



Tampa Hillsborough

Economic Development Corporation

The bright place to be.™

WHY TAMPA

Key reasons why employers locate, stay and grow in Tampa

BUSINESS CLIMATE

- The Sunshine State was ranked first in the nation for its workforce in CNBC's fourth annual America's Top States for Business rankings. The CNBC study examines 10 categories, including workforce, to measure each state's ability to attract businesses. (CNBC, July 2010)
- Florida's economic outlook ranked fifth among the 50 U.S. states, according to the 2010 "Rich States, Poor States" study by the American Legislative Exchange Council. It presents state economic outlook rankings based on public policies that have a proven impact on growth (American Legislative Exchange Council, June 2010)
- Tampa was ranked #1 as the most cost-competitive large city for doing business among 22 major U.S. cities. The ranking was based on a variety of business operating costs including labor, taxes, real estate and utilities (KPMG, April 2010)
- The Tampa-St. Petersburg-Clearwater MSA is Florida's 2nd largest (2.8+ million) and represents Florida's second largest workforce (1.3 million); Hillsborough County is Florida's 4th largest county (1,2+ million) (*U. S. Census 2010 estimates*)
- Hillsborough County, Tampa and Plant City recently approved an ad valorem tax exemption program for qualified targeted industries
- When or if the situation warrants, ease of recruitment to Tampa is cited as a favorable factor by local employers

DIVERSE, YOUNG POPULATION

- The median age in Hillsborough County is 36
- The Tampa area is a vibrant, cosmopolitan community with a diverse, multi-cultural and largely bilingual (English/Spanish) population



EDUCATION, TRAINING AND ATTITUDE

- The greater Tampa area is home to 25+ colleges and universities with 138,000+ students
- Over 47,000 students from every state and 100+ countries study at Tampa's University of South Florida (USF), the 9th largest public university in the nation. USF offers more than 224 degree programs, and has over 224,000 alumni. USF is the fastest growing research university in the U.S. (\$380.4 million in research grants and contracts)
- USF's Information Systems/Decision Sciences Department has the largest MIS program in Florida
- For 10+ years, USF's School of Accountancy has had the highest national percentage rate of candidates with advanced degrees, pass all parts of the CPA exam
- In the fall of 2010, the University of Tampa (UT) enrolled 6,500 students from 50 states and 100 countries. UT has posted 14 consecutive years of record enrollment. The John H. Sykes College of Business is one of only 19 private schools in the Southeast accredited at both the graduate and undergraduate levels by AACSB International
- UT is larger than 93% of independent and 45% of public universities around the country. It remains in the top tier of *U.S. News & World Report America's Best Colleges* and offers 120 areas of study
- Hillsborough Community College (HCC) has 40,000 full and part-time students at five campuses located strategically in close proximity to local employment centers
- HCC awarded a total of 2,452 associate degrees during the 2008-09 academic year, placing it as the country's 9th leading producer of associate degrees according to data assembled by the U.S. Department of Education's National Center for Education Statistics which compared over 1,200 two-year community colleges in the United States (*Community College Week, June 2010*)
- A total of 16 Hillsborough County public high schools – almost 60 percent – were listed on Newsweek's 2010 list of America's Best High Schools
- The school district received its third consecutive overall A grade based on the 2010 FCAT exams
- The state awarded 105 schools with A grades and 57 with B grades, resulting in nearly 77 percent of schools receiving an A or B
- At 82.3 percent, Hillsborough's four-year graduation rate leads all Tampa Bay area school districts and large school districts around the state. It is 3 percentage points higher than the state graduation rate
- Hillsborough County Public Schools once again led Florida in the number of public school students named as National Merit Scholar semifinalists, with a total of 65, a 23 percent increase over the previous year. Hillsborough County Public Schools has 14 National Achievement semifinalists, the most of any school district in the state. The district also has 18 National Hispanic Scholar semifinalists
- In 2010, the Hillsborough County School District, eighth largest in the country, was awarded a \$100 million Gates Foundation grant to focus on building and supporting effective teachers to increase graduation rates
- Tampa/Hillsborough was selected for the second time as winner in the 2010 *100 Best Communities for Young People* presented by ING. This annual competition rewards and recognizes communities making extraordinary efforts to reduce dropout rates and provide outstanding services to their youth. The Hillsborough County School District is developing an infrastructure that will lead to higher graduation rates and ultimately a 90 percent graduation rate by 2019. (*America's Promise Alliance, 2010*)
- In a 2010 America's Most Literate Cities study, Tampa ranked in the top 20 among cities with populations above 250,000. Indicators of literacy included newspaper circulation, educational attainment and internet resources (*Central Connecticut State University, America's Most Literate Cities 2010*)
- The School District and HCC offer training venues complete with computer labs, auditoriums and soft skills meeting space and have distinguished themselves nationally with their corporate customized training programs
- MacDill AFB plays a significant role in supplying local employers with experienced veterans and employment-seeking spouses of 12,000 active military at MacDill, home to Central Command and Special Operations.
- Florida's reputation as a favorite vacation destination is the foundation from which its workforce has a caring attitude – a highly desirable trait among local area employers

