



# A Regional Business Plan for Economic Development in the Tampa Bay Region



August 2011

Presented by:



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# About SRI International

*A world-leading independent research and consulting organization*



- Founded by Stanford University in 1946
  - A nonprofit corporation
  - Independent in 1970
  - Renamed SRI International in 1977
- 1,400 staff members across five divisions
- Florida (St. Pete) office opened in 2009

SRI Headquarters, Menlo Park, CA



SRI Washington, DC



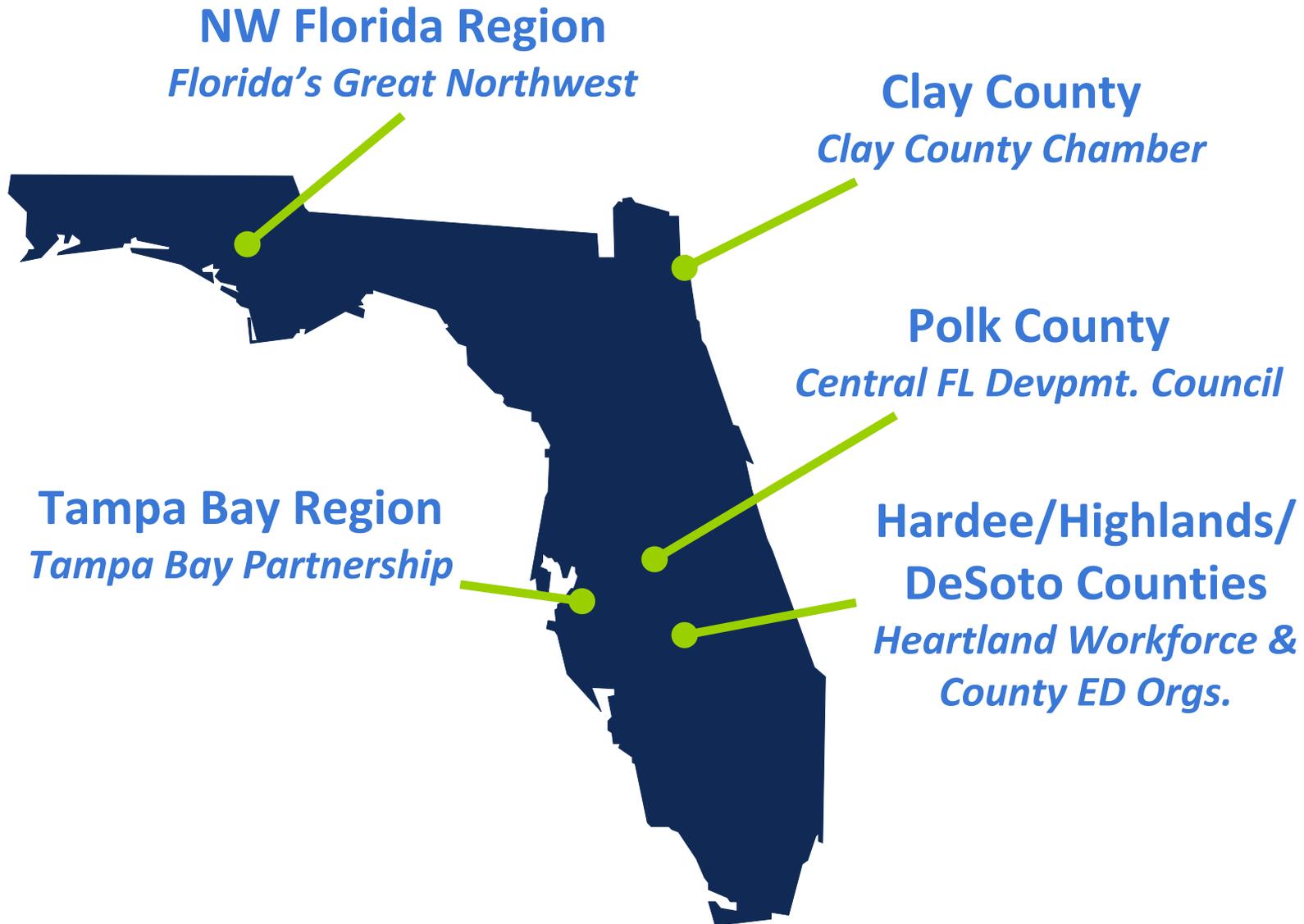
SRI St. Petersburg, FL

## **About SRI's Center for Science, Technology, & Economic Development**

- Based in SRI's Washington, DC office
- 25+ years of global experience
- Diverse experience in innovation-based economic growth
- Recent FL work in Tampa Bay region, Central Florida, Northwest Florida, and Northeast Florida



