalez
Regional President, SouthState Bank



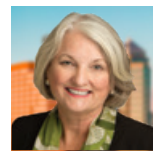
IMMEDIATE PAST CHAIR
Marie Chinnici-Everitt,
Managing Director, The Depository Trust & Clearing Corporation



GENERAL COUNSEL
Ron Christaldi
Managing Partner, Shumaker



2021 ELECTED OFFICIALS



HONORABLE
Pat Kemp
Chair, Hillsborough County BOCC



HONORABLE
Jane Castor
Mayor, City of Tampa



HONORABLE
Rick Lott
Mayor, City of Plant City



HONORABLE
Andy Ross
Mayor, City of Temple Terrace

CIRCLE OF CHAMPIONS



John Flanagan,
CEO



Honorable Jane Castor,
Mayor



Troy Taylor,
Chairman and CEO



FIFTH THIRD BANK

Jim Weiss,
Regional President, South Florida



Brian Best,
CEO



Dr. Ken Atwater,
President



Honorable Pat Kemp,
Chair, Hillsborough County BOCC



Benjamin Pratt,
SVP, Government and Public Affairs



Paul Anderson,
President and CEO



STRATEGIC PROPERTY PARTNERS

James Nozar,
Strategic Advisor to the Board



John Couris,
President and CEO



Joe Lopano,
CEO



Archie Collins,
President and CEO



Timothy Schar,
Market President, Tampa Bay



Rhea Law,
Interim President

Chairman's Council



AMGEN
Felicia Harvey, *Corporate Affairs Lead*



BAYCARE HEALTH SYSTEM
Glenn Waters, *Executive Vice President and COO*



THE BROMLEY COMPANIES
Nick Haines, *CEO*



BUCHANAN INGERSOLL & ROONEY PC
Steven Pratico, *Shareholder*



CHAPPELLROBERTS
Colleen Chappell, *CEO*



THE DEPOSITORY TRUST & CLEARING CORPORATION
Marie Chinnici-Everitt, *Managing Director*



DIAMOND VIEW STUDIOS
Tim Moore, *CEO*



THE FLORIDA AQUARIUM
Roger Germann, *President and CEO*



FLORIDA BLUE
David Pizzo, *Market President, West Florida Region*



GREENBERG TRAUIG, P.A.
David Weinstein, *Managing Shareholder*



HANEKE DESIGN
Jody Haneke, *President and Founder*



HELIOS EDUCATION FOUNDATION
Charles Hokanson, *Senior Vice President, Florida Community Engagement*



LIONS EYE INSTITUTE FOR TRANSPLANT AND RESEARCH, INC.
Jason Woody, *CEO*



MOFFITT CANCER CENTER
Merritt Martin, *Chief of Staff, External Affairs*



NEW YORK YANKEES
Tony Bruno, *Senior Vice President and CFO*



REGIONS BANK
Michael G. Jones, *Tampa Market Executive and Executive Vice President, Commercial Banking*



RELIAQUEST
Isabel Dewey, *Senior Vice President of People*



SHUMAKER
Julio Esquivel, *Partner*



THE SOUTHERN GROUP
Seth McKeel, *Managing Partner*



SOUTHSTATE BANK
Angel Gonzalez, *Regional President*



STETSON UNIVERSITY COLLEGE OF LAW
Michèle Alexandre, *Dean*



TAMPA BAY BUSINESS JOURNAL
Ian Anderson, *Publisher and Managing Partner*



TAMPA BAY CHAMBER OF COMMERCE
Bob Rohrlack, *President and CEO*



TAMPA BAY LIGHTNING
Jeff Vinik, *Chairman and Governor*



TAMPA BAY RAYS
Rafaela Amador, *Chief Public Affairs and Communications Officer*



TAMPA BAY TIMES
Bruce Faulmann, *Vice President of Sales and Marketing*



TRICKEY JENNUS
Tom Jennus, *President and CCO*



UBS GLOBAL WEALTH MANAGEMENT
Greg Kadet, *Managing Director, Market Head, Greater Florida*



ULTIMATE MEDICAL ACADEMY
Linda Mignone, *Executive Vice President*



THE UNIVERSITY OF TAMPA
Ronald Vaughn, Ph.D., *President*



USAA
Keith O'Malley, *Site Director*



VALLEY BANK
David Ogburn, *Senior Vice President, Commercial Banking Manager*



WELLS FARGO
Jim Themides, *Executive Vice President, Market Executive, Florida Gulf Coast, Commercial Banking*

