




PASCO EDC  
NORTH TAMPA BAY, FLORIDA

PASCO ECONOMIC DEVELOPMENT



# Pasco EDC Brown Bag Lunch and Learn

START  
MOVE  
GROW

Your business here.

LET'S CONNECT NOW AT: (813) 926-0827

PASCO ECONOMIC DEVELOPMENT COUNCIL  
16506 Pointe Village Drive, Suite 101 | Lutz, FL 33558

[www.PascoEDC.com](http://www.PascoEDC.com)



- **Pasco Economic Development Council**

- 501 (c) 3 non-profit corporation
- Public-Private Partnership
- Incorporated in 1987



**Pasco EDC Mission**

To stimulate balanced and diversified business growth

**Pasco EDC Vision**

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



The 2017-2019 broad-based strategic goals that will help us achieve our VISION

- **Goal 1: Leadership**
- **Goal 2: Market Pasco**
- **Goal 3: Pasco’s Product**
- **Goal 4: Pasco’s Talent & Workforce**
- **Goal 5: Pasco’s Business Growth**



- **Recruit Businesses**
- **Retain Businesses**
- **Help Start-Ups & Local Businesses**
- **Improve Community Competitiveness**



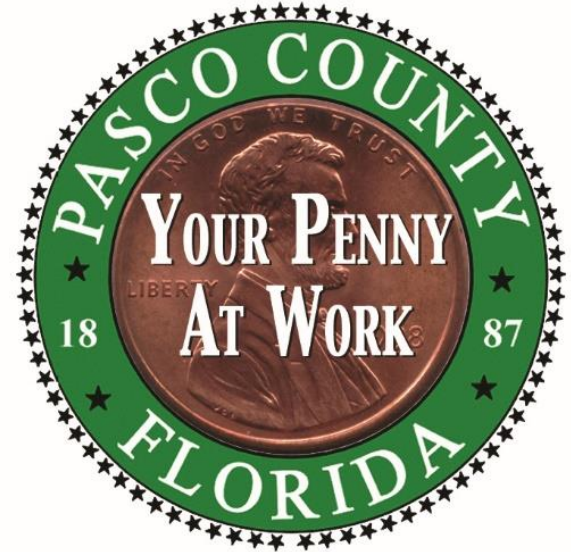


- **Pasco EDC Funding**

- Board of County Commissioners
- Penny for Pasco
- Private Investors

- **Pasco EDC Investors**

- 84 Total Private Investors
- 37 Board Members/Policy Council Members





- **Since 1995, Pasco EDC has helped 604 companies:**
  - Create 13,066 jobs
  - Invest \$1.8 billion
  - Fill 10+ million square feet



