

# Welcome Tech Hub Partners



UNIVERSITY of  
**SOUTH FLORIDA**



# Dr. Sylvia Thomas

*Vice President of Research & Innovation, USF*



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# Today's Agenda

## Welcome

*Dr. Sylvia Thomas, Vice President of Research & Innovation, USF,  
Dr. Prasant Mohapatra, Provost, Executive Vice President for Academic Affairs, USF*

## Overview

*Dr. Sylvia Thomas, Vice President of Research & Innovation, USF*

## Tech Hub Stats, Trends & Key Takeaways

*Elizabeth Nelson, Shannon Pastizzo, USF*

## Select Best Practices in Successful Regional Collaboration

*Bemetra Simmons, Tampa Bay Partnership*

## Comprehensive Economic Development Strategy (CEDS)

*Harry Walsh, Tampa Bay Regional Planning Council*

**- BREAK -**

## Discussion

*Moderated by Dr. Saundra Johnson Austin, USF*

## Next Steps & Wrap-Up



# Dr. Prasant Mohapatra

*Provost, Executive Vice President for  
Academic Affairs, USF*





A large bronze bull sculpture is the central focus, depicted in a dynamic, running pose as it splashes through water in a fountain. The bull is dark and highly detailed, showing its musculature and horns. In the background, a modern, multi-story building with a curved facade and large glass windows is visible. The scene is set outdoors with some greenery and a clear sky. The entire image has a semi-transparent teal overlay.

**“Tampa Bay is the prime region in the United States with the foremost potential to become a self-sustaining, globally competitive cybersecurity hub.”**

*- Quote from Grant Submission*

# The Tampa Bay Regional Tech Hub



- The EDA's Regional Technology Hub Program aimed to identify regions with **existing potential**, where an EDA investment could **catalyze self-sustaining, globally-competitive regions** over the next decade, with each focused on a key technology focus area.
- The program had two distinct opportunities: Tech Hub Designation and Strategy Development Grants. Those regions designated as Tech Hubs were invited to apply for up to \$150M in Phase II.
- Led by USF, 45 organizations from across the region and beyond came together to accelerate the region's cybersecurity industry to a global scale. The group built upon its demonstrated track record of collaboration, inclusive spirit, and broad political support to compile both a Tech Hub Designation proposal and a Strategy Development Grant proposal.

# Tech Hub Consortium Members

## Institutions of Higher Education

- University of South Florida
- Bethune-Cookman University
- Cyber Florida
- Florida Agricultural and Mechanical University
- Florida International University - Global Forensic and Justice Center
- Florida Memorial University
- Hillsborough Community College
- Pasco-Hernando State College
- St. Petersburg College

## State, Territorial, Local, or Tribal Governments

- Hillsborough County
- Pasco County
- Pinellas County

## Industry or Firms in Relevant Sectors

- Abacode
- Accenture
- A-Lign
- DEFENSEWERX, dba SOFWERX
- KnowBe4

- Mosse Cyber Security Institute
- OPSWAT
- Rapid 7
- Reliaquest

## Economic Development Organizations

- Florida High Tech Corridor
- Florida-Israel Business Accelerator
- Pasco Economic Development Council
- Soaring City
- City of St. Petersburg Economic and Workforce Development Department
- St. Petersburg Economic Development Corporation
- St. Petersburg Innovation District
- Tampa Bay Partnership
- Tampa Bay Regional Planning Council
- Tampa Bay Economic Development Council

## Labor Organizations or Workforce Training Organizations

- CareerSource Tampa Bay

## Organizations that Contribute to Increasing the Participation of Underserved Populations

- LT3 Group
- SMARTstart Pasco
- Tampa Bay Innovation Center
- Tampa Bay Tech
- Tampa Bay Wave
- The Mainframe

## Organizations that Promote Local Economic Stability, High-wage Domestic Jobs, and Broad-based EO

- Moffitt Cancer Center
- Port Tampa Bay
- Society for Information Management (SIM) Tampa Bay Chapter
- Tampa General Hospital

