



# FY 2015-2016

YEAR END REPORT

# TURNING THE CORNER AND BUILDING MOMENTUM



## BILL CRONIN, PASCO EDC PRESIDENT/CEO

**Turn the Corner** \ˈtɜrn θə ˈkɔr-nər\ v. to pass an important or difficult point and begin to improve

The year 2016 was a special one for the Pasco Economic Development Council. We celebrated our 30<sup>th</sup> Anniversary and ushered in a year of remarkable economic activity. We really did “turn the corner” as reflected in our new logo.

Throughout the year, changes at the state’s economic development agency, Enterprise Florida, and the regional partnership for economic development, the Tampa Bay Partnership, became evident as both reorganized and changed their focus. The timing could not have been better for change at Pasco EDC as well.

Over the past year, Pasco EDC sharpened its focus into three key areas:

**START** (Innovation & Entrepreneurship)  
**MOVE** (Attraction & Recruitment)  
**GROW** (Retention & Expansion)

In April, we solidified our role with the Pasco County Board of County Commissioners with a new Memorandum of Understanding and were able to receive additional funds from the Penny For Pasco Jobs and Economic Trust Fund to offer new and enhanced programs for our business community including:

**Ready Sites Program** - a site certification program of up to 2,500 acres of certified industrial sites

**International Program** - export trade promotion and foreign direct investment

**SMARTstart Program** - business assistance programs from start-ups to the first \$1 million; the program has expanded to include incubation, business education classes, microloans, and CEO roundtables

While creating these new programs, we did not lose sight of our role as Pasco County’s primary contact for economic development. I am pleased to report that Pasco EDC partnered with companies that will bring nearly 870 new jobs to the community. In total, the team delivered 15 projects totaling over \$145 million of new capital investment and absorbing or building over 635,000 square feet of commercial space.

To keep us headed down the road of success, our Board of Directors and staff championed a new three-year strategic plan for Pasco EDC. During the initial phase of this process, Pasco EDC adopted a new mission, **to stimulate balanced and diversified business growth**, and a new vision, **to be known as Florida’s most competitive climate for business growth**. The plan examined key successes and challenges and established strategic goals to help us achieve our new vision.

We have turned the corner and are heading for a straightaway as we move into 2017. All of us at Pasco EDC remain focused on building our forward momentum and maintaining our position as Florida’s most competitive climate for business growth while working together with our regional partners. I remain encouraged and optimistic that our best is yet to come.

I hope you will join us!

A stylized, handwritten signature in black ink, likely belonging to Bill Cronin, the Pasco EDC President/CEO.



### **JIMMY ADCOCK, PASCO EDC BOARD CHAIRMAN 2016-2017** **TECO/Emera**

Each year, the Pasco Economic Development Council's annual report highlights the outstanding achievements, accomplishments, and changes that took place over the last fiscal year. The 2015-2016 fiscal year began with the search and selection of our new President/CEO Bill Cronin and culminated in the celebration of Pasco EDC's 30<sup>th</sup> Anniversary.

In early 2016, the Pasco EDC staff and Board of Directors worked with Pasco County staff to complete a Memorandum of Understanding. The Pasco County Board of County Commissioners also approved our proposal and request for additional funding from the Penny for Pasco Jobs and Economic Opportunities Trust Fund that would enable us to develop, renew, and enhance programs to foster job creation opportunities.

In Pasco County and at Pasco EDC, we are fortunate to have a community that understands economic development. By passing the Penny for Pasco—not once, but twice!—and dedicating a portion to economic development efforts,

they have provided the resources we need to focus, not only on job creation, but on attracting *quality* jobs and improving the County's competitive position in the region.

Our marketing, branding, and messaging began an overhaul during the last year. This will be important as we are seeing many changes with the Tampa Bay Partnership and Enterprise Florida. During our Annual Banquet in September, we revealed our new logo—a bold, professional look that shows we have “turned the corner.”

The 2015-2016 fiscal year was shaping up to be a pivotal year for Pasco EDC, and the Board of Directors realized that this was an ideal time to update the organization's Strategic Plan. We engaged Key Associates, Inc. to lead us through the planning process. With their guidance and strong participation from Board members, Pasco EDC staff, and representatives from County staff, we quickly developed our new mission and vision statements and organizational values. The Board is looking forward to unveiling the new three-year strategic plan in early 2017.

As with any organization, leadership is key in capitalizing on the opportunities we have in Pasco County. Continued collaboration with our partners will have a major impact on how far we progress. Our new and enhanced programs will give us a distinct advantage in the region as we compete in the global marketplace.