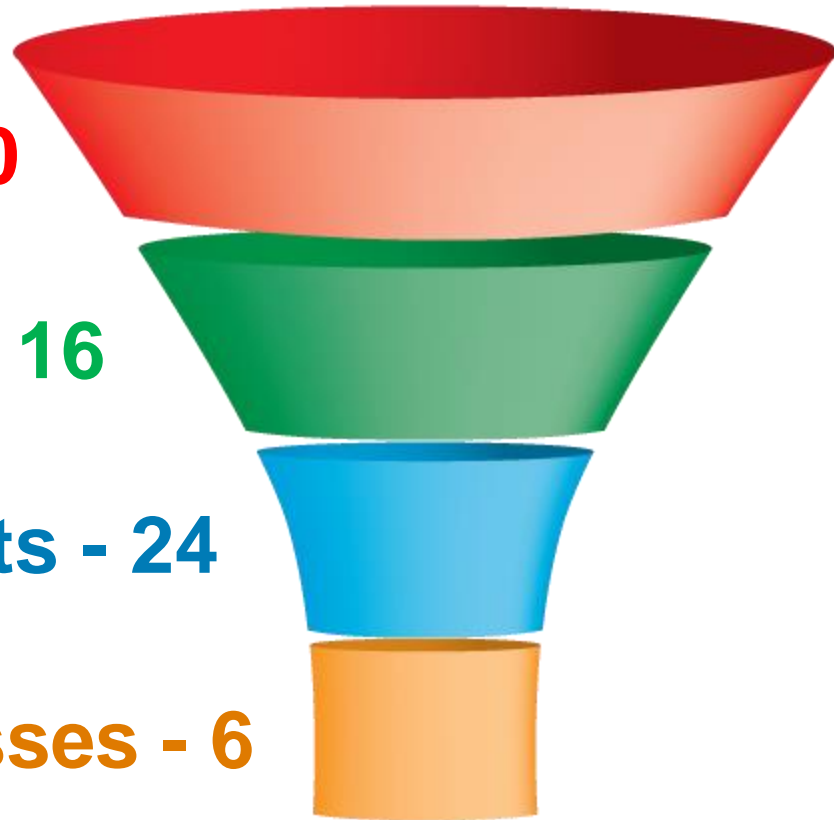
YEAR to DATE PIPELINE

**Inquiries - 50**

**Leads - 16**

**Projects - 24**

**Successes - 6**





### Projects – 6



Goal: 15



### New Jobs – 101



Goal: 1000



### Capital Investment – \$23,950,000



Goal: \$90,000,000





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## BUSINESS DEVELOPMENT



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- **How Pasco EDC can help:**
  - Real estate Identification
  - Workforce Assistance
  - Incentive Identification
  - Demographic Data
  - Connecting with Stakeholders





- **Sources of Leads/Projects**
  - Proactively Calling Consultants and Companies
  - Referrals
  - Answering the phone
  - Utilities
  - Real Estate Brokers
  - State of Florida





## TARGET INDUSTRIES

Life Sciences

Business and Professional Services

Electronics

Aerospace, Aviation & Defense

Logistics & Distribution

Advanced Manufacturing





## Industrial Sites Ready for Projects

### Assessment - Evaluation - Certification

- IDA Taskforce
- Gather Data, Assess Sites, Evaluate & Certify Sites
- Enhanced Marketing of the Ready Sites Program



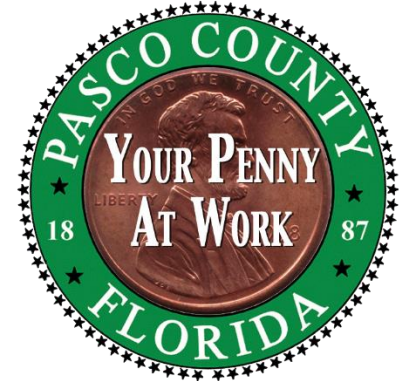


- **SMARTLandings**
  - Low cost office space
  - Connections and networking opportunities
  - Access to international business experts
  - Assistance with market development





- **Penny for Pasco**
  - \$56 Million for Economic Development
- **Job Creation Incentive**
  - \$2,000-\$5,000 per Job
- **Other Benefits for Companies:**
  - Property Tax Refund
  - Training Grants
  - No Transportation Impact Fees for Office, Industrial and Hotels in the US19 and SR 54/56 Area
  - Lower Property and Communications Taxes
  - Expedited Permitting





## METTLER TOLEDO



- **Capital Investment: \$30+ Million**
- **Over 500 Jobs**





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# BUSINESS RECRUITMENT

## RECENT ANNOUNCEMENT

## TOUCHPOINT MEDICAL, INC



- **Capital Investment: Over \$23 Million**
- **Adding 116 New Jobs, 228 Total Jobs**



### ASTURIA







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# BUSINESS RECRUITMENT SPECULATIVE PROJECTS

## CLASS A OFFICE



BIRD'S EYE PERSPECTIVE



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# PASCO ECONOMIC DEVELOPMENT

## BUSINESS RETENTION & EXPANSION



**WELBILT**  
Bringing innovation to the table.  
Customer Experience Center  
EXPANSION  
February 23, 2018



**WELBILT**  
Bringing innovation  
to the table

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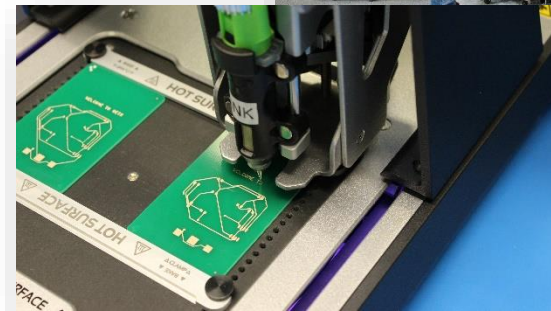
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- **Primary Industries**

- Business to Business Companies
- Second stage companies
  - 8 or more employees
  - At least \$1,000,000 in annual revenue
  - Sells at least 51% or more of their product or service outside of Pasco County