## Federal Laboratories

- Idaho National Laboratory
- James A. Haley Veterans Hospital

## Manufacturing USA Institutes

- Advanced Robotics for Manufacturing (ARM) Institute

## Transportation Planning Organizations

- Tampa International Airport

# Tech Hub Priorities





# Tech Hub Stats, Trends & Key Takeaways



**Elizabeth Nelson**

*Program Director,  
Florida High Tech Corridor*



**Shannon Pastizzo**

*Program Director,  
USF CONNECT*

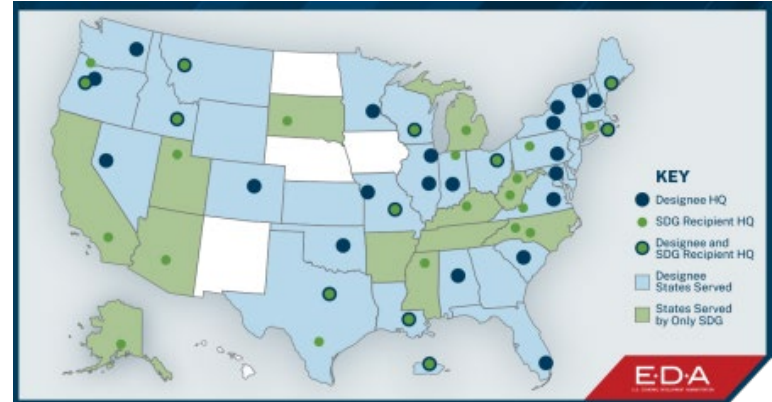


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# Tech Hub Applicants & Awardees

Tech Hub Designation	198 Applicants	31 Hubs
Strategy Dev. Grants	181 Applicants	29 Recipients

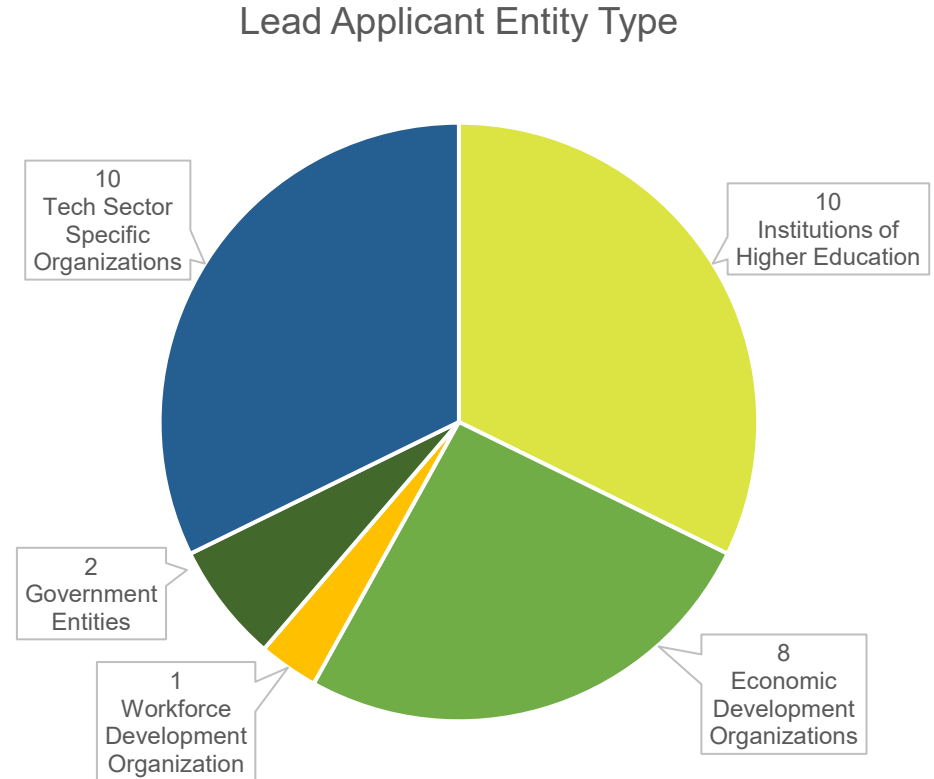
- Out of nearly 400 applicants, 49 unique consortia awarded
  - 11 Designated Hubs also received Strategy Development Grants (SDG)
- Benefit to small & rural communities was a major factor
  - 71% of Designees, 82% of Strategy Development Grants
- Tech Hubs Program was authorized for \$10B, currently only \$500M has been appropriated