# SRI's Recent Work in Florida



# Overview of Our Work in the Tampa Bay Region



## *Project Components:*

## *Project Outputs:*

**Industry Cluster Analysis**

**Workforce Analysis**

- Target Sector Identification
- Strategy Development

# What Have We Done Over the Last Year?



- ✓ Detailed industry and workforce data analysis
- ✓ Interviews with over 120 stakeholders
- ✓ Review of national/global industry trends
- ✓ Survey of over 100 companies on workforce issues
- ✓ Inventory of post-secondary educational programs
- ✓ 7 focus groups with industry & workforce stakeholders
- ✓ Case studies of 4 competitor regions

**For more information:** <http://www.tampabay.org/regionalbusinessplan>



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## GOALS

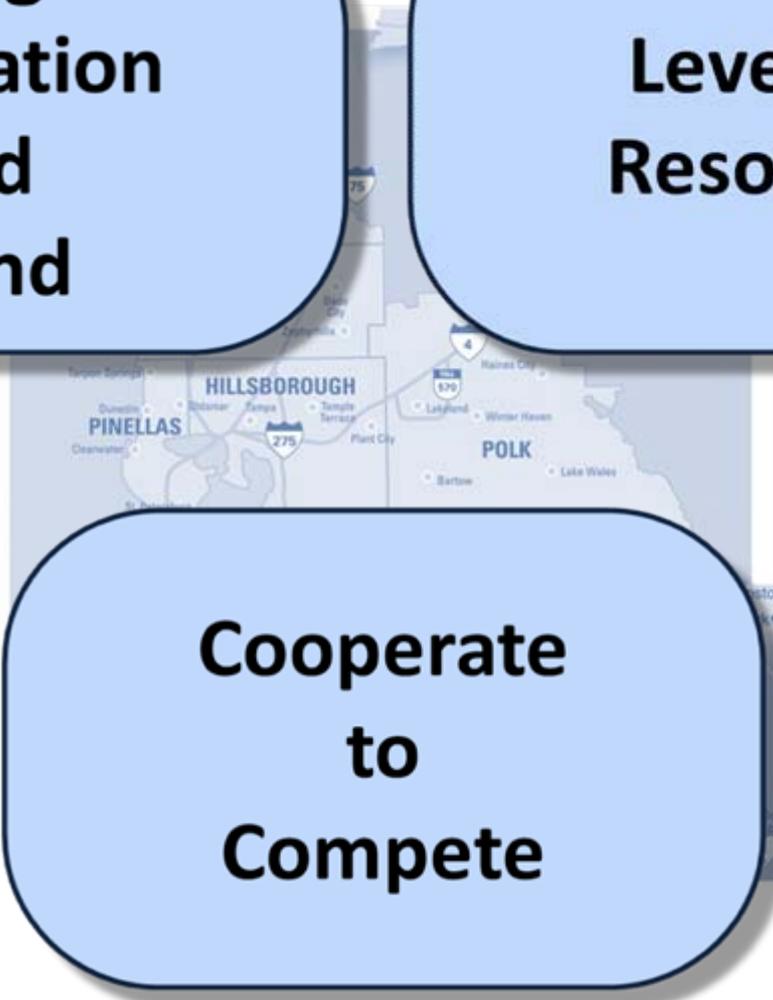
- ✓ Successful and “export-focused” companies
- ✓ More jobs and better jobs
- ✓ Economic diversification
- ✓ Regional collaboration

