

A low-angle, upward-looking photograph of numerous tall palm trees against a clear, vibrant blue sky. The perspective makes the trees appear to converge towards the top of the frame, creating a sense of height and tropical atmosphere. The fronds of the palm trees are detailed and green, with some showing slight yellowing or wear.

# The Tampa Bay Market

WATER STREET  
TAMPA





# No.1

University System

—U.S. News and World Report, 2018

# 4

<sup>th</sup>

Largest economy  
in the U.S.

—Business Insider, 2019

# 825

Miles of beautiful  
beaches

# 70°

Average daily temperature

—weather-us.com, 2019

# In the top 5

For business tax climate

—Tax Foundation, U.S. Chamber of Commerce, 2019

# 2<sup>nd</sup>

Best state for business  
for 4 consecutive years

—Chief Executive, 2019



# An established city on the cusp of transformational growth

Tampa is an established city with centuries of history, neighborhoods filled with character, and a working waterfront. It's also one of the fastest growing cities in the United States, attracting millennials, empty nesters, and corporations alike, drawn by job growth and an unquestionably compelling quality of life.

Home to hundreds of new residences, thousands of square feet of new office space, and a culture that's progressing rapidly thanks to its unique urban energy and spirit of entrepreneurship, Downtown Tampa is densifying and diversifying.

A unique fabric of history and charm unites a bustling youth culture with established industry



With access to some of the world's most beautiful beaches, Tampa effortlessly blends urban and natural environments

**Teeming  
with talent**



.....

Tampa's youthful and energetic workforce is made up of well-educated professionals attracted by once-in-a-lifetime opportunities in a city with an unbeatable culture.

**Attractive  
business climate**



.....

With the lowest cost of living of Florida's major cities and a lower cost of labor compared to similar cities, Tampa offers an unparalleled opportunity for employees and employers alike.


**Connected  
and accessible**



.....

A centrally located and top-rated international airport and access to major transportation corridors make Tampa an easily accessible and convenient city for travelers and residents to get to and from the places they need to go.



A group of four diverse professionals (three women and one man) are gathered around a glass-topped table in a modern, open-plan office. They are all looking at and pointing to documents on the table, appearing to be in a collaborative meeting. The man on the left is leaning forward, while the three women are seated or crouching. The office has large windows, a green pendant light, and a wicker chair in the foreground.

**A fast-growing and highly-diversified economy is driving talented professionals to Tampa, and a world-class education system is creating a homegrown workforce that wants to stay and succeed in Tampa.**



Home to 3.1 million residents, Tampa is one of America's fastest growing cities

– Forbes, 2018



3<sup>rd</sup>

Placed city for net daily migration in US

– US Census, 2017-2018

Age

averages  
3 years  
lower than National  
Average – EDC, 2016

24%

of the population  
is 18-24 years old

– EDC, 2016

No.4

for corporate relocation

– Site Selection, 2017

No.1

best city for women to start  
a business

– business.org, 2018

Ranked as one of the top cities  
nationally for technology jobs and  
businesses

– CBRE Annual Tech Talent Report, 2019

2015

2040

working age population is  
projected to grow 5.6% or  
more than 4 million

– EDC, 2018

There's a reason Tampa is one of the fastest-growing cities in the US. In fact, there are several. With everything from its cultural charm to its world-class entertainment options, Tampa brings big-time metropolitan appeal at a cost well below that of most major cities.