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# BUSINESS RETENTION & EXPANSION WORKFORCE ASSISTANCE

- **Training Grants**

- On-the-Job Training
- Incumbent Worker Training
- Employed Worker Training



- **Pasco County Job Creation Incentive**

- **AmSkills German Apprenticeship Program**





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RECENTLY LANDED  
RECENT ANNOUNCEMENT

## WELBILT, INC.



- **Capital Investment: Over \$13 Million**
- **Adding 110 New Jobs**





- **New “PASCO PIPELINE” Program**
  - Spearheading Pasco’s flow of talent by aligning industry demand with supply
  - One-stop website resource for employers and job seekers
  - Career-specific pathways in targeted industries
  - Collaborating with workforce development and education





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# BUSINESS RETENTION & EXPANSION

## EXPORT ASSISTANCE

- Export Marketing Plans
- Trade Grants
- International Trade Shows
- Export Sales Missions



GLOBAL  
TAMPA BAY



U.S.  
COMMERCIAL  
SERVICE  
*United States of America*  
*Department of Commerce*



ENTERPRISE  
FLORIDA<sup>SM</sup>



AMERICA'S  
SBDC<sup>®</sup>  
FLORIDA



- **CEO Roundtables**

- Practical interactive training
- Confidential peer to peer discussions
- Non-competing industries
- 10 facilitated monthly meetings per year
- Networking opportunities
- 2 CEO Forums per year







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# SMARTSTART A PASCO EDC PROGRAM



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- **SMARTstart Programs**
  - CO.STARTERS
  - Pasco Business Incubator
  - Microloan
  - Entrepreneurial Roundtables
  - Pasco Enterprise Network



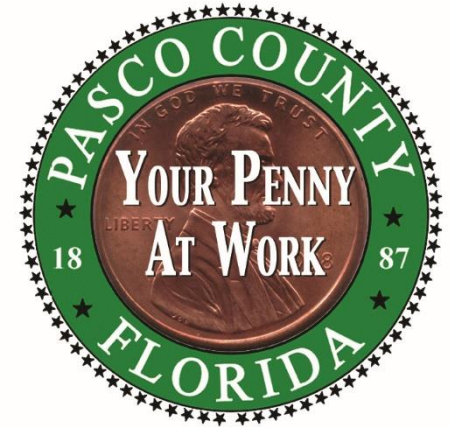




- **Develop better business owners**
- **Deliver a standardized business development program county-wide**
- **Menu of services for start-up and entrepreneurs**
  - A business development curriculum that will result in a broader base of successful entrepreneurs in our community
  - Intense scope of services for Primary Businesses to build sustainable internal systems to grow the business and create jobs
  - Create a countywide network of entrepreneurs



- **SMARTstart Programming funded through Penny for Pasco**
- **Partnership with Pasco County Board of County Commissioners**
- **Penny for Pasco**
  - 1 cent sales tax approved by voters 2014
  - Portion for Economic Development (\$54 Million)
  - Specific funding for Small Business Programs





- **Individuals and Companies**

- Headquartered in Pasco County
- Locally originated (no franchisees)
- Less than ten employees
- Under \$1 million in gross revenue
- Target market in or outside of Pasco County (primary and non-primary)
- Any industry (targeted and non-targeted, legal and reputable)



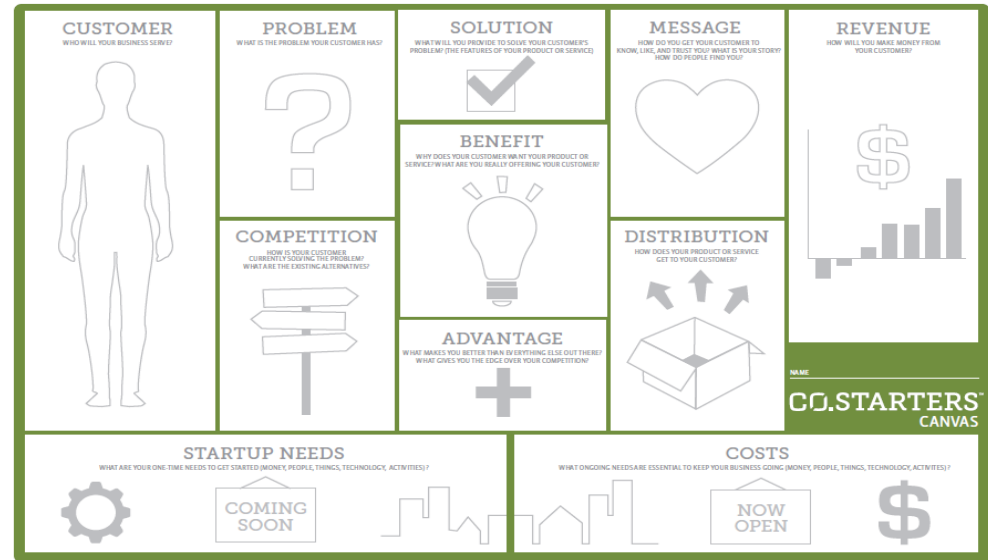
- **All programs are offered at multiple centers**  
**Pasco County**
  - West Pasco Entrepreneur Center
  - Dade City Entrepreneur Center
  - Central Pasco – Pasco EDC Headquarters





