

2012 ANNUAL REPORT

TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT
CORPORATION

Think big. We do.

SERVING HILLSBOROUGH COUNTY AND THE CITIES OF TAMPA, PLANT CITY AND TEMPLE TERRACE



At the Tampa Hillsborough Economic Development Corporation, we are singularly focused on attracting and retaining the businesses that bring jobs, capital investment and economic prosperity to Hillsborough County.

Thanks to the hard work and dedication of our incredible leadership, as well as our public and private sector partners, we've made huge strides in accomplishing that mission. As we enter the final phase of our three-year strategic plan, we continue to see signs of progress, including new jobs and investment. Our pipeline of recruitment and expansion projects is growing daily, and more announcements are on the way. We're working regionally to strengthen our workforce, promote our community and expand our business opportunities. But we're just getting started. This is the time for vision... the time to start thinking and acting like the Top 20 market we are. As we move forward, our message is simple. Think big. We do.

It was a milestone year for the Tampa Hillsborough Economic Development Corporation.

From welcoming Rick Homans as our President and CEO in January, to celebrating the long-awaited arrival of the Republican National Convention in August, we experienced an unprecedented period of progress, collaboration and opportunity. With a renewed sense of energy and optimism, we brought a fresh perspective and new direction to our economic development efforts. We drove job creation and capital investment, and took significant steps in creating a better environment for businesses to grow and thrive. By building on the strong foundation of years past, we've established an organization with the momentum to carry us into the future. We couldn't have done it without the ongoing involvement of our Investors, elected officials and community partners. It has been an honor and a privilege to serve as your Chair this year, and I thank each and every one of you for your support.

Gordon Gillette

Chairman, Tampa Hillsborough EDC
President, Tampa Electric and Peoples Gas

Rick Homans

President and CEO
Tampa Hillsborough EDC



2,229 NEW JOBS

CREATED IN 2012



16 DOMESTIC AND INTERNATIONAL BUSINESS RECRUITMENT EVENTS

ATLANTA • DALLAS • CHICAGO • SAN DIEGO
AUSTIN • BOSTON • ZURICH • SÃO PAULO



for companies interested in relocating or expanding in Hillsborough County.

17 COMPLETED PROJECTS

MERU NETWORKS	AIR CULINAIRE
STREAM	HEALTH AND WELLNESS CHANNEL
HEALTH PLAN ONE	HEAT PIPE
CARBON CRAFT	CHROMALLOY
COLLEGE HUNKS HAULING JUNK	INTERACTIVE CONTACT SOLUTIONS
HIGHLAND PACKAGING SOLUTIONS	OHC ENVIRONMENTAL ENGINEERS
IC MECHANICAL	MANGO MOVING
NEXLUBE	ADVENT FINANCIAL
STREETLINKS	

