

ST. PETERSBURG CONSULTANTS FORUM

The Vinoy Renaissance, December 4 - 6, 2022

Area Development would like to acknowledge our Host Sponsors



OPENING — SUNDAY, DECEMBER 4

5:30 – 8:30 pm **Registration**
Royal Ballroom Foyer – Conference Level

6:00 – 7:00 pm **Sponsor and Speaker Private Reception**
Tea Garden

Sponsor:



7:00 – 9:00 pm **Welcome Reception and Dinner**
Esplanade (Backup: Majestic Ballroom)

Reception Sponsor:



Dinner Sponsor:



DAY ONE — MONDAY, DECEMBER 5

7:15 – 8:15 am **Opening Breakfast**
Esplanade

Sponsor:



8:30 – 9:00 am **Opening Remarks**
Royal Ballroom – Conference Level

Dennis Shea
President & Publisher
Area Development | The Consultants Forum

Gina Driscoll
City of St. Petersburg Council Chair

9:00 – 9:25 am **Federal Sustainability Tax Update**
Learn the latest about the new energy tax provisions and other benefits provided through recent federal legislation, such as the Inflation Reduction Act and the Infrastructure Investment and Jobs Act, and how these new programs can enhance your economic development strategy.

Speakers: Senior Manager, Global Location Investment, Credits & Incentives
EY

Executive Director, Global Location Investment, Credits & Incentives
EY

9:30 –
10:00 am

A Look Back at 2022: The Projects that Stood Out

The panelists will review the year from a personal lens, highlighting and discussing those projects that were uniquely worked by both consultant and community and eventually landed.

Panelists: Managing Director, Total Workplace
Cushman & Wakefield

Director, Business Incentives Consulting
CLA

Senior Manager, National Multistate Tax,
Credits & Incentives
Deloitte

10:05 –
10:25 am

Networking Refreshment Break

Royal Ballroom Foyer

Sponsor:



10:30 –
10:55 am

2022 U.S. Industrial & Logistics Occupier Survey

The U.S. industrial & logistics real estate sector continues to see strong demand as occupiers add space to support supply chain diversification and inventory protection strategies. But how long can it last? CBRE surveyed industrial occupiers across the U.S. to gauge their sentiment, location strategies and future plans. The results suggest demand will remain robust, but challenges lie ahead.

Speakers: First Vice President, Americas Consulting –
Location Incentives
CBRE

11:00 –
11:25 am

I Want My Package Now...But No Trucks!

It's no secret companies are finding it more difficult to locate big-box distribution centers at desired strategic areas and sites. Elongated planning and zoning permitting review timelines, political pressure from elected officials and citizens criticizing the quality of jobs and increased traffic, and restrictive ordinances and technical standards targeting distribution facilities are all challenges that companies face. So, take em or leave em?

Speakers: Managing Partner
Atlas Insight LLC

Director
Atlas Insight LLC

11:30 am –
12:00 pm

Telling a Convincing Workforce Story

Whether it's key labor data you post on your website or customized market intelligence you share during a final site visit, the content and form of your labor "story" has never been more critical. Three consultants will candidly share their recent experience on this subject across the U.S. and go into detail on how to put together data and intelligence that keeps your region in contention and potentially influences a final decision.

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

Founder
Kupperman Location Solutions

Senior Vice President
Site Selection Group

12:15 –
1:15 pm

Networking Lunch

Esplanade

Sponsor:



**1:25 –
1:50 pm**

Life Science Perspectives: Tactical Considerations for Community and Site Selection

The life sciences industry has become top-of-mind to many communities as it continues to be a major economic driver throughout the world. Drawing on past and current life science site selection engagements, our speakers will explore the various segments within the industry, potential opportunities, and decision factors that drive competitive life science site selection projects.

Speakers: Senior Managing Director, Global Strategy
Newmark

Senior Managing Director,
Economic Incentives Practice
Newmark

**1:55 –
2:25 pm**

North, South, East, and West – Is Anyone the Best?

