



ANNUAL REPORT

FY 2016-2017



As we conclude the year, I am proud to look back on the positive momentum we have created in the first year of our WIN Strategy implementation. We've turned the corner and we are heading directly towards success!

The following pages show our progress and accomplishments over the past year. Below are some highlights of our significant accomplishments.

PASCO'S BUSINESS GROWTH: 14 companies chose Pasco this past year to locate or expand their business creating over 541 new jobs for Pasco County and over \$56 million in investment!

Last year, the Pasco EDC visited 78 local companies to assist them with their growth and expansion plans creating 138 new jobs through expansions.

We expanded our SMARTstart Dade City Incubator Program into a new space directly across from the Historic Courthouse, and we just recently opened a second SMARTstart Entrepreneur Center in West Pasco County. During Fiscal Year 2017, the SMARTstart Program offered 51 classes and events with over 541 participants and to date has created over 136 new jobs.

MARKET PASCO: As you know we changed our look last year, we now have three new websites that reflect the new Pasco EDC and SMARTstart branding. We have taken our new brand on the road and in addition to attending several domestic trade shows and business missions, we are becoming well known in the international arena as a competitive business climate. Last year, we led trade missions with our regional partners to the Dominican Republic, Argentina and Colombia to help our local companies find new markets for their products and services. We also sought out new Foreign Direct Investment from globally minded companies in Switzerland, Germany and China.

PASCO'S PRODUCT: Last year, our Ready Sites Task Force identified 67 potential sites for industrial development in Pasco County and we are in the evaluation phase of a 1,000+ acre super site. We also created the first comprehensive GIS map of sites conducive for industrial development throughout Pasco County including 17 key layers of data.

LEADERSHIP: The task force also identified areas for improvement with our County permitting process, and I am happy to say that the County not only improved the process but also published new and more aggressive turn-around times.

We saw growth in our Board this year, and I also served on the Florida Economic Development Council's Board of Directors and advocacy committee. In addition, I was also elected as State Alternate Director for the Southern Economic Development Council.

PASCO'S TALENT & WORKFORCE: We continued to partner with our workforce development and education partners to align our talent with company needs. AmSkills joined us in Switzerland to look at new models for apprenticeship and our Talent Pipeline Task Force continues to map the complete spectrum of the talent pipeline.



"I am confident we will soon be known as Florida's most competitive climate for business growth and I look forward to mutual success in the coming year."

BILL CRONIN | Pasco EDC President/CEO



Board Chairman, King Engineering Associates, Inc. | KEITH APPENZELLER

I am honored to serve as Pasco EDC Board Chairman for 2017-2018 and to contribute to the 2016-2017 annual report. Each year, the Pasco Economic Development Council's annual report highlights the significant activities and outstanding achievements that took place the previous fiscal year.

I believe that the most significant and impactful achievement last year was the Pasco EDC Board adoption of the organization's updated Strategic Plan. This culminated a many months-long planning process with participation by all Pasco EDC staff and many of its Board members. It is very exciting to be involved during the 2nd year of this 3-year Strategic Plan, which is why I am looking forward to this coming year.

The following Strategic Plan goals are intended to enhance economic development in the community and give Pasco County a competitive edge:



The "Leadership" goal not only defines a framework for addressing economic development matters within Pasco County, but it establishes the role of the Pasco EDC as the voice for business. Pasco EDC is recognized as a leader as a result of its many successes. Now is the time to capitalize on the EDC's prominence and continue to lead the execution of the Strategic Plan.

I want to thank staff for their commitment to the Strategic Plan and goals of the Pasco EDC. Led by Bill Cronin, President and CEO, staff has developed a voluminous action plan and score card that tracks the Plan implementation process. Regular updates by staff to the Pasco EDC Board of Directors reveal the many activities staff is involved with and shows the significant progress made during the first Plan year.

As symbolized by our new logo, we have "turned the corner." With your help, this year promises to be even more impactful as we continue to provide leadership, market Pasco, create product, develop workforce and promote business growth. Please join me this year in working with the Pasco EDC, our business leaders and elected officials to support our Strategic Plan and further advance economic development in Pasco County.



BUSINESS DEVELOPMENT & RECRUITMENT

Pasco County government works cooperatively with business leaders and residents to balance economic growth and job creation with planned growth that protects the environment and preserves Pasco's beautiful green space. The resulting quality of life and a supportive environment for business and industry has helped Pasco County become one of the top 40 fastest growing counties in the United States.

Accelerating Pasco's economic prosperity is our ability to leverage the valuable assets of location, competitively priced and available land, skilled employment sectors, attractive business incentives and government committed to prosperous, high quality and balanced growth. One of the fastest growing trends in the site location business is the demand for project-ready industrial properties. The reason is simple: companies need access to ready to build sites in order to make a location decision and the ability

to efficiently begin construction and complete a project. As such, the location decision process demands available properties be ready for development. Companies looking to build new facilities want properties that are ready to go and relatively "risk free."

Communities seeking to recruit (win) projects need to provide companies with a wealth of information including current data on properties and community assets. Companies looking to build new facilities can no longer afford to wait for a community to search for appropriate sites and then determine their suitability for development.