# Why a Regional Approach?

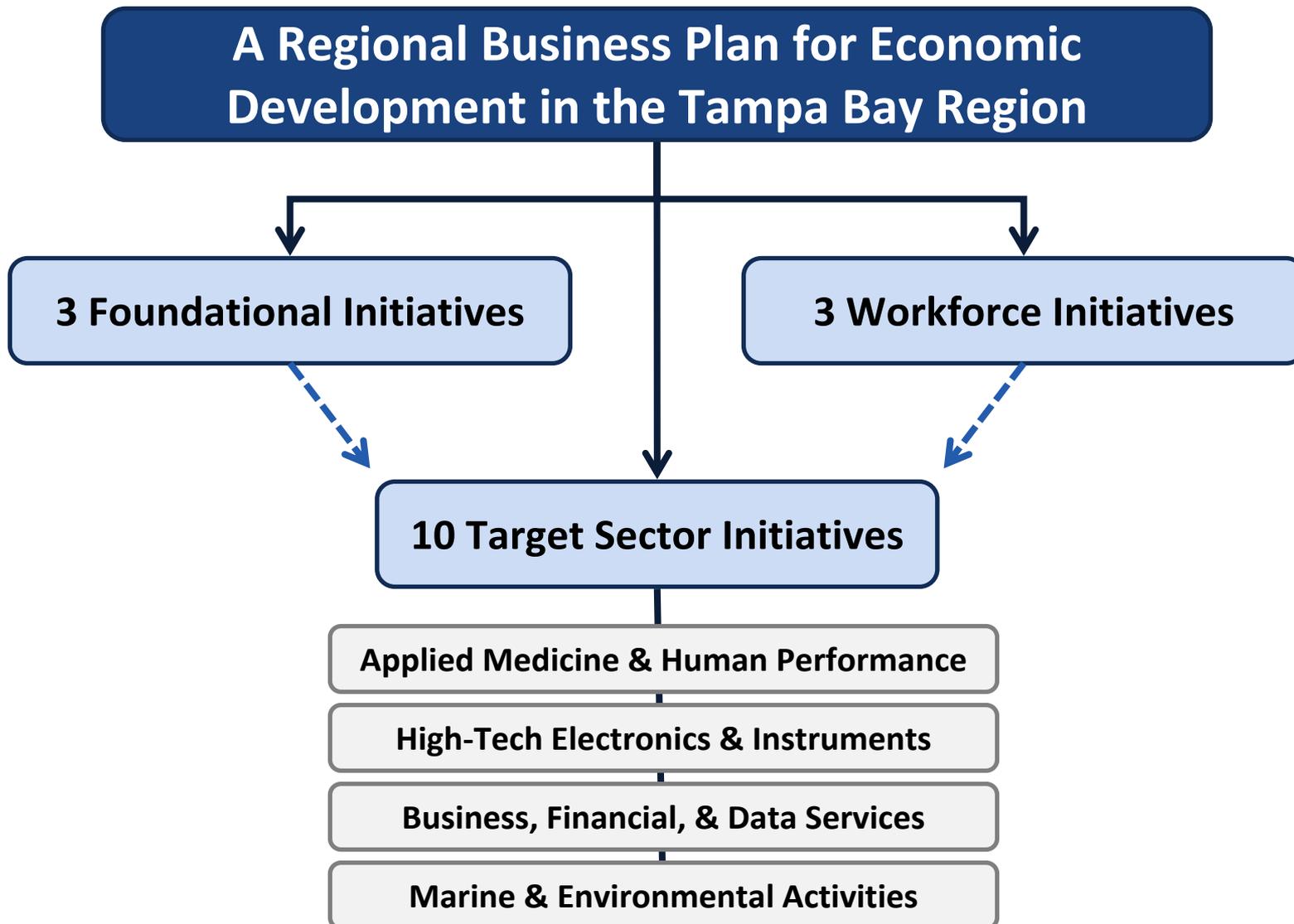
**Build Regional  
Reputation  
and  
Brand**

**Leverage  
Resources**

**Cooperate  
to  
Compete**



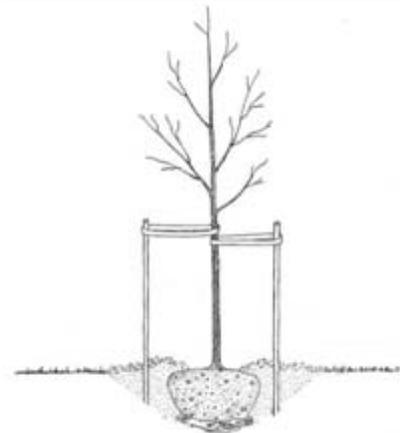
# What Does the Plan Look Like?