As we move into 2016-2017, we should be proud of what we have accomplished, but not satisfied. Our community is strong and vibrant, but we can do more. Together, we can find and implement solutions that will continue to advance the Pasco County economy for the betterment of all.

I look forward to working with the Board, Pasco EDC staff, and all of our business and community partners over the next year, and I hope you will join us!

# START MOVE GROW



## METTLER TOLEDO ANNOUNCES NEW LOCATION IN PASCO COUNTY

In August, the Pasco Economic Development Council, members of Pasco County government, and representatives of METTLER TOLEDO gathered to announce the building of a new 250,000-square-foot building in Lutz. The facility will house the company's Product Inspection Division and will employ more than 500 workers, including 185 new positions and 320 retained regional jobs.

The new facility will be located in Northpointe at Suncoast Crossings in a site adjacent to the Suncoast Parkway. METTLER TOLEDO cited access to the area's diverse, experienced labor pool in addition to the location's easy access to regional infrastructure as prime reasons



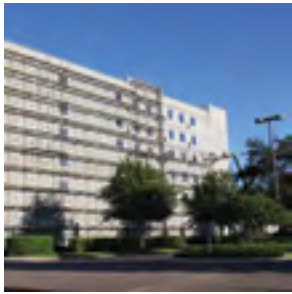
for choosing the Pasco County site for the new facility. Construction on the new facility is expected to begin in 2017.

Project partners included Enterprise Florida, Florida Department of Economic Opportunity, the Pasco Economic Development Council, Pasco County Board of County Commissioners, CareerSource Florida, and Duke Energy.

COMPANY NAME	PRODUCT OR SERVICE	NEW EMPLOYEES	SQUARE FOOTAGE	CAPITAL INVESTMENT	LOCATION
GIC Engineering	Softgel Encapsulation Machines	11	14,700	\$650,000	Odessa
Oscor, Inc.	Medical Device Distribution	30	36,300	\$114,000	Lutz
MDM Hotels	Hotel	20	83,700	\$16,000,000	Lutz
Lighthouse Academies	Administrative Headquarters	8	1,950	\$5,000	Wesley Chapel
ComPark 75	Spec Flex/Warehouse	0	57,785	\$5,250,000	Lutz
Rogers Towers, P.A.	Corp. Attorney Satellite Office	6	2,922	\$86,000	Wesley Chapel
CLE Partners II, LLC	Spec Office	0	3,404	\$469,752	Lutz
Farina Orthodontics	Orthodontic Medical Facility	19	16,000	\$4,030,000	Wesley Chapel
METTLER TOLEDO	Manufacturer of Precision Instruments	493	250,150	\$34,680,000	Lutz



## HILTON GARDEN INN



Timing could not be better for a Hilton Garden Inn to locate in the Northpoint business park. This year, Pasco EDC and Pasco County's Office of Economic Growth met with the developer, MDM Hotels, to consult on entitlements, site plan, permitting, and waiver of mobility fees. The \$16 million, 100-room, limited service hotel will fill growing demand from Pasco's business clientele and tourism industry for rooms near the airport. The new, six-story hotel is scheduled for completion in late 2016.

## COMPARK 75



Pasco EDC investor Larry Morgan, the developer behind the ComPark 75 business park, had barely filled the last space in his 130,000-square-foot speculative flex/warehouse when Heidi Tuttle-Beisner of Commercial Asset Partners Realty—another Pasco EDC investor and ComPark 75's real estate broker—called Pasco EDC seeking assistance with expedited permitting for yet another speculative building. By September, the new 57,785-square-foot building was complete and ready for occupancy.

## GIC ENGINEERING

Lower business operating expenses, a diverse and talented labor pool, quality housing options, and a jobs-based incentive program are all reasons that high-tech manufacturing is attracted to Pasco County. In 2016, Pasco EDC investor and real estate broker Bill Weatherford reached out to Pasco EDC for location assistance for GIC Engineering, a manufacturer of soft-gel caps for the pharmaceutical industry. The company ultimately moved into a 14,700-square-foot facility in the West Pasco Industrial Park with 11 new full time jobs with an average annual wage exceeding 150% of the county's average.

## OFFICE SPACE IN DEMAND

Small businesses are seeing positive growth especially along the SR 54/56 corridor and office space is in demand. Two companies, Rogers Towers, P.A. and Lighthouse Academies, requested Pasco EDC's help as they sought expansion space.

Seeing a need in the market, CLE Partners began construction of a spec office building after obtaining assistance with office trends, permitting and fees from Pasco EDC. With office vacancies on the decline, investors are once again speculating about future office demand.