University of Tampa Campus

**No.1**

Florida was ranked number one in higher education

– US News' Best States 2019 report

**83%**

of USF graduates stay in Florida

– usf.edu, 2019

**80<sup>+</sup>**

Colleges, universities and technical schools in the region

**No.7**

University of Florida ranked as number 7 public school nationally

– 2020 U.S. News and World Report

**No.12**

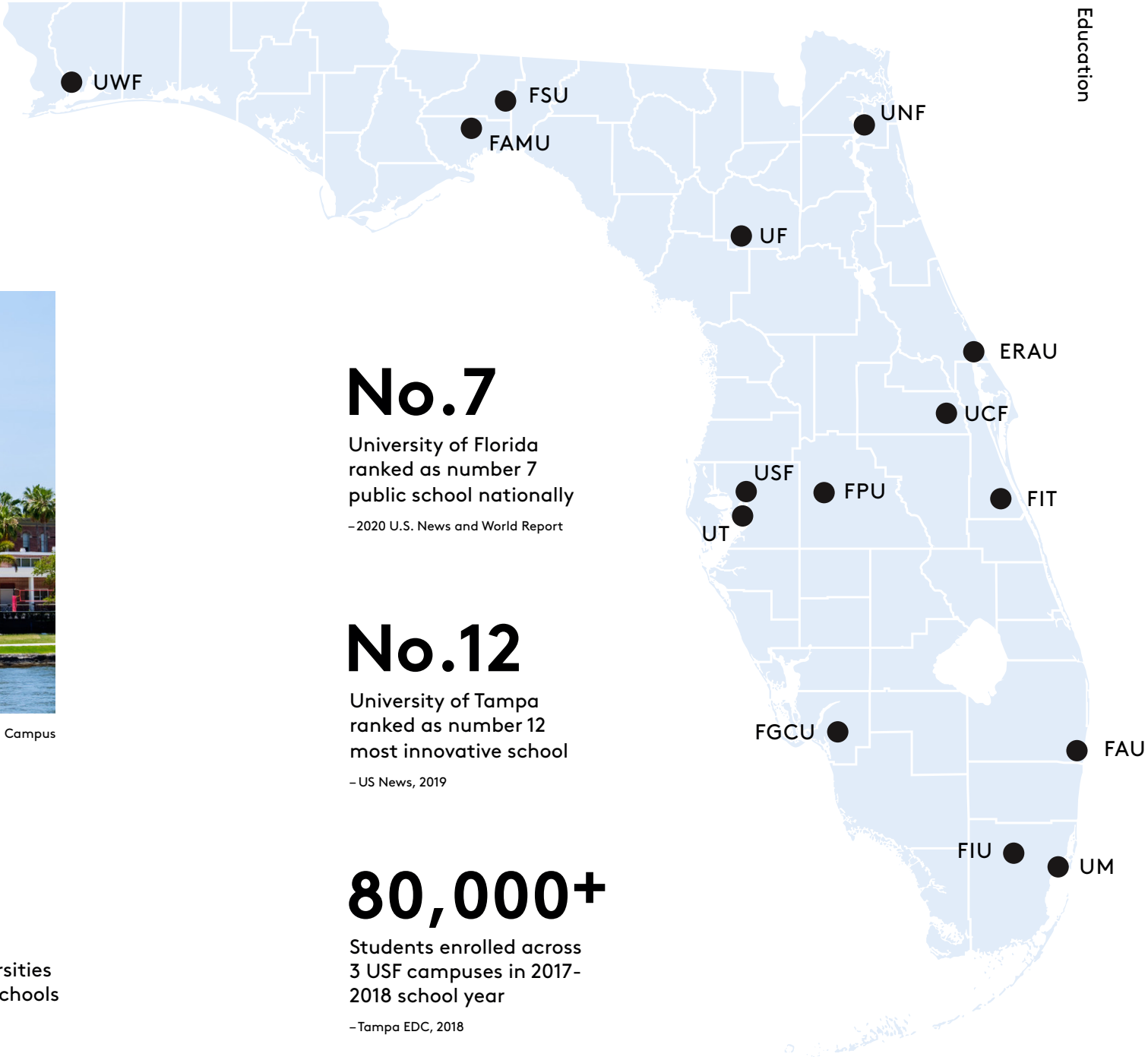
University of Tampa ranked as number 12 most innovative school

