

LIMITLESS





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JAMES NOZAR



Tampa Bay EDC 2022 Chair, CEO, East+Main

Looking back on my predictions from the start of fiscal year 2022, I'm happy to share that my confidence in the Tampa Bay EDC team's ability to meet or exceed all the goals we set for our Opportunity Tampa Bay Strategic Action Plan was justified.

OUR PLAN'S INCLUSION OF PLACEMAKING AND INCLUSIVE ECONOMIC GROWTH TOOK US INTO UNCHARTED TERRITORY AND PUT US IN THE VANGUARD AMONG OUR PEER ORGANIZATIONS. IN THREE SHORT YEARS, WE HAVE MADE IMPRESSIVE STRIDES WITH THIS GOAL. WE'VE REWRITTEN THE NARRATIVE ON HILLSBOROUGH COUNTY AS ONE OF THE NATION'S TOP BUSINESS DESTINATIONS. AND THE TRANSFORMATIONAL INITIATIVES WE HAVE UNDERWAY IN EAST TAMPA, CENTRAL PARK AND YBOR CITY ARE ALREADY MAKING AN IMPACT.

While this year's big story for business recruitment centered on our seven corporate headquarter relocation wins, our Expand Tampa Bay campaign engaged over 150 local companies to gain a better understanding of our existing target industry business needs. We were pleased to discover that more than half of the employers we surveyed are planning to expand locally in the next three years, and more than two thirds experienced positive sales growth year over year. These insights help us to tailor our business assistance programs to our community's needs.

With such robust job growth, the availability of great talent remains a top priority for our employers. To meet that demand, we've established new talent retention initiatives in collaboration with our college and university partners and are activating these in fiscal year 2023.

This year has flown by, and it's been an honor to serve as Chairman. I am grateful to you, my fellow Tampa Bay EDC board members and Investors, for your time and talent. We've had another stellar year thanks to you!





ANGEL GONZALEZ

Tampa Bay EDC 2023 Chair, Regional President, SouthState Bank

As we head into fiscal year 2023, the world looks like a very uncertain place. Since this new decade arrived, change has been constant, forcing us to adapt on the fly while trying to stay focused on our goals. While change and uncertainty can be challenging, I am reminded of John F. Kennedy's enduring quote on the subject: "Change is the law of life. And those who look only to the past or present are certain to miss the future."

OVER A DECADE AGO, THE TAMPA BAY EDC AND OUR BUSINESS AND GOVERNMENT LEADERSHIP HAD THE FORESIGHT TO PROTECT US FROM THE KIND OF UNCERTAINTY WE'RE EXPERIENCING NOW BY FOCUSING ON A LONG-TERM ECONOMIC DIVERSIFICATION STRATEGY. TODAY, HILLSBOROUGH COUNTY RANKS #2 AMONG THE TOP 20 COUNTIES IN AMERICA FOR ECONOMIC DIVERSITY.

By taking care of the fundamentals, we've prepared ourselves to meet the challenge of this moment while dreaming boldly about the future.

Our new mission and vision reimagine what our economic future could look like ten years on. Our FY2023-2025 strategic plan builds on the solid foundations we established with Opportunity Tampa Bay but is informed by fresh thinking that reinvigorates our business recruitment, talent and placemaking goals. Our approach is more holistic. It reaffirms our commitment to advancing economic prosperity for everyone in Hillsborough County — especially through our Foundation. It relies on greater collaboration with our partners to strengthen our competitiveness and keep us on pace to become one of America's top destinations for business and talent.

I am energized and grateful to serve as your Chair during this exciting time. Limitless opportunities lie ahead...and together, we will make the most of them.

CRAIG J. RICHARD



CEcD, FM, HLM

President and CEO, Tampa Bay EDC

As we kicked off fiscal year 2022, the Tampa Bay EDC team capitalized on the tremendous increase in new business recruitment leads from across the country and prepared for the launch of a revamped national media campaign to attract more talent to our region. We also activated the centerpiece of our Placemaking strategy, the Inclusive Economic Growth Initiative, thanks to the generous support of our capital campaign donors. I can't recall a time in my six years in this role that we've been busier.

The breakneck pace with which we began this fiscal year hasn't slowed at all. In fact, it has accelerated. The speed at which our market is transforming and moving up the ranks of top business destinations in America is astounding.

EVERY WEEK, TAMPA MAKES ANOTHER TOP 10 NATIONAL RANKING...AND OFTEN IT'S A TOP 5. WE'RE AMONG THE TOP MARKETS IN THE COUNTRY FOR POPULATION GAIN, BUSINESS RELOCATIONS, AND TECH TALENT GROWTH.

UNSURPRISINGLY, TAMPA IS RANKED ONE THE BEST PLACES TO LIVE IN AMERICA, BEST PLACES FOR JOB SEEKERS, AND SO ON. THE REST OF THE WORLD HAS DISCOVERED ALL THE GREAT THINGS TAMPA HAS TO OFFER, AND THEY WANT IN.

But we're not resting on our laurels. Far from it. Leveraging the results of our Competitiveness Study, our Competitiveness Committee is digging into the data on our target industries and labor market and creating work plans to amplify our strengths and address weaknesses. Through our Tampa Bay Economic Prosperity Foundation, we've launched a major career awareness campaign to help disadvantaged residents train for good paying local jobs. And we're working closely with a coalition of business owners, local government partners and the University of South Florida to bring transformational investment into East Tampa. We've got a lot of work to do to achieve greater community-wide prosperity, but the steps we're taking have us on a fast-track toward meeting that goal.



THE TEAM

The Tampa Bay EDC team is passionate about promoting our community as the best place in the country to live, work and build a business. In fiscal year 2022, our team members participated as speakers in nearly 70 conferences and events that took place locally and across the country, sharing this message with business leaders, site selectors, and economic development peers.

We're especially proud to have been honored among Florida Trend's Best Companies to Work For in Florida. Coming in at number three in the small companies category, the Tampa Bay EDC is the only economic development organization in the state named to this prestigious list.

