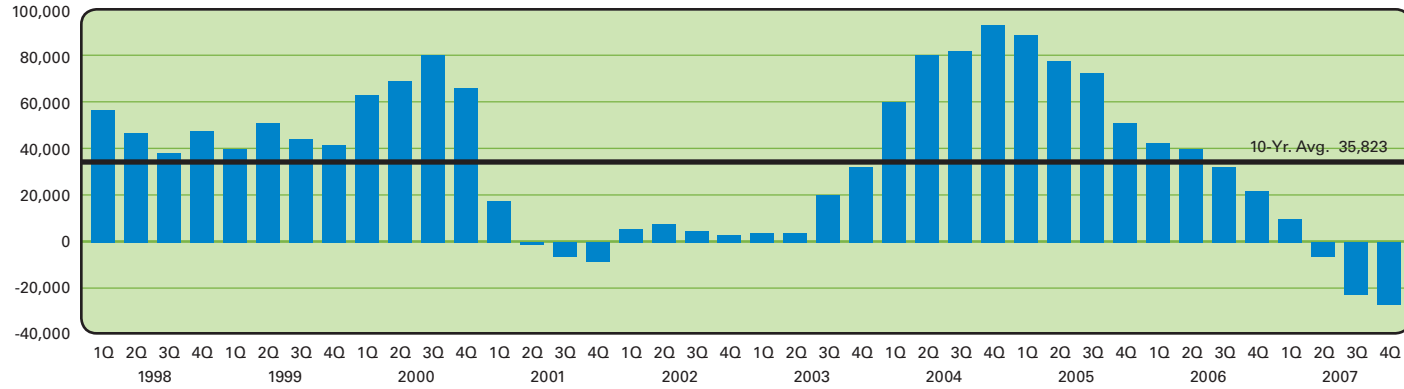


Ten Year Trends: 1998-2007 Long-Term Data

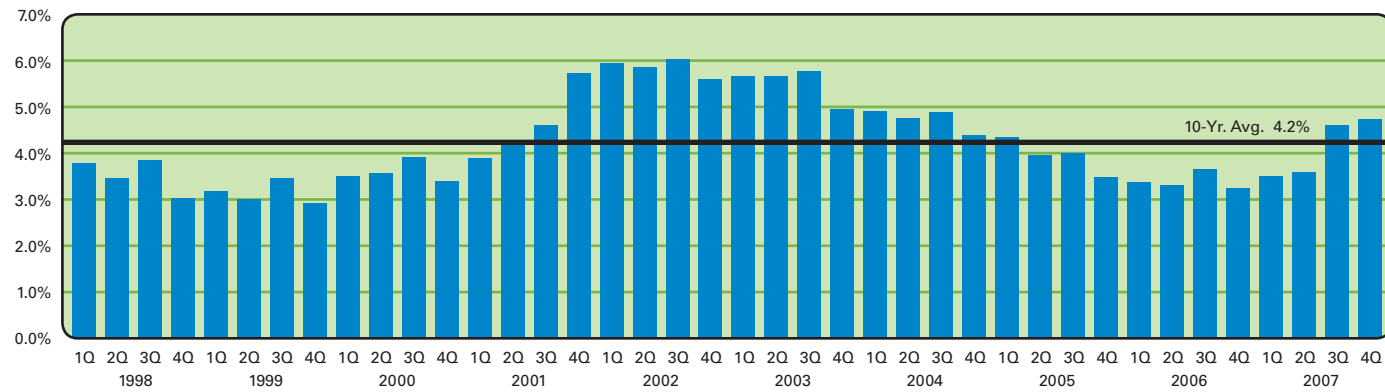
1. Tampa Bay Jobs Created

Source: Bureau of Labor Statistics



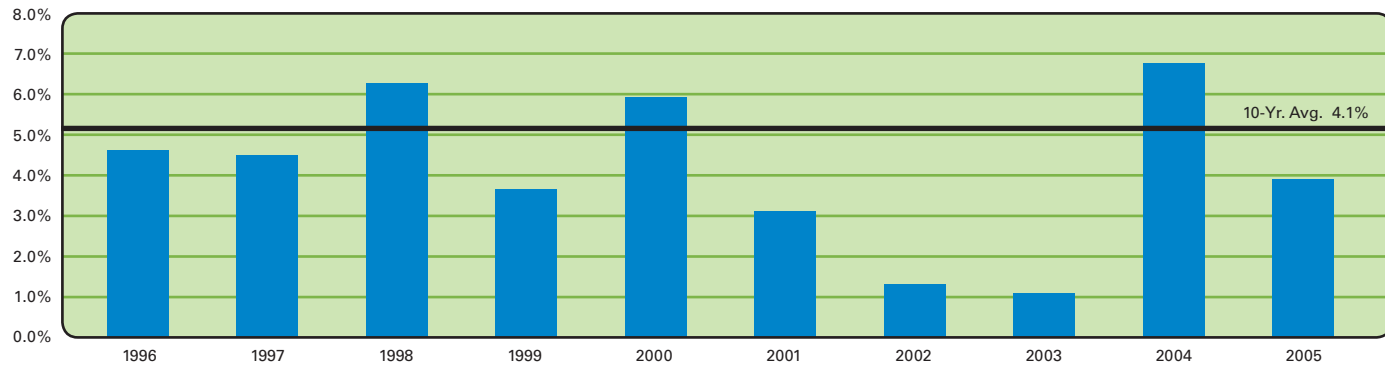