The panelists will review the year of big announcements and ask who can win the next batch of deals. Where are the labor, power, water, and friendly business environments?

Panelists: Consultant, Logistics & Industrial Consulting
Cushman & Wakefield

Executive Managing Director,
Strategic Consulting & Business Incentives Advisory
Cushman & Wakefield

Executive Managing Director,
Business Incentives Practice
Cushman & Wakefield

**2:30 –
2:45 pm**

Networking Break

Royal Ballroom Foyer

Sponsor:



**2:45 –
4:00 pm**

Roundtable Discussions (two 30-minute sessions)

Royal Ballroom

Please see the back of your badge for your table numbers (left to right).

A NIGHT OUT DOWNTOWN AT SEA SALT

6:00 – 9:00 pm



83 2nd Ave N, Street

*Experience Venetian-inspired ocean-centric cuisine
in historic downtown St. Petersburg.*

SPONSOR AND SPEAKER PRIVATE RECEPTION

6:00 – 7:00 pm

Sponsor



THE ART & SCIENCE OF BUILDING

GENERAL RECEPTION AND DINNER

7:00 – 9:00 pm

Reception Sponsor



Dinner Sponsor



*The restaurant is a 10-minute walk from The Vinoy.
Please wear your badge! Smart casual attire suggested.*

DAY TWO — TUESDAY, DECEMBER 6TH

BREAKFAST 8:00 AM | NETWORKING BREAK 9:50 AM | CLOSING LUNCH 11:30 AM

Sponsor



Sponsor



Sponsor



BREAKOUT SESSION ONE: 9:15-9:50 AM

ROYAL BALLROOM A

Labor Questions Employers Are Asking to Find Reassurance in Site Selection Decision-Making

Uncertainty looms globally and employers are reflecting this cautiousness. What questions are they asking behind closed doors as they consider new markets? What labor trends are driving these questions? Our speaker will highlight some of the more relevant areas of concern as employers start to “look under the hood” to determine if the market has not only the attributes to meet their strategic vision but also what your answers mean to them throughout the process.

Speaker: Managing Director, Americas Consulting – Labor Analytics
CBRE

BALLROOM B

In the Face of Industrial Uncertainty

The session will explore the challenges and pitfalls for retail distributors as they balance growing and evolving their supply chain in the face of competition, supply chain and labor challenges, as well as an uncertain economic future.

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

BALLROOM C

The Modern Marketing Playbook for Corporate Investment

As the lead economic development marketer for the state of Tennessee for nearly a decade and recently as an advisor to Governor Bill Lee, Justin Lane has implemented strategies that have led to Tennessee becoming one of the fastest-growing economies in the U.S. Lane will share his approach for EDOs, of any size, who are looking to deliver and analyze business development lead campaigns.

Speaker: President
Civitas Agency

BREAKOUT SESSION TWO: 10:15-10:50 AM

ROYAL BALLROOM A

The Analytics Age: How Data is Transforming Office Site Selection

Establishing a sequential framework to conduct an efficient site selection process informed by data is critical to reducing risk and selecting a location that leads to a successful project. The information available is abundant, but if the data isn't used and interpreted correctly, your office or headquarters prospect may see your community as riskier than the competitors.

Speaker: Senior Vice President,
Head of Location Intelligence & Workforce Analytics
Colliers

BALLROOM B

Right People in the Room: How to Make or Break Your Next Project

You have one chance to make a first impression. When it comes to presenting your community and a company's future home, the people in the room, the content shared, and the quality of the presentation matter. Our speaker will reflect on memorable projects.

Speaker: Consultant
Avison Young Consulting Services

BALLROOM C

Decoding ESG in the Site Selection Process

ESG goals have long been part of the site selection process, but are driving the decision-making process in a much larger way. Join this session for a conversation about understanding your prospects' goals and practical strategies to present your community's ability to help meet them, from renewable energy to DE&I.

Speaker: Manager, Location Analysis & Incentives
Maxis Advisors