## BUSINESS ATTRACTION BY THE NUMBERS

**587** *New Jobs* 

 *Square Feet* **466,911**

*Capital Investment* **\$61,284,752** 

## PASCO EDC PREPARES FOR GROWTH WITH READY SITES PROGRAM

Project-ready industrial properties are in demand from companies looking to build new facilities. They will not wait for a community to find an appropriate property and determine its suitability for development. Companies are seeking properties that are ready to go and relatively "risk free," and communities seeking to recruit projects need to be prepared to market their properties with a wealth of information and data on both their properties and community.

Recognizing this trend, Pasco EDC implemented the Pasco Ready Sites Program, supported by the Penny for Pasco Jobs and Economic Development Trust Fund. McCallum Sweeney Consulting (MSC), a site selection consulting firm based in Greenville, South Carolina, was retained to conduct the MSC Evaluation and Certification Program

on up to 2,500 acres in Pasco County, Florida sites over a three year period that meet the minimum criteria for the program. MSC executes a number of similar programs around the country and is designed to closely parallel MSC's site selection projects, with questionnaires and required support documentation similar to those required on siting projects.



Over the course of the three-year program, Pasco EDC will submit sites to MSC that meet minimum criteria guidelines to enter into the Evaluation Phase and eventually be invited into the Certification Phase by the consultant.

# START MOVE GROW



## TRU SIMULATION + TRAINING EXPANDS FOR SECOND TIME IN A YEAR

In Summer 2016, TRU Simulation + Training broke ground to add another 30,000 square feet to its Lutz facility. The project increased the facility's footprint by 50% and was launched less than a year after TRU Simulation cut the ribbon on its last expansion of operations in September 2015.

The facility specializes in business and military simulator manufacturing as well as serving as an FAA-certified Part 142 OEM-supported Pilot Training Center for several Textron Aviation products. The enlarged facility will accommodate four additional flight simulators in order to diversify its ProFlight Pilot Training programs and is expected to generate an additional 100 new jobs for Pasco County.

## GLOBAL ELECTRONICS TESTING SERVICES BUILDS NEW HEADQUARTERS



In June, Global Electronics Testing Services, LLC (GETS) broke ground on the construction of a new 10,000-square-foot building at the West Pasco Industrial Park in Odessa.

The facility will serve as global headquarters for the company, and a 5,000-square-foot, internationally-accredited laboratory will be the highlight of the new building. The project is GETS first step toward becoming a Defense Logistics Agency-approved laboratory for testing electronic components.

## PASCO EDC EXPANDS EFFORTS TO BOOST INTERNATIONAL TRADE

### INTERNATIONAL PROJECTS

This year, four Pasco County companies participated in trade missions to Costa Rica and Mexico to meet with potential buyers and distributors through the U.S. Commercial Service's Gold Key matchmaking program. These companies reported anticipated export sales in excess of \$2 million.

Five Pasco County companies worked with the Small Business Development Center at USF to complete their Export Marketing Plans, which help small business owners identify strategic foreign market expansion.

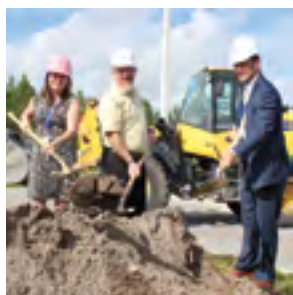


### J.T.D. ENTERPRISES GOES GLOBAL!

Earlier this year, Pasco EDC began offering export trade counseling to J.T.D. Enterprises, Inc. This led to a connection with the local Small Business Development Center, so they could develop an export marketing plan and grow their business via international markets. The result of that process led them to a targeted approach to identifying the countries that would give them the best chance for success and return on investment. They recently returned from a successful trip to the first country on their list and are now working with U.S. Commercial Service to secure Gold Key meetings in a second country.

COMPANY NAME	PRODUCT OR SERVICE	NEW & EXISTING EMPLOYEES	SQUARE FOOTAGE	CAPITAL INVESTMENT	LOCATION
Dixie Belle Paint Company	Manufacturer of Chalk Paint	16	4,800	\$27,000	Lutz
TRU Simulation + Training	Manufacturing / Testing / Training Facility	212	29,130	\$29,750,000	Lutz
Global Electronics Testing Services, LLC	Counterfeit Electronic Components Testing	13	9,512	\$2,428,000	Odessa
Medical Center of Trinity	Hospital / Medical Facility	1,408	64,443	\$38,122,000	Trinity
North Tampa Behavioral Health	Medical Facility	220	27,500	\$10,000,000	Wesley Chapel
R.J. Kielty Plumbing, Heating & Cooling	Plumbing, HVAC	200	36,000	\$3,500,000	New Port Richey

## NORTH TAMPA BEHAVIORAL HEALTH



North Tampa Behavioral Health broke ground in August on a new 27,500-square-foot expansion. The enlarged facility will accommodate 24 new beds with shell space for an additional 24 beds in the near future and create 50 new jobs. The first phase is set to expand NTB's C.O.R.E. program, which

addresses the needs of the area's veteran population.