53 target-industry outreach visits conducted in five months



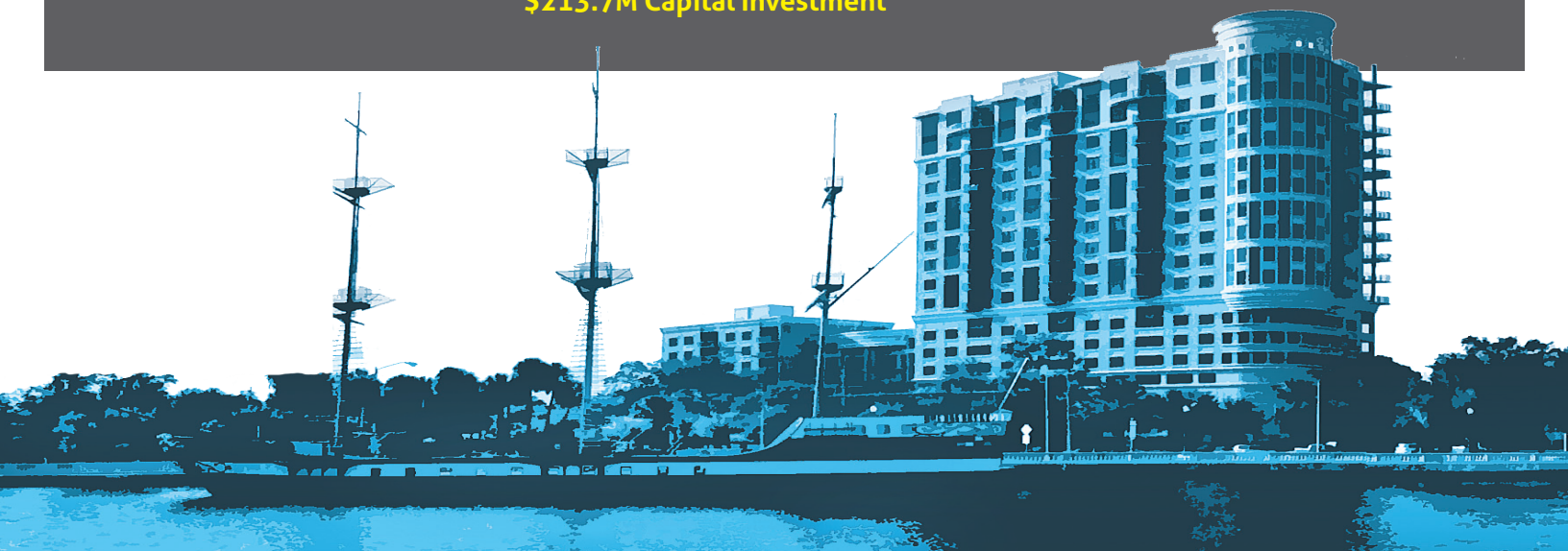
TOP SITE SELECTION CONSULTANTS EXPERIENCED THE EXCITEMENT AND ENERGY OF GASPARILLA.

COMMERCIAL REAL ESTATE DATABASE 
NOW FEATURES MORE THAN **585** LISTINGS FROM **47** PARTNERS, SHOWCASING OFFICE, INDUSTRIAL AND LAND AVAILABILITY IN HILLSBOROUGH COUNTY.

\$104.4
MILLION IN CAPITAL INVESTMENT SECURED

IN 2010, THE EDC ADOPTED A STRATEGIC PLAN TO GUIDE ECONOMIC DEVELOPMENT EFFORTS IN HILLSBOROUGH COUNTY, ESTABLISHING A THREE-YEAR GOAL OF **6,000 JOBS** AND **\$300** MILLION IN CAPITAL INVESTMENT.

IN ONLY TWO YEARS WE'VE REACHED:



79

PUBLIC AND PRIVATE INVESTORS SUPPORTED EDC PROGRAMMING AND INITIATIVES.

15

DELIVERED 15 "EDC 101" PRESENTATIONS

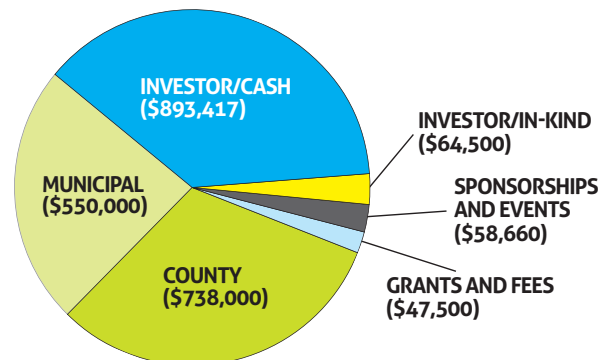
TO INDUSTRY ASSOCIATIONS AND COMMUNITY ORGANIZATIONS BETWEEN JANUARY AND SEPTEMBER



TOTAL FUNDING

for the 2011-2012 fiscal year:

\$2,352,077



TASK FORCES: OBJECTIVES AND RESULTS

Over 100 active participants volunteered their time and talents to six EDC task forces. These industry-focused working groups allowed members to personally contribute to economic development efforts and identify opportunities to create a stronger business climate.