We successfully completed our 2020-2022 Opportunity Tampa Bay Strategic Action Plan, meeting or exceeding all the goals set forth by our leadership team. We're more energized than ever before about building on our progress with the new Opportunity Tampa Bay II Strategic Action Plan. Our momentum is strong as we tackle the new goals we've established for our Business Development, Talent Attraction and Development, and Placemaking initiatives — and we have the right people in place to achieve them.

Team Tampa Bay EDC's passion and potential for making a positive impact on our community is LIMITLESS.

EXECUTIVE

- 1 CRAIG J. RICHARD, CEcD, FM, HLM
President and CEO
- 2 GINA BENOIST
Executive Administrator & Board Liaison

FINANCE AND ADMINISTRATION

- 3 NEALY WHEAT, CAE, SPHR
Chief Financial Officer
- 4 ALISON GELBAUGH
Director of Investor Relations

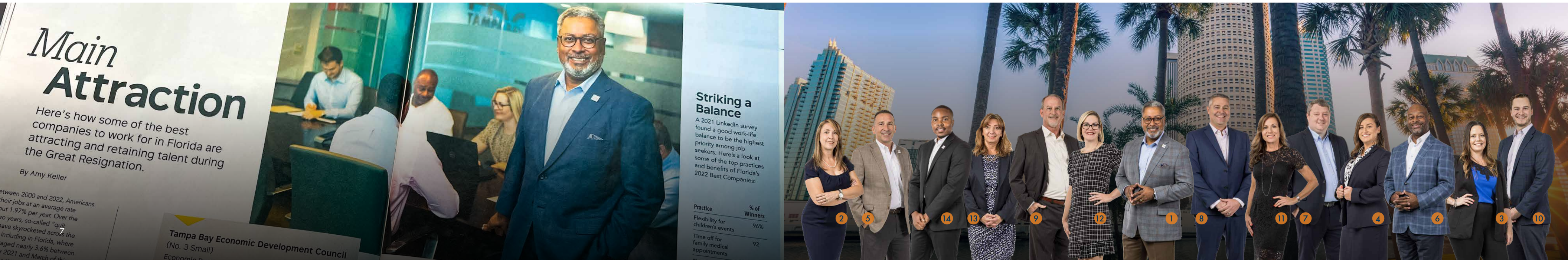
BUSINESS DEVELOPMENT

- 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 DAVID ROBINSON
Economic Development Manager
- 10 BRETT SIMONS
International Business Manager

MARKETING

- 11 MICHELLE BAUER, CEcD
Chief Operating Officer
- 12 LAURA FONTANILLS
Marketing and Communications Director
- 13 ROBIN DISALVO
Market Research Analyst
- 14 CHRISTOPHER TURNER
Digital Marketing Manager



LEADERSHIP

Tampa and Hillsborough County have enjoyed tremendous success this year, but that success didn't happen overnight. It's the result of years of collaboration among our local government leaders, business community, academic institutions, and workforce boards to create one of the most welcoming, talent-rich, and easy environments to do business in America.

This year, the EDC wrapped up our three-year Opportunity Tampa Bay strategic plan and we met every one of our goals. We couldn't have done it without the Investors who support the work we do, the partners who team up with us to pursue projects, and the project companies that choose to invest in our community and create new jobs.

Our leadership team gave us expert guidance as we engaged in a new strategic planning process and update of our mission, vision and values. The updates we've made this year provide an excellent framework for strengthening and diversifying our economy and ensuring that it's collaborative, inclusive and forward-thinking.

2022 EXECUTIVE OFFICERS



CHAIR
James Nozar
CEO, East+Main



VICE CHAIR
Angel Gonzalez
Regional President,
SouthState Bank



**SECRETARY/
TREASURER**
Joe Lopano
CEO, Tampa
International Airport



**IMMEDIATE
PAST CHAIR**
Jim Weiss
Regional President,
Fifth Third Bank



**GENERAL
COUNSEL**
Ron Christaldi
Managing Partner,
Shumaker Advisors
Florida, LLC

2022 ELECTED OFFICIALS



HONORABLE
Kimberly Overman
Chair, Hillsborough
County BOCC



HONORABLE
Jane Castor
Mayor,
City of Tampa



HONORABLE
Nathan Kilton
Mayor,
City of Plant City



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

CIRCLE OF CHAMPIONS



Honorable Jane Castor,
Mayor



Honorable Kimberly Overman,
Chair



John Flanagan,
CEO



Thomas Benford,
President and COO



Brian Best,
CEO



Dr. Ken Atwater,
President



Benjamin Pratt,
Senior Vice President,
Government & Public Affairs



Paul Anderson,
President and CEO



Michael Watts,
Senior Vice President,
Strategy & Business Development



Angel Gonzalez,
Regional President



Lee Schaffler,
Chief Portfolio Officer



John Couris,
CEO



Joe Lopano,
CEO



Archie Collins,
President and CEO




Lindsay August,
Tampa Clearwater Market President




Rhea Law,
President


Chairman's Council

 **AMGEN**
Haresh Patel, Executive Director, Business Services

 **BAYCARE HEALTH SYSTEM**
Kimberly Guy, Senior Vice President, Market Leader

 **BERNSTEIN PRIVATE WEALTH MANAGEMENT**
Joel Stevens, Senior Managing Director

 **THE BROMLEY COMPANIES**
Nick Haines, CEO

 **CHAPPELLROBERTS**
Christine Turner, President

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

 **DIAMOND VIEW STUDIOS**
Tim Moore, Founder and Chairman

 **EAST+MAIN**
James Nozar, CEO

 **FIFTH THIRD BANK**
Cary Putrino, Regional President, North Florida

 **THE FLORIDA AQUARIUM**
Roger Germann, President and CEO

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

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

 **HANEKE DESIGN**
Jody Haneke, President and Founder

 **HART**
Adelee Marie LeGrand, CEO

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

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

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

 **NEW YORK YANKEES**
Tony Bruno, CFO

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

 **SHUMAKER**
Julio Esquivel, Partner

 **THE SOUTHERN GROUP**
Seth McKeel, Managing Partner

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

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

 **TAMPA BAY LIGHTNING**
Mark Pitts, Chief Operating Officer

 **TAMPA BAY RAYS**
Rafaela Amador Fink, 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 and CMO

 **THE UNIVERSITY OF TAMPA**
Dr. Ronald Vaughn, President

 **USAA**
Keith O'Malley, Site Director

 **UNIVERSITY OF SOUTH FLORIDA MORSANI COLLEGE OF MEDICINE**
Dr. Charles Lockwood, Senior Vice President and Dean

 **VALLEY BANK**
David Ogburn, Senior Vice President and Market Executive, Hillsborough

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

President's Council

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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*