## DIXIE BELLE PAINT COMPANY



Dixie Belle Paint Company's rapid success over the last two years has led to the hiring of six new employees and expansion into a 4,800-square-foot location. Dixie Belle continues to grow thanks in part to their participation in Pasco EDC's CEO Roundtable program and exploration into foreign markets

through SBDC's Export Marketing Plan.

## MEDICAL CENTER OF TRINITY

Pasco County's growing population continues to fuel demand for services from healthcare providers throughout the county. This year, Medical Center of Trinity increased their outpatient services capacity with a 64,443-square-foot expansion that will bring 108 new jobs to the existing location in the Trinity area of Pasco County.

## R.J. KIELTY PLUMBING, HEATING & COOLING

With residential and commercial construction on the rise in Florida, R.J. Kielty needed more space from which to run their multi-location plumbing and HVAC business. This year, they broke ground in New Port Richey on a new 36,000-square-foot headquarters and plan to increase their workforce by over 10 percent.

## BUSINESS RETENTION & EXPANSION BY THE NUMBERS

**287** New Jobs  **1,782** Existing Jobs

 **Square Feet**  
**171,385**

**Capital Investment**  
**\$83,827,000** 

## & FOREIGN DIRECT INVESTMENT

### PASCO EDC LAUNCHES INTERNATIONAL COMMITTEE



In an effort to promote international business development in Pasco County, Pasco EDC launched an International Committee in July 2016. The committee, Chaired by Commissioner Kathryn Starkey, is made up of community and business leaders from across Pasco County.

The committee will focus its attention on assisting local businesses with export sales and a strategic initiative to welcome and fully integrate foreign-owned businesses as well as their employees and families into the Pasco County community.



# START MOVE GROW



## TECH ENTREPRENEURS LAUNCH NEW VENTURE WITH SMARTSTART CHALLENGE

During the annual SMARTstart Challenge in February, Chris and Dagma Moranci of NetSynergy Virtual Solutions emerged victorious among the five entrepreneurs competing for a six-month, off-site membership at the SMARTstart Dade City Incubator and \$1,000 in startup capital, courtesy of Goin' Postal Franchise Corp. in Zephyrhills. The win helped NetSynergy launch their new venture, an app called Gift Card Connect.

Currently in beta testing, Gift Card Connect manages multiple gift cards in one location providing real-time card balances and the ability to share card "ownership" with others. Approximately 150 vendors/merchants are anticipated to be integrated into the service upon launch.

## DADE CITY BUSINESS INCUBATOR GROWS



This year, Pasco EDC relocated the SMARTstart Dade City Business Incubator to a new location in the heart of downtown Dade City.

The larger location gave Pasco EDC the opportunity to add co-working and hot desk space options as well as expanding

the number of dedicated office suites available at the incubator. Incubator members receive regular mentorship and counseling in addition to Wi-Fi, access to conference and meeting rooms, and a classroom with audio/visual capabilities.

## PARTNERING WITH OUR COMMUNITY TO GROW LOCAL BUSINESS

### LOCAL CHAMBERS PARTNER WITH PASCO EDC TO OFFER CO.STARTERS

This year, Pasco County's Chambers of Commerce teamed up with Pasco EDC to offer SMARTstart CO.STARTERS to current and future business owners in the areas they serve. The West Pasco Chamber of Commerce kicked off the initiative over the summer and the Greater Wesley Chapel Chamber followed suit, co-hosting the September 2016 session.

Be on the lookout for each of the County's six chambers to co-host one or more CO.STARTERS sessions in 2017.

### SCORE PASCO-HERNANDO & PASCO EDC SIGN COLLABORATION AGREEMENT



In September, Pasco EDC and SCORE Pasco-Hernando formalized a partnership agreement that would develop a series of interrelated programs to stimulate and nurture small business growth and development resulting in more knowledgeable, better-prepared entrepreneurs in Pasco County.