PUBLIC PRIVATE COLLABORATIVE

Chair: David Mechanik, Mechanik Nuccio Hearne & Wester

Elected officials and private industry executives are working together to remove barriers to the economic development process. This year, the group completed a thorough competitive analysis of the business incentives offered by Hillsborough County. The full report, including recommendations for future implementation, will be presented to the Board of County Commissioners for review.

DEFENSE AND SECURITY

Co-Chairs: Don Phillips, Phillips Equity & Trust and Rich McClain, Deloitte

The task force is currently engaged in a Military Transformation Strategy project, utilizing a \$75,000 Defense Reinvestment Grant. The study will identify local defense and security assets, and develop a strategy to leverage our strengths for private industry growth. Nearly 40 interviews have been conducted to date, with military, community and business leadership. The final report will be delivered in December.

LIFE SCIENCES

Chair: Dr. Debbie Sutherland, USF Health/CAMLS

Consolidating the efforts of the previous Biotechnology & Medical Devices and Medicine & Medical Management task forces, members are developing an asset map and directory to create a comprehensive overview of the local life sciences industry. The group also serves as a programming resource for upcoming medical conferences and events.

FINANCIAL SERVICES AND CROSS-BUSINESS FUNCTIONS

Chair: Eric Miller, The Depository Trust & Clearing Corporation (DTCC)

To highlight our legacy of strong job creation in the financial and shared services sector, task force members are collecting business testimonials and continuing their work on a timeline spanning more than 40 years of industry history in the area. The group is also assisting staff in the development of a prospect list for an upcoming New York recruitment mission, and played a significant role in the recent effort to address local IT workforce needs.

MANUFACTURING

Chair: Tom Trotter, Chromalloy

Members of this newly created task force are taking immediate steps to make Hillsborough County a more competitive location for the manufacturing industry. The group is establishing an action team to serve as a "one-stop shop" for expanding and relocating businesses, and developed a Workforce Pipeline and Training sub-committee to explore workforce needs and availability.

INTERNATIONAL TRADE AND FOREIGN DIRECT INVESTMENT

Co-Chairs: Jim Pyburn, Tampa Port Authority and Andrew McIntosh, Fowler White Boggs

To strengthen investment and facilitate global trade opportunities, task force members are working with EDC staff to leverage connections for upcoming missions to Colombia, Germany, Switzerland and Brazil. The group is currently planning the annual International Town Hall event and supporting Hillsborough County involvement in the Brookings Institution Metropolitan Export Initiative.





The EDC partnered with Tampa Bay & Company and 12 other community organizations on a collaborative marketing program to leverage the RNC.

4 SITE SELECTION EXPERTS ATTENDED A VIP COMMUNITY TOUR

Tampa Mayor Bob Buckhorn's NYC to DC National Media Tour

\$168,000 MEDIA VALUE

12

STORY PLACEMENTS



82

MILLION IMPRESSIONS

NATIONAL IN-FLIGHT AD EXPOSURE

The August issues of Southwest Airlines Spirit magazine and U.S. Airways magazine featured community profiles of Tampa Bay. The EDC contributed to the content included in both publications, and placed a full-page ad in the Southwest Airlines edition. The publications reached an audience of over **6 million people**.



220 UNIQUE SOCIAL CONVERSATIONS

FROM THE TAMPA BAY SOCIAL MEDIA COMMAND CENTER

The EDC Facebook and Twitter pages created for RNC will live on as interactive tools to engage businesses, media and members of the local community.



HOSTED A DELEGATION OF GOVERNMENT AND BUSINESS OFFICIALS FROM JIAXING, CHINA.

THE GROUP TRAVELED TO TAMPA TO IDENTIFY OPPORTUNITIES FOR INVESTMENT AND TRADE WITH LOCAL COMPANIES. MORE THAN **70** LOCAL BUSINESS EXECUTIVES PARTICIPATED IN THE EVENT.