2. Tampa Bay Unemployment Rate

Source: Bureau of Labor Statistics



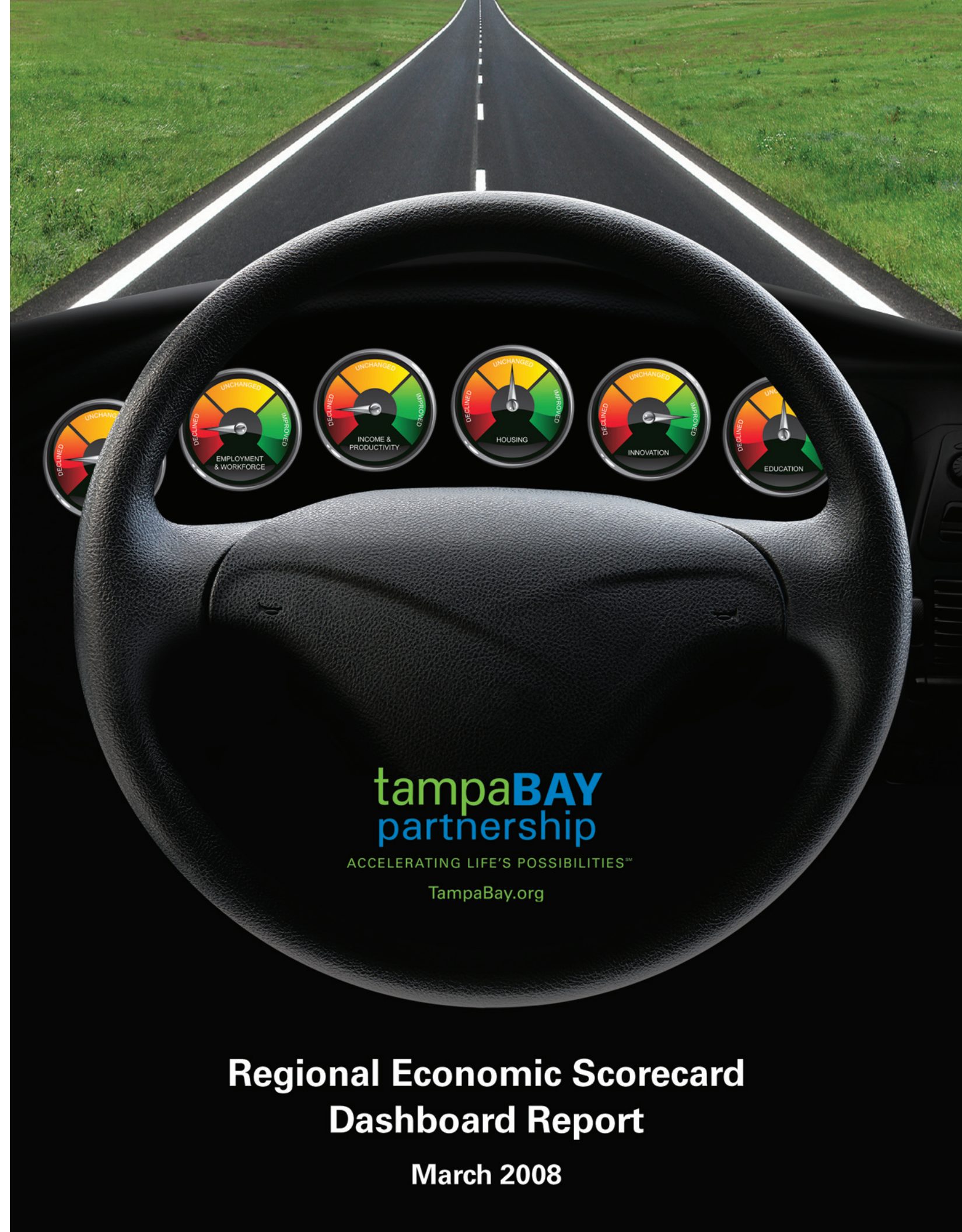
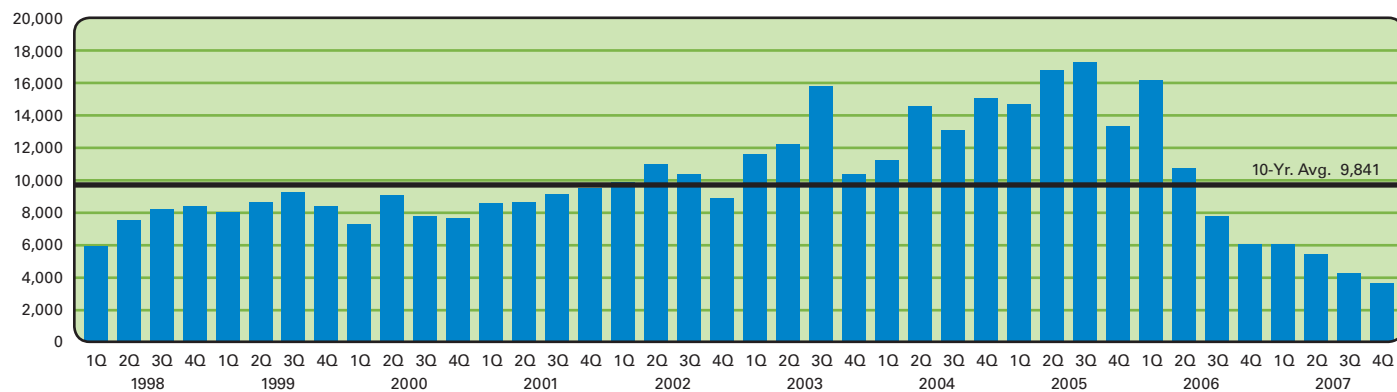
3. Tampa Bay Per Capita Income Growth Rate