President's Council

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Hugh Campbell, *President*

AT&T

Ed Narain, *Vice President, External and Legislative Affairs*

BAKER MCKENZIE

Jamie Lawless, *Executive Director, Tampa Center*

THE BANK OF TAMPA

Donna Walsh, *Vice President, Commercial Relationship Manager*

BBVA USA

Kevin Shukur, *Tampa Market President*

BNY MELLON WEALTH MANAGEMENT

Sean Maguire, *Senior Director and Team Leader*

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Anne Marie Lapczynski, *Global Head of People Services and Site Leader*

CARLTON FIELDS

Gary Sasso, *President and CEO*

CDW CORP.

Michael Bock, *Sales Director*

CHARTER COMMUNICATIONS

Christopher T. Bailey, *Florida Director, State Government Affairs*

CITI

Florence Yagoda, *Director, Regional Supervisory Principal*

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Honorable Andy Ross, *Mayor*

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CONSTRUCTION SERVICES INC.

Fred Lay, *President*

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Kyle Burd, *Senior Vice President and Managing Director*

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CUSHMAN & WAKEFIELD

Larry Richey, *Managing Principal, Florida*

HANCOCK WHITNEY BANK

Joe Fontana, *Vice President, Middle Market Banking*

HIGHWOODS PROPERTIES

Dan Woodward, *Vice President*

HILL WARD HENDERSON

B. Ben Dachepalli, *Shareholder and Board Certified Construction Attorney*

HOLLAND & KNIGHT

Governor Bob Martinez, *Senior Policy Advisor*

JOHNSON & JOHNSON

Barbara Dondarski, *Vice President, Service Excellence*

JPMORGAN CHASE

April Rose Grajales, *Executive Director, Relationship Executive, Multinational Corporations*

LEWIS, LONGMAN & WALKER, P.A.

Lori Killinger, *Executive Shareholder and Chair of Legislative, Lobbying & Government Affairs*

LIFELINK FOUNDATION

Michael Consilvio, *Executive Director and General Manager*

MARCUM LLP

Patty Hamilton, *Partner*

NEXTPATH CAREER PARTNERS

Dan Rodriguez, *President*

PLANT CITY ECONOMIC DEVELOPMENT CORPORATION

Jake Austin, *President and CEO*

PRIMO WATER CORP.

Jerry Fowden, *Chairman*

R.R. SIMMONS CONSTRUCTION

Randy Simmons, *Chairman*

SAINT LEO UNIVERSITY

Jeffrey Senese, *Ph.D., President*

SMITH & ASSOCIATES

Robert Glaser, *President and CEO*

TAMPA !P

Mark Sharpe, *Executive Director*

TAMPA BAY BUCCANEERS

Atul Khosla, *Chief Corporate Development and Brand Officer*

TAMPA DOWNTOWN PARTNERSHIP

Lynda Remund, *President and CEO*

UNITED WAY SUNCOAST

Jessica Muroff, *CEO*

VELOCITY RESOURCE GROUP

John Fortino, *Co-Founder and Senior Managing Partner*

VERIZON

Kevin Powell, *Director, Network Field Engineering*

WARREN AVERETT

Michelle Sanchez, *CPA and Audit Member*

WESTSHORE ALLIANCE

Ann Kulig, *Executive Director*

Gazelle

BENEFICIAL BLENDS

Erin Meagher, *Founder and CEO*

BIG FISH

Sara MacQueen, *Founder and President*

BLIND TIGER CAFÉ LLC

Roberto Torres, *President*

ELEVATE

Aakash Patel, *President*

GREATER TAMPA REALTORS

Dennis MacDonald, *Association Executive*

INTEGRAL ENERGY

Anddrikk Frazier, *President and CEO*

NEWGENTEK

Chon Nguyen, *Founder and CEO*

SHEA BARCLAY GROUP

Michael Shea, *President*

TOMLIN ST CYR REAL ESTATE SERVICES

John Tomlin, *CEO*

VOLTAIR CONSULTING ENGINEERS

Julius Davis, *President and CEO*



YEAR IN REVIEW

Fiscal year 2021 began with some remaining uncertainty from the ongoing pandemic, but about halfway through the year some trends began to crystallize and the impact of the COVID exodus to Florida became clearer. **Recruitment leads were up 33% over the prior year.** Technology companies from the West Coast made a beeline for Tampa Bay, intent on hiring local employees. And not one, not two, but four global companies relocated their corporate headquarters to our community as they sought lower costs and a better quality of life. Tampa and Hillsborough County's appeal as a destination for business and skilled talent is stronger than ever.

