

Case Example – Global Tampa Bay

Global Tampa Bay is a regional collaboration between Pasco, Pinellas, and Hillsborough counties in Florida. The majority of activities in export promotion (such as trade missions, export counseling, events, etc.) and FDI promotion for the three counties are conducted jointly. The presidents of each county EDO head the collaboration, each EDO has assigned a staff member to the collaboration to deliver services, and a dedicated coordinator for the collaboration is paid for collectively by the three counties. Before the collaboration, county activities were duplicative, according to interviewees; in addition, regionalizing their export promotion marketing efforts is viewed as far more effective.

To keep from “stepping on each other’s toes”, Global Tampa Bay coordinates with its state trade organization, Enterprise Florida (EF), when organizing its trade missions. EF is often described as one of the best trade mission organizers in the country, but in order to expand the number of Florida companies that are supported, EF works with local organizations like Global Tampa Bay by providing the EDO with trade mission training and grants to reduce costs to participants. Global Tampa Bay’s trade missions further help to fill service gaps by catering to new-to-export companies who require more hand-holding than the seasoned exporters that typically participate in EF’s trade missions. Global Tampa Bay also works closely with U.S. DOC’s US Export Assistance Centers, taking advantage of their resources to help Tampa Bay target countries and sectors for their own trade missions, making joint calls on companies, and “piggy-backing” on each other’s programs and knowledge.

Source: Interviews with Bill Cronin, President/CEO, Pasco Economic Development Council; Brent Barkway, Business Development Manager, Pinellas County Economic Development; and Manny Mencia, SVP International Trade and Development, Enterprise Florida