– US News, 2019

**80,000<sup>+</sup>**

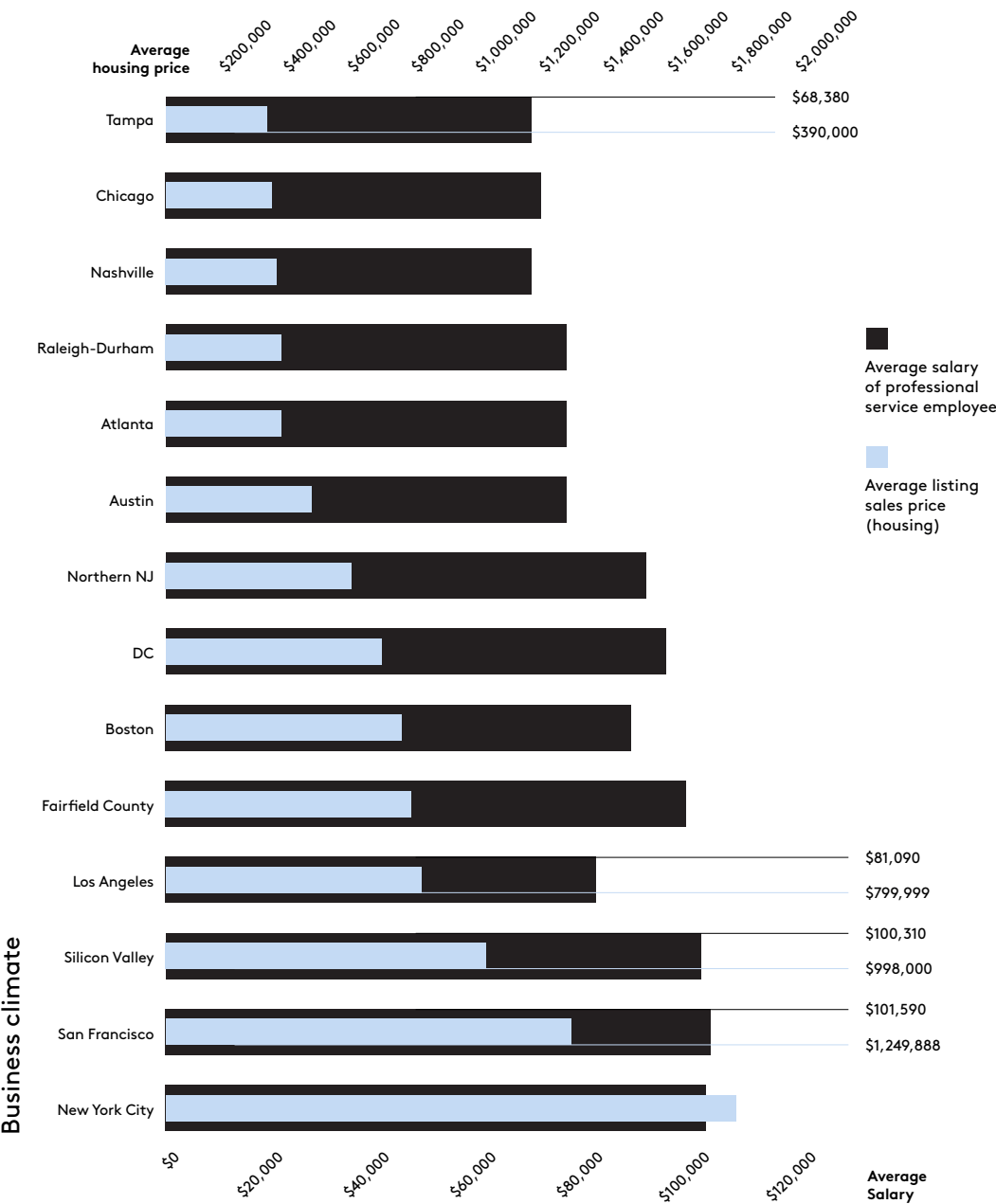
Students enrolled across 3 USF campuses in 2017-2018 school year

– Tampa EDC, 2018



Cost of doing business

Tampa Bay has a relatively affordable labor pool, with an enjoyable low cost of living to go with it.

