



## Standing Committees

*The committees listed below assist the staff with fulfilling the goals of the 2023-2025 Strategic Plan.*

### Business Development Committee

Purpose: To implement an enhanced, scalable, and comprehensive Business Retention, Expansion (BRE) program centered on pro-active local business outreach, devise and implement an aggressive targeted business recruitment strategy to prospect companies in high growth/high wage industry and leverage Corporate HQ plan to target and recruit national and regional corporate headquarters. Combined with the International work group to build awareness of the benefits of exporting and increase local export activity, develop, and implement a regional foreign direct investment strategy, and lead the regional international efforts in partnership with Pinellas County Economic Development and Pasco Economic Development Council.

Responsibilities include using professional networks to make introductions to decision-makers at targeted companies and advising the TBEDC on best practices for targeting prospects. Serve as an ambassador for TBEDC's business recruitment and BRE efforts by sharing information with colleagues and clients and introducing potential leads to TBEDC. Identify and recruit companies to take part in export sales missions and educational events. Act as an ambassador for TBEDC's international efforts by sharing information with colleagues and clients and introducing potential leads to TBEDC and helping identify and secure potential sponsors or hosts for international events and missions.

Work Groups: Business Recruitment/Business Retention & Expansion/International

**Chair: Jason Woody, President & CEO, Lions World Vision & Institute**

### Investor Relations Committee

Purpose: To provide strategic guidance and support for the attraction, expansion, and retention of Investor relationships.

Responsibilities include meeting with prospective Investors to secure new investments, meeting with existing Investors to ensure ongoing and increased investments, ensuring Investors understand the value of supporting the EDC, and serving as an EDC ambassador and telling our story whenever the opportunities arise.

**Chair: Dave Bevirt, Executive Vice President, Corporate Leasing and Strategy, Strategic Property Partners**

### Marketing and Communications Committee

Purpose: To create talent attraction campaigns, target industry marketing and communications campaigns, and national public relations and media outreach campaigns that tell our story to prospects and influencers.

Responsibilities include guiding the EDC marketing and communications staff with the development and implementation of marketing plans in support of our talent attraction, business recruitment, and business expansion initiatives, as well as providing EDC staff with connections/introductions to key industry influencers, prospects, media outlets/reporters, and other parties with whom we desire to build relationships for the purposes of marketing Tampa and Hillsborough County.

Work Groups: Talent Attraction/Content Production/Media Relations.

**Chair: Linda Mignone, Chief Marketing Officer, Ultimate Medical Academy**

### Competitiveness Committee

Purpose: This committee's activities will center on developing projects that support the EDC's Talent and Placemaking goals in its Strategic Plan.

These activities may include benchmarking and evaluating Tampa and Hillsborough County's strengths, weaknesses and opportunities against our top competing markets; developing messaging to communicate our findings with key stakeholders in our community; producing deep dives into our target and strategic growth sectors to refine the business case for Tampa; collaborating with academic, government and business leaders to enhance our region's competitiveness; and developing strategies for fostering more inclusive and diverse economic growth in Tampa and Hillsborough County.

**Chair: Renee Agler, Executive Director, Baker McKenzie**