Recognizing this trend, the Pasco EDC, in partnership with Pasco County, has implemented the Pasco Ready Sites Program.

COMPANY NAME	PRODUCT OR SERVICE	NEW EMPLOYEES	SQUARE FOOTAGE	CAPITAL INVESTMENT	LOCATION
Florin-Gray-Bouzas-Owens	Law Office-FL Headquarters	13	5,000	\$500,000	Lutz
Meopta USA, LLC	Hi-Tech Manufacturing	47	47,000	\$5,150,000	Trinity
Project Apple	Research/Engineering; Corp. Headquarters	110	-	\$1,500,000	Trinity
Synergy Pharmaceuticals	Institutional Pharmacy	80	14,000	\$1,000,000	Odessa
Springhill Suites by Marriott at Bexley	Hospitality	30	67,500	\$16,000,000	Lutz
Superior Precast, LLC	Concrete Walls Manufacturing	100	62,777	\$2,282,416	Dade City
UC Synergetic	Engineering	25	19,220	\$1,000,000	Lutz

SUPERIOR PRECAST *Pictured left*

Strong community partnerships is what makes the Pasco EDC successful. Leveraging these partnerships brought a huge win for Dade City when Superior Precast announced the city as the finalist for their manufacturing facility which created 100 new to Florida jobs. Superior Precast is a new FDOT project supplier, manufacturing precast concrete products for The Reinforced Earth Company to be used in the construction of major road projects in Florida. After working closely with the Pasco EDC, Berkshire Hathaway Commercial Division, Pasco County, Dade City and CareerSource Pasco Hernando, Superior decided to locate into 62,777 square feet of industrial space in the Dade City Business Center bringing much needed jobs to east Pasco.

UC SYNERGETIC



UC Synergetic, headquartered in Fort Mill, S.C., has 1,600 employees in 40 states. The company specializes in engineering and project management services for the electric and communications utility industries. UC Synergetic is a subsidiary of Pike Corporation, one of the largest providers of outsourced construction, repair and engineering services. The company currently employees 80 in the Offices of Devonwood complex on State Road 54, about nine miles from its new location near Interstate 75 in Lutz. They are adding 25 jobs and moving to a new 19,000-square-foot office location in ComPark 75, south of Wesley Chapel Boulevard.

MEOPTA U.S.A.



Meopta is a manufacturer that has been headquartered in Hauppauge, New York, for 20 years. They specialize in the manufacturing and distribution of precision optics including binoculars, and spotting and rifle scopes. The company also manufactures prisms, optical mirrors and assemblies for the aerospace and medical industries, as well as periscopes for tanks. Meopta chose to move into a 47,000 square foot facility in Trinity and is creating 47 new jobs.



BUSINESS ATTRACTION BY THE NUMBERS

405 *New Jobs*

215,497 *Square Feet*

\$27,432,416 *Capital Investment*

START MOVE GROW

READY SITES TASK FORCE

The Pasco Ready Sites Program, led by Chairman Danielle Ruiz of Duke Energy, got off to a great start this year. The task force consists of 22 Pasco EDC investors and meets once a month to prioritize and assess the readiness of more than 67 potential industrial sites identified using GIS mapping by King Engineering. To date, the task force has reviewed and assessed 10 sites totaling more than 5,600 acres. The task force chose 1,066 contiguous acres in east Pasco to be evaluted for certification.

The evaulation is being conducted by McCallum Sweeney Consulting (MSC), a site selection consulting firm based in Greenville, South Carolina. They will conduct the MSC Evaluation and Certification Program on four to six Pasco County sites over a three-year period that meet the minimum criteria for the program.





BUSINESS RETENTION & EXPANSION

Pasco County businesses of all sizes can count on Pasco EDC to provide a full continuum of business growth services and resources in one location. By turning to the knowledgeable staff at Pasco EDC, business owners and executives can concentrate on important goals and business decisions.

EXPANSION OPPORTUNITIES

We can help facilitate site selection and expedited permitting or assist you with local development regulations, so you can continue to operate during your growth phase.

WORKFORCE ASSISTANCE

Our team can help connect you to local hiring and training programs available through partners such as CareerSource Pasco Hernando, AmSkills, Pasco-Hernando State College,

Saint Leo University, and Pasco County Schools Career Academies.

SMALL BUSINESS DEVELOPMENT PROGRAMS

Whether you're an established small business or just starting a business, the Pasco EDC has the tools you need to establish and grow a strong business in Pasco County. Our SMARTstart Small Business program is an innovative suite of programs that provides the tools growing businesses need for long-term success.

INTERNATIONAL TRADE

We can provide export counseling and help you access the resources you need to identify international expansion opportunities through export marketing plans, trade shows, trade missions, and matchmaking programs.

TALENT PIPELINE TASK FORCE

The Talent Pipeline Task Force creates and maintains partnerships between educational institutions, workforce development organizations and the business community to facilitate the alignment of training and skills required by target industries. The task force will meet bimonthly over an 18-month period to create a workforce asset map (a.k.a. - talent

pipeline) that will serve as a one-stop resource for both employers and job seekers in Pasco County. Members include representatives from Pasco-Hernando State College, Rasmussen College, Saint Leo University, Spherion Staffing, Pasco County Schools, Pasco County BOCC, AmSkills, and CareerSource Pasco Hernando.