## GEARSPINNERS FINDS SUCCESS WITH HELP FROM PASCO EDC'S SMARTSTART PROGRAM



Thomas Giella, launched his business in September 2014 with help from Pasco EDC's SMARTstart program when he became a member of the **SMARTstart Dade City Incubator**. During his time as an on-site member of the incubator, Giella received access to office space as well as mentorship and coaching to help accelerate his growth. A year later, he participated in the inaugural session of **CO.STARTERS**, an educational course offered through the SMARTstart program, which enabled him to identify and evaluate new service lines for his company.

In May 2016, SMARTstart Incubator Director Krista Covey joined Giella as he celebrated with a ribbon cutting at his new commercial space in Lutz, from which he offers a broad range of I.T. support for small businesses. Giella plans to continue as an off-site member of the SMARTstart Dade City Business Incubator and is hoping to expand into Land O' Lakes and New Port Richey as well as continuing to build on the company's presence in both Dade City and Lutz.

## PENNY FOR PASCO PROVIDES SUPPORT FOR SMALL BUSINESS DEVELOPMENT PROGRAM

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. The funds had an immediate impact, providing the means to expand the Dade City Business Incubator, 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.

## THANK YOU TO OUR INCUBATION COALITION PARTNERS

- Pasco County Board of County Commissioners
- Bright House Networks Business Solutions
- CareerSource Pasco Hernando
- City of Dade City
- Florida High Tech Corridor
- Greater Dade City Chamber of Commerce
- Greater Pasco Chamber of Commerce
- Pasco-Hernando State College
- Saint Leo University
- SCORE Pasco-Hernando
- Small Business Development Center at USF
- TECO | Emera
- West Pasco Chamber of Commerce

## SMALL BUSINESS PROGRAMS BY THE NUMBERS

### SMARTstart CO.STARTERS

**3**  
Sessions

**19**  
Participants

### SMARTstart Incubator Program

**21**  
Members

**4**  
Program Graduates

**165**  
Classes & Events

**65**  
Jobs Created

### SMARTstart Roundtable Program

**2**  
CEO Roundtables

**1**  
Entrepreneur Roundtable

**25**  
Participants

### SMARTstart Microloan Program

**4**  
Loans Closed

**\$120,000**  
Amount Awarded

**18**  
Jobs Created or Retained

# TELLING THE PASCO STORY

## 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 our state and regional partners to promote the Tampa Bay Region and Pasco County as a smart choice for foreign trade and investment.

### Trade Shows & Sales Missions

- CoreNet (Los Angeles, CA)
- Canada Trade Mission (Toronto, Canada)
- Consultants Forum (Orlando, FL)
- World Forum for FDI (San Diego, CA)
- Germersheim Business Development Mission (Germany)
- Florida Medical Device Symposium (St. Petersburg, FL)
- Team Florida Consultant Event (Jacksonville, FL)
- SelectUSA Investment Summit (Washington, DC)
- NAIOP Industrial Conference (Jersey City, NJ)
- Florida Simulation Summit (Orlando, FL)
- NAIOP Commercial Real Estate Conference (Scottsdale, AZ)

### Presentations, Events, & Interviews

- Bay News 9 interview with Al Ruechel
- BDW Luncheon Workshop
- Business Link Presentation with San Antonio Credit Union
- Central Pasco Chamber Community Affairs Committee
- Central Pasco Chamber of Commerce
- City of Dade City Commission
- Dade City Rotary
- Enterprise Florida Foreign Offices Tampa Bay Visit



Pasco EDC's Devon Barnett (second from right) with other members of the Tampa Bay Export Alliance in the Enterprise Florida booth at Select USA in Washington, DC

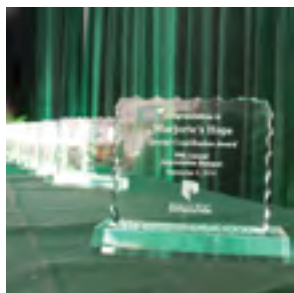
- Enterprise Florida Germany Visit to Pasco
- Florida Gulfcoast Commercial Association of REALTORS®
- Leadership Pasco
- Leadership Tampa Bay
- My Chamber TV Interview
- Pasco County Jobs & Economic Opportunity Committee
- Pasco Enterprise Network Presentation to Pasco Libraries
- Saint Leo University International Marketing Class
- SCORE Membership Meeting
- The Greater Dade City Chamber of Commerce
- The Greater Pasco Chamber of Commerce
- The Greater Wesley Chapel Chamber of Commerce
- The International Business Innovation Association
- Trinity Rotary
- Urban Land Institute
- Wesley Chapel Rotary
- Youth Leadership Pasco
- Zephyrhills Economic Development Coalition Steering Committee

## PASCO EDC RECEIVES PEER RECOGNITION



In October 2015, John Walsh attended the International Economic Development Council conference in Anchorage, Alaska. During the conference, Pasco EDC was honored with a Bronze Award for Excellence in Business Retention & Expansion. The award was given for Pasco EDC's leadership role in gathering a coalition of partners that helped keep Applicant Insight, New Port Richey's largest employer, in the city. This is the 17<sup>th</sup> award Pasco EDC has received in the last decade.