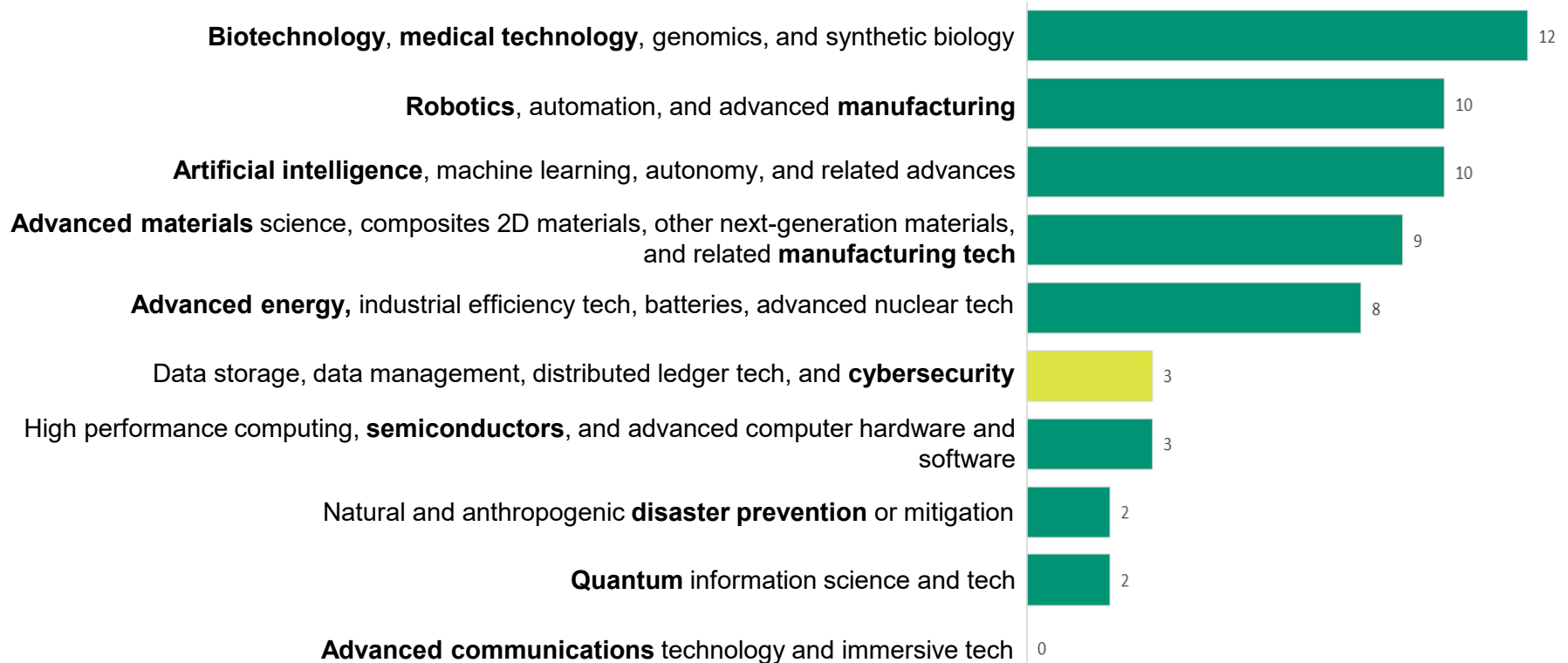
Regional Office	Designation (31 Total)	Strat. Dev. Grant (29 Total)
Atlanta	3	4
Austin	3	3
Chicago	6	4
Denver	4	4
Philadelphia	10	8
Seattle	5	6