BMO HARRIS BANK

John Astrab, *Managing Director, West Florida*

BNY MELLON WEALTH MANAGEMENT

Sean Maguire, *Market President, Tampa Bay*

BRADLEY ARANT BOULT CUMMINGS LLP

Ben Dachevall, *Partner*

BRISTOL MYERS SQUIBB

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

CARLTON FIELDS

Gary Sasso, *President and CEO*

CASA YBOR

Darryl Shaw, *President and CEO*

CHARTER COMMUNICATIONS

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

CITI

Florence Yagoda, *Director, Regional Supervisory Principal*

CITY OF TEMPLE TERRACE

Honorable Andy Ross, *Mayor*

COLLIERS INTERNATIONAL

Joanne LeBlanc, *Director, Office Services*

CONSTRUCTION SERVICES INC.

Fred Lay, *President*

COUSINS PROPERTIES

Kyle Burd, *Senior Vice President and Managing Director*

CREATIVE SIGN DESIGNS

Jamie Harden, *President and CEO*

CUSHMAN & WAKEFIELD

Larry Richey, *Executive Vice Chairman, Florida*

DEX IMAGING

Dan Doyle, Jr., *CEO*

FLORIDA POLYTECHNIC UNIVERSITY

Dr. Randy Avent, *President*

HANCOCK WHITNEY BANK

Joe Fontana, *Vice President, Middle Market Banking*

HIGHWOODS PROPERTIES

Dan Woodward, *Senior Vice President, Tampa Market Leader*

HOLLAND & KNIGHT

Governor Bob Martinez, *Senior Policy Advisor*

JOHNSON & JOHNSON

Barbara Dondarski, *Vice President, GS Transition Management*

JPMORGAN CHASE

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

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*

R.R. SIMMONS CONSTRUCTION

Randy Simmons, *Chairman*

SAINT LEO UNIVERSITY

Dr. Edward Dadez, *President*

SALTMARSH

Lee Bell, *President*

SCHILLER INTERNATIONAL UNIVERSITY

Allan Alvarez, *Campus Director*

SMITH & ASSOCIATES REAL ESTATE

Robert Glaser, *President and CEO*

TAMPA IP

Mark Sharpe, *Chief Potential Officer*

TAMPA BAY BUCCANEERS

Adam Smith, *Director, Corporate Partnership Development*

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*

VERSÉA HOLDINGS

Sean Fetcho, *Co-Founder and CEO*

VISTRA COMMUNICATIONS

Maureen Butler, *Executive Vice President*

WARREN AVERETT

Michelle Sanchez, *CPA and Audit Member*

WESTSHORE ALLIANCE

Michael Maurino, *Executive Director*

YBOR CITY CHAMBER OF COMMERCE

Lee Bell, *President & CEO*

Gazelle

BENEFICIAL BLENDS

Erin Meagher, *Founder and CEO*

BLIND TIGER CAFÉ LLC

Roberto Torres, *President*

ELEVATE

Aakash Patel, *President*

NEWGENTEK

Chon Nguyen, *Founder and CEO*

SHEA BARCLAY GROUP

Michael Shea, *President*

VOLTAIR CONSULTING ENGINEERS

Julius Davis, *President and CEO*

“Verséa decided to build its roots here in Tampa for multiple reasons. The city is primed for more and more success over the next few decades and there is so much potential for development of jobs, culture, and the need for higher paying employment opportunities.”



SEAN FETCHO
*Co-founder and
CEO, Verséa*



Grand opening celebration of CoinFlip's Crypto Experience Center at Sparkman Wharf.



YEAR IN REVIEW

Tampa basked in the national media spotlight this year as we continued to top the lists of places Americans want to move to now. Our growth has been truly exceptional. Hillsborough County's annual nonfarm employment grew by nearly six percent over the last five years, compared to four percent for the state of Florida. Our transformation into one of the most desirable places to live and work is the envy of many other markets across the country. And the level of interest we're seeing from national and international companies continues to grow.


The Business Development team closed this fiscal year with a total of 22 projects, which added 2,663 jobs and \$105.7 million in new capital investment to Tampa and Hillsborough County. 15 new companies chose to relocate or expand here for the first time, including two international firms. Collectively, these recruitment projects plan to create 1,582 new jobs. Seven existing businesses announced expansions of their local operations that will bring another 1,081 new jobs to our community.

22 NEW PROJECTS

2,663 NEW JOBS

\$105 MILLION CAPITAL INVESTMENT

NEW PROJECTS

 SHUFFLRR New jobs 30	 AFC LOGISTICS New jobs 150 Capital investment \$500,000	 REPUBLIC NATIONAL DISTRIBUTION COMPANY New jobs 425 Capital investment \$80,000,000
 HSP GROUP New jobs 300	 COINFLIP New jobs 40 Capital investment \$5,000,000	 INPECO NA INC New jobs 15 Capital investment \$2,000,000
 ATLANTIC DIGITAL New jobs 160	 CLARIFY New jobs 25	 TRELIANT New jobs 20 Capital investment \$1,000,000
 NUMEDTECHS New jobs 12 Capital investment \$2,000,000	 STAR MOUNTAIN CAPITAL New jobs 60 Capital investment \$1,000,000	 ARRIVE LOGISTICS New jobs 200
 BRANCH New jobs 30	 BENICOMP INSURANCE New jobs 100 Capital investment \$500,000	 NORWALT New jobs 30 Capital investment \$200,000
 PAINTEQ New jobs 16 Capital investment \$500,000	 TOTAL QUALITY LOGISTICS New jobs 120	 MERIT LOGISTICS New jobs 20 Capital investment \$4,500,000
 AVANADE New jobs 500	 PGIM New jobs 150	
 PALM HARBOR HOMES New jobs 150 Capital investment \$7,000,000	 PENSKE TRUCK LEASING New jobs 110 Capital investment \$1,500,000	

STRATEGIC PLAN: OPPORTUNITY TAMPA BAY

In 2019, our Investors and partners convened to assess Tampa Bay's economic landscape and create a strategic plan that would strengthen our competitiveness as a destination for business and talent. Today, we're proud to report that we've achieved the goals we set in the Opportunity Tampa Bay Strategic Action Plan and will be continuing this work in our new plan, Opportunity Tampa Bay II.