## INDUSTRY AWARDS HIGHLIGHT BUSINESS SUCCESS IN PASCO



In September, Pasco EDC kicked off its 30<sup>th</sup> Anniversary at its Annual Banquet & Trade Show at Saddlebrook Golf & Tennis Resort. Over 600 business and community leaders attended the event where they mingled with each other and connected with the 49 local businesses participating in this year's trade show.

The evening's event, emceed by Tampa Bay 10 News Anchor Courtney Robinson, culminated in the annual Industry of the Year Awards which tells the Pasco Story

by highlighting outstanding local companies in Pasco County, including:

### Manufacturing Industry of the Year (1-25 Employees)

Crestmark Pharmacy Services, LLC

### Manufacturing Industry of the Year (26+ Employees)

Leggett & Platt Adjustable Bed Group

### Technology Award

Global Electronics Testing Services, LLC

### New Business Award

Ortho Technology, Inc.

### Service/Distribution Industry of the Year (1-25 Employees)

Optimum Plumbing, LLC

### Service/Distribution Industry of the Year (26+ Employees)

Bayonet Plumbing, Heating & Air Conditioning

### Special Recognition Award

Bayfront Health Dade City

### Special Contribution Award

Marjorie's Hope

## MARKETING BY THE NUMBERS

### Face-to-Face Engagements

*Presentations  
to Groups* **35**

**2** *Trade/Consultant  
Missions* **9**  
*Business Development  
Trade Shows*

### Public Relations

**41** *News Releases* **70** *Media  
Stories*

### Digital & Social Media

**21,682** *Website Visits*

**45** **281** **208**  
*Social Media Referrals to Website*

**2,707**  
*YouTube Video Plays*

## PASCO EDC UNVEILS A NEW LOOK FOR THE FUTURE

With an eye toward the future, the Marketing Task Force embarked on a project to refresh Pasco EDC's visual branding. A new logo, updated collateral, and redesigned website would signal that the community had changed in the 18 years since the organization adopted its previous logo and encourage business executives and site selection consultants across the nation to take a fresh look at our community—one that has a lot to offer forward-thinking companies looking for long-term success in the Tampa Bay region.

The Task Force reviewed written proposals from a number of local agencies and followed-up with face-to-face presentations from the finalists. In the end, Marketing Alliance—an agency specializing in the economic development marketing for small- and mid-sized communities—was chosen to develop the new look.

A new logo for Pasco EDC and a complimentary logo for the SMARTstart Pasco small business program were unveiled to a crowd of more than 600 people at the 30<sup>th</sup> Annual Banquet in September. New websites for Pasco EDC, SMARTstart, and Pasco Enterprise Network are scheduled for completion by the end of 2016.



**PASCO EDC**  
NORTH TAMPA BAY, FLORIDA



**SMARTstart**  
A PASCO EDC PROGRAM



# 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.





# 2016 NetFest

Pasco Economic Development Council

## EVENT SPONSORS

- 83 Degrees Media
- Bohn Group, LLC
- Bright House Business Solutions
- ChappellRoberts
- Clearwater Gas System
- Coastal Design Consultants, Inc.
- Eshenbaugh Land Company
- Florida Capital Bank
- HPM
- King Engineering Associates, Inc.
- Leggett & Platt
- Lutz Learning Center
- Menna Development & Management, Inc.
- Pasco-Hernando State College
- Preferred Materials, Inc.
- Reiss Engineering, Inc.
- RIPA & Associates, LLC
- San Antonio Federal Credit Union
- SouthEast Personnel Leasing, Inc.
- Starkey Ranch
- Suncoast Credit Union
- Sycamore Engineering, Inc.
- Tampa Bay Times
- United Way of Pasco County
- Wiregrass Ranch, Inc.
- Zephyrhills Spring Water Company