Source: Bureau of Economic Analysis



4. Tampa Bay Housing Permits Issued

Source: Bureau of Census



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Regional Economic Scorecard Dashboard Report

March 2008

Scorecard Dashboard Report

The Regional Economic Scorecard is a strategic initiative of the Tampa Bay Partnership to answer the question: "How are we doing?" The scorecard was designed to provide an unbiased assessment and serve as a benchmarking tool to help focus resources and draw attention to areas that need it. Four consecutive scorecards (Winter 2006 - Summer 2007) now provide an opportunity for the analysis of short-term trends in the scores and the underlying data. By extending some of the more salient scorecard data points out to ten years, it is also possible to put the short-term trends into the context of the business cycles that Tampa Bay has experienced over the past decade.

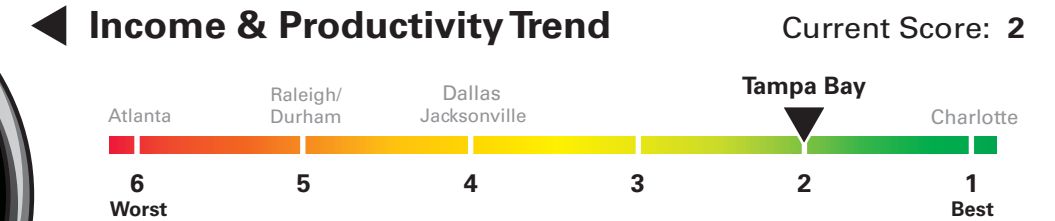
The Regional Economic Scorecard assigns scores for five key areas of Workforce and Employment, Income and Productivity, Housing, Innovation, and Education and ranks them against comparison regions to measure competitiveness. Those five category scores are then summed into an Overall category for a composite measurement of progress. Every category is ranked on a scale of one to six, with one being the most desirable position and six being the least desirable position. The comparison regions are Atlanta, Charlotte, Dallas, Jacksonville, and Raleigh-Durham.