The Business Development team surpassed its goals, closing the year with a total of 22 projects, which added 2,789 jobs and \$325 million in capital investment to our community. We welcomed 12 new companies to Hillsborough County, who collectively plan to create 2,326 new jobs. Ten local businesses expanded their operations, adding 463 new positions.



22 PROJECTS **2,789** JOBS **\$325** MILLION IN CAPITAL INVESTMENT

OPSWAT.

OPSWAT
New Jobs 100 | Capital investment \$4,000,000

BLULEADZ

BLULEADZ INC
New Jobs 35 | Capital investment \$1,680,000

SUZUKI MARINE **ULTIMATE OUTBOARD MOTOR**

SUZUKI MARINE USA, LLC
New Jobs 50 | Capital investment \$5,000,000

CELADON

CELADON
New Jobs 100 | Capital investment \$160,000,000

SIGNODE

SIGNODE INDUSTRIAL GROUP
New Jobs 200 | Capital investment \$5,500,000

Pfizer

PFIZER
New Jobs 571 | Capital investment \$20,000,000
**Based on square footage and similar historical projects*

Fast

FAST
New Jobs 500 | Capital investment \$10,000,000

floodgate

FLOODGATE MEDICAL
New Jobs 10 | Capital investment \$1,460,000

IDEAL AGENT

IDEAL AGENT
New Jobs 100 | Capital investment \$2,000,000

QuoteWizard

QUOTEWIZARD
New Jobs 300 | N/A

PURAGLOBE

PURAGLOBE
New Jobs 130 | Capital investment \$100,000,000

Genesis Systems

GENESIS SYSTEMS, LLC
New Jobs 125 | N/A

USI

USI INSURANCE SERVICES
New Jobs 25 | N/A

ti

THEINCLAB
New Jobs 40 | N/A

FLYMOTION

FLYMOTION UNMANNED SYSTEMS
New Jobs 15 | N/A

TRANSPORTATION CONTROL SYSTEMS

TRANSPORTATION CONTROL SYSTEMS
New Jobs 20 | Capital investment \$7,000,000

CHROMALLOY CASTINGS

CHROMALLOY CASTINGS
New Jobs 28 | N/A

TAMPA TANK FLORIDA STRUCTURAL STEEL

TAMPA TANK
New Jobs 60 | Capital investment \$3,000,000

RAPID7

RAPID7
New Jobs 100 | Capital investment N/A

CRS Chemicals

C.R. SUPPLY
New Jobs 30 | Capital investment \$5,698,000

IDC

IDC
New Jobs 150 | N/A

Celsius

CELSIUS NETWORK
New Jobs 100 | N/A

STRATEGIC PLAN: OPPORTUNITY TAMPA BAY

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.
- 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

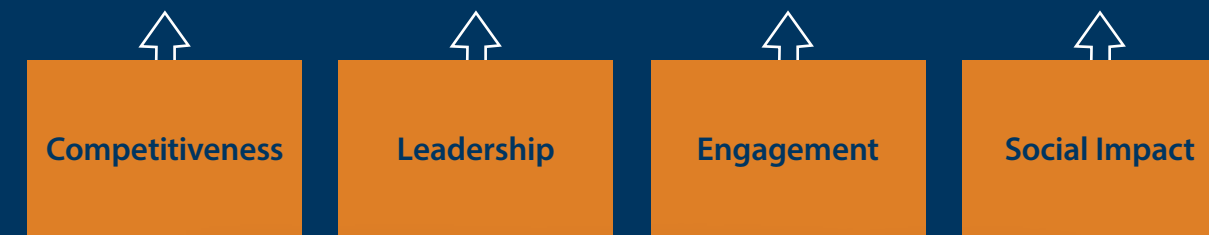
Position Tampa Bay as one of the top markets in the U.S. for talent by attracting new residents and creating greater awareness of meaningful career opportunities among the local workforce.

- 1 Expand and transform the Make it Tampa Bay talent attraction campaign.
- 2 Dedicate a full-time employee to champion regional talent initiatives, including marketing, outreach and engagement.
- 3 Develop talent retention initiatives with the collaboration and support of colleges and universities, recruiters, HR professionals, and transition specialists at MacDill Air Force Base.
- 4 Promote access to meaningful career opportunities in high demand professions for the local workforce with campaigns that highlight accessible and affordable education and skills training programs.