APR  
2016

# 2016 30th Anniversary PASCO ECONOMIC DEVELOPMENT COUNCIL ANNUAL BANQUET

## EVENT SPONSORS

- ABCO Graphics & Printing, Inc.
- Artix Entertainment/Bohn Group
- Asphalt Paving Systems, Inc.
- Asturia
- Bank of America
- BayCare
- Bexley by Newland Communities
- Biltmore Construction
- Bright House Business Solutions
- CareerSource Pasco Hernando
- Clearview Land Design, P.L.
- Clearwater Gas System
- Coastal Design Consultants
- Connerton Community Council, Inc.
- Cushman & Wakefield
- Cutler Associates, Inc.
- Dewberry
- Duke Energy
- Express Employment Professionals
- Florida Capital Bank
- Florida Gas Contractors, Inc.
- Florida Hospital
- Florida Hospital Center Ice
- Galen College of Nursing
- GrowFL
- Hamilton Engineering & Surveying, Inc.
- Hilton Garden Inn Tampa Suncoast Parkway
- HPM
- King Engineering Associates, Inc.
- Leggett & Platt Adjustable Bed Group
- Medical Center of Trinity/Regional Medical Center Bayonet Point
- North Tampa Behavioral Health
- Pasco-Hernando State College
- Patriot Bank
- Port Tampa Bay
- Reiss Engineering, Inc.
- RIPA & Associates
- Rogers Towers, P.A.
- Saint Leo University
- ServisFirst Bank
- SouthEast Personnel Leasing, Inc.
- Stearns Weaver Miller Weissler Alhadeff & Sitterson, P.A.
- Suncoast Credit Union
- SunTrust Bank
- Tampa Bay Times
- TECO/Emera
- Tampa Hillsborough Economic Development Corp
- Wells Fargo
- Wesley Chapel Toyota
- Withlacoochee River Electric Cooperative
- Zephyrhills Spring Water Company

SEP  
2016

# PARTNERS ARE OUR KEY TO SUCCESS

As a public/private partnership, Pasco EDC relies on the generous support of our 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 \$366,700** from 82 total investors.
- **Annual Banquet sponsorships brought in \$66,830** from 51 sponsors.
- **NetFest sponsorships reached \$24,000** from 26 sponsors—a 26 percent increase over the year prior.
- **Wells Fargo, SunTrust Banks, and CenterState Bank donated a total of \$20,000** to continue to seed the Microloan Program.
- **The City of Dade City maintained its funding of \$50,000** to the SMARTstart Dade City Business Incubator.
- **Pasco County maintained its base funding of \$387,500.**
- **The Pasco County Board of County Commissioners granted \$2,983,000 million from the Penny for Pasco Jobs and Economic Opportunities Trust Fund** over 3½ years for expanded programs.



## LOOKING TO THE FUTURE

### 2017-2020 STRATEGIC PLAN



In August, the Board of Directors with the help of Pasco EDC staff launched an effort to update Pasco EDC's three-year strategic plan. During the first workshop the group adopted new mission and vision statements as well as organizational values. Later group workshops developed strategic goals.

The working group is in the process of developing key performance indicators, objectives, and activities and expects to roll out the final version of the plan in early 2017. Information from Pasco EDC's strategic plan will be taken into account as County staff works on the overall strategic plan for Pasco County.

### 2016-2017 LEGISLATIVE AGENDA

#### Top Priorities

- Amend the definition of Subdivision in Florida Statutes 177.031(18) to enable optional non-residential platting
- Accelerate Overpass Road/Interstate 75 Interchange Construction
- Advance S.R. 56/Interstate 75 Diverging Diamond Interchange
- Removal of the U.S. Army Corps of Engineers oversight in Florida
- Advance Clinton Avenue extension and alignment with US Route 98/US Highway 301

#### Other Priorities

- Reverse the Supreme Court's proposed Workers' Compensation rate increase



# OUR INVESTORS IN JOB CREATION

## ACCOUNTANTS & ATTORNEYS

» **Barbara L. Wilhite, PA**  
Shumaker, Loop and Kendrick, LLP  
Stone, Parker & Company, LLC

## COMMUNICATIONS

» **Bright House Networks**

## COMMUNITY/NON-PROFIT ORGANIZATIONS

Central Pasco Chamber of Commerce  
Greater Dade City Chamber of Commerce  
Greater Pasco Chamber of Commerce  
Greater Wesley Chapel Chamber of Commerce  
United Way of Pasco County  
West Pasco Chamber of Commerce  
Youth and Family Alternatives, Inc.