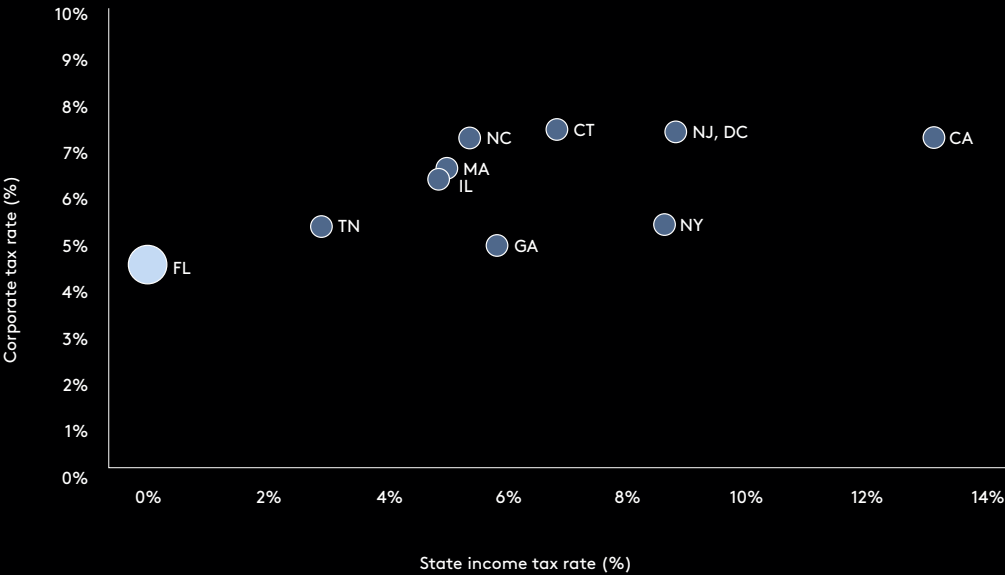


Florida offers one of the most attractive business climates in the country.



Business climate

Florida has no state income tax and one of the lowest corporate tax rates among the set





Tampa is home to world-class museums, attractions, beaches, and 3 professional sports teams

Moffitt rated no. 8 cancer hospital in the nation

– U.S. News and World Report, 2018



The Dali Museum is the largest collection of the artist's works outside Spain

– thedali.org, 2019



Quality of life

Tampa's youthful and energetic workforce is made up of well-educated professionals attracted by once-in-a-lifetime opportunities in a city with an unbeatable culture.

90.9

Tampa Bay boasts the lowest cost of living of both Florida metros and major national metro areas, scoring 90.9 points for the year's second quarter.