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 Promote stories and messaging that positively shape the perception of the Tampa market in local and national media.
- 2 Develop and promote an Opportunity Zone program and site-readiness initiatives and create a full-time position to lead them.
- 3 Support and collaborate on projects and initiatives that enhance the region's reputation as a quality place to live and work.
- 4 Establish a Competitiveness Committee that will develop and direct initiatives that promote Hillsborough County's competitiveness as a location for business and talent.



STRATEGIC GROWTH AREAS



MISSION

Develop and sustain a thriving local economy by focusing on the attraction, expansion and retention of high wage jobs and capital investment.

VISION

We are recognized nationally as a community transformed by job growth, business innovation and international trade.

VALUES

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.

BUSINESS DEVELOPMENT DEVELOPMENT



ERIC BAUM,
CEO/Founder, Bluleadz



“BUSINESS HAS BEEN RETURNING THIS YEAR, AND WE’RE PLEASED TO BE BACK TO PRE-COVID LEVELS WITH PLANS TO EXPAND EVEN FURTHER NEXT YEAR. WE HAVE A LONG AND PROUD HISTORY IN TAMPA, AND WE LOOK FORWARD TO PARTNERING WITH LOCAL ORGANIZATIONS TO CREATE A ROBUST WORKFORCE PIPELINE AND GROW OUR TEAM.”

JASON BAHAMONDE, Vice President of Fabrication/General Manager, Tampa Tank



Retention

In 2021, many local businesses in target sectors such as manufacturing and financial and professional services bounced back from the initial shock of the pandemic and announced plans to expand locally. Ten existing companies will add 463 jobs and \$115 million in capital investment.

Local steel fabrication company Tampa Tank-Florida Structure Steel will add 60 new jobs and invest \$3 million at its local headquarters in Gibsonton. National insurance brokerage USI Insurance Services will add 25 new jobs at its Tampa office, which has experienced 10% year-over-year growth.

Moving forward, business retention and expansion will play an even greater role in our business development efforts as we launch new initiatives to boost our business competitiveness and support the growth of our existing companies. A new Competitiveness Committee is launching in FY2022 and will focus its efforts on enhancing our region’s competitiveness as a business destination. Through the new Expand Tampa Bay program, the EDC will seek input about the business climate from local employers via surveys and in-person visits. The result of this intelligence gathering will be a published report that will include a new strategy for tackling local business challenges and identifying solutions that would promote further business expansion in Hillsborough County.

463 JOBS **\$115** MILLION IN CAPITAL INVESTMENT

2,326 JOBS
\$210 MILLION IN CAPITAL INVESTMENT

Recruitment

Twelve companies ranging from Fortune 500 stalwarts to emerging tech companies were recruited to Tampa and Hillsborough County in fiscal year 2021, bringing 2,326 new jobs and \$210 million in capital investment to our community.

Among these 12 projects, four are global headquarter relocations: OPSWAT, Suzuki Marine, Genesis Systems, and Signode.

Signode, the transit packaging division of Crown Holdings, Inc., relocated its corporate headquarters from Chicago. While the Midwest and Northeast have long been successful markets from a recruitment standpoint, this year we also saw significant attention from California companies. Fast-growing cybersecurity company OPSWAT relocated its headquarters from San Francisco. Suzuki Motors, Inc. established the headquarters of its new company Suzuki Marine in Tampa, another move from California.

Pfizer also chose Tampa for its new global capability hub, making it the fourth Fortune 500 biopharmaceutical corporation the Tampa Bay EDC has recruited since 2013, following Bristol Myers Squibb, Johnson & Johnson and Amgen. This latest arrival from Pfizer cements Tampa's position as a top market for shared services talent in the biopharmaceutical space.



Photo by CBRE

"RELOCATING OUR HEADQUARTERS TO TAMPA IS AN INCREDIBLE MILESTONE THAT NOT ONLY SIGNALS RAPID GROWTH BUT ALSO OUR COMMITMENT TO PROVIDING THE BEST-IN-CLASS INFRASTRUCTURE PROTECTION TO OUR GLOBAL CUSTOMERS."

