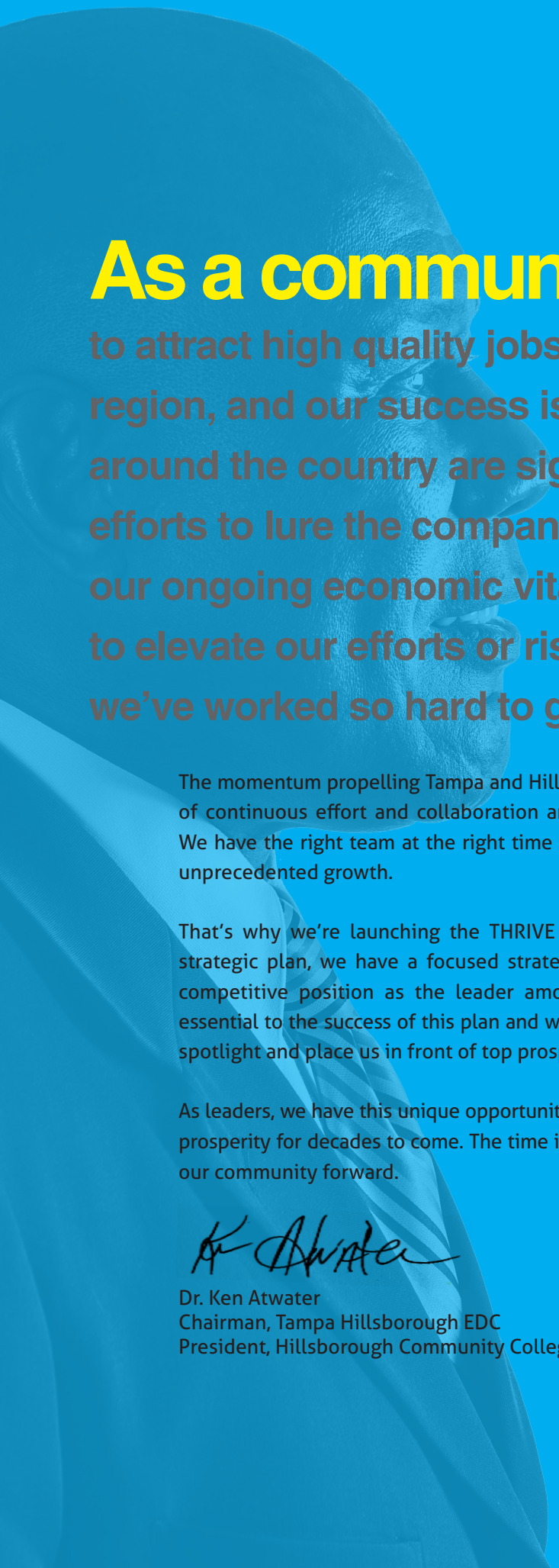
Tampa Hillsborough Economic Development Corporation

CAPITAL CAMPAIGN 2017–2019



As a community, we are working tirelessly to attract high quality jobs and capital investment to the region, and our success is evident. But other communities around the country are significantly increasing their efforts to lure the companies and talent that are vital to our ongoing economic vitality. It is incumbent upon us to elevate our efforts or risk losing the precious ground we've worked so hard to gain.

The momentum propelling Tampa and Hillsborough County's economy forward is the direct result of continuous effort and collaboration among our business leaders and government partners. We have the right team at the right time to accelerate our progress and position this market for unprecedented growth.

That's why we're launching the THRIVE Capital Campaign. As set forth in our FY2017-2019 strategic plan, we have a focused strategy in place that will enable us to assert our rightful competitive position as the leader amongst other major U.S. metros. Proper investment is essential to the success of this plan and will enable us to remain in the national and international spotlight and place us in front of top prospects and talent.

As leaders, we have this unique opportunity to set the course for Tampa and Hillsborough County's prosperity for decades to come. The time is now, and I invite you to join us as we continue moving our community forward.

Dr. Ken Atwater
Chairman, Tampa Hillsborough EDC
President, Hillsborough Community College

thrive Capital Campaign Leadership Team

Dr. Ken Atwater
Chairman,
Tampa Hillsborough EDC
President, Hillsborough Community College

Brian Best
President and CEO,
GTE Financial

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

Julius Davis
President and CEO,
VoltAir Consulting Engineers

Cheryl Eagan
Senior Vice President - Support Services Administration,
Tampa General Hospital

Gordon Gillette
President, Tampa Electric and People's Gas

Jeff Goodwin
Executive Vice President/ Commercial Sales Manager, SunTrust Bank, West Florida

Mark House
Managing Director,
The Beck Group

Dr. Alan List
President and CEO,
Moffitt Cancer Center

Chase Pattillo
Managing Director, CBRE

David Pizzo
Market President,
Florida Blue

Yvette Segura
Vice President and General Manager,
Tampa Campus, USAA

Ronald L. Vaughn, Ph.D.
President,
University of Tampa

Jeff Vinik
Chairman and Owner,
Tampa Bay Lightning

David B. Weinstein
Tampa Managing Shareholder,
Greenberg Traurig

Dan Woodward
Vice President,
Tampa, Highwoods Properties

Since 2009, the Tampa Hillsborough EDC has helped more than 180 companies create over 25,000 new jobs and invest more than $1.5 billion in Hillsborough County.