# 3 Foundational Initiatives



**Develop & promote a renewed identity  
as an innovative, integrated regional  
economy**



**Build an  
innovation &  
entrepreneurial  
ecosystem**

**Strengthen  
business retention  
& expansion  
regionally**

# 3 Workforce Initiatives



**Expand partnerships and communication between target sectors and workforce development system**



**Increase collaboration among region's postsecondary institutions**

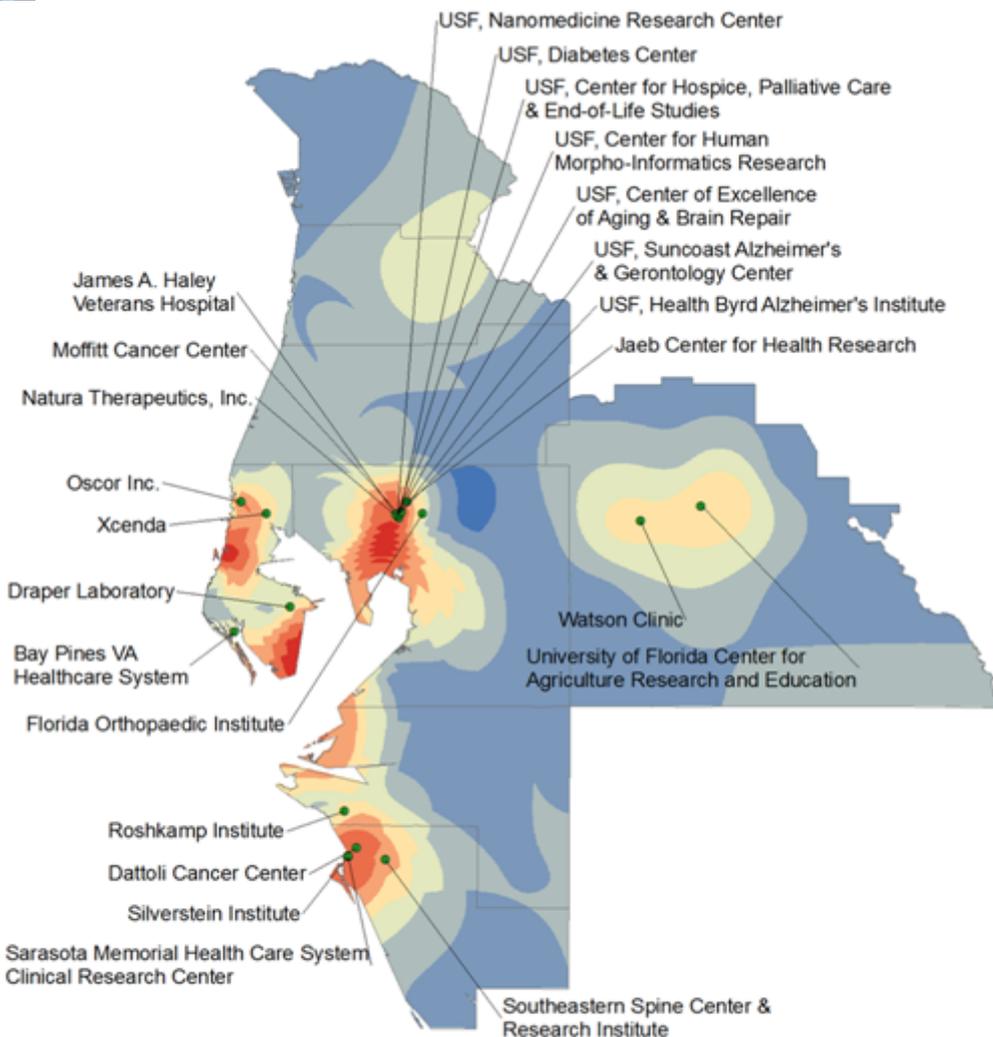
**Increase awareness about career "ladders" in the target sectors**