MEDICAL CENTER OF TRINITY



Just months after expanding its main campus (pictured left), Medical Center of Trinity started construction on a freestanding emergency room in Lutz. This 11,200 square foot emergency room will bring 30 new healthcare jobs to Pasco County.

FACTS ENGINEERING, LLC



FACTS Engineering has seen a sales increase of 33 percent over the last year. During that time, they invested over \$250,000 in a parking lot expansion, and over \$200,000 in office, warehouse and IT enhancements. With that growth, they were able to hire eight additional full time employees, bringing their employee total to 52. Not only is FACTS Engineering investing in their business, but they are making large investments in their employees.


They believe in fostering their employees' creativity and design, so much so that an employee's dream of creating an automated garden system came true, and is now being sold online.

FLORIDA HOSPITAL - BEXLEY



Residents in the rapidly developing area of East Central Pasco County will soon be able to seek emergency care much closer to home. Florida Hospital Wesley Chapel recently broke ground on a 18,000 square-foot off-site emergency department located at Bexley (rendering pictured left), the new master-planned community just 25 miles north of Tampa. The 24-bed building, which is expected to open in January 2018, will be located on State Road 54, just east of the Suncoast Parkway. In addition to a 24/7 emergency department, the facility will also offer imaging services, including X-rays, ultrasound, CT scans and laboratory services.

BUSINESS RETENTION & EXPANSION BY THE NUMBERS

138 New Jobs 
Retained Jobs 2,013
40,839 Square Feet 
\$29,170,500 Capital Investment 

COMPANY NAME	PRODUCT OR SERVICE	NEW EMPLOYEES	TOTAL EMPLOYEES	SQUARE FOOTAGE	CAPITAL INVESTMENT	LOCATION
Can Can Concealment, LLC	Concealed weapons accessories; manufacturing	7	17	-	\$0	Odessa
Century Boats	Fiberglass boats; manufacturing	5	35	-	\$0	Zephyrhills
Facts Engineering, LLC	Industrial control modules; assembly	6	54	-	\$485,500	New Port Richey
Florida Hospital - Bexley	Healthcare	53	53	18,839	\$17,000,000	Land O' Lakes
Manufacturing Distributor, Inc.	Distributor; Transair aluminum pipe	7	16	10,800	\$685,000	Odessa
Medical Center of Trinity	Healthcare	30	1438	11,200	\$11,000,000	Lutz
Pall Aeropower Corporation	Air and Fluid Filtration; manufacturing	30	538	-	\$0	New Port Richey



INTERNATIONAL

The Pasco Economic Development Council officially launched its International Program in 2016 after recognizing an opportunity to significantly increase the number of Pasco-based companies competing in the global marketplace.

By providing export counseling to local businesses, the Pasco EDC can assist in identifying international expansion opportunities through export marketing plans, overseas trade shows, regional or state-led trade missions, and business matchmaking programs.

In November 2016, Pasco EDC officially joined the Tampa Bay Export Alliance to better collaborate with local partners and strengthen the Tampa Bay region's sustainability through exports. With a support network of regional, state, and federal organizations, the possibilities are endless for small businesses in Pasco County.

AMSKILLS FACT FINDING TRIP TO SWITZERLAND

This trip helped delegates to see first-hand how the European Model of Dual Vocational Training & Apprenticeships reduce unemployment and increases economic development opportunities for the local community. Delegates completed a technical training tour of the ABB Apprenticeship Center in Zurich (pictured below) and the Technische Fachschule in Lorrainestrasse (pictured above).



DOMINICAN REPUBLIC EXPORT MISSION

The U.S. is by far the Dominican Republic's (DR) largest trading partner, and the U.S.'s share of the consumer goods imported into the DR is estimated at 70 percent of the total. U.S. product standards are generally accepted. The DR is Florida's fifth largest export market.

ENTERPRISE FLORIDA ARGENTINA EXPORT MISSION

The Argentine market poses promising opportunities for Florida companies due to the recent change in political leadership that has adopted a pro-business approach for the country. The newly elected President, Mauricio Macri, has already implemented several pieces of legislation that allow Argentine importers an easier process to buy foreign goods.



GERMANY FDI MISSION

The announcement of direct flights to Germany on Lufthansa Airlines was a pivotal moment for the Tampa Bay market. Lufthansa carried 113,491 passengers in FY16 with an economic impact of \$47 million. Delegates explored the region and took part in high level group events including activities with Lufthansa Airlines executives and a formal reception at the Consul General's residence in Frankfurt.

WORLD FORUM FOR FDI - SHANGHAI

For 15 years the World Forum for FDI has been providing inspiration straight from the most successful leaders and visionaries in the industry. This forum provides attendees the opportunity to receive practical training from FDI experts while bringing together expanding companies, IPA's and service providers from across the globe to network and forge long-lasting relationships.