# Lead Entity of Designated Tech Hubs

- **No clear preference in designees,** lead entity that best suited the region
- **Key Takeaway:** Successful proposals built on existing working relationships and past funding success
  - 35% had success in the Build Back Better Regional Challenge (Finalist or Awardee)
  - 32% had success in NSF Regional Engines (Type 1 or Type 2)



# Tech Hub Portfolio by Key Technology Focus Area (KTFA)



Number of Proposals with KTFA focus



# Designated Tech Hub Portfolio by Focus

- Advancing Biotechnology: Drugs & Devices **(6 Hubs)**
  - Advancing Biotechnology: Precision & Prediction **(5 Hubs)**
  - Accelerating Our Energy Transition **(5 Hubs)**
  - Enabling Safe and Effective Autonomous Systems **(3 Hubs)**
  - Regaining Leadership in Semiconductor Manufacturing **(4 Hubs)**
  - Growing the Future of Materials Manufacturing **(4 Hubs)**
  - Maintaining Our Quantum Edge **(2 Hubs)**
  - Strengthening Our Critical Mineral Supply Chain **(2 Hubs)**
- 
- **Improving Speed & Security of our Digital Lives (3 SDGs)**
    - *Focus on 3D modeling for manufacturing, advanced wireless technologies, digital identity solutions*

# Features of Successful Proposals

## **Narrowly defined tech area, drove specifics throughout the proposal**

- Clearly-defined market opportunity, competitive advantage, and strategy to capture the market
- Specific strategy to commercialize and manufacture products related to the chosen technology area
- Identified specific, novel, and/or proven lab-to-market strategies

## **Holistic private sector engagement in all areas**

- Identify and access capital
- Comprehensive understanding of current labor force, gaps, and evolution as the Hub grows
- Employer driven workforce programs, with a focus on inclusion and equity
- Represent the tech's full supply chain

## **Regional coordination**

- Past relevant collaboration, with tangible outcomes (i.e. federal funding)
- Evidence of meaningful coordination across the entire region

# Case Studies from Successful Proposals

## South Florida Climate Resilience Tech Hub – Miami-Dade County (FL)

- Very strong narrative, case-making around ‘Why Miami’
- Leveraged nationally recognized consultant support for convening, research, and grant writing
- Built on collation efforts underway as part of NSF Engine Proposal
- Identified four specific tech areas with private sector partners at the center of each

## Heartland BioWorks – Applied Research Institute (IN)

- Existing consortium of academia, industry, and government
  - The Institute focuses on several tech areas related to national competitiveness, selected biomanufacturing
  - “Conducted significant research and industry outreach over the past two years (e.g., six workshops, three industry surveys, and 150+ interviews) to identify the specific gaps that need to be addressed to... become the global leader in biomanufacturing.”
- Presented three cohesive target projects
  - BioTrain – Workforce
  - BioLaunch – Start-Up Support
  - BioMake – Manufacturing Infrastructure

## NY SMART I-Corridor Tech Hub – CenterState Corporation for Economic Development (NY)

- Focused on semi-conductor fab and leveraged public and private investment
  - \$100B corporate facility investment, BBBRC, NSF Engine
- “Application is the result of a focused two-year effort to convene leaders in higher education, economic and workforce development, industry, government, and equity work”

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graph TD; A((Key Takeaways from Successful Proposals)) --- B((Leveraged Previous Funding & Successes)); A --- C((Coordinated, Existing Partnerships)); A --- D((Strong Storytelling & Tangible Programs));
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## Key Takeaways from Successful Proposals