How to Read This Report

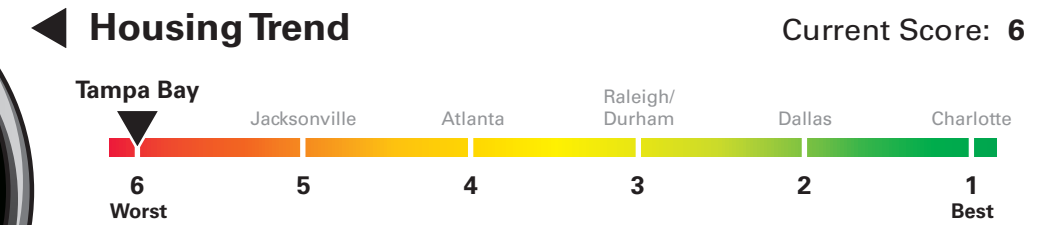
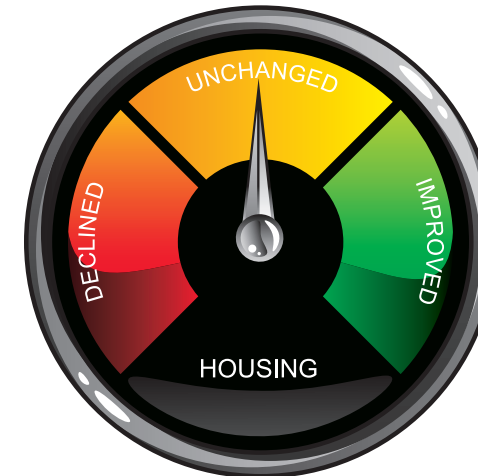
This report presents a dashboard that communicates two elements simultaneously: the direction that Tampa Bay's scores are trending through four scorecards and the current competitive position of Tampa Bay compared to the five peer regions based on the most recent scorecard category score.

The round gauge on the left: The arrow displays the category trend from the 1st to the 4th Scorecard - has the score declined, is it unchanged, or has it improved.

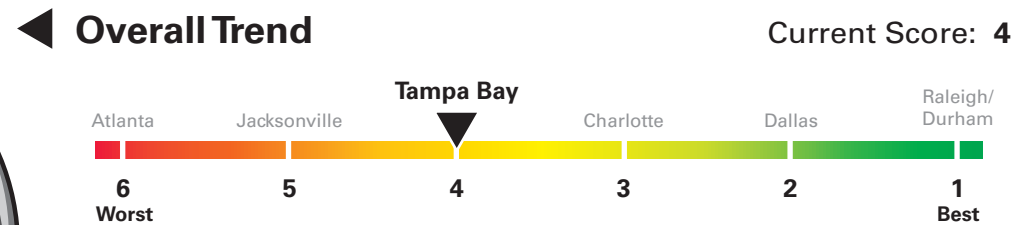
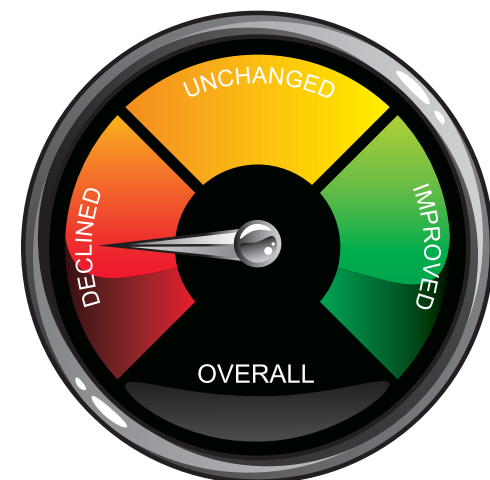
The horizontal gauge on the right: The pointer shows the current (Summer 2007) score for this category for Tampa Bay while the comparison region scores are also displayed on the gauge.