COLOMBIA EXPORT MISSION

Colombia is Florida's second largest export market and the fourth largest economy in Latin America making it an excellent market for Tampa Bay exporters. Strong political stability, a growing middle class (35.3% of the population), and a vastly improved safety and security situation have created healthy economic growth in Colombia. Tampa Bay and Colombia share a rich history. Barranquilla, Colombia was Tampa's first sister city, established in 1966. Colombia is also Port Tampa Bay's fourth largest export trading partner and home to two of its sister ports in Cartagena and Barranquilla.

INTERNATIONAL TRADE BY THE NUMBERS

90 Companies Assisted

220 International Meetings

\$1,195,000

Est. Export Sales



INTERNATIONAL COMMITTEE

The International Committee develops strategies, alliances, resources, and programs to increase export sales from Pasco County and to increase jobs from foreign direct investment. It also works to build Pasco community capacity and competitiveness with respect to international trade and investment. The committee meets bi-monthly at various venues around Pasco County and Tampa Bay that have an international tie. The meetings are all focused on specific topics and feature presentations from professionals in that field.

2017 MEETINGS:

Welbilt | Foodservice Solutions

AmSkills | German Apprenticeship Training

Port Tampa Bay | Shipping and Logistics

Tampa International Airport | Business Travel and Tourism

Starkey Blueberry Farm | Agriculture Exports

Florida Hospital Center Ice | International Sports



SMARTstart PROGRAM

SMARTstart is a comprehensive menu of programs and resources available to Pasco County based companies of all sizes and to business owners with any level of business knowledge or experience. SMARTstart focuses on the entrepreneur, so no matter what industry it is, there is a program or activity available that can help a business succeed. **CO.STARTERS** helps new and growing business owners test their business assumptions with the goal of helping them make the transition from validation to launch to growth, and ultimately, to sustainability as easily and quickly as possible. Pasco EDC Business Incubator Program helps new businesses and connects entrepreneurs with local resources needed to improve long-term viability.

Pasco Microloan Fund was created to help small business owners with solid ideas, good management skills, and a valid business plan get the funding they need when traditional financing is not an option. **Business Roundtables** bring industry CEOs, presidents, and business owners together on a monthly basis for an exchange of information, challenges, and insights. **Pasco Enterprise Network** is a one-stop business resource for finding guidance and assistance through a team of partners who can connect you with the right resources needed to start and grow a strong business. From start-up companies to mature established businesses, SMARTstart has the tools any business needs to grow and become profitable.

MICROLOAN PROGRAM

The Pasco Microloan Program is available for Pasco based businesses already operating but don't fit the typical bank profile. A SMARTstart Pasco Microloan helps passionate small business owners with solid ideas, good management skills, and a valid business plan get the funding they need when traditional financing is not an option. Loans are available up to \$35,000. To qualify, business owners must show they have the experience and resources to be a successful business operator. Proceeds may be used for working capital, inventory, supplies, furniture and fixtures, and machinery and equipment. Funds cannot be used to purchase real estate or to refinance existing debt.

PASCO ENTERPRISE NETWORK (PEN)



Pasco EDC makes it easy for experienced and aspiring entrepreneurs to start or expand a small business in Pasco County. The Pasco Enterprise Network (PEN) offers a one-stop resource for finding guidance and assistance. No matter what challenges you may be facing, our team of partners can connect you with the right programs and resources needed to start and grow a strong business in Pasco County. PEN is a collaborative effort of business development agencies providing consulting, counseling, education, and technical assistance in a variety of areas and subjects.

SMART LANDINGS PROGRAM



Expanding into new markets can be a costly and risky endeavor for many businesses. The Pasco EDC SMARTLANDINGS program assists companies new to Florida, whether domestic or international, connect to essential business contacts and resources. The goal is to expedite the creation of a thriving market in Florida. The SMARTLANDINGS Program is complementary to the Business Incubator program and is offered through the Pasco EDC Entrepreneur Centers.

BUSINESS LEADERSHIP ROUNDTABLES





The Pasco EDC's Business Leadership Roundtables bring industry CEOs, presidents, and business owners together on a monthly basis for an exchange of information, challenges, and insights. Eight to 12 members from non-competing, growth-oriented companies meet monthly in a confidential setting to share the challenges and rewards of leadership and how it impacts life at work and home. Members of these forums have noted that their participation has resulted in, better-informed decision making, more effective visionary thinking, increased profitability, and enhanced personal satisfaction. Once a group is formed, members meet monthly in a facilitated meeting and dive into candid discussions focused on CEO-level issues unique to top-level management.

SMALL BUSINESS PROGRAMS BY THE NUMBERS

.....
SMARTstart CO.STARTERS
7  **37** 
Sessions Participants
.....

SMARTstart ROUND TABLES
22  **11**
CEO Entrepreneur
Roundtables Roundtables
.....

184 
Participants
.....

SMARTstart MICROLOANS
8  **38** 
Loans Closed Jobs Created
or Retained
.....

\$259,400
Amount
Awarded 

CO.STARTERS

CO.STARTERS is a business development system with repeatable steps for success that can be used throughout the life of a company. Seasoned and aspiring entrepreneurs acquire the insights, relationships, and tools needed to turn ideas into action and turn a passion into a sustainable and thriving endeavor. With the aid of a trained facilitator, the group fosters collaboration and connectivity to support each other. The philosophy is to invest in individuals and put the community first keeping things simple is the mantra. Building a community is important, so the Pasco EDC reaches out to local talent and resources to invest in individuals and help build better business owners.