BENNY CZARNY, CEO and Founder of OPSWAT



"TAMPA BAY HAS A SPIRIT OF ENTREPRENEURSHIP, A DEEPLY TALENTED WORKFORCE, AND A WINNING OUTLOOK INFUSED INTO THE REGION'S DNA. ONE OF THE MAJOR FACTORS IN MY DECISION TO RELOCATE TO FLORIDA WAS THE PASSION, VISION AND LEADERSHIP OF TAMPA MAYOR JANE CASTOR. I HAVE MET MANY GOVERNMENT OFFICIALS THROUGHOUT MY CAREER, AND NONE UNDERSTANDS THE NEEDS OF THE BUSINESS COMMUNITY AND JOB CREATORS THE WAY MAYOR CASTOR DOES. TAMPA BAY IS BRIMMING WITH INNOVATIVE ENERGY, STOCKED WITH SKILLED TALENT AND TRULY FAMILY-FRIENDLY."

DOMM HOLLAND, *Co-Founder and CEO, Fast*



#1 EMERGING TECH CITY IN THE U.S.

- Forbes

Strategic Growth Areas

Guided by our Opportunity Tampa Bay strategic action plan, our team launched new digital tools and campaigns to target five strategic growth areas: cybersecurity, fintech, health tech, cancer solutions and supply chain technology. Using Gazelle A.I., a predictive analysis tool, we built highly targeted prospect lists and marketed to them directly via a LinkedIn lead generation campaign. The campaigns were highly successful, generating nine new leads and three active projects.

Two of those active projects closed in fiscal year 2021. **San Francisco-based fintech company Fast** chose Tampa for its East Coast hub, and its CEO, Domm Holland, relocated here as well. Boston-based Rapid7, a publicly traded cybersecurity and compliance solutions firm, helped to strengthen our cybersecurity cluster when it chose Tampa for its latest U.S. expansion.

With our partners at DiamondView, we produced a video series that will give prospects an overview of each of these strategic growth areas by hearing directly from the leaders who have successfully grown companies in Tampa or recently chose to relocate their companies here. As we deploy these videos through our marketing and business development channels, we will convey the message that regardless of whether you are a startup founder or a multinational corporation, Tampa has the talent, business climate and quality of life to fuel your success.

BUSINESS DEVELOPMENT

International

With international business travel suspended for much of the year, we had to get creative to attract foreign direct investment. With our regional partners in Pasco and Pinellas, Global Tampa Bay hosted a two-day virtual trade mission with our counterparts in the United Kingdom. **The virtual initiative yielded excellent results with more than 60 representatives from companies in Tampa Bay and the United Kingdom participating.**

One British firm has already made a trip over to explore a United States expansion in our community, and Blenheim Chalcot, a London-based private equity firm and technology support organization, opened an office in Water Street Tampa with assistance from the Tampa Bay EDC.



LAKSHMI SHENOY,
CEO, Embarc Collective



THIRD FASTEST-GROWING METRO AREA FOR ENTREPRENEURS

#3

TALENT ATTRACTION

As Americans began reevaluating where they wanted to live and work, Tampa emerged as a clear winner. Redfin ranked Tampa Bay #4 in the nation for net in-flow of residents in 2020 and CBRE reported Tampa as one of only nine markets in the U.S. to experience a positive “brain gain” over the last five years.

Jumping on this opportunity to communicate with people looking for a new place to live, the EDC marketing team piloted a LinkedIn talent attraction campaign, targeting technology professionals and entrepreneurs in 10 key markets across the country. Ads highlighted Tampa Bay’s attractive cost of living, plentiful career opportunities and unbeatable quality of life. **Over the course of two months, the campaign generated more than 680,000 impressions and nearly 2,000 visits to our talent attraction website, MakeItTampaBay.com.**

Retaining our local talent is also a focus for the EDC, and this year, our marketing team began laying the foundation for new talent retention campaigns with our higher education partners at University of South Florida, Hillsborough Community College, St. Leo University and the University of Tampa. We’re teaming up with the institutions’ Career Services divisions to educate graduating students about the excellent career opportunities available with our local employers.

And for those who aren’t pursuing a traditional four-year degree, we’ve begun collaborating with Hillsborough Community College and CareerSource Tampa Bay to develop grassroots campaigns that will inform local residents about accessible and affordable training opportunities that will lead to good paying jobs in skilled trades.

“WE DID A LOT OF RESEARCH ON NUMEROUS CITIES TO IDENTIFY WHERE THE BEST TALENT WAS TO GROW AND BUILD OUR TEAMS, AND TAMPA WAS A CLEAR WINNER. WE’RE EXCITED TO EXPAND OUR FOOTPRINT AND MAKE TAMPA ONE OF OUR NEW HOMES. THIS LOCATION WILL GIVE US PRIME ACCESS TO THE CURRENT ECOSYSTEM OF THIS RAPIDLY GROWING TECH HUB AS WELL AS THE EMERGING TALENT FROM THE LOCAL UNIVERSITIES AND COLLEGES.”