# How Did We Choose the Target Sectors?



- ✓ Region has assets to build upon
- ✓ Market trends are strong and positive
- ✓ Potential to create jobs *and* diversify the economy
- ✓ Can grow and develop in all 8 counties
- ✓ Can benefit from region-wide attention and efforts
- ✓ Can differentiate the region from competitors

# Applied Medicine & Human Performance



## Goal:

*Become a recognized center of excellence for specific, targeted areas of biomedical research, clinical trials, medical manufacturing, and health IT.*

## Key Niches:

- Senior Health & Wellness
- Human Performance
- Clinical Trials & Destination Medicine
- Medical Instruments & Devices
- Health IT & Bioinformatics

## Concentration of Research Activity

2008 – 2009 Scientific Publications (SCI-E) and US Patent Grants (USPTO)

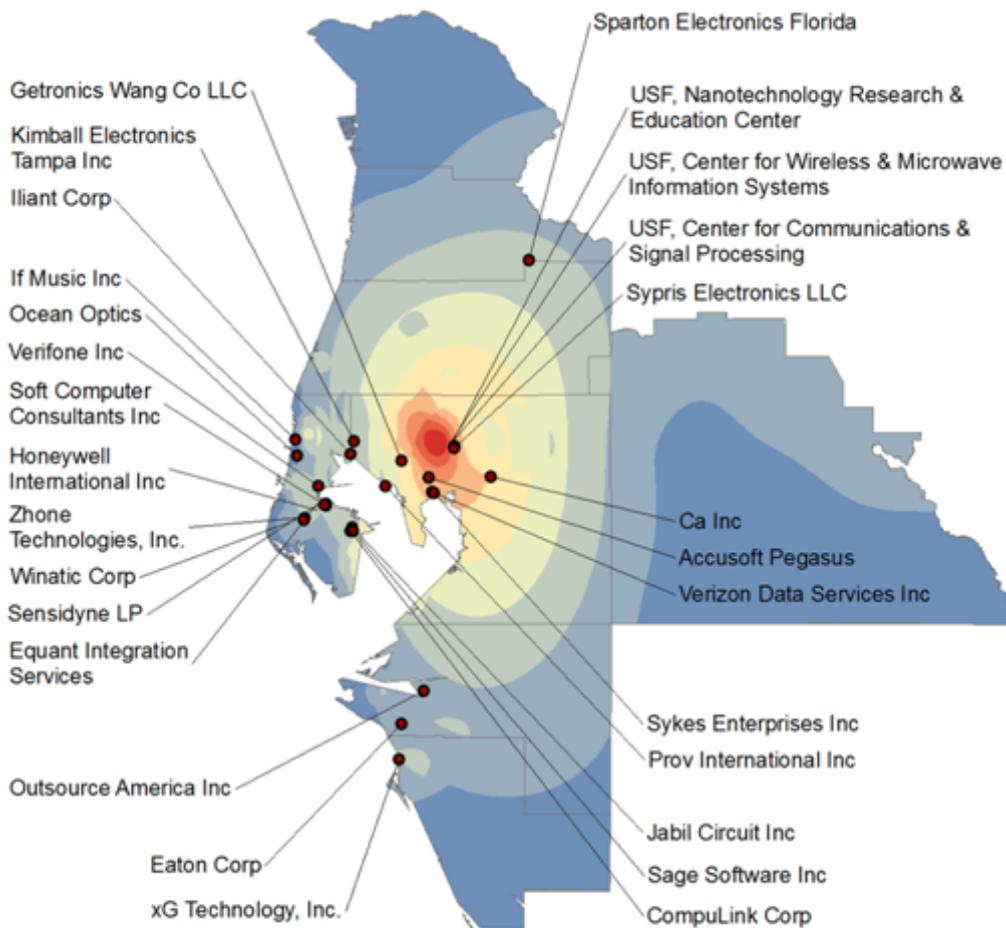


# ***Applied Medicine & Human Performance Initiatives***

**Build capacity & national reputation for  
clinical trials in the region**

**Establish a human performance & senior  
health/wellness research network & forum**

# High-Tech Electronics & Instruments



## Goal:

*Build world-class capabilities in research, design, & manufacturing of high-tech electronics & instruments serving several end-user industries.*