SMARTSTART ENTREPRENEUR CENTERS

There are two Pasco EDC SMARTstart Entrepreneur Centers; one located in downtown Dade City and the second along the US 19 corridor in West Pasco where entrepreneurs can learn about and access all of the SMARTstart programs. Pasco Enterprise Network partners are available to meet with and counsel business owners as well as offer assistance through seminars and workshops. Service Corps of Retired Executives (SCORE) and Small Business Development Center (SBDC) are partners available at both Centers. Each Entrepreneur Center has co-working space where individual business owners can meet and work in an active collaborative environment. Classes and workshops can be scheduled in the Entrepreneur Center classrooms which have all of the necessary

equipment for professional presentations. Regular activities include: Common Grounds, a monthly program for new business owners to present a five-minute pitch to present their business opportunity; Coffee with SCORE, an open forum where business owners can ask specific questions of an experienced business executive on topics relating to business operations and planning, and Chamber Talk which is an open forum where a local Chamber member will tell their start-up story and talk about the challenges and rewards of being a business owner. Both Entrepreneur Centers have office space and available Incubator Programs for members.

BUSINESS INCUBATORS

The SMARTStart Business Incubator Program helps entrepreneurs take their business to the next stage of success. The SMARTstart team assesses the needs of entrepreneurs and works with them through a structured program which includes monthly meetings with experienced program managers and connects them with local resources needed to improve viability and strengthen start-ups. The program includes mentors, coaches and industry experts to champion the entrepreneur toward success. There are many amenities offered, including: co-working space, dedicated desk-space, meeting space, classrooms, and private offices. In addition, members are provided with WiFi, mailboxes, printers/copiers/scanners, 24/7 facility access, intern assistance, free parking, and of course... coffee!

VEGAN TO-GO



Vegan To-Go is a manufacturer of a range of vegan meat alternatives, including; vegan chili, meatballs, burgers, crumbles, chicken strips for food service distribution. Major clients include Royal Caribbean Cruise Lines, Sysco and Compass Food Group. President Patrick M. Steptoe has over 15 years of experience in the food and beverage industry and is a specialist in Vegetarian and Vegan food production. Patrick is both a consultant and entrepreneur and uniquely qualified through years of "hands on" practical experience. Vegan To-Go received \$30,700 in funding through the Pasco EDC Microloan Program and is hoping to become an incubator member in 2018.

GULF COAST HEATING & COOLING



Gulf Coast Heating & Cooling doesn't fix things, they solve problems. They know that resolving heating and cooling issues requires an expert who understands how one problem can be a symptom of bigger issues. Gulf Coast prides themselves on being tradesmen who take pride in their work and truly enjoy providing professional service. Ranier and Sara Melucci are a husband and wife team who make ethical business practice a priority combined with kindness to create a long term caring relationship with each customer. Gulf Coast Heating & Cooling provides maintenance, diagnostic and repair of all types and makes of HVAC systems for single-family, multi-family and mobile homes. They have received \$30,000 in funding from the Microloan Program and are graduates of the CO.STARTERS Program.

NETSVS



NETSVS was formed with the vision of helping companies of all sizes automate task and data-centric business processes using Robotic Process Automation (RPA). RPA includes the automation of repetitive tasks using software. It solves problems such as: increased labor cost, underutilized/misappropriated human resources, increased compliance complexity and cost, accuracy mistakes and the increased need for speed in delivering customer services. Traditionally, only larger businesses operating at a national level have taken advantage of automation. NETSVS's vision is to make RPA available for SMBs, whilst raising awareness of the benefits of RPA locally, allowing businesses to level the playing field.

ENTREPRENEUR CENTERS BY THE NUMBERS

SMARTSTART INCUBATORS

17 Members

2 Program Graduates

Classes & Events 51

17 Jobs Created

PENNY FOR PASCO

By 2016, Pasco EDC had demonstrated the effectiveness of its pilot entrepreneur and small business programs which began in 2010 with the formation of the Pasco Enterprise Network and expanded in later years with the addition of Pasco EDC's microloan program, business incubators, and CEO Roundtables.

Recognizing the role the SMARTstart small business programs play in providing the resources entrepreneurs need to grow local companies and provide jobs for Pasco County residents, the Pasco County Board of County Commissioners approved Pasco EDC's proposal to continue and augment the programs with Penny for Pasco funds in 2016. The funds had an immediate impact, providing the means to open the West Pasco Entrepreneur Center, adding needed capital to the Microloan Fund, and helping increase the number of CO.STARTERS sessions Pasco EDC can offer to entrepreneurs throughout the County.





MARKETING & COMMUNICATIONS

A PERSONAL APPROACH: PASCO EDC TAKES THE MESSAGE ON THE ROAD

The Pasco EDC team hit the road attending national and international conferences to personally tell the Pasco Story and network with industry leading site consultants, real estate developers, power brokers and trade professionals responsible for locating major projects. Throughout the year, we also found opportunities to work with state and regional partners to promote the Tampa Bay region and Pasco County as a smart choice for foreign trade and investment.

