

Ideal Location - Meet High-Wage Careers



Sometimes, it takes a matchmaker to help put together the perfect partnership. In the world of corporate expansion and relocation, that matchmaker often takes the form of a site consultant. Thanks in part to the skilled work of **True Partners Consulting**, a superb partnership was recently formed between **Pinellas County**, Florida and **B|O|T|H USA, LLC** (B|O|T|H). B|O|T|H chose the city of **St. Petersburg** for its new corporate headquarters and expects to bring 100 new high-wage opportunities to the area. The international company offers resources and support services for independent professionals, including a hosted IT infrastructure and contractual integration of online banking billing, bookkeeping and collections services; core health benefits, a unique solo 401(k) retirement plan, technical support and a personal advisor serving as a single point-of-contact for all back office and advisory functions.

The story of B|O|T|H's move to Pinellas actually begins in 2007, when **Pinellas County Economic Development** (PCED) staff met with True Partners during an **Enterprise Florida** (EFI) consultant mission. A working relationship between the two agencies was forged during subsequent EFI and **Tampa Bay Partnership** missions. These events bring together economic development organizations and professional location consultants to discuss trends in corporate relocation and expansion, allowing the players to learn how best to work together in their efforts to help businesses. Explains Dave Sobush, PCED Business Development Manager, "It's imperative to have good relationships with location consultants and that they know what your preferences and capacities are for

economic development. Consultant missions with Enterprise Florida and the Tampa Bay Partnership are effective and efficient ways of making those connections and developing those relationships.”

Site consultant services are retained by companies wishing to relocate and/or expand operations. Typically their tasks are to produce site/facility recommendations, determine any applicable incentives and credits for which the client may qualify, and in the end deliver a proposed agreement to meet their particular client’s needs. The pre-existing relationship between True Partners and PCED enabled the two organizations to effectively explore B|O|T|H’s needs and identify how they might best be met in Pinellas County.

Erik Vonk, CEO of B|O|T|H, attests, “True Partners’ Senior Manager Minah Hall understood both our expectations and aspirations in the search for a headquarters location – namely that we were looking for a community that would understand and embrace our redefinition of the typical work agreement and the revolutionary concept of ‘Don’t Get a Job, Get Life.’ She tapped her connections at PCED to help us find what would ultimately be our home in St. Petersburg.”

Minah Hall credits a combination of factors that led to her client’s choosing of a Pinellas location. “Certainly workforce availability, a diverse industry base and an exceptional quality of life contributed to B|O|T|H’s decision to locate in St. Petersburg,” she explains, “But the availability of funding incentives really pushed the city ahead.” B|O|T|H will take advantage of Florida’s **Qualified Target Industry (QTI)** program to aid its relocation. In partnership with the **Governor’s Office of Tourism, Trade and Economic Development (OTTED)**, EFI, the city of St. Petersburg, and Pinellas County, the QTI program allows new and expanding Florida businesses in targeted, high-growth industries that create new, high-paying jobs to receive tax refunds for every new job created.

In true matchmaker fashion, True Partners Consulting brought together a company looking for an ideal location, and an ideal location seeking high-wage careers. The resulting partnership has a bright future ahead.

Visit B|O|T|H at www.both-usa.com.

Learn how Pinellas County can become the perfect partner for your growing business at www.pced.org.