Leveraged  
Previous Funding  
& Successes

Coordinated,  
Existing  
Partnerships

Strong Storytelling  
& Tangible  
Programs





*Introducing*

# BEMETRA SIMMONS

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**President and CEO**

T A M P A B A Y  
P A R T N E R S H I P

# CONSORTIUM MEMBERS



T A M P A B A Y  
PARTNERSHIP

# LEAD ORGANIZATION

Lo

**EDA requires the lead consortium member to employ, or establish a relationship with a designated Regional Innovation Officer (RIO) who will:**



Lead overall regional innovation agenda

Provide cross-institutional leadership across regional innovation ecosystems

Unlock the rules, processes, and programs within individual firms and research institutions that are driving innovation in the region

Foster collaboration by convening individual firms, investors, entrepreneurs, and workers

Ensure clear and effective governance and leadership of the consortium

T A M P A B A Y  
PARTNERSHIP

# **LESSONS LEARNED**

- Feedback was from Phase I Tech Hub Recipients
- Trusted community convener served as lead
- Quality of consortium members versus quantity
- On-going collaboration



# **LESSONS *LEARNED***

- Thoughts leadership from consortium members
- Increased equitable economic growth for underserved communities
- Use of elected officials
- Complementary federal funding

# Q & A

T A M P A B A Y  
PARTNERSHIP

# Overview of the 2024 Tampa Bay Comprehensive Economic Development Strategy (CEDS)



Harry Walsh, Senior Economic  
Development Planner

Tampa Bay Regional Planning Council  
(TBRPC)

# Key Questions

- Who is the Tampa Bay Regional Planning Council?
- What is the CEDS?
- Why does it matter?
- How does it relate to you and your organization?





# Who is TBRPC?



## TAMPA BAY REGIONAL PLANNING COUNCIL

### Mission Statement:

To serve our citizens and member governments by providing a forum to foster communication, coordination, and collaboration in identifying and addressing needs regionally.