BUSINESS DEVELOPMENT TRADE SHOWS

- CoreNet Philadelphia, PA
- Florida Defense Contractors Expo Ponte Vedra Beach, FL
- Facebook's Boost Your Business Event
- Annual Community & Business Expo
- Area Development Consultant's Forum Miami, FL
- Urban Land Institute (ULI) Trends Conference Tampa, FL
- Moffit Cancer Business of Biotech Conference Tampa, FL
- Industrial Asset Management Council (IAMC) Tampa, FL
- Aviation Week-MRO Orlando, FL
- Florida Medical Manufacturers Consortium Symposium St. Pete, FL
- Urban Land Institute (ULI) Florida Summit Tampa, FL
- Florida International Medical Expo Orlando, FL
- Florida Simulation Summit Orlando, FL

PRESENTATIONS

- Saint Leo Marketing Class
- Council of Chambers
- East Pasco Networking Group
- Leadership Tampa Bay Panel Discussion
- Economic Forecast Luncheon
- Wesley Chapel Chamber Economic Development Briefing
- Celebrate Youth
- Meet the Developers
- Pasco Update - NAIOP Breakfast Series
- Leadership Pasco Economic Development Update
- Keep it Local
- Pasco Youth Leadership
- Bene Career Academy
- Greater Pasco My Chamber TV
- GrowFL CEO Forum
- Christian Chamber of Commerce Tampa Bay
- Keep It Local - Trinity Chapter
- Florida TaxWatch
- ULI Florida Summit Bus Tour
- Central Pasco Association of Realtors
- InnovationX and Florida Hospital CEOs

PASCO EDC RECEIVES PEER RECOGNITION (PICTURED LEFT)

The Pasco EDC was honored individually and as a part of Global Tampa Bay this year:

- Award of Merit - Global Tampa Bay International Business Guide | Communications Awards | Southern Economic Development Council
- Award of Merit - Pasco EDC WIN 2017-2019 Strategic Plan | Communications Awards | Southern Economic Development Council
- Regionalism & Cross-Border Collaboration | Bronze Award | International Economic Development Council



ANNUAL AWARDS HIGHLIGHT BUSINESS SUCCESS IN PASCO

In August, the Pasco EDC held its 31ST Annual Awards & Trade Show at Saddlebrook Golf & Tennis Resort. Over 600 business and community leaders attended the awards celebration followed by networking and dinner. This year's trade show featured over 50 local businesses.

The evening's event, emceed by Bay News 9 Anchor Leah Masuda, culminated in the annual awards. The awards tell the Pasco Story by highlighting outstanding local companies. The categories were changed this year to be more inclusive of the business community.

Business of the Year (Start Up Category)

Florida Hospital Center Ice

Business of the Year (Small Category)

Express Employment Professionals

Business of the Year (Medium Category)

FACTS Engineering, LLC

Business of the Year (Large Category)

TRU Simulation + Training, Inc.

Special Contribution

North Tampa Behavioral Health

Special Recognition

Regional Medical Center Bayonet Point

Leadership

The Late, James "Don" Porter

MARKETING BY THE NUMBERS

FACE-TO-FACE ENGAGEMENTS

Presentations to Groups **22**

Business Development: National Trade Shows, Conferences, and Business Missions **11**

PUBLIC RELATIONS

Media Stories **20**
News Releases **25**
Media Mentions **45**

DIGITAL & SOCIAL MEDIA

Website Visits **18,368**
Social Media Referrals to Website **44** **356** **137**

ENHANCED MARKETING: PASCO EDC UNVEILS THREE NEW WEBSITES

Last year, the Marketing Task Force embarked on a project to refresh Pasco EDC's visual branding. A new logo, updated collateral, and redesigned websites were revealed 18 years after the organization adopted its previous logo. The change signified turning the corner, much like the curves in the new logo.

The new branding included a complete overhaul to the Pasco EDC, SMARTstart, and Pasco Enterprise Network sites. Since websites are often the first impression to an area or organization, it was essential to organize

the sites in a user-friendly and professional way. Although the websites have already launched, the updating will remain constant.

Other programs we are working on will allow us to continue to add relevant content and increase visitors to the sites. The websites will become rich with materials for site selectors, executives, and business leaders to find the information they need to start, move, and grow their business in Pasco County.



THANK YOU TO OUR EVENT SPONSORS

Pasco EDC events provide opportunities for Pasco County business owners and partners to learn more about the local economy, gain insight on best business practices, and make connections with each other. We would like to recognize the sponsors of this year's events, who make these events possible.