– Tampa EDC Cost of Living Index, 2019

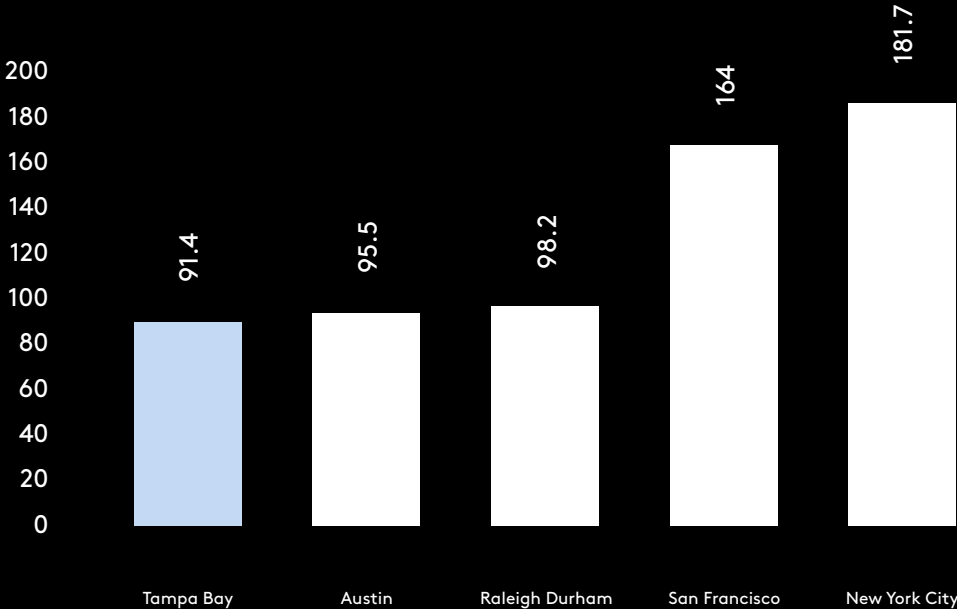
91.4

Tampa takes pride in a three-year Average Index of 91.4

– Tampa EDC Cost of Living Index, 2019

Cost of living

With one of the lowest cost of living indexes among the set, your money simply goes farther here





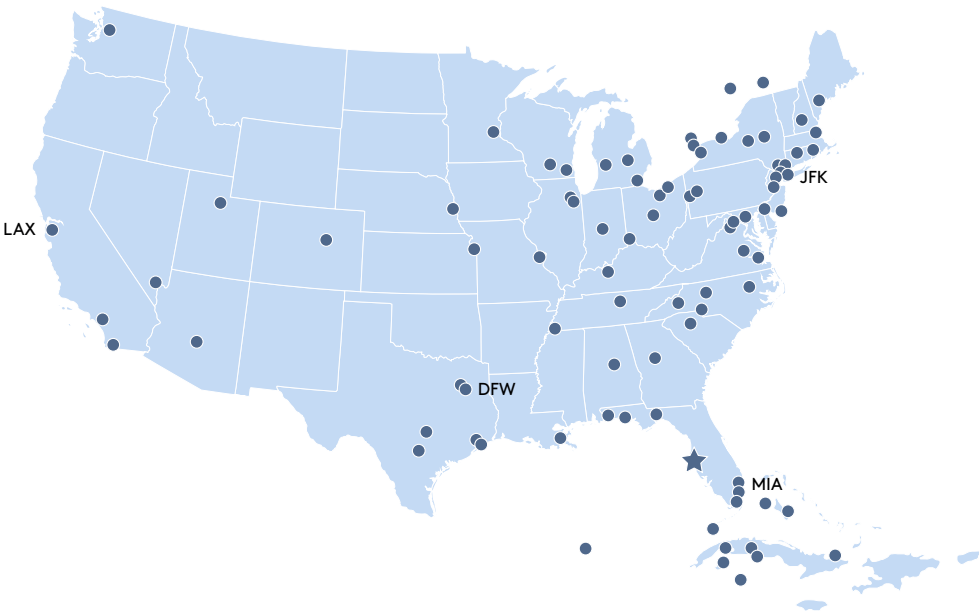
For all that's taking place in and around Tampa, it remains one of the most accessible major cities by air. With a centrally-located International Airport, Tampa makes it incredibly easy to get in, out and around.

Connected + accessible

No.5  
Airport nationally  
- Travel and Leisure, 2019

TPA route portfolio includes nonstop service to 91 destinations, including 18 international:

Amsterdam	Hamilton	Montreal	Toronto
Cancun	Havana	Nassau	Winnipeg
Frankfurt	London-Gatwick	Ottawa	Zurich
Grand Cayman	Oslo	Panama City	
Halifax	Marsh Harbour	St. John's	



Tampa International Airport

TPA served 22 million passengers in 2019 Fiscal Year – a 5.5 percent increase over the previous year

– Tampa Airport, 2019

Nonstop service to 80 major markets

– Tampa Airport, 2019

New \$1B expansion and rental car facility

– Tampa Bay Times, 2018





**WATER STREET**  
TAMPA

[office.waterstreettampa.com](http://office.waterstreettampa.com)