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

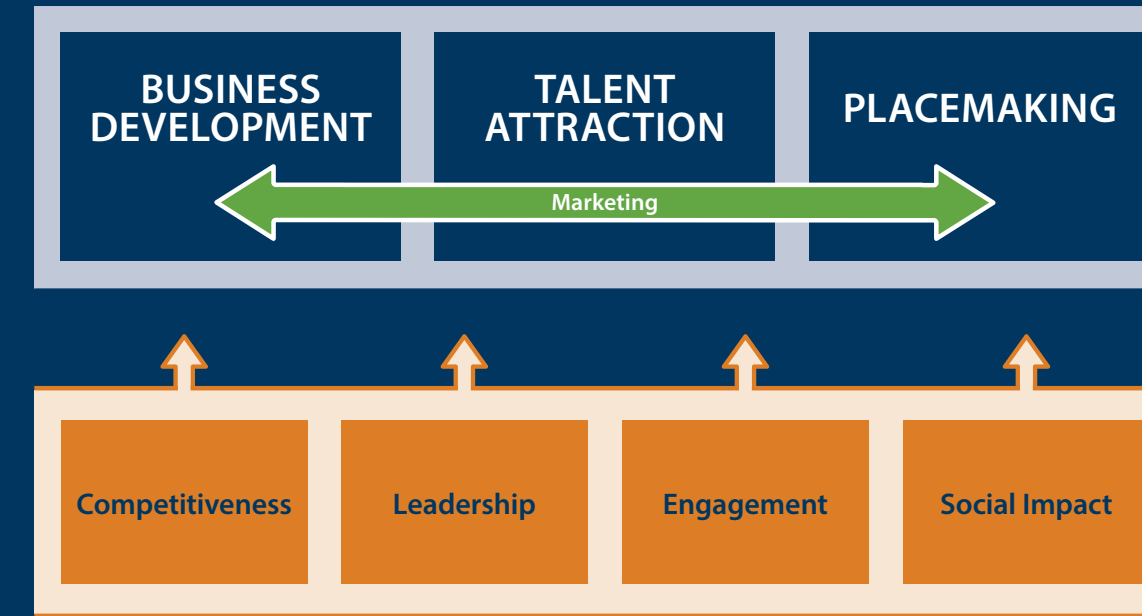
Position Tampa Bay as one of the top markets in the U.S. for talent by attracting new residents and creating greater awareness of meaningful career opportunities among the local workforce.

- ✓ 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

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 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.

Groundbreaking of Coke Florida's new 800,000-square-foot Tampa Sales & Distribution Center.

From left to right: Brian Ford, Tampa Bay Buccaneers; Mayor Jane Castor, City of Tampa; and Troy and Vonda Taylor, Coke Florida



Tampa Bay is the #2 relocation destination in the U.S.

FloridaRealtors

“We are highly committed to growing in Tampa and creating new job opportunities for our veterans and their families.”



DEBBIE ROESCH
Vice President,
People and Culture,
Atlantic Digital

BUSINESS DEVELOPMENT

RETENTION

The Tampa Bay EDC team engaged over 150 targeted industry firms this year in our revamped Business Retention & Expansion program, Expand Tampa Bay. These companies represent over 39,000 local employees. Our team gained a valuable understanding of how the current state of the workforce and economy is affecting area businesses.

The good news is that companies in our target industries are thriving. Sixty-seven percent of businesses surveyed reported increased sales, while fifty percent reported increasing their local employment over the past year. However, talent supply remains a concern. Forty-four percent of companies reported that they are having difficulties hiring.

These businesses are bullish on Tampa Bay's future. Fifty-three percent of those surveyed stated that they plan to expand here over the next three years, planning to create an estimated 6,000 new jobs and invest nearly \$300 million in this market.

In fiscal year 2022, our team assisted seven local companies with their business expansions. These firms are adding another 1,081 new jobs and investing \$89 million locally.

Highlights of our retention and expansion wins include BeniComp, a Tampa-based health tech company operating in the insurance space. The company plans to add 100 new jobs through 2025 and is leasing more than 3,000 square feet at Tampa City Center in downtown Tampa. Atlantic Digital, a specialized IT company and solutions provider for government, is also planning to expand its Tampa presence with 160 additional new jobs over the next three years.

1,081 NEW JOBS | 7 NEW PROJECTS | \$89 MILLION CAPITAL INVESTMENT

BUSINESS DEVELOPMENT

RECRUITMENT

The Business Development team was back on the road this year, selling our market nationally on the trade show and conference circuit. We hosted the Area Development Conference in December and attended such conferences as Site Selectors Guild, Industrial Asset Management Council, and the International Manufacturing Technology Show.

Our team provided community information and competitive data for 144 relocation or expansion projects and hosted 42 virtual and in person site visits with prospects looking to relocate or expand to Hillsborough County. This strong project activity started to come to fruition this year with 15 recruitment projects closed, contributing 1,582 new jobs and \$16 million in capital investment to our market.

One of the big stories of 2022 was the growth in our Distribution and Logistics sector. Of the 22 projects we closed, five of them were from this category, including two headquarter relocations. AFC Logistics, the logistics division

of leading freight and logistics company AFC Transport, relocated its HQ from the Chicago area. Merit Logistics, a national third-party warehouse services provider, is relocating its corporate headquarters from San Juan Capistrano, California.

Some of our greatest job demand continues to come from our information technology sectors. Avanade, an Accenture and Microsoft joint venture, announced the launch of the company's first U.S. Engineering Hub in Tampa. Chicago-based CoinFlip, a leading financial services provider powered by cryptocurrency, announced its first ever corporate expansion to Tampa with the opening of its "Innovation Center," a new engineering hub, and a first-of-its-kind "Crypto Experience Center," which serves as a prime destination for people to explore the world of cryptocurrency.

15 NEW PROJECTS | 1,582 NEW JOBS | \$16 MILLION CAPITAL INVESTMENT

Commissioner Harry Cohen and Mayor Jane Castor celebrate with the Tampa Bay EDC and AFC Logistics teams at the ribbon-cutting of the company's new office space in Tampa.



#1 Largest tech market in the U.S. for diversity among under-represented racial and ethnic groups

CBRE

“Watching Tampa emerge as one of the nation's hottest tech cities, we felt it made sense for us to plant our flag here and become an active part of this burgeoning community.”



SHAWN D. SIMMONS
Executive, VP North America
Engineering Hubs at Avanade

Global Tampa Bay and statewide delegates during the Enterprise Florida-led trade mission to Panama.



Tampa International Airport named #1 best large airport in North America

J.D. Power

“ Tampa is a thriving metropolitan area and its downtown core is packed with leading healthcare institutions conducting groundbreaking research, developing new technologies, and training the healthcare leaders of tomorrow.



MARICEL ROBERTS
President and Managing Director, Americas, Inpeco

BUSINESS DEVELOPMENT

INTERNATIONAL

Our International Business team was back in action this year, taking to the skies to participate in trade missions and attend foreign direct investment events.

We joined our Global Tampa Bay partners at SelectUSA in Washington, D.C. and traveled to London for the Industrial Asset Management Council's International Forum to cultivate new relationships and attract foreign direct investment.

The Tampa Bay EDC team joined our regional partners at the Enterprise Florida-led trade mission to Panama. Nine Tampa Bay companies participated in the trip, seeking to grow their businesses through export sales. These local companies met with potential Panamanian customers, and as a result of the mission, reported an estimated \$4.7 million in projected future sales and economic activity.

We've also seen significant interest this year from European firms looking to establish U.S. operations in Tampa. The Tampa Bay EDC closed two FDI projects. Clarify, a UK-based technology sales and marketing organization, chose Tampa for its U.S. headquarters. Switzerland-based Inpeco, the global leader in clinical laboratory automation, also chose Tampa for its North American regional headquarters, establishing operations at USF's state-of-the-art CAMLS facility in downtown Tampa.



9 LOCAL COMPANIES

\$4.7 MILLION
FUTURE EXPORT SALES AND ECONOMIC ACTIVITY

TALENT ATTRACTION

After a two-year hiatus due to COVID-19, we celebrated the return of the national Make It Tampa Bay talent attraction campaign. With generous funding from Hillsborough County and our partnership with Visit Tampa Bay, the relaunched campaign made a big splash in key markets nationwide, including Chicago, Boston and New York.

Targeting talented professionals who possess the skills that our growing industries need most, the campaign generated more than 11 million impressions and significantly increased traffic to our MakelTampaBay.com website.

The MakelTampaBay.com website underwent a substantial refresh this year as well. New photography and content, a greater focus on Hot Jobs of the Day, more robust Cost of Living calculator, and an updated guide to our neighborhoods — including a fun neighborhood quiz — were added to the site to give potential new residents a better sense of what it's like to live, work and play in Tampa Bay.



4 MILLION
VIDEO VIEWS



11+ MILLION
IMPRESSIONS



16,000
WEBSITE VISITS

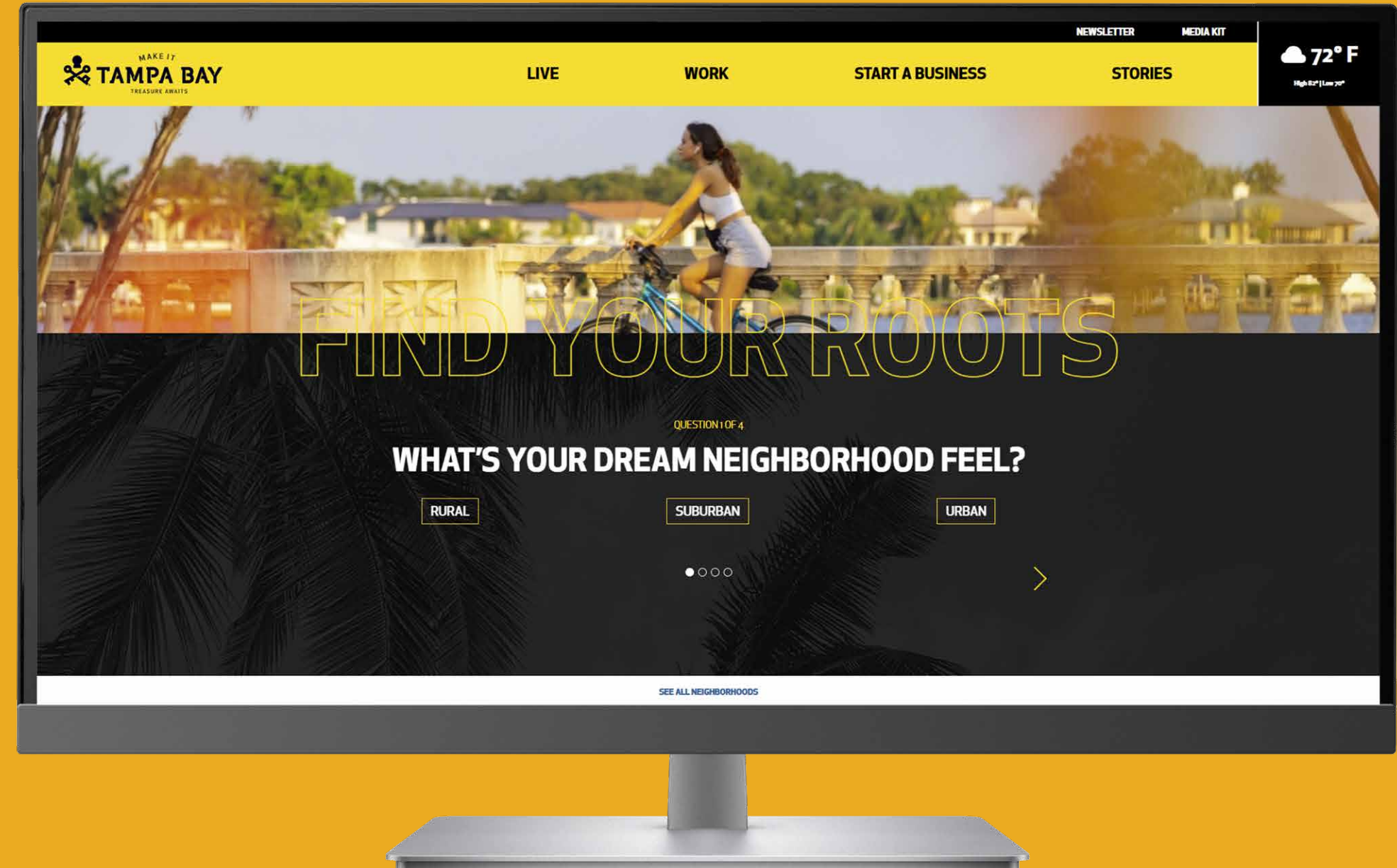
Florida is the fastest-growing state in the nation by population growth

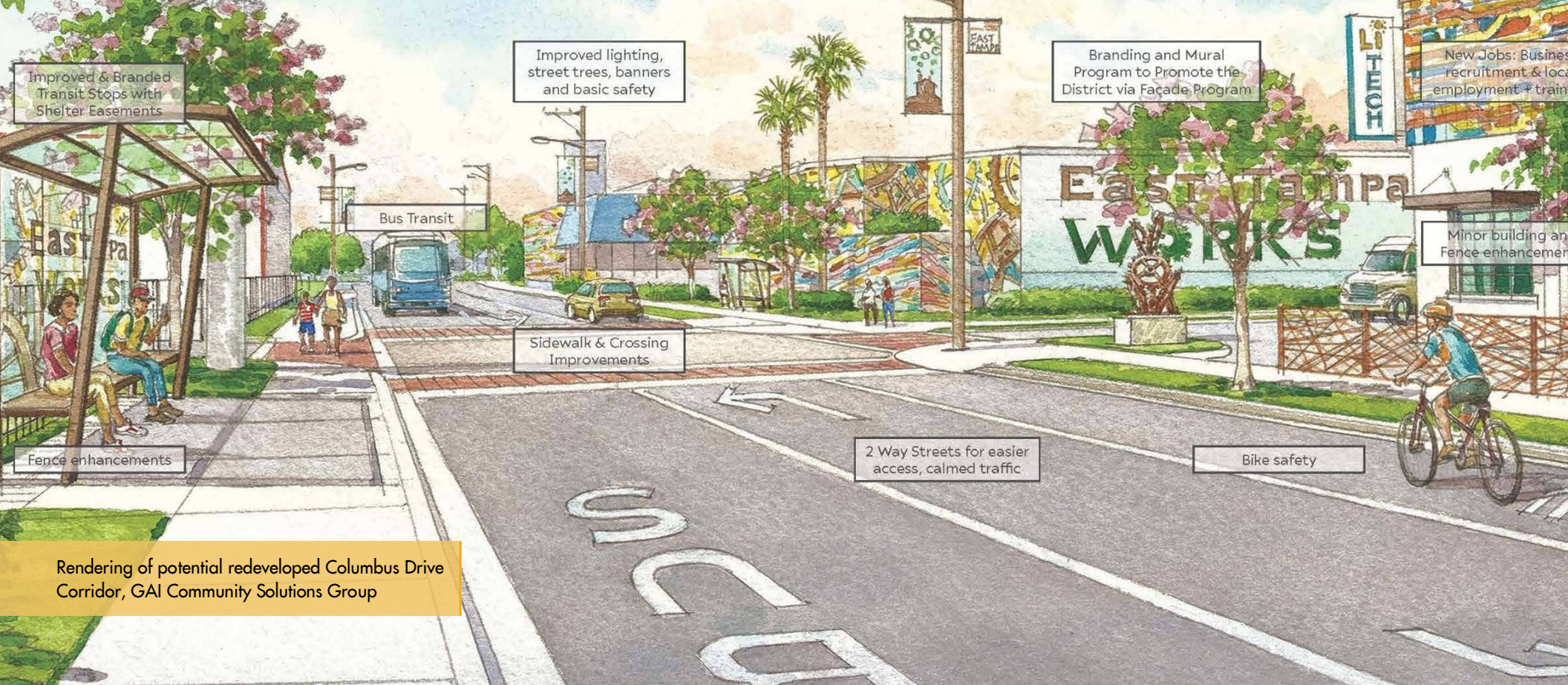
U.S. Census, 2022

“Tampa offers everything we were looking for in a headquarters location — a place where our team can easily travel in and out of, both domestically and internationally, while also offering an unparalleled quality of life and access to top talent.”



LARRY HARDING
Founder and CEO of HSP Group





Rendering of potential redeveloped Columbus Drive Corridor, GAI Community Solutions Group

“ Tampa Electric is proudly committed to developing a representative workforce that mirrors the cultural vibrancy of the communities we serve. We are excited to participate in an initiative that revitalizes industrial areas and equips our neighbors with the skills they need to thrive in high demand careers.



ARCHIE COLLINS
President and CEO, TECO



Natasha Goodley, Tampa City Councilman Orlando Gudes, Alison Hewitt and Tony Brown at the Florida Redevelopment Association Conference

PLACEMAKING

Our Placemaking goal centers on driving key projects that will enhance Hillsborough County’s competitiveness as a destination for business and talent — with a strong focus on inclusive economic prosperity.

