



**MEDIA ADVISORY: TAMPA BAY &
COMPANY, TAMPA HILLSBOROUGH
ECONOMIC DEVELOPMENT
CORPORATION TO COLLABORATE**



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TAMPA, FL – With a new year comes new, exciting opportunities for economic development in Tampa Bay. Discussions between Paul Catoe, president and CEO of Tampa Bay & Company, and Keith Norden, president and CEO of the Tampa Hillsborough Economic Development Corporation (Tampa Hillsborough EDC), formerly known as the Committee of One Hundred, have resulted in the co-location of the two organizations.

“We are excited about the many opportunities for collaboration that will exist with this transition. While we serve different audiences, the message is the same,” said Maryann Ferenc, chairman of the Tampa Bay & Company Board of Directors. “We’ve shared ideas and worked together for years, and now we have the potential to take that collaboration to a whole new level.”

The two organizations share the same core mission of marketing Hillsborough County and its cities to the world and ultimately providing positive economic growth for the Tampa Bay area.

“This is an exciting time for the Tampa Hillsborough EDC as we move forward with a new name, new logo and now a new office, all of which open many opportunities for our organization,” said Mark House, chairman of the Tampa Hillsborough EDC. “The joint Tampa office location will be an appropriate and beneficial setting for the Tampa Hillsborough EDC to host visiting corporate-level decision makers considering locating or expanding their business in our area.”

Both organizations will work to capitalize on the many collaborative efforts that exist with the co-location, such as identifying Tampa Hillsborough EDC target industry sectors as potential clients to host meetings and conventions in Tampa Bay, ultimately giving decision makers a firsthand look in to the area.

“Tampa Bay & Company continues to recruit high profile events to Tampa, including the Super Bowl, World Cup, World Dragon Boat Racing Championships, among others, providing outstanding media opportunities that elevate Tampa’s national and international status in the minds of the corporate executives we aim to reach,” added House.

Likewise, the Tampa Hillsborough EDC will work with Tampa Bay & Company to provide opportunities to capitalize on its successes, such as when they recruit professional associations that ultimately host conferences, workshops and meetings in Tampa Bay. Examples of these successes include Shriners International, the Association to Advance Collegiate Schools of Business (AACSB) International, the Institute for Business and Home Safety, and others.

The two organizations will officially make the transition in January 2010, when the Tampa Hillsborough EDC takes residence at 401 E. Jackson St., Suite 2100 in downtown Tampa.

About the Tampa Hillsborough Economic Development Corporation:

The Tampa Hillsborough EDC is officially recognized by Enterprise Florida as Hillsborough County's primary business recruitment and retention economic development team in partnership with Hillsborough County and the cities of Tampa, Plant City, Temple Terrace and private investors. Its primary mission is to create jobs that pay above average wages and to broaden the tax base by generating new, sustainable capital investment.

About Tampa Bay & Company:

Tampa Bay & Company is an independent, non-profit, membership-based organization that leads the effort of "Economic Development Through Tourism" in Hillsborough County. Comprised of more than 700 members, the mission of Tampa Bay & Company is to create vibrant growth for the Tampa Bay area by promoting, developing and expanding a united visitor industry.

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