

AACSB

Tampa Hillsborough EDC staff responds quickly to any question or request. It's like having a free, on-call consultant at our disposal.

SITUATION

AACSB International – The Association to Advance Collegiate Schools of Business, with assistance from Cushman and Wakefield Strategic Advisors, conducted an extensive HQ relocation feasibility study of more than twenty cities in North America

- Intellectual capital, operating cost, global accessibility and quality of life/ attractiveness to members were primary selection criteria
- AACSB had been based in St. Louis for 55 years
- Concerns about office site location, quality of school system, crime and flight delays prompted the AACSB/C&W team to ask for several Tampa itinerary changes on the initial site visit day

SOLUTION

- Tampa Hillsborough EDC, without interruption, changed the itinerary to view commercial and residential properties that met the CEO's needs and provided an overview of schools, crime statistics and airport operations data
- Representatives from the Hillsborough County School District, City of Tampa Police and Tampa International Airport met with the client on very short notice to answer questions
- In a final visit to Tampa, with the choice then narrowed to Tampa and Orlando, staff arranged for Tampa Mayor Iorio and a dozen business, government and association leaders to devote two hours to answer final questions and persuade the organization to choose Tampa

RESULT

- The day after the site team's final visit, the AACSB International Board of Directors voted 23-1, at the International Conference and Annual Meeting in Montreal, to move its headquarters to Tampa and create 50 new jobs
- In April 2007, the world's best business schools sent 1,400 delegates to Tampa for AACSB's International Conference and Annual Meeting which also celebrated AACSB's 90th Anniversary
- Deans from colleges of business from around the world attend weekly seminars and conferences at AACSB's Tampa headquarters



Tampa Hillsborough
Economic Development Corporation

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