

# HSBC

*Tampa Hillsborough EDC really followed through with us. Not only did they help with securing a site, they also assisted with the local media when there was a premature disclosure of our plans.*

## SITUATION

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HSBC was looking for a facility to accommodate corporate growth and 450-500 positions

- Tampa was competing with Sioux Falls, SD and Newcastle, DE where available workstations existed to accommodate the company's rapid expansion plans
- In late 2004 and early 2005, Capital One and JP Morgan Chase announced they were eliminating approximately 3,000 local call center jobs; the loss of those jobs made it important for Tampa to have HSBC continue its growth here
- A local newspaper was running a series of negative articles about incentives at the time, in which Household (HSBC former name) was listed as a past QTI recipient
- Project needed to move very quickly

## SOLUTION

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Tampa Hillsborough EDC staff provided:

- Information on available sites
- Strategy in partnership with the Governor's Office on Tourism, Trade and Economic Development (OTTED) and Enterprise Florida (EFI) and Hillsborough County for incentives
- Additional incentive negotiations
- Advice and guidance in helping coordinate the company's Open House dedication and celebration at its new location

## RESULT

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HSBC expanded its mortgage services division and solidified its ongoing commitment to the Tampa area by opening its third location in unincorporated Hillsborough County at netp@rk. The new location created 500 customer service, lending and management jobs, paying 115% of average Florida wage



**Tampa Hillsborough**  
Economic Development Corporation

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