

TAMPA CONSULTANTS FORUM

JW Marriott Water Street, December 6 - 8, 2021

Area Development would like to acknowledge our Host Sponsors.



OPENING — MONDAY, DECEMBER 6

5:30 pm Registration
H.B. Plant Ballroom Foyer (2nd Floor)

6:00 – 7:00 pm Sponsor and Speaker Private Reception
Gasparilla (2nd Floor)

Sponsor:



7:00 – 8:30 pm Welcome Reception and Dinner
H.B. Plant Ballroom (A-D)

Reception Sponsor:



Dinner Sponsor:



DAY ONE — TUESDAY, DECEMBER 7

7:15 – 8:15 am Opening Breakfast
H.B. Plant Ballroom (A-D)

Sponsor:



8:30 – 9:00 am Opening Remarks
H.B. Plant Ballroom (E-F)

Dennis Shea
 President & Publisher
 Area Development | The Consultants Forum

Mayor Jane Castor
 City of Tampa

9:00 – 9:30 am The Changing Industrial Landscape
 Industrial real estate experts will present their latest insights into the rapidly evolving U.S. industrial market. Participants will learn the latest trends and see how e-commerce is transforming the industrial landscape. Leveraging their deep knowledge of industrial user needs and development trends, our speakers will share where demand is headed and discuss the outlook for the sector.

Speakers: Managing Director, Industrial Real Estate & Executive Vice President, Retail/E-commerce Distribution
JLL

Senior Director, Industrial Research
JLL

9:35 – 10:00 am **How Is the Tech Industry Performing and Where Is It Going?**

Tech products and services have been essential for business continuity in the COVID-19 era, resulting in robust tech job growth over the past 12 months. This in turn has led to the industry powering the early-stage office market recovery. Between migration trends and continued fast-paced industry growth, the desired tech markets are changing—and it has implications for workforce and real estate decisions. The session will explore what markets have the biggest tech talent pools—and who is seeing the largest growth.

Speaker: Senior Vice President, Location Incentives Group
CBRE

10:05 – 10:20 am **Networking Refreshment Break**

H.B. Plant Ballroom Foyer

Sponsor:



10:25 – 11:00 am **The Impact of COVID-19 on Site Selection Decisions**

While COVID-19 brought about new challenges, it also amplified existing challenges. The COVID-19 crisis has forced companies to rethink their approach to operational and location strategies. This session will address how certain factors are becoming more/less important and how they may influence future location decisions.

Panelists: Executive Managing Director,
 Business Incentives Practice
Cushman & Wakefield

Senior Managing Director, Business Incentives Practice
Cushman & Wakefield

Senior Managing Director, Business Incentives Practice
Cushman & Wakefield

11:05 – 11:30 am **The Logistics Analysis that Drives Site Selection**

In this session you'll learn how occupiers evaluate their supply chain location requirements before going through the incentives process or site selection. You'll take away from this session an understanding of the drivers of Industrial site selection to enable you to ask prospect companies why they want to be in your community and what their business justifications are for doing so. This understanding should help the EDO to incentivize the desired tenant businesses to complement goals in their state or market.

Speaker: Managing Director, Global Supply Chain Advisory
CBRE

11:35 am – 12:00 pm **Life Science...So Hot Right Now**

As we emerge from the global COVID-19 pandemic it seems like life science companies, development and investment is everywhere! What are some of the basics so that you can speak persuasively and authentically to these prospective companies? What are the most important drivers for life science users? What will ensure your municipality will make the cut" for these multi-market searches? Deb Boucher, one of the leading life science advisors in the country, will talk attendees through how they can best prepare to bring life science jobs and investment to their communities.

Speaker: Executive Managing Director
Cushman & Wakefield

12:00 – 1:00 pm **Networking Lunch**

H.B. Plant Ballroom (A-D)

Sponsor:



1:10 – 1:40 pm **Where Did the Employees Go and How Is it Affecting Corporate Real Estate Decisions?**
 Our speakers will dive into how new workplace (or lack of) trends are affecting their clients; what this means for legacy and future projects; recently passed and pending legislation for post-Covid incentives; and will try to answer the question that everybody is asking, where did the employees go?