Our Community Development efforts blossomed this year, as we conducted nearly 50 meetings with stakeholders in our priority areas of East Tampa, Central Park, Ybor City, and Uptown. The team is building relationships with Opportunity Zone Fund investors and managers, community development entities, and projects seeking locations and investment in Opportunity Zones or New Market Tax Credit eligible areas.

We also hired planning, engineering and environmental consulting firm GAI to produce a Master Plan for the East Tampa Industrial District. The master planning process will shift into high gear in fiscal year 2023. It will include the conceptual development of a Smart Manufacturing Innovation Institute in partnership with the University of South Florida and a MakerSpace in partnership with the Black Business Investment Fund as anchors of the new industrial district.

Other Placemaking achievements included the launch of our Competitiveness Committee. This Committee is leveraging the results of the Competitiveness Study we commissioned to understand how Tampa Bay stacks up against our top competing metros for target industry growth and developing action plans to address challenges and opportunities.

TAMPA BAY ECONOMIC PROSPERITY FOUNDATION

The Tampa Bay Economic Prosperity Foundation made significant progress on its Inclusive Economic Growth Initiative in FY2022. This two-pronged initiative is focused on a) promoting career awareness and skills training opportunities to residents of East Tampa, Central Park, and Ybor City; and b) generating investment in East Tampa through the development of catalytic projects that will reshape the district's economic future.

The Foundation conducted focus group research and developed and launched the CertUp career awareness campaign. This campaign showcases short term training opportunities that lead to good paying local, high-demand professions such as cybersecurity, healthcare, welding, and auto collision repair. Launched in September 2022, the campaign leverages video, social

media, billboard, bus shelter, paid search, and streaming service advertising platforms to educate East Tampa, Central Park, and Ybor City residents about certificate and short-term degree programs at Hillsborough Community College that can change their lives and put them on the path toward economic prosperity. The campaign, produced by EDC Investors ChappellRoberts and Diamond View, directs people to the CertUpTampa.com website, where they can learn more about financial aid deadlines, how to apply, etc.

Thanks to the funding secured from our generous donors in last year's capital campaign, the Foundation approved several grants to pay for the career awareness campaign as well as the work being done by GAI Consultants on the East Tampa Industrial District Master Plan discussed in the Placemaking section of this report.



110,000
COMPLETED
VIDEO VIEWS/
AUDIO LISTENS



6.8 MILLION
TARGETED
IMPRESSIONS



980
LANDING PAGE
VISITORS TO
CERTUPTAMPA.COM



18
BUS SHELTERS
IN EAST TAMPA
FEATURING
CERTUP ADS



10
EAST TAMPA AREA
BILLBOARDS WITH
CERTUPTAMPA.COM

“ Hillsborough County’s economic future depends on the availability of a skilled and diverse workforce, but the path to a rewarding career is not easy for everyone in our community. Our goal with this campaign is to show that time, money or support should not be barriers to earning a certification that leads to a rewarding, high-demand career.



DR. KEN ATWATER
President of Hillsborough Community College and Chairman
of the Tampa Bay Economic Prosperity Foundation



AT&T's Matt Mucci and HCC President Dr. Ken Atwater present \$25,000 in scholarships to HCC students enrolled in cybersecurity programs.

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

JPMORGAN CHASE & CO.



BANK OF AMERICA

DTCC
ADVANCING FINANCIAL MARKETS. TOGETHER.™

SouthState

grow financial
federal credit union

Suncoast
Credit Union

HCC

REGIONS

AT&T

THE FLORIDA
AQUARIUM

Cousins

*As of 9/30/2022

**SPECIAL THANKS 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 Communications, Cognizant*

CRAIG J. RICHARD, *CEd, FM, HLM, President
and CEO, Tampa Bay Economic Prosperity
Foundation and President and CEO, Tampa Bay
Economic Development Council*

Tampa Bay Economic Prosperity Foundation
Board members and Donors at the Tampa
Bay EDC 2021 Annual Meeting.





MARKETING

Our Marketing team hit it out of the park this year — far surpassing their goals for driving website traffic, racking up new social media followers, reaching and engaging followers, and securing media coverage for our market.

More than 275 stories were published in local and national media highlighting Tampa as a top tech market and business destination.

More than 1.5 million impressions were generated on social media. We dramatically raised our profile on Instagram organically by posting engaging content, sharing stories and highlighting local events and breaking news. Regular Hot Job of the Day posts showcased scores of excellent career opportunities available from top local employers. LinkedIn campaigns targeting tech company executives and talent helped us reach key audiences nationwide.

Our print ad campaigns highlighted Tampa's newest commercial real estate developments and key business advantages for companies looking to relocate or expand. Our in-market campaign showcased the Tampa Bay EDC team's business assistance expertise and ways we can support growing companies.

Our Marketing Committee members provided insight for a comprehensive messaging document that allows our Investors and partners to share a unified message about Tampa and Hillsborough County when promoting the market nationally.

Annual goal 45,000 FY2022
Web visits 71,852
160% OF GOAL

Annual goal 25,000 (FB, IG, Twitter, LI) FY2022
Social media followers 26,832
107% OF GOAL

Annual goal 250 FY2022
Media placements 276
110% OF GOAL

Annual goal 500,000 FY2022
Social media impressions 1,570,560
314% OF GOAL

MARKETING

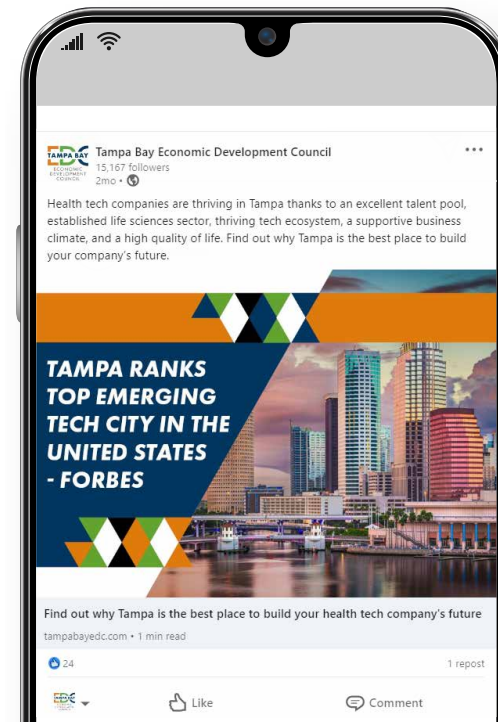
STRATEGIC GROWTH AREAS CAMPAIGN

The successful launch of last year's LinkedIn lead generation campaign continued to pay off into this fiscal year. Companies that were targeted in the inaugural campaign entered our project pipeline and have already begun announcing their expansions to Tampa. The first of these, Minneapolis-based fintech company Branch, chose Tampa as its first expansion location outside of the Minnesota headquarters.