WELCOMED THE FLORIDA HEADQUARTERS OF THE GERMAN AMERICAN CHAMBER OF COMMERCE TO ITS NEW HOME IN TAMPA BAY.



Journeyed to Zurich to pursue foreign direct investment opportunities created by the launch of the inaugural Edelweiss flight. The EDC celebrated the event with community leaders and Swiss business executives at a reception attended by U.S. Ambassador Donald S. Beyer, Jr.

MARKETING STRIDES

The EDC and marketing partner Trickey Jennus developed a new campaign that challenges businesses and residents to

"Think big."

The campaign will drive a fresh look at TampaEDC.com

INTERNATIONAL TOWN HALL

156 PARTICIPANTS ATTENDED THE ANNUAL INTERNATIONAL TOWN HALL, WHERE EXPERTS OFFERED ADVICE TO BUSINESSES CONSIDERING GLOBAL EXPANSION.

REGIONAL TASK FORCE ADDRESSES IT TALENT NEEDS

The Hillsborough-Pinellas IT Workforce Analysis issued **140** online surveys, conducted **60** in-depth interviews and hosted **7** focus groups with business and academic leaders, to create a more competitive pipeline for tech talent.



2011 - 2012 Tampa Hillsborough Economic Development Corporation Investors

OFFICERS

Chair, Gordon Gillette, President , Tampa Electric and Peoples Gas

Vice Chair, David Pizzo, Market President West Florida, Florida Blue

Secretary/Treasurer, Allen Brinkman, Chairman, President and CEO, SunTrust Bank

Immediate Past Chair, Rhea F. Law, CEO and Chair, Board of Directors, Fowler White Boggs

EXECUTIVE COMMITTEE

Hillsborough County • City of Tampa • City of Plant City • City of Temple Terrace • AT&T • BB&T • Chromalloy • Florida Blue • Fowler White Boggs • Greater Tampa Chamber of Commerce • GTE Financial • Moffitt Cancer Center & Research Institute • Phillips Equities & Trust • Saint Leo University • St. Joseph's-Baptist Health Care • SunTrust Bank • Sykes Enterprises, Inc. • Tampa Bay Business Journal • Tampa Bay Lightning • Tampa Bay Rays • Tampa Bay Workforce Alliance • Tampa Electric and Peoples Gas • Tampa General Hospital • Tampa International Airport • The Beck Group • The Bromley Companies • The Mosaic Company • The University of Tampa • Trammell Crow Company • University of South Florida • Verizon • Wells Fargo

BOARD OF DIRECTORS

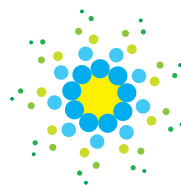
Advanced Healthcare Partners • Akerman Senterfitt • Bayshore Solutions • Broad and Cassel • Carlton Fields • ChappellRoberts • Cherry Bekaert & Holland • Cott Corporation • Cushman & Wakefield of Florida, Inc. • Cutler Associates • Fifth Third Bank • Florida Communications Group • GrayRobinson • Highwoods Properties • Hillsborough Community College • Holland & Knight • Lykes Insurance Company • Mcfarlane Ferguson McMullen • McKibbin Hotel Management Inc. • Mechanik Nuccio Hearne & Wester • NTE Energy LLC • Sypris Electronics • Tampa Bay Buccaneers • Tampa Bay Times • Tampa Port Authority • Tampa-Hillsborough County Expressway Authority • TD Bank • The Depository Trust & Clearing Corporation • The Fountain Group • The Omnia Group • Trickey Jennus • Tucker Hall, Inc. • USF Health / CAMLS

PARTNER

Citi • Colliers International • Duke Realty • Ernst & Young • Ferman Automotive • Hellmuth, Obata & Kassabaum, Inc. • JPMorgan Chase • MVP Holdings Tampa, Inc. • Newland Communities • Smith & Associates • Stantec

ADVOCATE

Ajilon • Amscot Financial, Inc. • Lukos • McNichols Company • Stearns Weaver Miller Weissler



Tampa Hillsborough
Economic Development Corporation