

NACo International Economic Development Task Force: Fall Conference Call Agenda & Notes

Tuesday, November 14, 2017: 4:00PM – 5:00PM EST

Phone Number: 1-888-757-2790

Passcode: 476059#

Task Force Leadership

- Chair:** The Hon. Kathryn Starkey, Commissioner, Pasco County, Fla.
Vice Chair: The Hon. Mary Lou Berger, Commissioner, Palm Beach County, Fla.
Vice Chair: The Hon. Suzanne Hart, Board Member, Will County, Ill.
Vice Chair: The Hon. Randy Maluchnik, Commissioner, Carver County, Minn.
Vice Chair: The Hon. Stephanie Wright, Councilmember, Snohomish County, Wash.

Meeting Agenda

- Call to Order and Welcome – The Hon. Kathryn Starkey, Commissioner, Pasco County, Fla.
- Roll Call
- Introduction of Speakers
- Presentation from Ms. Anne McKinney, Director of Investment Services, [SelectUSA](#)
 - Topic of Presentation: An overview of SelectUSA and the services they can offer counties to facilitate job-creating business investment.

SelectUSA Notes:

- U.S. = top destination for global foreign direct investment (FDI), \$3.7 trillion in 2016, according to U.S. Bureau of Economic Analysis (BEA)
- More than 6.8 million U.S. jobs linked to FDI; addition 6 million jobs indirectly supported by FDI
 - Annual average compensation for these jobs are \$80,000
- 23% of U.S. Exports are generated by U.S. subsidiaries of foreign-owned firms.
- Promoting this activity is a key portion of SelectUSA's work.
- SelectUSA is a part of the U.S. Department of Commerce's International Trade Administration
- Works to support U.S. economic development organizations at the regional, state, county, and other local levels.
- Serves as international stop for companies looking to invest in the U.S.
- SelectUSA serves two main clients:

- Those looking to invest in the U.S.
- Economic development organizations (EDO)
- Services for EDOs:
 - 1. Information
 - To support your FDI strategies.
 - Profiles of investment, focusing on sectors
 - Have data visualization tool (SelectUSA stats)
 - Can look at jobs supported by FDI by industry and market
 - Can provide customized information
 - 2. Platform for Connection
 - Work to connect counties directly with companies.
 - Will be holding 5th [investment summit](#) near D.C. to have investors meet EDOs.
 - Opportunity to showcase U.S. as investment destination
 - Had presentations from U.S. and global CEOs explaining why they were growing their investments in the U.S.
 - Had track for investors and for EDOs
 - Had sessions on taxes, for startups, and on U.S. government resources available
 - Looking for topics that would be of interest.
 - Have a matchmaking platform
 - Organizing a series of monthly calls for EDOs
 - Next call is Thursday, Nov. 16th
 - Regular updates on how your organization can participate in the Investment Summit
 - Putting together spin-off investment summits in different locations across the country
 - Organized Roadshows
 - Provide EDOs opportunity to showcase their locations in international markets
 - Planning one in Italy, and one in Brazil at the moment
 - Will also go to larger trade shows to showcase the U.S.
 - Single Location Promotion Service
 - Customized service, could include roundtable for investors
 - Separate outreach effort.
- 3. Assistance navigating the federal system.
 - Get to the right contact in a federal agency
 - Information on permitting etc. that would affect businesses.
 - Can work with EDOs to help their businesses
- 4. Investment Project Advocacy
 - If a U.S. location is competing against foreign locations, can provide high level advocacy to that foreign company.
 - Will not help one U.S. location compete against another.

- Best Practice Highlight
 - Mr. Bill Cronin, President/CEO, [Pasco Economic Development Council](#), Pasco County, Fla.
 - Mr. Brent Barkway, Business Development Manager, [Pinellas County Economic Development](#), Pinellas County, Fla.
 - Mr. Ajay Sujamani, Vice President of International Business, [Tampa Hillsborough Economic Development Corporation](#), Hillsborough County, Fla.

Best Practice Notes:

- Internationally, most counties don't have the name recognition to market their counties.
 - Hence, it's good to think about a regional approach for counties.
 - Larger cities and counties might be able to market themselves, but most counties cannot.
 - Pasco Economic Development Corporation (Pasco EDC) = public-private partnership
 - Four areas of emphasis
 - Regionalism
 - Funding Regional Strategy
 - Knowing where SelectUSA has strengths/weaknesses
 - Best making use of the investment summit
1. Regionalism
 - Pooled resources with other two counties and pitched funding to make "Tampa Bay Export Alliance"
 - The workforce moves around without regard for county lines, so it made sense.
 2. Funding Regional Strategy
 - Can attract more people by saying "Tampa Bay Region" rather than "Pinellas County"
 - Completely taxpayer funded, so completely transparent
 - Tripled FDI budget by combining with partners and it worked really well.
 - Three counties share a coordinator to help manage day to day operations
 - The three counties stick together, and go together to meet with different companies. Only go to county-only aspect when offering incentives. Same thing goes when they go to parent company headquarters overseas.
 - Another funding aspect = forecasting.
 - Some companies may make many visits before deciding to invest in an area, or they may expect people to visit them many times.
 - So be conservative in your estimates
 3. Working with SelectUSA
 - Two buckets: Summit and other events.
 - Summit allows EDOs to network with 3,000 investors.
 - Spin-off events were very effective in creating more interest – took investors for tours of county, etc.
 - Create a marketing tool for their state.
 - Domestic events and foreign events