## Key Niches:

- Defense/Aerospace Electronics
- Marine Instruments, Sensors, Remote Monitors, & Optics
- Medical Instruments & Devices

**Concentration of Research Activity**  
2008 – 2009 Scientific Publications (SCI-E) and  
US Patent Grants (USPTO)

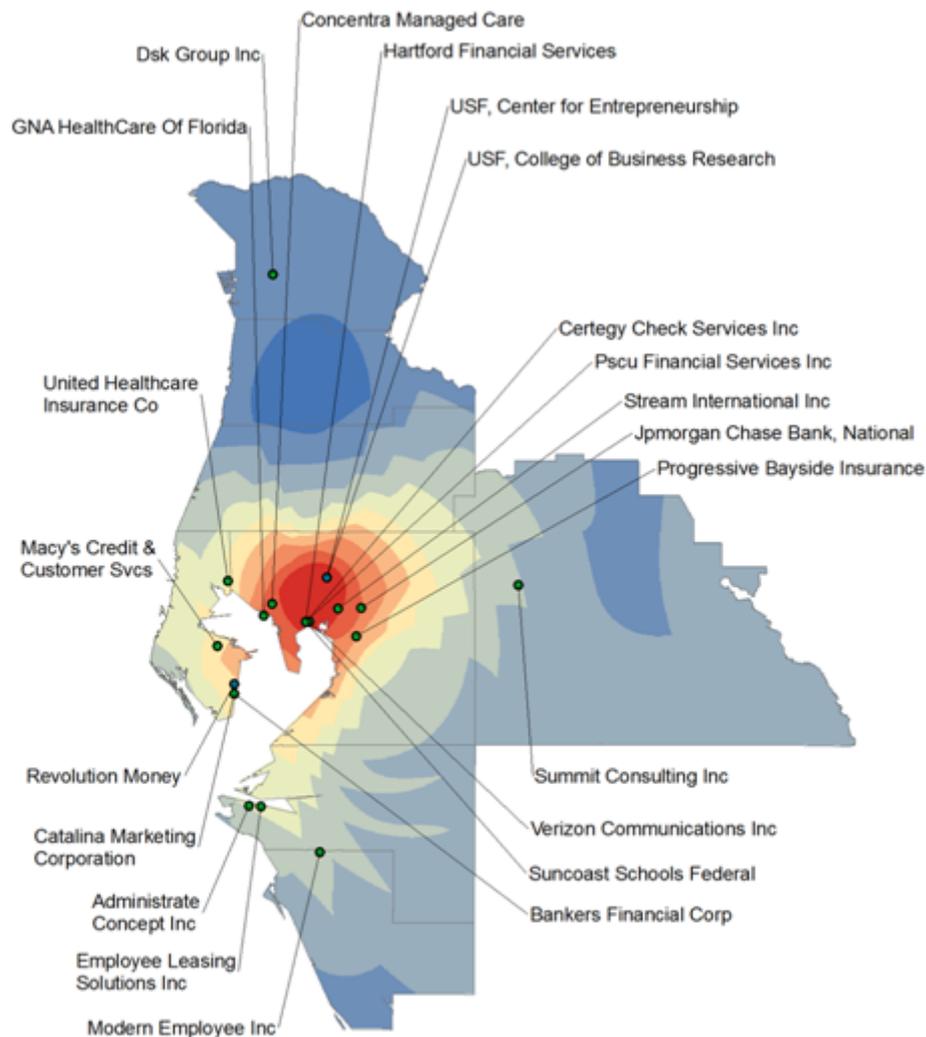


## ***High-Tech Electronics & Instruments Initiatives***

**Promote tangible business opportunities in  
and across the marine, medical, &  
defense/aerospace niches**

**Build research excellence related to devices  
that cross industry boundaries**

# Business, Financial, & Data Services



## Goal:

*Develop high-tech, sophisticated infrastructure and capabilities to manage large volumes of transactional data with a wide range of cross-cutting applications.*

## Key Niches:

- BPO & Shared Services
- Financial Transactions Processing
- Data Centers, Disaster Recovery, & Data Management
- Health IT & Bioinformatics