Speakers: Vice President, Infrastructure & Economic Development
McGuireWoods Consulting LLC

Managing Partner
Atlas Insight, LLC

1:45 – 2:15 pm **How Site Selectors Grade Your Workforce**
 Site selectors are laser-focused on talent for every project from manufacturing to office to R&D. This session will introduce economic developers to the key metrics used by Newmark to evaluate markets and how communities can better prepare their workers and educators to compete. Markets need to meet a project's short-term labor requirements and provide for long-term labor sustainability. The exact mix of skills and experience varies by project.

Speakers: Managing Director, Global Corporate Services
Newmark

Senior Manager Director, Global Strategy Consulting
Newmark

2:20 – 2:50 pm **Shortening the Path to Victory in Rural America**
 Readied sites take time, credible partners, money, commitment, and vision — vision for the site, how it's planned; vision for the community and what a win looks like. It's not about having free dirt to give, and having dirt is just the beginning. This is about Readied Communities.

Speakers: Economic Development Manager
Weyerhaeuser

Director, Rail Advisory Group
Cushman & Wakefield

2:50 – 3:00 pm **Networking Refreshment Break**
H.B. Plant Ballroom Foyer

Sponsor:



3:00 – 4:00 pm **Roundtable Discussions (two 30-minute sessions)**
H.B. Plant Ballroom (A-D)

EVENING AT ARMATURE WORKS

With its unobstructed view of the Hillsborough River, the historic structure has been reinvented into a fully restored mixed-use building and premier community destination with innovative eateries, Heights Public Market, and reimaged event spaces.

6:00 – 6:45 pm **Sponsor and Speaker Private Reception**
(Bus leaves from South Florida Street entrance at 5:45 pm)

Sponsor:



**PINELLAS
 COUNTY**

ECONOMIC DEVELOPMENT
 WWW.PCED.ORG

6:45 – 8:45 pm **Networking Reception and Dinner**
(Bus leaves from South Florida Street entrance at 6:30 pm)

Reception Sponsor:



Dinner Sponsor:



DAY TWO — WEDNESDAY, DECEMBER 8

7:45 – 8:45 am **Networking Breakfast**
H.B. Plant Ballroom (A-D)

Sponsor:



8:45 – 9:00 am **Day-Two Opening Remarks**
H.B. Plant Ballroom (E-F)

9:00 – 9:30 am **Manufacturing in Mexico: How to Position Your Community to Compete**

As manufacturers look to reshore and near-shore, Mexico can be a very attractive option to mitigate risk by shortening supply chains while still retaining access to U.S. consumers and controlling operational costs. The session will provide a primer on why companies look at Mexico, focusing not just on the advantages but also the challenges of operating there. And, more importantly, our speakers will discuss how U.S. communities can sell against Mexico to retain, grow, and attract manufacturers in their own markets.

Speakers: Senior Vice President
 Site Selection Group

Senior Vice President
 Site Selection Group

9:35 – 10:05 am **Cost/Benefit Analysis of Incentive Programs – How Companies Assign Value**

This session will discuss the ways in which companies establish the true value of each incentive offer for a project. Method(s) of monetization, compliance requirements, recapture provisions, application documentation, confidentiality, and many other factors can impact the value that is incorporated into the site selection analysis.

Speakers: Senior Manager, National Multistate Tax Practice
 Deloitte Tax LLP

Senior Manager, National Multistate Tax Practice
 Deloitte Tax LLP

10:10 – 10:35 am **How TIF Can be Much More Valuable Than Tax Abatement – A Real-World Case Study**

The presenter will describe how TIF was used creatively to facilitate development of the corporate headquarters for American Greetings and associated commercial development. Attendees will learn how leveraging a great bond rating, tax-exempt financing, and a public-private partnership transaction structure limited risks and lowered costs, while facilitating the construction of significant office, retail, residential, and amenity space.

Speaker: Partner
 Vorys, Sater, Seymour and Pease LLP

10:45 am **Closing Remarks**

11:00 – 11:30 am **Networking/Checkout Break**
H.B. Plant Ballroom Foyer

Sponsor:



11:30 am – 12:30 pm **Closing Lunch**
H.B. Plant Ballroom (A-D)

Sponsor:

