

# Coca-Cola Enterprises

*This financial investment in Tampa Bay underlines our long-term commitment to this area. We will continue to invest in our local facilities and in our numerous community initiatives.*

## SITUATION

---

Tampa Hillsborough EDC is committed to furthering business relationships and has partnered with Coca-Cola Enterprises (CCE) since 2001. In October 2005, at CoreNet Global Summit, EDC staff learned from the CCE Corporate Director of Real Estate that Shared Services was contemplating an expansion

- CCE had an existing facility in Brandon and was looking to open a 24/7 shared services center in which to streamline accounting functions
- A primary concern was the availability of qualified accountants

## SOLUTION

---

Tampa Hillsborough EDC staff:

- Briefed CCE regarding state and local incentives and narrowed possible locations to 12 communities
- Assembled a team of key business groups and academic institutions that collaborated on negotiating incentives and expedited permitting
- Focused attention of the exceptional accountancy programs at University of South Florida and University of Tampa

## RESULTS

---

- The Brandon Shared Services Center has expanded twice since 2001 from 58,000 SF to 143,000 SF
- An 86,000 SF Customer Development Center was opened in Temple Terrace with over 500 employees
- CCE invested close to \$20 million in new facilities, creating over 1,000 new jobs, and now employs nearly 2,000 throughout Hillsborough County
- The team successfully completed three additional CCE projects



**Tampa Hillsborough**  
Economic Development Corporation

Bright. Bold. Connected.™

WWW.TAMPAEDC.COM

Sun Trust Financial Centre  
401 East Jackson Street, Suite 2100  
Tampa, Florida 33602  
813.218.3305