



Tampa Hillsborough
Economic Development Corporation

MEDIA CONTACT
Keith A. Norden, CEcD, President and CEO
813.218.3301

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**JOB GROWTH PLAN PRESENTED AT ANNUAL MEETING OF
TAMPA HILLSBOROUGH ECONOMIC DEVELOPMENT CORPORATION**

TAMPA, FL — The Tampa Hillsborough Economic Development Corp held its inaugural annual meeting Friday, unveiling a new strategic job growth plan for Hillsborough County, and the cities of Tampa, Plant City and Temple Terrace.

More than 250 people attended the meeting at the Hyatt Regency Tampa, where the Locational Assessment and Strategic Plan Economic Growth, developed by consultant Biggins Lacy Shapiro & Company, was presented to the organization's investors and public- and private-sectors leaders. Hillsborough County commissioners accepted the Assessment and Recommended Strategic Plan at its November 4, 2010 meeting.

To create jobs, the strategic plan recommends a series of marketing, incentive and community leadership initiatives to recruit new businesses, to expand or to retain existing business, and to support promising start-up enterprises.

"The Assessment and Recommended Strategic Plan are the culmination of a seven-month effort to evaluate the competitiveness of Hillsborough County and the cities of Tampa, Plant City and Temple Terrace, in developing, attracting and retaining quality jobs," said Keith Norden, president and chief executive officer of Tampa Hillsborough EDC.

"The assessment identifies the advantages that Tampa-Hillsborough holds over competing regions as well as the challenges that we must address to sustain job growth. The strategic plan recommends how to target the companies in the desired industry clusters, how to market Tampa-Hillsborough to each cluster, and how to improve our business climate, that is, make it easier to do business in Tampa-Hillsborough."

After remarks by Tampa Mayor Pam Iorio and Hillsborough County Commissioner Al Higginbotham, EDC Chair Mark House, managing director of The Beck Group, reviewed the organization's accomplishments since it transitioned from the Tampa Chamber of Commerce's Committee of 100 in late 2009. Following the presentation of awards and an overview of the recommended job growth strategies by incoming EDC Chair Rhea Law, the CEO and chair of the board of directors of Fowler White Boggs, the Locational Assessment and Strategic Plan for Growth was presented by Andrew Shapiro, managing director, and Lawrence Moretti, senior associate, of Biggins Lacy.

Verizon was the title sponsor of the annual meeting. Major sponsors included BlueCross BlueShield Florida, TECO, and the Tampa General Hospital Foundation. AACSB International, Cushman & Wakefield, Fowler White Boggs, Tampa Bay & Company and Tampa International Airport also sponsored the meeting.

For more information on the Locational Assessment and the Strategic Plan for Economic Growth, contact Norden at Tampa Hillsborough EDC at (813) 218-3301.

About 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. TampaEDC.com

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