**Concentration of Research Activity**  
2008 – 2009 Scientific Publications (SCI-E) and  
US Patent Grants (USPTO)



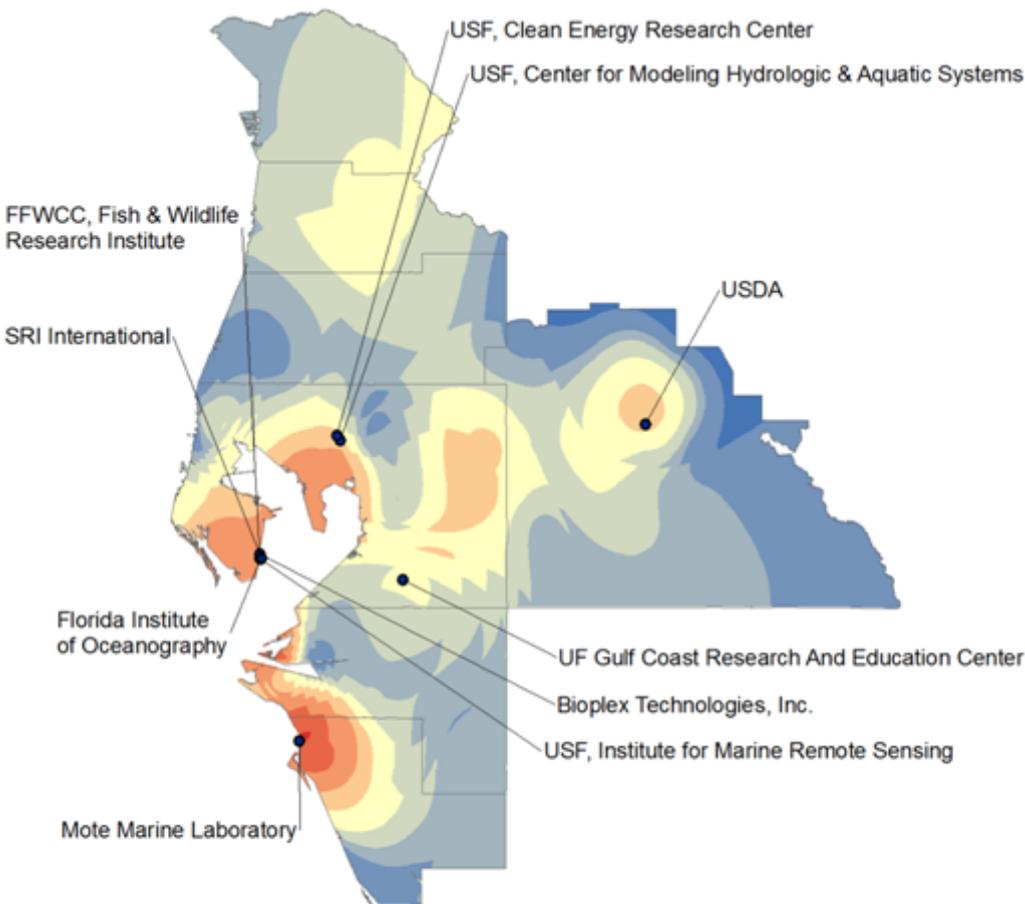
## ***Business, Financial, & Data Services Initiatives***

**Promote the region as a premier location  
for shared services organizations**

**Promote the region as a premier location  
for financial management/transactions  
processing**

**Convene, support, & promote business  
process outsourcing companies in the  
region**

# Marine & Environmental Activities



**Concentration of Research Activity**  
2008 – 2009 Scientific Publications (SCI-E) and  
US Patent Grants (USPTO)



## Goal:

*Build a global reputation and pursue commercial potential in marine sciences, and leverage local advantages for environmental advancement.*

## Key Niches:

- Aquaculture
- Biofuels/Algae
- Energy Efficiency & Conservation
- Marine Instruments, Sensors, Remote Monitors, & Optics