ECONOMIC FORECAST LUNCHEON

- EVENT SPONSORS
- CareerSource Pasco Hernando
 - Eshenbaugh Land Company
 - Suncoast Credit Union

FEB
2017



MEET THE DEVELOPERS

EVENT SPONSORS

- Duke Energy
- Hilton Garden Inn Tampa Suncoast Parkway
- TECO/Emera
- Withlacoochee River Electric Cooperative

MAR
2017



GROWING Global

EVENT SPONSORS

- CareerSource Pasco Hernando
- Global Tampa Bay/TBEA
- Hilton Garden Inn Tampa Suncoast Parkway
- Pasco County Board of County Commissioners

APR
2017



NetFest 2017

PASCO ECONOMIC DEVELOPMENT COUNCIL

EVENT SPONSORS

- Bank of America/Merrill Lynch
- CareerSource Pasco Hernando
- Clearview Land Design, P.L.
- Clearwater Gas System
- Coastal Design Consultants, Inc.
- Comanco Construction Corporation
- Dex Imaging
- Duke Energy
- Eikon Consultant Group, LLC
- Florida Hospital Wesley Chapel
- Global ETS
- King Engineering Associates, Inc.
- Leggett & Platt Adjustable Beds
- Nestle Waters Zephyrhills Springs Water Co.
- Nicopure Labs
- North Tampa Behavioral Health
- Patriot Bank
- RIPA & Associates
- Starkey Ranch
- Synovus Bank
- Tampa Bay Times

APR
2017



PASCO EDC 31st ANNUAL AWARDS & TRADE SHOW

EVENT SPONSORS

- ALLPro Printing & Direct Mail Marketing
- AmSkills
- Asturia
- Bank of America
- Berkshire Hathaway Home Services Florida Properties Group
- Bexley by Newland Communities
- Biltmore Construction
- CareerSource Pasco Hernando
- Clearwater Gas System
- Coastal Design Consultants, Inc.
- Cushman & Wakefield of Florida
- Cutler Associates, Inc.
- Design & Construction Innovations, LLC
- Dewberry
- Duke Energy
- Florida High Tech Corridor Council/USF/GrowFL
- Florida Hospital
- Galen College of Nursing
- Hoar Program Management
- King Engineering Associates, Inc.
- Leggett & Platt Adjustable Beds
- Medical Center of Trinity
- Metro Consulting Associates
- METTLER TOLEDO
- Morton Plant North Bay Hospital
- North Tampa Behavioral Health
- Otero Engineering, Inc.
- Pasco-Hernando State College
- Port Tampa Bay
- Premier Community Healthcare Group
- Rasmussen College
- Regional Medical Center Bayonet Pointe
- RIPA & Associates, LLC
- Rizzetta & Company
- Shumaker, Loop & Kendrick, LLP
- SouthEast Personnel Leasing Inc.
- Stearns Weaver Miller Weissler Alhadeff & Sitterson, PA
- Suncoast Credit Union
- Synovus
- Tampa Bay Times
- Tampa Hillsborough Economic Development Corp.
- TECO Energy
- The Legacy at Highwoods Preserve
- Walbridge
- Wells Fargo
- Wesley Chapel Toyota
- Withlacoochee River Electric Cooperative

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2017



PARTNERS ARE OUR KEY TO SUCCESS

Pasco EDC relies on the generous support of private sector partners as well as the generous contributions from the Pasco County Board of County Commissioners and local communities to ensure that we have the resources available to deliver the high-quality services Pasco EDC has become known for.

Highlights of this year's fundraising efforts include:

- Private Investor contributions totaling \$370,150 from 78 investors.
- Annual Award sponsorships brought in \$77,000 from 46 sponsors.
- NetFest sponsorships reached \$19,500 from 21 sponsors.

- Economic Forecast Luncheon sponsorships reached \$6,000 from CareerSource Pasco Hernando, Suncoast Credit Union, and Eshenbaugh Land Company.
- Meet The Developer sponsorships reached \$4,000 from Duke Energy, TECO/Emera, Withlacoochee River Electric Cooperative, and Hilton Garden Inn Tampa Suncoast Parkway.
- Growing Global sponsorships reached \$8,000 from CareerSource Pasco Hernando, Global Tampa Bay, Penny For Pasco, and Hilton Garden Inn Tampa Suncoast Parkway.
- Wells Fargo and CenterState Bank donated a total of \$21,000 to continue to seed the Microloan Program.
- The City of Dade City maintained its funding of \$50,000 to the SMARTstart Dade City Entrepreneur Center.
- Pasco County maintained its base funding of \$389,670.
- The Pasco County Board of County Commissioner granted \$2,983,000 from the Penny for Pasco Jobs and Economic Opportunities Trust Fund in 2016; the second installment payment in the amount of \$548,000 was received.

LOOKING TO THE FUTURE 2017-2018 LEGISLATIVE AGENDA

TOP PRIORITIES

- Amend Section 177.031 (18), Florida Statutes, in light of the inherent differences between residential and non-residential projects, modify the definition of subdivision in Florida Statutes section 177.031(18)
- I-75 at Overpass Road/New Interchange - \$15,000,000
- U.S. 301/U.S. 98/Clinton Avenue Intersection Realignment PD&E - \$1,000,000
- Approval of funding for the creation of The Florida Institute for Forensic Anthropology & Applied Sciences (IFAAS) -A partnership between the University of South Florida, Pasco Hernando State College, Pasco County Board of County Commissioners and the Pasco Sheriff's Office in Pasco County - \$4,300,000

OTHER PRIORITIES

- Reduction of the Sales Tax on Commercial Rents
- Reduce Worker's Compensation Insurance rate increase

