

# MEG in the News

## Tampa Hillsborough EDC puts a corporate HQ win in its sights

### Tampa Bay Business Journal<sup>1</sup>

“The Tampa Hillsborough Economic Development Corp. wants to recruit a brand name corporate headquarters to Hillsborough County within the next three years.”  
(Continued)

“Why invest so much time and effort [in this endeavor]? Because corporate headquarters bring with them high-level, high-value jobs, and a center of influence,” Homans said.

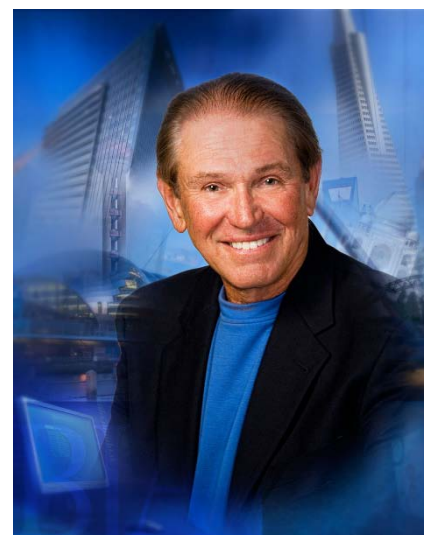
“What comes with a corporate headquarters is national and global spending, their philanthropy and hopefully them planting real roots in the community and making a significant contribution and investment in the community itself,” Homans said.

“When one is dealing with a brand name corporate headquarters, they begin to identify and brand the community as well. The community begins to get known for ‘that’s where so-and-so is headquartered.’ ” ...

**Also hired [to facilitate this effort] is Barry Quarles of the Market Enhancement Group, who has worked with the Tampa Bay Partnership for a number of years. He has interviewed 300 CEO’s of companies headquartered outside the Tampa Bay area, primarily in the Northeast and upper Midwest, to understand the factors that would drive them to consider relocating. Quarles also talked to 50 CEO’s of companies with corporate headquarters in Hillsborough County, to understand the advantages and disadvantages of being based here.**



*Rick Homans, CEO and President, the Tampa Hillsborough Economic Development Corporation*



*Barry A. Quarles, President and Research Director, the Market Enhancement Group, Inc. [MEG Research]*

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<sup>1</sup> <http://www.bizjournals.com/tampabay/news/2014/09/25/tampa-hillsborough-edc-puts-a-corporate-hq-win-in.html?page=2>. September 25, 2014.