



Tampa Hillsborough
Economic Development Corporation

Bright. Bold. Connected.™



(L to R) EDC President and CEO Keith Norden and EDC Chair Rhea Law are joined by former BOCC Chairman Al Higginbotham, Tampa Mayor Bob Buckhorn, Plant City Mayor Dan Raulerson and Temple Terrace Mayor Joe Affronti at Monday's press conference

Dear EDC Investors and Friends,

Last Monday EDC Chair Rhea Law, CEO and Chair, Board of Directors Fowler White Boggs, and I were joined by the Mayors of Tampa, Plant City and Temple Terrace and former BOCC Commission Chairman Al Higginbotham at a press conference to share the EDC's success story for Fiscal Year 2011.

The seamless collaboration and engagement of our public and private leaders have energized our EDC and have resulted in goal shattering achievements in 2011:

Performance Criteria*	2011 Goal	2011 (YTD)
Successfully closed projects	12	27
Jobs announced	1,400	4,116
Capital investment	\$73 million	\$190,937,300

** Performance goals were established in the contracts with the City of Tampa and Hillsborough County based on a three-year average baseline (2008 – 2010)*

Clearly, teamwork is paying off for the greater Tampa area. As EDC Chair Rhea Law stated during the press conference, "If we are going to win, we have to win together," and added, "I've never seen this level of cooperation and coordination before in our community."

I am excited about the collaboration and engagement of our public and private leaders that have led to a positive transformation of our organization over the past two years. More than 100 volunteers have enlisted to work on our strategic task forces to help eliminate impediments and pave the way for economic development.

The economic development gains made this year grabbed the attention of a nationwide consulting service that tracks employment trends in large U.S. metropolitan areas. *Headlight*, LLC in Austin, Texas identified the Tampa metro area as a "Best Performing Metro." The area ranked third among 46 large metros in job growth for the summer of 2011.

The goal now is to keep this momentum going. You have our pledge to stay unified and focus on the collective mission – to grow the economy of Hillsborough County, Tampa, Plant City and Temple Terrace.

Best regards,

Keith

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