COREY THOMAS, *Chairman and CEO, Rapid7*



PLACEMAKING

PLACEMAKING

The third goal of our Strategic Action Plan, Placemaking, centers on driving key projects that will enhance Hillsborough County's competitiveness as a destination for business and talent and a focus on inclusive economic prosperity.

Our top Placemaking priority for 2021 was to hire a Community Development Director. Tony Brown joined our team in February and has been working diligently with our city and county partners to develop strategies for marketing Opportunity Zones. He has also built a coalition of regional allies to pursue federal funding for catalytic projects in East Tampa. **These initiatives will focus on inclusive economic growth, creating greater career and investment opportunities in neighborhoods that have yet to achieve their potential for prosperity.**

"ECONOMIC DEVELOPMENT IS THE LIFEblood OF ANY PROSPEROUS AND THRIVING REGION. WE ARE VERY FORTUNATE TO HAVE A UNIQUE PUBLIC/PRIVATE PARTNERSHIP THAT SUPPORTS THE TBEDC AND HAS PROVIDED US WITH THE RESOURCES AND PERSPECTIVE TO GROW THE COMPETITIVENESS OF OUR AREA."

JAMES NOZAR, *Strategic Advisor to the Board, SPP*



#4

#4 IN THE NATION FOR NET IN-FLOW OF RESIDENTS

- Redfin



TAMPA BAY ECONOMIC PROSPERITY FOUNDATION



Formed in 2018, the Tampa Bay Economic Prosperity Foundation (the Foundation) is a 501(c)(3) affiliate organization of the Tampa Bay Economic Development Council.

Since the EDC's primary focus is to attract high-wage, high-skill jobs and capital investment, our 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.

In fiscal year 2021, the Foundation launched its first capital campaign, Prosper Tampa Bay. The campaign, chaired by former City of Tampa Mayor Bob Buckhorn, was charged with raising \$2 million to fund the Foundation's Inclusive Economic Growth Initiative (IEGI), developed to bring jobs, workforce training, and investment into East Tampa, Central Park/Ybor City, and Uptown. The IEGI's activities center on identifying and promoting catalytic projects that will spur industry growth and job creation within these areas and launching a career awareness campaign to educate residents about certificate and degree programs for high-demand occupations with local employers.

Thanks to the outstanding work of former Mayor Buckhorn and his team of captains, over \$1.3 million was raised toward the \$2 million goal. The EDC also committed \$600,000 in in-kind services over three years to provide staffing for the Foundation and its initiatives.

OVER \$1.3 MILLION RAISED

The Foundation is grateful to the following organizations for their support of the Inclusive Economic Growth Initiative:

\$250,000 and above



\$150,000 and above



\$50,000 and above



\$25,000 and above



\$5,000 and above



Special thanks go to:

Tampa Bay Economic Prosperity Foundation Board

- Dr. Ken Atwater, *Chairman, President, Hillsborough Community College*
- Colleen Chappell, *Vice Chair, CEO, ChappellRoberts*
- Patty Hamilton, *Secretary/Treasurer, Partner, Marcum LLP*
- Nathaniel Doliner, *Director, Shareholder, Carlton Fields*
- Felicia Harvey, *Director, Corporate Affairs Site Lead, Amgen*
- Craig J. Richard, *CEcD, FM, President and CEO, Tampa Bay Economic Prosperity Foundation and President and CEO, Tampa Bay Economic Development Council*

Prosper Tampa Bay Campaign Leadership

- Former City of Tampa Mayor Bob Buckhorn
- Dr. Ken Atwater, *President, Hillsborough Community College*
- Ron Christaldi, *Tampa Managing Partner, Shumaker*
- Ed Narain, *Vice President, External & Legislative Affairs, AT&T*
- Randy Simmons, *Chairman, R.R. Simmons Construction*
- Jim Weiss, *Regional President, South Florida, Fifth Third Bank*



To learn more about the Foundation and the Prosper Tampa Bay campaign, visit prospertampabay.org.



MARKETING

With so many exciting stories about local businesses thriving during the pandemic and newly arrived CEOs eager to extol Tampa Bay’s virtues as the perfect place to build their company’s future, the EDC marketing team set to work capturing this good news and packaging it in media pitches and advertising campaigns.