- Hanover Messe was a big international event that was very effective
- Single Location Promotion is very effective, too.
 - Tampa-Hillsborough went to Canada and generated some good interest.
- 4. SelectUSA has its strengths and weaknesses
 - Had some hiccups when they started and generated some criticism.
 - They have some overseas posts that are strong, and some that are weaker.
 - E.g., Switzerland is strong, but some of the Asian countries are a bit weaker.
 - So have a candid conversation with SelectUSA to plan which countries would be most effective
 - Nothing is a one-size fits all – each community has different needs, and counties need to target each country with a different strategy.
 - Need to make sure the countries know that you're in it for the long haul.
- 5. Two Way Trade
 - Lastly, a good strategy is to focus on two-way trade.
 - It's effective to work with importers and small sales staff, because importers can eventually become investors in the future.

- Q & A

Miscellaneous Notes from Q&A:

- You can buy a booth space at the SelectUSA summit together with other counties, as a participant or exhibitor.
 - You can also work on the matchmaking through an app at the conference.
- Inter-agency Investment Working Group
 - Agencies and programs at the federal level that touch some aspect of business investment in the U.S. (e.g., EDA, Ex-Im Bank, etc.)
 - Work together to connect investors, EDOs, and others to the right federal people and agencies. Essentially, helps coordinate things at the federal level.
 - They have a U.S. Government pavilion at the SelectUSA summit to help answer questions that anyone might have about federal programs, funding, regulations, etc.
- Investment services team at SelectUSA can work with county EDOs to help them with visiting countries and holding events for investors. Regional approach is a good way to leverage resources. Can help EDOs identify specific markets and plan single location promotions. It's a long-term effort that requires ongoing engagement.
- Closing and Announcements – Chair Starkey
 - Coming up, our next meeting will be at NACo's Legislative Conference in Washington, D.C., which will be held in March of 2018. We hope to continue working with SelectUSA as we plan this meeting.
 - Further details, including the exact time of the meeting, will be announced closer to the conference, so keep an eye on your inboxes!

NACo Staff Contact for IED Task Force: Jonathan Harris, Research Associate, 202.942.4247 or jharris@naco.org

Speaker Information



Ms. Anne McKinney is the Director of Investment Services for SelectUSA. She has more than 20 years of diverse experience working on international trade, investment and economic development issues. Previously, she served as Deputy Executive Director of the Colombian American Chamber of Commerce (AmCham Colombia) in Bogotá, and as a consultant for Cisco Systems' Strategic Funding and Government Advocacy team in Latin America. Ms. McKinney also spent more than 12 years working for the U.S. Trade and Development Agency. She holds an M.A. in International Relations from the Johns Hopkins University School of Advanced International Studies (SAIS), and a B.A. in International Studies from American University

Mr. Bill Cronin is the President/CEO of the Pasco Economic Development Council (EDC), a non-profit organization funded by public and private investors. Pasco EDC works to attract companies to Pasco County, Fla., in an effort to create jobs, and it assists existing companies and small businesses grow. Mr. Cronin has a long career in economic development spanning 25 years in Florida, Georgia, North Carolina and South Carolina. His extensive knowledge and experience includes ten years with Enterprise Florida, specializing in international trade and business development. Mr. Cronin holds a Bachelor's Degree in International Affairs and Political Science as well as a certificate in Asian Studies from Michigan State University.



Mr. Brent Barkway joined the staff of Pinellas County Economic Development in August 2014, as a Business Development Manager specializing in Export Development, Foreign Trade Zone management, business expansion and relocation projects. Mr. Barkway honed his economic development skills in Lee County, where he managed the relocation of Hertz Corporate Headquarters which resulted in the creation of hundreds of jobs and millions of dollars in economic impact in Southwest Florida. He holds a Bachelor of Science degree in Advertising from Ferris State University in Michigan and earned his Certified Global Business Professional designation in 2015.

Mr. Ajay Sujanani is the Vice President of International Business Development at the Tampa Hillsborough Economic Development Corporation. He leads international business development efforts for the EDC, including trade and Foreign Direct Investment (FDI) missions to various markets around the world. Previously, Mr. Sujanani served as the Managing Director of International Investment at Virginia Economic Development Partnership, where he implemented lead generation strategies in several international markets across South America, Asia, Middle East, Central America, Australia, New Zealand and Canada. He holds a master's degree from the London Business School.