The Tampa Bay EDC's inaugural LinkedIn lead generation campaign garnered statewide acclaim, winning the Florida Economic Development Council (FEDC)'s Best Advertising Campaign in the statewide Innovation in Marketing Awards category. The EDC team proudly accepted the award at FEDC's Annual Conference in St. Petersburg in May 2022.

We allocated more budget for our second LinkedIn lead generation campaign, building upon the most successful themes and targeting a fresh list of 1,500 companies from our five strategic growth areas — cybersecurity, fintech, health tech, cancer solutions and supply chain management technology. The new campaign resulted in 15 qualified project leads and generated nearly 97,000 impressions.

Our Marketing team completed our strategic growth area video series in fiscal year 2022 as well. In collaboration with our partners at DiamondView and Vū Studios, we interviewed successful homegrown companies and new transplants in the fields of supply chain management technology and cancer solutions. These videos joined those we shot last year covering cybersecurity, fintech and health tech. They are valuable tools for marketing Tampa as the best place for companies in these sectors to find high quality talent, a supportive business climate, and an unbeatable quality of life to fuel their continued growth.



Florida is #2 for tech job growth

CompTIA



The EDC's Laura Fontanills and Adam Myers accept the award for Best Advertising Campaign in the statewide Innovation in Marketing Awards at the FEDC Conference.



Kyle Ingraham with AFC Logistics is interviewed at Vū Studios for the Supply Chain Management Technology video.

EDC 2023 Chair Angel Gonzalez celebrates with fellow EDC Investors and guests at Annual Meeting.



“ The Tampa Bay Economic Development Council has been a key connector for our Firm, enabling meaningful bonds with local civic, business and college/university leaders. These relationships enabled us to form strategic partnerships early on and have created space for important collaborations that may not have happened otherwise.



JAMIE LAWLESS
Executive Director, Baker
McKenzie Tampa Center

INVESTOR RELATIONS

After nearly two years of hosting remote meetings and virtual events, we were glad to be back in person this year to network and connect with our Investors. We reprised our ED Talks! series in the spring, exploring the Future of Health Tech, with some of our community’s leading medical and life sciences leaders. The event was hosted by one of our newest Investors, the USF Health Morsani College of Medicine. Two editions of our Investor favorite, Meet the Projects, spotlighted some of our recent projects and why they chose Tampa for their business relocations or expansions.

We continue to enjoy high Investor engagement and retention. This year, our Investor retention rate is nearly 90%. We welcomed an impressive 15 new Investors, including Signode, our newest Circle of Champions member, along with Bernstein Private Wealth Management, East+Main, HART, and USF Health/Morsani College of Medicine at the Chairman’s Council level. We also had two Investor upgrades. SouthState Bank upgraded its investment to the Circle of Champions level, and Lions Eye Institute upgraded to Chairman’s Council.

EDC Investors networking during the Meet the Projects event held at Amgen.



NEARLY 90% RETENTION RATE | 15 NEW INVESTORS | 2 UPGRADES

REVENUES AND EXPENSES

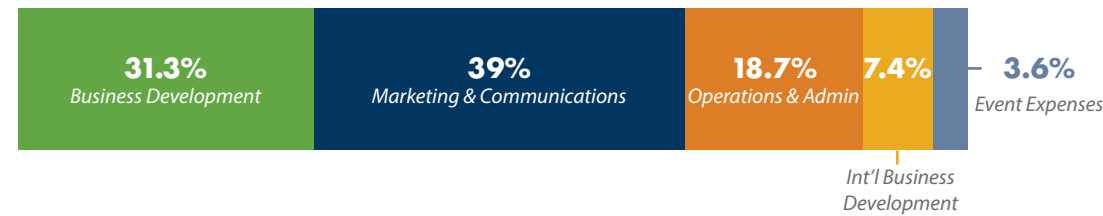
OUR FY22 RESOURCES

Private Investment	\$1,801,848
Fees for Services	\$988,000
Missions/Events/Misc.	\$731,989
In-Kind Contributions	\$471,365
Sponsorships	\$127,726
Total resources	\$4,120,928

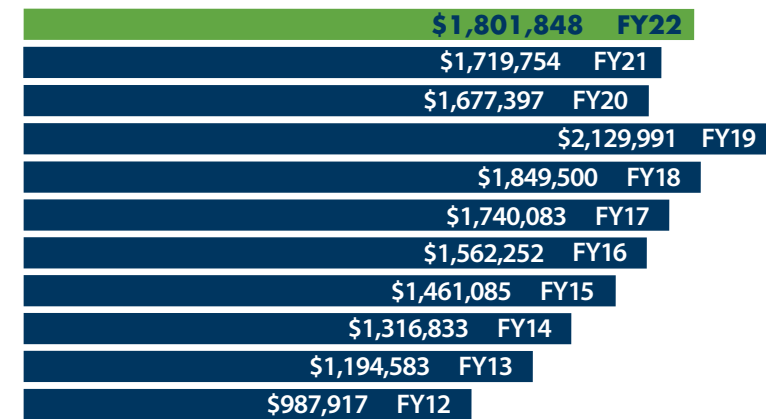


HOW OUR RESOURCES WERE USED

Business Development	\$1,228,237
Marketing & Communications	\$1,524,288
Operations & Admin	\$734,394
Int'l Business Development	\$290,061
Event Expenses	\$141,191
Total resources used	\$3,918,171



PRIVATE INVESTMENT REVENUE GROWTH





TAMPABAY.EDC