### Who we serve (members):

- 6 Counties
- 23 Municipalities
- 13 Gubernatorial Appointees
- 3 Ex-Officios



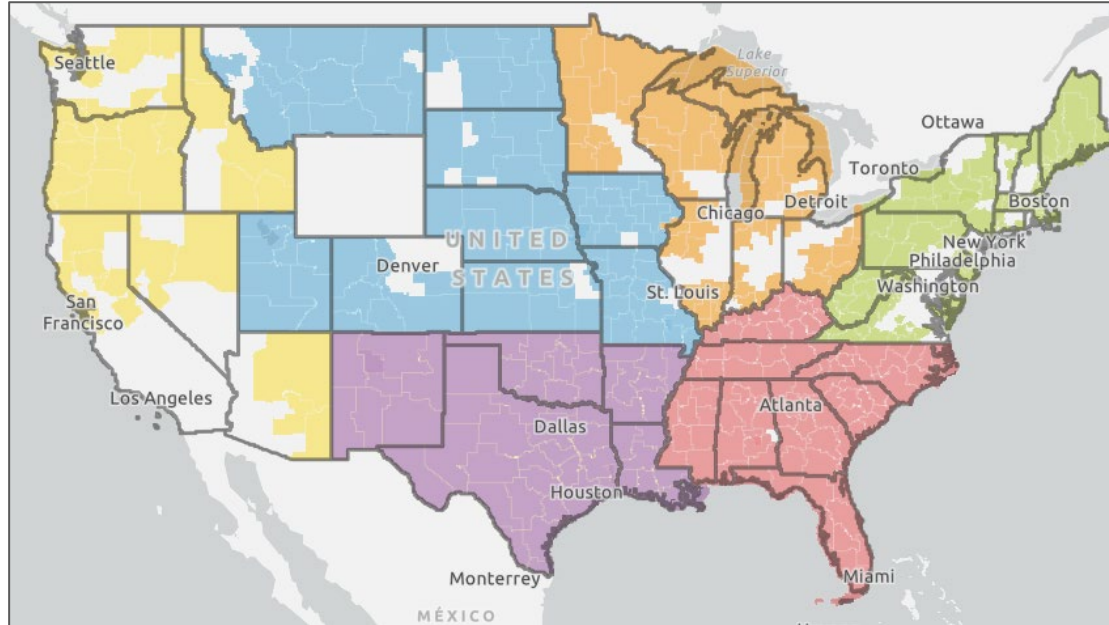
**TAMPA BAY**  
REGIONAL RESILIENCY COALITION



**TBRPC**  
TAMPA BAY REGIONAL  
PLANNING COUNCIL  
AGENCY ON BAY MANAGEMENT



# Economic Development Districts

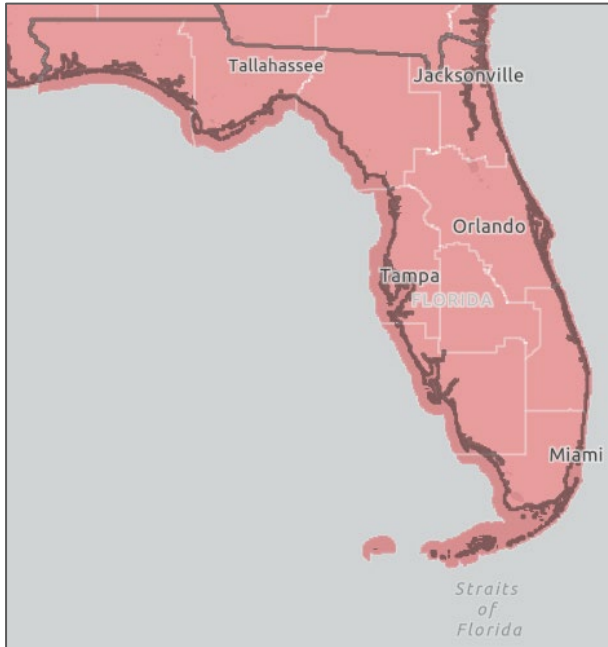


- Regionally-based designations by the EDA
- Purpose: Serve as conduits for Federal funding opportunities

Source: National Association of Development Organizations EDDMap Tool 2023



# Economic Development Districts (EDDs)



- TBRPC has served as the Tampa Bay Region's EDD since the program began in 2003
- One of ten such organizations in Florida (all RPCs)

Source: National Association of Development Organizations EDDMap Tool 2023



# EDA's Golden Rule

To apply for EDA funding opportunities,  
you need an EDD.

To have an EDD your region needs a CEDS.



# To have an EDD you must have a CEDS

*“Regions must update their CEDS at least every five years to qualify for EDA assistance under its Public Works and Economic Adjustment Assistance programs. In addition, a CEDS is a prerequisite for designation by EDA as an Economic Development District (EDD).” – EDA.gov’s CEDS guidance*

Major Updates to format every 5 years:

- For Tampa Bay EDD that is on the 2’s and 7’s -> Last update was 2022, next is 2027

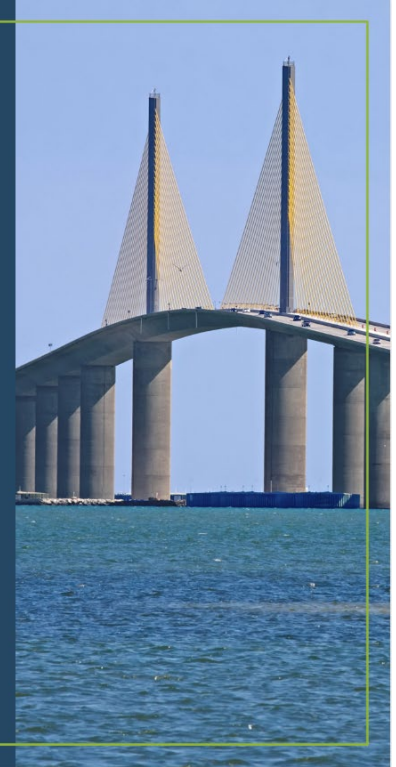
Minor Updates every year

Tampa Bay Economic  
Development District

Comprehensive  
Economic Development  
Strategy (CEDS)



Adopted on October 10th, 2022. To be active 2023-2027



# CEDS: What is it?

An acronym:

- **Comprehensive Economic Development Strategy**

It has four main parts:

1. Summary of Economic Conditions
2. SWOT Analysis
3. Strategic Goals/Action Plan
4. Evaluation/Completed Projects





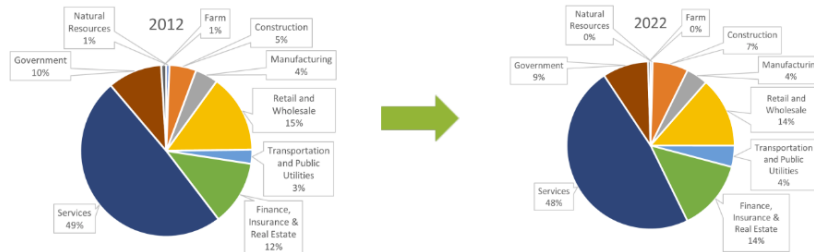
# CEDS Example: Economic Conditions

## Employment by Industry

Table 6 – Regional Employment by Major Industry Sector

Category	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>All Industries</b>	<b>1,716,201</b>	<b>1,762,966</b>	<b>1,815,640</b>	<b>1,883,672</b>	<b>1,933,473</b>	<b>2,005,731</b>	<b>2,075,375</b>	<b>2,135,046</b>	<b>2,033,044</b>	<b>2,106,321</b>	<b>2,133,489</b>
Natural Resources	10,026	10,543	10,438	9,915	9,880	9,407	9,127	9,147	9,357	8,592	8,702
Construction	86,977	91,575	96,842	102,389	111,405	118,431	127,645	132,152	136,752	145,684	146,510
Manufacturing	74,160	74,741	75,924	77,201	80,230	82,097	83,507	85,680	84,091	88,176	89,058
Retail and Wholesale	253,550	259,613	273,870	285,445	286,523	290,334	292,215	288,327	287,649	297,385	289,281
Transportation, Public Utilities	45,935	47,391	49,318	55,486	62,614	70,779	76,280	90,174	82,789	87,010	87,762
Finance, Insurance, Real Estate	209,304	216,525	223,929	232,666	238,646	256,168	272,205	283,872	282,643	288,986	291,144
Services	844,047	870,876	892,499	929,098	952,207	986,422	1,023,654	1,053,770	954,956	994,361	1,022,027
Government	175,745	176,000	175,701	176,566	178,120	178,780	178,424	180,325	181,722	185,317	188,459
Farm	16,457	15,702	17,119	14,906	13,848	13,313	12,318	11,599	13,084	10,809	10,545

Figure 12 – Ten Year Change in Composition of Total Employment by Major Industry Sector



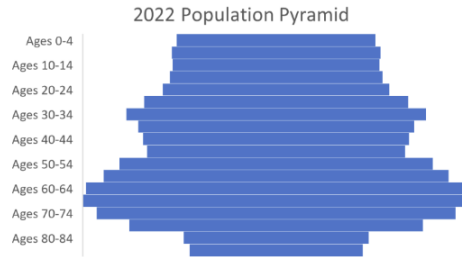
16 Tampa Bay Economic Development District



# CEDS Example: SWOT

## Opportunities

- Influx of workforce-age population
  - Tampa Bay is seeing an influx of 25 to 40 year-olds, who will likely remain in the workforce for a longer time



*Partial Reprint of Figure 4*

- Strong growth can mean receptivity to investment
  - Investors have noticed with multiple large projects already in development
    - \* E.g., Brightline, Water Street, Midtown Tampa
- Job growth is in high wage industries rather than low-skill service
  - While high wage industry growth is valuable, low-skill service jobs are still needed to support population
- Clusters are developing on their own, and can benefit from explicit acknowledgment and support
  - Fin-tech, insurance, restaurants and food production, apparel manufacturing



# CED Example: Goals/Actions

**Goal 4:** To promote the retention and continued improvement of existing partnerships (intergovernmental, public-private, inter-agency, etc), and the creation of new partnerships to meet Tampa Bay's economic challenges.