## DEVELOPERS/ DEVELOPMENTS/ CONTRACTORS

» **Adam Smith Enterprises, Inc.**  
Batson-Cook Company  
Bell Fruit, LLC  
Chesterfield Park Associates, LP  
Connerton  
Construction Management Services  
Creative Contractors Inc.  
» **Cutler Associates, Inc.**  
Cypress Creek Town Center  
Kitson & Partners  
» **Metro Development Group, LLC**  
» **Newland Communities**  
» **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.  
J.T.D. Enterprises, 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  
Eikon Consultant Group, LLC  
» **Heidt Design, LLC**  
» **King Engineering Associates, Inc.**  
Reiss Engineering, Inc.  
Stantec

## FINANCIAL INSTITUTIONS

Bank of America  
» **BB&T**  
Centennial Bank  
First National Bank of Pasco  
MidFlorida Credit Union  
Midwest Regional Bank  
Patriot Bank  
Republic 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  
» **Florida Hospital Wesley Chapel**  
» **Johns Hopkins All Children's Hospital**  
Medical Center of Trinity  
» **Morton Plant North Bay Hospital**  
Regional Medical Center Bayonet Point

## INDUSTRIAL/OFFICE PARKS

Dade City Business Center

## SPECIAL THANK YOU TO OUR LARGEST INVESTOR

PASCO COUNTY  
BOARD OF COUNTY  
COMMISSIONERS

## MARKETING

ChappellRoberts

## 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

Florida Gas Contractors, Inc.  
Hilton Garden Inn Tampa Suncoast Parkway  
ISPC  
» **Morgan Auto Group, LLC**  
Network People, Inc.  
Spherion Staffing  
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

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## PASCO EDC STAFF

**Bill Cronin**  
*President/CEO*

**John Walsh, CEcD**  
*Vice President*

**Krista Covey**  
*SMARTstart Incubator Director*

**Tom Ryan**  
*Economic Development Manager*

**Devon Barnett**  
*Economic Development Manager*

**Suzanne Renczkowski**  
*Office Manager*

**Jennifer Lachtara**  
*Marketing Communications  
Coordinator*

**Becky Martin**  
*Special Program Assistant*

**Holly Carapella**  
*SMARTstart Program Assistant*

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## PASCO ECONOMIC DEVELOPMENT COUNCIL

16506 Pointe Village Dr., Ste. 101  
Lutz, FL 33558-5255  
(888) 60-PASCO  
[www.PascoEDC.com](http://www.PascoEDC.com)

## FY 2015-2016 POLICY COUNCIL

**Jimmy Adcock**, *Tampa Electric/Peoples Gas*  
**Denyse Bales-Chubb**, *Florida Hospital Wesley Chapel*  
**Dr. Timothy Beard**, *Pasco-Hernando State College*  
**Dr. Michael Nastanski**, *Saint Leo University*  
**Michael Yungmann**, *BayCare Health System*

## FY 2015-2016 BOARD OF DIRECTORS

### OFFICERS

**Barbara Wilhite**, *Chair, Barbara L. Wilhite, P.A.*  
**Jimmy Adcock**, *Vice Chair, Tampa Electric/Peoples Gas*  
**Lex Smith**, *Past Chair, SunTrust Bank*

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**Keith Appenzeller**, *King Engineering Associates, Inc.*  
**Powers Dorsett**, *Bell Fruit, LLC*  
**Lew Friedland**, *Adam Smith Enterprises, Inc.*  
**Patrick Gassaway**, *Heidt Design, LLC*  
**Stewart Gibbons**, *Connerton*  
**Kevin Glenn**, *Cutler Associates, Inc.*  
**Chris LaFace**, *RIPA & Associates, LLC*  
**Jeffrey Lampasso**, *BB&T Bank*  
**Mike Lawson**, *Metro Development Group, LLC*  
**Joe Marina**, *Withlacoochee River Electric Cooperative, Inc.*  
**Carol McDaniel**, *Johns Hopkins All Children's Hospital*  
**Dewey Mitchell**, *Berkshire Hathaway Florida Properties Group*  
**Larry Morgan**, *Morgan Auto Group, LLC*  
**Joseph Munier**, *Wells Fargo*  
**Kristi Cheatham Pettit**, *Clearwater Gas System*  
**Danielle Ruiz**, *Duke Energy*  
**Larry Rupp**, *Suncoast Credit Union*  
**Trey Starkey**, *Starkey Land Company, LLC*  
**Randy Surber**, *Florida Hospital Zephyrhills*  
**Eric Weekes**, *Saint Leo University*

### EX OFFICIO

**Michael Moore**, *Pasco County Commissioner*  
**Mayor Camille Hernandez**, *City of Dade City*  
**Michele Baker**, *Pasco County Administrator*