EASE OF ACCESS

- Tampa International Airport was ranked third among U.S. airports and earned top rankings in the categories of comfort and design as well as location and access. More than 20 airlines serve Tampa International Airport (*Condé Nast Traveler, October 2010*)
- The Port of Tampa, Florida's largest and most diversified seaport, handled nearly 38 million tons of cargo and 802,775 passengers during FY 2010. The nation's 17th largest port based on domestic tonnage is estimated to have an \$8 billion impact on the local economy and is the closest U. S. full-service port to the Panama Canal
- The Texas Transportation Institute released its highly regarded Urban Mobility Report which looked at road congestion in 439 U.S. urban areas and ranked the Tampa Bay area 36th for highest savings in 2009 (*2010 Urban Mobility Report, January 2011*)
- Hillsborough County's public transportation system, HART, was selected in 2010 by the American Public Transportation Association as the most Outstanding Public Transit System of the Year for all agencies in North America carrying between 4 - 20 million passenger trips (*HART News Release, May 2010*)

INFRASTRUCTURE

- The Tampa Bay area scored tops among 27 U.S. markets for wireless call quality according to a J.D. Power survey released in September 2010. Tampa Bay recorded the lowest "problems per 100" calls of those 27 markets with just five problems per 100 (*J.D. Power Survey, September 2010*)
- The presence of several telecommunications providers in Tampa paved the way for superior reliability and redundancy

Advanced telecommunications technologies

Tampa is frequently a market for first wave deployment of advanced technologies, enabling local employers to often be among the first in the nation to test faster and newer voice and data transmission technologies

- ✓ Over 100 digital switching centers
- ✓ Pervasiveness of ISDN
- ✓ 18 permanent POPs, with dozens more virtual POPs
- ✓ Diverse routing capabilities
- ✓ 25 Verizon Smart Park business sites
- ✓ SONET
- ✓ Tampa has the highest concentration of certified LAN installers in the country

Fiber Optic Network

- Tampa-Hillsborough County and parts of the surrounding region feature the only all fiber optic network available for both residential and small business use
- This network can deliver broadband connections of up to 150 Megabits per second download speeds and up to 35 Megabits per second upload speeds. The highest quality TV and voice services are also delivered over this network
- Over 1.1 millions premises in the six-county Tampa Bay area can order services over the all-fiber network. This includes approximately 16,000 small business addresses

ATM	Frame Relay	Private IP
DSL	Hosted IP Centrex	Private Line (DS-1/DS-3)
Flexgrow Channelized T-1 Service	Internet Dedicated Access (IDA)	Security
Flex T-1 Plus	IP Integrated Access	Switched Ethernet Service
		Secure Internet Gateway (SIG)

Wireless

- A wireless 3G network covers 98 percent of Florida's population and landmass and all of the Tampa market
- Verizon Wireless operates a state-of-the-art "network super switch" located in the Tampa Bay area, one of five such facilities in the state that are capable of withstanding a Category 5 hurricane
- Tampa-Hillsborough County and the Bay area was one of the first metro areas in the U.S. to deploy 4G/LTE wireless technology in late 2010. The nation's fastest and most advanced 4G LTE (Fourth Generation/Long-Term Evolution) network will be available in mid-2011 to customers in the core areas of Lakeland-Winter Haven and Sarasota-Bradenton among others

Wireless (continued)

- The most advanced 4G LTE wireless network will be deployed throughout the entire state by 2013. 4G LTE provides wireless consumers access to services up to 10 times faster than the company's industry-leading 3G network. With this latest progression of wireless technology, the company expects average data rates in real-world, loaded network environments to be 5 to 12 megabits per second (Mbps) on the downlink and 2 to 5 Mbps on the uplink. These speeds will allow for smooth mobile video-conferencing, multiple simultaneous video streams, speedy transfer of large files, downloading and running of powerful programs, and numerous other applications to improve efficiency and productivity wirelessly

Power

- Tampa Electric's transmission and distribution system serving the greater Tampa market and Hillsborough County had the lowest number of interruptions per customer in all of Florida in 2010.
- Tampa Electric ranks second in price among Florida's investor-owned utilities (IOUs) and lower than most municipalities at nearly every level of usage. The company's average residential price for 1,000 kilowatt-hours is more than \$10 below the average for Florida's IOUs and almost \$20 below the average for municipal utilities. (Florida Municipal Electric Association Inc., February 2011)
- Peoples Gas, Florida's largest local distribution company for natural gas, posted an average response rate (response within one hour) of 97 percent for gas emergencies in 2010.