We shot a new photo series featuring notable business expansions including Cirkul, NexTech, Minimise and BluLeadz. These photos and accompanying testimonials and case studies will be added to our web site and highlighted in print and digital advertising campaigns.

We didn’t let COVID keep us from telling the Tampa story nationally. As vaccines became readily available and numbers plummeted during the summer, we welcomed the award-winning host of National Public Radio’s Journeys of Discovery with Tom Wilmer for a media visit. **His time spent in Tampa led to a six-part series featuring some of our innovative companies, transformative real estate developments, and world-renowned chefs and restaurateurs.** And when COVID numbers started to spike again, we seamlessly shifted a media trip to New York to a virtual one with Mayor Jane Castor making the business case for Tampa in Zoom interviews with Cheddar, The Economist, Bloomberg, Fast Company and Sportico.

“TAMPA ISN’T A LITTLE SECRET ANYMORE. WITH MAJOR COMPANIES ANNOUNCING NEW TAMPA OFFICES AND THE CONSTANT NEWS COVERAGE OF TAMPA MAKING YET ANOTHER TOP 10 LIST, WE ARE IN THE HEADLINES FREQUENTLY. A LOT OF PEOPLE CAME DOWN LAST YEAR DURING THE PANDEMIC TO VISIT FRIENDS/FAMILY AND DECIDED TO MAKE THE MOVE PERMANENT. **NO STATE INCOME TAX AND THE RIPE BUSINESS COMMUNITY MAKE TAMPA AN IDEAL LOCATION FOR WORKERS TO RELOCATE.** PEOPLE WANT TO LIVE WHERE THEY VACATION AND NOW MANY PEOPLE CAN SAY JUST THAT.”

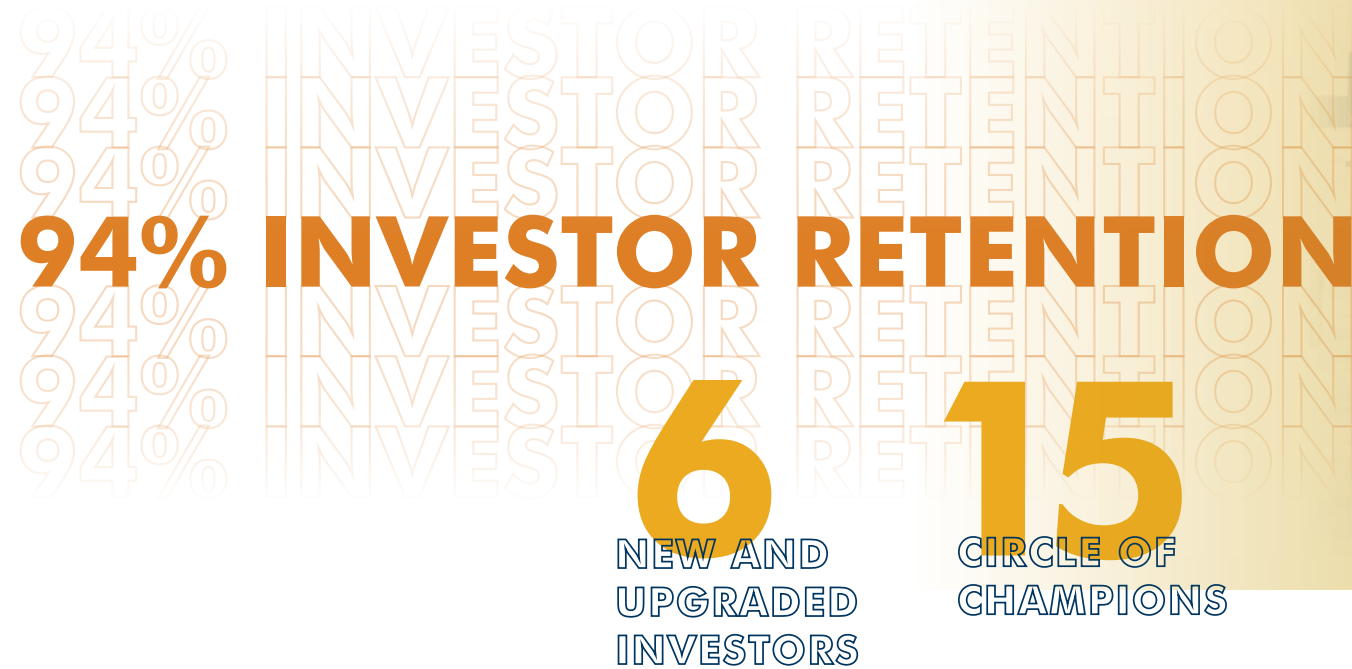
GINA CURRY, *Vice President and Co-founder, NextPath Career Services*