- **CO.STARTERS**

- 9-week course
- Discussion based



- Outcomes:

- Validate a business model
- Launch a business
- Rethink an existing business model



- **Business Incubator Program**

- Expert matchmaking between early stage ventures & existing industry by a mutually trusted institution in the community.
- On-site Memberships
  - Shared working environment for people attracted to the synergy that can happen from working along with others.
  - Help emerging companies control costs to survive and grow during the start-up period when their failure rate is the highest.





- **Mentoring**
  - Advisory Council
  - Mentor Network
  - One-on-ones
- **Counseling**
  - SCORE Office On-site in WPEC
- **Wi-Fi**
- **Intern Assistance**
  - Saint Leo
  - PHSC
- **Conference and Meeting Rooms**
- **Professional Office Suites**
- **Marketing**
  - Website / PR
  - Events
- **Entrepreneurial Network**
  - “Collision Points”
  - Peer-to-peer mentoring
  - Co-Work
- **Physical Address**
- **Educational Classes**
- **Volunteers**
  - CPA’s
  - Business Attorneys
  - Financing / Banking
  - Marketing / Sales Professionals
  - Many more...



- **Pasco EDC Microloan**
  - Up to \$50,000
  - Term Loan up to 6 years
  - No Real Estate
  - No Refinancing of Debt



**46 loans!**  
**Over 312 jobs created and retained!**





- **Entrepreneur Roundtables**

- Monthly Facilitated Meeting
- Guest Speakers
- Two Forums a year
- Helps Pasco based companies:
  - Work more efficiently
  - Become more strategic
  - Create more job opportunities
- Entrepreneur Roundtable - 10 – 15 members from noncompeting industries





- **Pasco Enterprise Network Partners**

- Pasco Economic Development Council
- Saint Leo University
- SCORE (Service Core of Retired Executives)
- SBDC (Small Business Development Center)
- Chambers of Commerce in Pasco
- Prospera
- Pasco-Hernando State College
- Pasco Libraries
- CareerSource Pasco Hernando



SMARTSTART  
PASCO ENTERPRISE NETWORK



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# PASCO ECONOMIC DEVELOPMENT MARKETING PROGRAM



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- **Public Relations Efforts**

- Relationships with regional media outlets

- Press releases and media alerts

- Coordinating project announcements

- Inviting VIP guests

- Coordinating VIP availability

- Maintaining anonymity if necessary

- Work with Enterprise Florida and Governor's office on joint announcements







- **Conferences and events**
  - Network as an attendee or display as a participant
- **Presentations to local businesses**
  - Different staff persons present according to the audience needs
- **Host Pasco EDC Special Events**



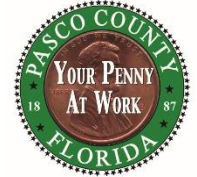


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# ENHANCED MARKETING

## INDUSTRY SNAPSHOTS

### • Industry Snapshots



## AEROSPACE, AVIATION & DEFENSE

INDUSTRY SNAPSHOT | PASCO COUNTY, FL

**PASCO EDC**  
NORTH TAMPA BAY, FLORIDA

Pasco County, gateway to southwest Florida, is strategically located within 50 minutes of major regional assets including MacDill Air Force Base, Tampa International Airport and Port Tampa Bay.

Over 470 companies statewide work in all areas of space exploration, aircraft maintenance, repair, operations, simulation, cyber security, and intelligence.