AFFORDABLE

- Florida's no personal income tax policy and Tampa's low cost of living (92.4 in 2010, well below the national average of 100 for all participating areas) (*ACCRA Cost of Living Index*)
- Tampa Bay's median sales price in February 2011 was \$111,100, up 1 percent from January 2010 and down 13 percent compared to a year ago (*Tampa Bay Business Journal, March 22, 2011*)

QUALITY OF LIFE

- Tampa General Hospital and Moffitt Cancer Center once again made *U.S. News & World Report's* list of America's Best Hospitals (*U.S. News & World Report, April, 2011*)
- Tampa General Hospital serves a 12-county region and is the region's only Level 1 Trauma Center, one of four regional burn centers in Florida and one of the busiest solid organ transplant centers in the United States. It maintains 1,004 licensed beds and has approximately 6,700 employees
- Moffitt Cancer Center has a total of about 4,000 employees and devotes more than 2 million square feet to research and patient care

LIFESTYLE

- The St. Pete Times Forum in Tampa was ranked fourth in the United States and 12th in the world on the Top 100 Worldwide Arena Venues. The Forum is home to the 2004 Stanley Cup Champion Tampa Bay Lightning hockey team and five-time World Champion Tampa Bay Storm arena football team. It will host the 2012 Republican National Convention (*Pollstar, July 2010*)
- Tampa's Latino heritage comes alive in historic Ybor City where cultural sights, shops, nightlife and restaurants that cater to every palate make it a favorite destination among locals and visitors alike
- The impressive Straz Performing Arts Center opened its doors in July 1987 and has welcomed more than 10 million guests. It is the largest performing arts complex south of the John F. Kennedy Center for the Performing Arts. The 335,000-square-foot waterfront venue features four theaters and is host to leading Broadway series, grand opera, and a variety of concerts, performances and events.
- The Tampa Theatre, which opened downtown on October 15, 1926, was selected 6th among the top ten iconic show places in the world. The grand Mediterranean structure was the first commercial building in Tampa to offer air conditioning (*Delta Sky Magazine, March 2010*)

LIFESTYLE *(continued)*

- Tampa's Florida Aquarium, home to more than 20,000 aquatic plants and marine animals from around the world, is nationally ranked as a "Top-5 Kid-Friendly Aquarium" by Parents Magazine (*The Florida Aquarium*)
- With a total size of over 400,000 square feet, Tampa's Museum of Science & Industry (MOSI) is the largest science center in the southeastern United States. MOSI is the proud winner of the 2009 National Medal for Museums by the Institute of Museum and Library Services, the nation's highest honor for museums. MOSI is a not-for-profit dedicated to advancing public knowledge of science, industry, and technology
- Designed by San Francisco architect Stanley Saitowitz, the Tampa Art Museum opened in February 2010 at a cost of \$31 million. The contemporary structure is home to important collections in Greek and Roman antiquities and modern and contemporary paintings, sculpture, works on paper, photography, and decorative arts
- Attractions, entertainment, good dining abound throughout the Tampa Bay area for people of all ages. Busch Gardens, Adventure Island, Lowry Park Zoo, Henry B. Plant Museum, The Tampa Bay History Center, Glazer Children's Museum, the Dalí and Chihuly Museums (St. Petersburg), two world-famous restaurants (Bern's and The Columbia) are samples of what residents and visitors enjoy year-round
- *Tampa is a team town!* Most pro sports have home teams in Tampa, including the Tampa Bay Buccaneers, 2003 Super Bowl Champions! Speaking of which, Tampa was Super Bowl host city in 1984, 1991, 2001 and 2009. New York Yankees fans travel from all over the country to watch their team during spring training at Steinbrenner Legends Field in Tampa. The Times Forum houses the NHL's 2004 Stanley Cup winners – the Tampa Bay Lightning
- One of the world's longest continuous sidewalks, Bayshore Boulevard, offers magnificent views of lovely estates along the banks of sparkling Hillsborough Bay. Beads and coins, boats and floats, costumes and bands are all part of Tampa's annual pirate invasion, Gasparilla, and mark the beginning of festival season for the area, of which the Florida State Fair, Plant City Strawberry Festival and Gasparilla Sidewalk Art Show are among the most popular
- Year-round activities abound with more than 11,000 acres of parks, 100 acres in trails, and 200 golf courses
- Tampa's average year-round temperature is a comfortable 72 degrees

LOCAL BUSINESS EXPANSIONS

Perhaps the best reason we can offer as to "Why Tampa?" is to encourage you to take a look at what businesses are here and consider why these firms continue expanding here, having had the option to locate and grow their facilities elsewhere. The main justification they offer for repeatedly choosing Tampa is based on the positive experiences they have had here.

Our community would welcome having you join us!