INVESTOR RELATIONS

While we continued to operate remotely for most of the fiscal year, our Investors remained committed and engaged. Two virtual Ed Talks events explored the topics of Transformative Placemaking and The Future of Tampa’s Biotech Sector. We continued our highly popular Meet the Projects series and partnered with startup accelerator Embarc Collective to jointly showcase both EDC projects as well as thriving local startups.

Investor satisfaction is high, with 94% of our Investors renewing their commitment to the EDC in 2021. We welcomed four new Investors — Stetson University College of Law at the Chairman’s Council level; Charter Communications and Lewis Longman and Walker as President’s Council members; and Greater Tampa Realtors at the Gazelle level. Two existing Investors — Regions and Lions Eye Institute — also upgraded to the Chairman’s Council.



“THE EDC HAS PLAYED A PIVOTAL ROLE IN OUR SUCCESS BY HELPING US TAP INTO RESOURCES THAT EXPEDITE OUR BUSINESS GOALS, PROVIDING US ACCESS TO BUSINESS AND COMMUNITY LEADERSHIP, INVITING US TO MEANINGFUL EVENTS FOR THE CITY, AND REALLY BEING A TRUE STRATEGIC PARTNER IN PROVIDING US WITH OPPORTUNITIES THAT CONTRIBUTE TO OUR OVERALL GROWTH.”

TIM MOORE, *Founder, Diamond View*



REVENUES AND EXPENSES

OUR FY21 RESOURCES

Private Investment	\$1,719,754
Fees for Services	\$988,000
Missions/Events/Misc.	\$109,143
In-Kind Contributions	\$361,456
Sponsorships	\$121,525
Total resources	\$3,299,878

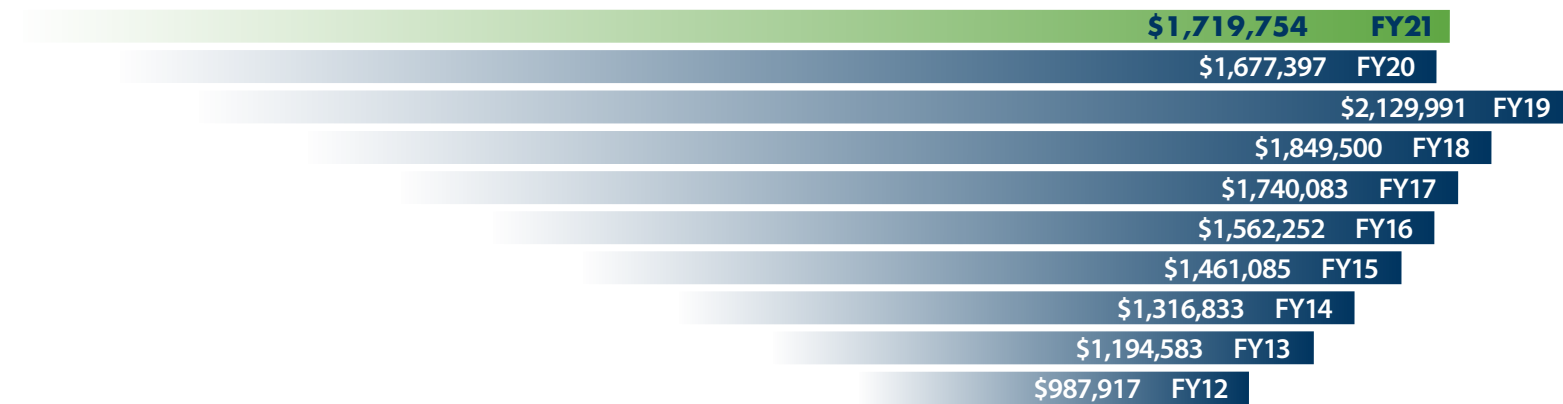


HOW OUR RESOURCES WERE USED

Business Development	\$936,409
Marketing & Communications	\$1,226,720
Operations & Admin	\$679,666
Int'l Business Development	\$262,386
Event Expenses	\$67,831
Total resources used	\$3,173,012



PRIVATE INVESTMENT REVENUE GROWTH





TAMPABAY.EDC