# ***Marine & Environmental Activities Initiatives***

**Expand the commercial viability & export prospects for inland aquaculture in the region**

**Investigate & support the commercial viability of algae-based & other biofuels in the region**

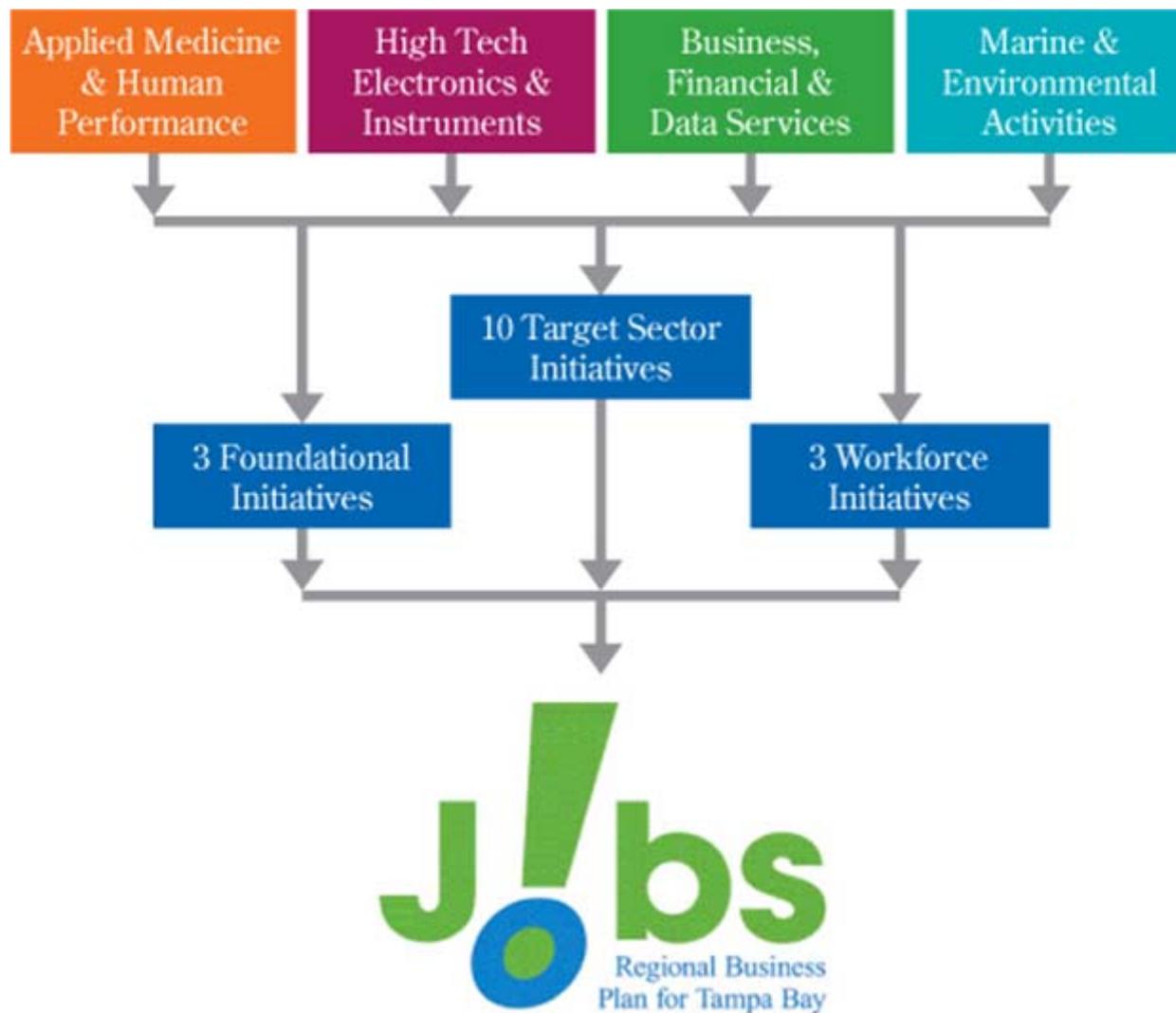
**Explore regional initiatives promoting energy efficiency & conservation**

**The reason that  
everybody likes planning is that  
*nobody has to do anything.***

(emphasis added)

*Jerry Brown*

# Implementation Structure



# How Can You Help?

- **Participate** in a Working Group to implement initiatives
- Get excited about the Regional Business Plan, and **educate** others
- **Collaborate** to help us identify human and financial resources

[www.tampabay.org/regionalbusinessplan](http://www.tampabay.org/regionalbusinessplan)



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