OUR INVESTORS IN JOB CREATION

ACCOUNTANTS & ATTORNEYS

Barbara L. Wilhite, PA
Shumaker, Loop and Kendrick, LLP
Stone, Parker & Company CPA, PA

COMMUNICATIONS

Charter Communications/Spectrum
Tampa Bay Times

COMMUNITY/NON-PROFIT ORGANIZATIONS

CareerSource Pasco Hernando
Central Pasco Chamber of Commerce
Greater Dade City Chamber of Commerce
Greater Wesley Chapel Chamber of Commerce
United Way of Pasco County
West Pasco Chamber of Commerce

DEVELOPERS/ DEVELOPMENTS/ CONTRACTORS

Adam Smith Enterprises, Inc.
Batson-Cook Company
Bell Fruit, LLC
Charles Perry Partners, Inc.
Chesterfield Park Associates, LP
Connerton
Creative Contractors Inc.
Cutler Associates, Inc.
Cypress Creek Town Center
Lennar Homes
Metro Development Group, LLC
Newland Communities
Panasonic CityNOW
RIPA & Associates, LLC
Ryan Companies US, Inc.
Starkey Land Company, LLC
The Hogan Group

MANUFACTURING

ABCO Graphics & Printing, Inc.
Big Storm Brewing Co.
Clark Dietrich Building Systems, Inc.
Dixie Belle Paint Company, LLC
Grace Prosthetic Fabrication
JN Electric of Tampa Bay, Inc.
J.T.D. Enterprises, Inc.
Web Direct Brands, Inc.

EDUCATIONAL INSTITUTIONS

Academy at the Lakes, Inc.
District School Board of Pasco Co.
Pasco-Hernando State College
Rasmussen College
Saint Leo University

ENGINEERING/ARCHITECTS

Coastal Design Consultants, Inc.
Dewberry
Heidt Design, LLC
King Engineering Associates, Inc.
Stantec

FINANCIAL INSTITUTIONS

Bank of America
BB&T
Centennial Bank
First National Bank of Pasco
MidFlorida Credit Union
Midwest Regional Bank
Patriot Bank
Suncoast Credit Union
SunTrust Bank, Nature Coast
Synovus Bank
Wells Fargo

HEALTH INDUSTRY

Florida Hospital Zephyrhills
Florida Hospital at Connerton Long
Term Acute Care

SPECIAL THANK YOU TO OUR LARGEST INVESTOR

**PASCO COUNTY
BOARD OF COUNTY
COMMISSIONERS**

**Florida
Hospital
Wesley Chapel**

Medical Center of
Trinity

**Morton Plant North Bay
Hospital**

Regional Medical Center Bayonet Point

REAL ESTATE

Alliance Exchange Corporation

**Berkshire Hathaway Florida
Properties Group**

Commercial Asset Partners Realty

Cushman & Wakefield of Florida

Eshenbaugh Land Company

Klein & Heuchan, Inc.

Nye Commercial Advisors

The Weatherford Company, LLC

SERVICE

Gator Cleaning Solutions Inc.

Hilton Garden Inn Tampa Suncoast
Parkway

ISPC

Network People, Inc.

Primoris Distribution Services

Spherion Staffing

VIMRO, LLC

Wesley Chapel Toyota

UTILITIES

Clearwater Gas System

GE Shady Hills Power Company, LLC

Duke Energy

TECO / Emera

**Withlacoochee River Electric
Cooperative, Inc.**

Boldface
signifies investors
of \$5,000 or more



PASCO EDC

NORTH TAMPA BAY, FLORIDA

VISION

To be known as Florida's
most competitive climate for
business growth

MISSION

To stimulate balanced and
diversified business growth

CORE VALUES

Integrity
Innovation
Accountability
Leadership
Collaboration

PASCO EDC STAFF

Bill Cronin
President/CEO

John Walsh, CEcD
Vice President

Tom Ryan
Economic Development Manager

Devon Barnett
Economic Development Manager

Suzanne Renczkowski
Office Manager

Lauren St. Martin
Marketing Communications Manager

Andrew Rومانer
SMARTstart Program Manager

Tari Mitchell
SMARTstart Program Manager II

Becky Martin
Special Program Assistant

PASCO ECONOMIC DEVELOPMENT COUNCIL

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www.PascoEDC.com

FY 2016-2017 POLICY COUNCIL

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Dr. Timothy Beard, *Pasco-Hernando State College*
Denny Moller, *Saint Leo University*
Sarah Naumowich, *Morton Plant North Bay Hospital*

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Joe Marina, *Withlacoochee River Electric Cooperative, Inc.*
Dewey Mitchell, *Berkshire Hathaway Florida Properties Group*
Joseph Munier, *Wells Fargo*
Danielle Ruiz, *Duke Energy*
Lawrence Rupp, *Suncoast Credit Union*
Lex Smith, *SunTrust Bank*
Trey Starkey, *Starkey Land Company, LLC*
Eric Weekes, *Saint Leo University*
Kenneth West, *Medical Center of Trinity*

EX OFFICIO

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Camille Hernandez, *City of Dade City Mayor*
Dan Biles, *Pasco County Administrator*
Jerome Salatino, *CareerSource Pasco Hernando*