Action 4: Host regional round tables around topics of mutual interest

**Goal 8:** To promote a high quality of life and ensure a sustainable community offering an array of affordable housing, quality education and health care systems, historical and cultural facilities, tourist attractions and beaches, special events, festivals, and sports.

Action 8: Prepare annual data updates of the CEDS document, assist other organizations with data as needed

**Goal 14:** To encourage investment in Tampa Bay via public-private partnerships and the pursual of relevant governmental funding opportunities

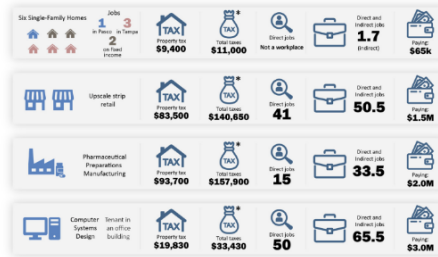
Action 14: Host regular discussions of potential projects, coalition building opportunities and funding opportunities with stakeholders



# CEDS Examples: Completed Projects

## Pasco County Industrial Land Use Strategy

Facing skyrocketing housing prices followed by rezoning requests of industrial land to residential land, Pasco County requested a study of industrial land conditions and development of a strategy to maintain enough land to support future job growth. The study examined the balance of in- and out-commuters between Pasco County and the rest of the region. It recommends a balanced 1:1 ratio of jobs to employed residents for economic prosperity and lower commute times. A key highlight of the study was the 'next-acre' development comparative impacts chart, reproduced next to this text.



## Pinellas County Small Business Profile

To better plan for recovery, Pinellas County requested a study of the composition of their business community in terms of small firms (those with 50 or fewer employees). The study outlined the impacts to small businesses, as well as the composition of the small business community by industry type. A notable finding was that there many non-employer firms, meaning a single individual running a business without any other employees, and that this number was increasing in 2021 as compared to pre-pandemics years.



**TBRPC wants to add regional partners' projects to this document!**



# CEDS: Why is it important?

- Boring answer: *“We need to do it”*
  - CEDS is a requirement to be an Economic Development District, i.e. get EDA funds to Tampa Bay
- Interesting answer: *“It’s our thesis statement”*
  - The CEDS is a chance to state who we are and what we want **regionally**



# CEDS: How is it relevant to me?

- TBRPC provides required Letters of CEDS Consistency for EDA grant applications:
  - ‘This project will benefit the region and connects to Goal ## because...’
- You/your organization can shape those goals via participation in the CEDS Stakeholder Committee
  - Meetings will be called later in 2024, and through 2027





# CEDS: Example Projects



TBRPC was granted an EDA Partnership Planning Grant on January 1, 2023 for \$210,000 (\$420,000 including TBRPC match). These funds enable TBRPC to support local economic development initiatives through ways including economic impact reports, grant application support, and stakeholder outreach. Examples:

- Pasco County EDC Annual Economic Impact Report
- Tampa Bay EDC Annual Economic Impact Report
- University of South Florida Annual Economic Impact Report
- Tampa Bay Wave Innovation Seed Fund Grant Application



# Thank you!

## Any questions?

Harry Walsh

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(727) 570-5151







# Discussion & Next Steps

Moderated by Dr. Sandra Johnson Austin

University of South Florida

# Tangible Next Steps

- Best Ways to Communicate
- Future Convenings
  - Hosted Networking Events
  - Cadence
- Governance & Processes
  - Membership Pledge
  - New Members
- Identifying Future Funding Opportunities
  - Sectors of Focus

A photograph of the Marshall University Student Center, a modern building with a curved facade and large glass windows. The text "MARSHALL UNIVERSITY STUDENT CENTER" is visible on the building. In the foreground, a large bronze sculpture of a bull is running through a shallow pool of water. Another smaller bull sculpture is visible in the background near the building entrance. The scene is set outdoors with greenery and a clear sky.

Thank You