But we're just getting started.

The thrive Capital Campaign will fund a $12 million, three-year program designed to aggressively promote Tampa and Hillsborough County as a premier business destination, spur capital investment and high-wage job creation, and attract top talent to the region.

We have a bold vision for success over the next 3 years

2017 – 2019

1. **30,000 NEW JOBS**
   (9,000 direct; 21,000 indirect)
2. **75,000 NET JOB GROWTH**
3. **15%** increase in the positive perception of Tampa/Hillsborough as a business destination
4. **$300** MILLION IN CAPITAL INVESTMENT

"The support we have received from the Tampa Hillsborough EDC and their partners has set us up for a tremendously successful relocation to Tampa and a bright future for Bertram here. Our new headquarters will attract yacht owners, their associates, and crew members from around the world to this city."
PETER TRUSLOW, *CEO, BERTRAM YACHTS*

"Companies with national reputations are coming to Tampa, and it's because of the EDC and what we've been able to accomplish. With this campaign, we can take our community to the next level."
DR. ALAN LIST, *PRESIDENT AND CEO, MOFFITT CANCER CENTER, FY18 CHAIRMAN, TAMPA HILLSBOROUGH EDC*

How we plan to achieve it

Increase total operating budget to **$4 million annually**

Recruit new investors

- **4** Circle of Champions
- **8** Chairman's Council
- **15** President's Council
- **25** Gazelle Council

Upgrade existing investors

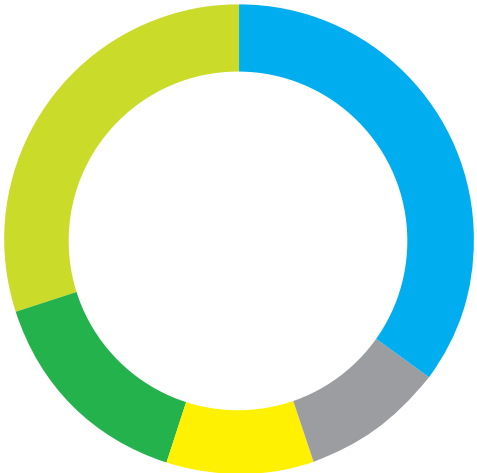
$450,000 in total Investor upgrades by end of FY2019

Convene campaign leadership around target industry sectors

MANUFACTURING • LIFE SCIENCES • FINANCIAL & PROFESSIONAL SERVICES
INFORMATION TECHNOLOGY • DEFENSE & SECURITY • DISTRIBUTION & LOGISTICS

Your investment in action

Funds raised in the THRIVE Capital Campaign will be used for marketing and other programs that will generate more leads, promote job creation and capital investment in Tampa and Hillsborough County, and enhance the global visibility and reputation of our market as a premier business destination.



thrive Capital Campaign Funding Distribution
Campaign Goal: $12 million

- Attraction: 35%
- Retention: 15%
- Media Relations: 30%
- Trade and Investment 10%
- Talent Attraction: 10%

FY 2017 – 2019 strategic plan

retention

GOAL 1

Deliver a best-in-class business retention and expansion (BRE) program.

- Increase local business visits by 10% each year
- Promote workforce training and other programs designed to enhance local business competitiveness
- Provide exporting assistance to increase number of exporters in Tampa and Hillsborough County.

recruitment

GOAL 2

Recruit companies that will play a significant role in shaping our future economy.

- Engage site selectors, C-level executives, and location advisors with familiarization (FAM) tours, reverse FAMs, and targeted marketing campaigns
- Devise and execute an aggressive targeted recruitment strategy to prospect companies in high growth/high wage industries
- Implement a foreign direct investment strategy and promote the Tampa region as a major center of global commerce.

recognition

GOAL 3

Gain recognition as the most nimble, innovative and successful economic development organization in the United States.

- Secure industry conference speaking engagements and board leadership roles to promote the success of the EDC and its partners among prospects and centers of influence
- Update processes, tools, and programs to meet the changing needs of relocating and expanding companies
- Score in the top quartile of IEDC benchmarks and increase satisfaction ratings from clients and investors.

renown

GOAL 4

Achieve global renown as one of America's best destinations for business.

- Develop marketing campaigns that positively impact the attraction and retention of highly skilled talent, with a special emphasis on millennials
- Highlight the success of target industry clusters in dedicated marketing and communications campaigns
- Create targeted national public relations campaigns that tell our story to prospects in national and international media.

regionalism

GOAL 5

Create and support regional initiatives that enhance our opportunities for economic success.

- Lead the Tampa Bay Export Alliance with regional partners to conduct trade missions and elevate the Tampa market's profile as a center of global commerce
- Implement regional foreign direct investment strategies from the Brookings Global Cities Initiative
- Collaborate with local economic development organizations on regional marketing initiatives.

Become an Investor

The progress we've made would not have been possible without the support of leaders like you who are passionate about the future of this community. There's much more to do...and we need you on our team. To learn more about how to participate in the THRIVE Capital Campaign, please contact:

Craig Richard, CEcD, President and CEO at 813.518.2620 or crichard@tampaedc.com.

TAMPAEDC.COM