Florida is home to the birthplace of commercial aviation and is the transport hub for the Americas, offering historic and cutting edge space launch assets.

#### WHO WE ARE

The Pasco Economic Development Council (Pasco EDC) is a private, non-profit organization that promotes growth and prosperity through the development of a sustainable and diversified economy.

Our county-wide economic development efforts are funded by corporate and public investors, and represent a strong partnership which is focused on economic vitality and making Pasco County a great place to live and work.

#### PASCO'S COMPETITIVE ADVANTAGE

- TALENT** – K-12 and post-secondary curriculums provide a talent pipeline focused on Aerospace, Aviation & Defense industry training.
- SYNERGY** – Regional assets and partnerships with the most innovative leaders in the industry
- BUSINESS CLIMATE** – Stable, pro-business government leadership in a right to work state with local incentives
- TAXES** – Low operating costs and no personal income tax
- COMMUNITY** – A quality of life that attracts and retains top talent



"We met with other counties, but Pasco beyond to make us feel welcome in Pasco, every question we had about the area. We always got a timely response; they were helpful."

- Tom Niles, Vice President, JTD Enterprises

#### NOTABLE AEROSPACE, AVIATION & DEFENSE COMPANIES

- Adams Aerial, LLC
- Aeromedical Systems Engineering, Inc.
- Aircraft Tooling & Design Group
- Aviation Instrument Technologies, Inc.
- Bay Tech Industries
- Jetline Systems Corporation
- JTD Enterprises, Inc.
- Microlite USA
- Orbital Corporation
- PALL Aerospace
- Sweeney Plastics Engineering, Inc.
- Silverlight Aviation
- Space Manufacturing Inc., Inc.
- TROJ Aviation
- Tony Sells, Inc.
- TRU Simulation + Training, Inc.
- Zephyr Aircraft Engines, Inc.

TITLE	Pasco County Salary Level	Pasco County Separated	MSA Average
Computer and Information Systems Manager	\$82,700	\$78,800	\$145,400
Atmospheric and Space Scientists	\$73,800	\$100,300	\$114,800
Aerospace Technicians	\$14,400	\$20,400	\$58,800
Electronic Engineering Technicians	\$35,900	\$65,900	\$82,400
Computer-Controlled Machine Tool Operators	\$26,300	\$38,300	\$38,300

"Pasco County continues to be a great partner for TRU. We see the positive impact that our growth brings to the region's economy."

- David Smith, Vice President, TRU Simulation + Training

#### PASCO COUNTY INCENTIVES

##### JOB CREATION INCENTIVE PROGRAM

In addition to the State of Florida Incentive Programs, Pasco offers incentives for job creators. The following characteristics apply:

- \$2,000-\$5,000 per job
- Minimum 10 new jobs created in Pasco County during the first year of operations
- Average annual wage of at least 115% of the prevailing Pasco County wage (i.e., \$41,820 based on \$36,365, the Pasco County Average Annual Wage effective January 1, 2018, County Average Annual Wage effective January 1, 2018, County Average Annual Wage effective January 1, 2018, County Average Annual Wage effective January 1, 2018)
- At least 50% of sales outside of Pasco County
- Payable to the company at 25% per year over four years

#### FLORIDA STATE INCENTIVES

The State of Florida has similar incentives including:

- Qualified Target Industry Tax Refund
- High Impact Performance Incentive Grant
- Capital Investment Tax Credit
- Qualified Defense and Space Contractor Tax Refund
- Quick Response Training
- Veterans Florida Business Training Grant

Pasco EDC can help companies apply for these funds.

"The support and partnership that we have received from the Pasco EDC team were a big part of why we're able to invest heavily in building our staff and purchasing the machinery necessary to support our growth."

- Michael Fraising, President and CEO, Adams Aerial, LLC



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Your business here.



- **Ongoing marketing campaigns**
  - Pasco EDC
  - SMARTstart

**LIKE & FOLLOW US**



**@PascoEDC**

**@SMARTstartPasco**



## Currently Recruiting for the CEO Roundtable Program

- **Upcoming Events**

- 33<sup>rd</sup> Annual Awards and Trade Show
  - Open to the public (Saddlebrook Resort)

***Register for events on the Pasco EDC's website under events***





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FOR MORE INFORMATION

[CONTACT US](#)

**QUESTIONS?**