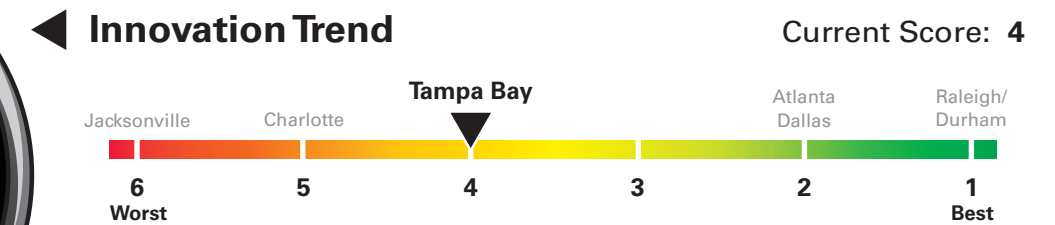
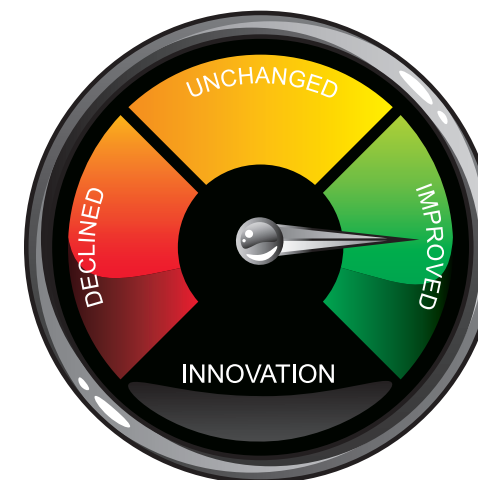
While average wage ranked last on every scorecard, the wage growth ranked first each time, reaching 9.93% on the fourth scorecard. Gross regional product had its best performance on the fourth scorecard at 5.6%. Tampa Bay ranked first in this category on the first scorecard.



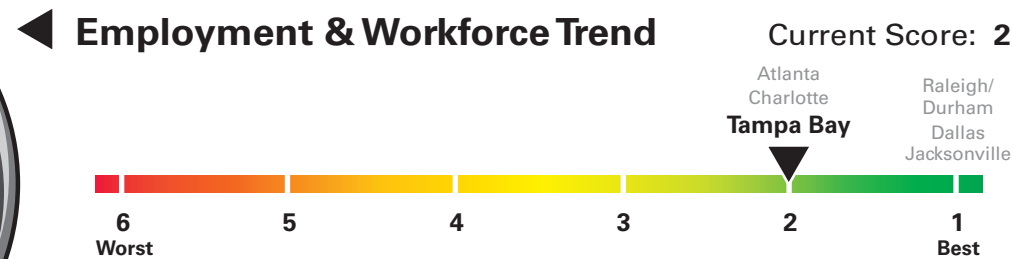
The housing category ranked last for four consecutive scorecards mostly because housing and rental affordability always ranked last. The housing downturn was evident as permit growth dropped from 32% in the first scorecard to -63.6% in the fourth.



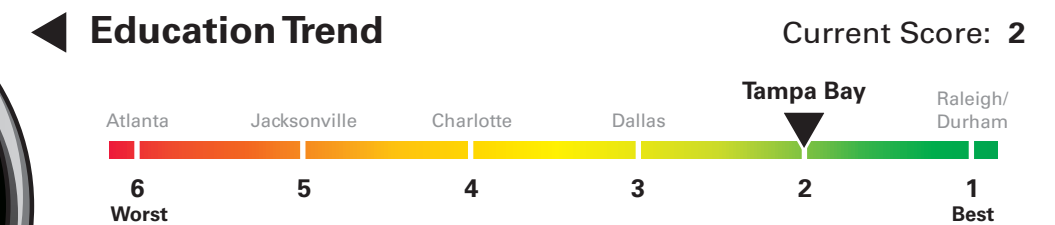
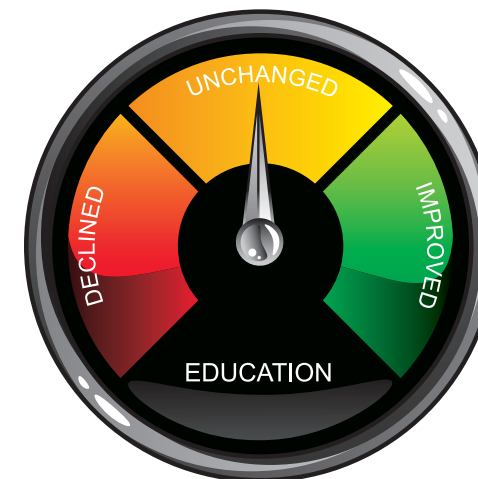
Through four scorecards, from Winter 2006 to Summer 2007, the Overall ranking has slipped from second to third to fourth. The scores are a benchmark against five other southeast regions so the slide can be attributed to a number of factors. These include competitors' performance, a downturn in the national economy, and a corresponding slowdown in the Tampa Bay economy exacerbated by the housing slump.



Innovation data showed little improvement but has trended upward slightly because venture capital per worker ranked higher on the fourth scorecard than on any previous scorecard. This brought Tampa Bay's ranking up to four after three consecutive fives.



Tampa Bay lost a first-place ranking as job creation fell from 50,000 to 20,000 and the labor force growth rate fell from 3.5% to 2%.



Tampa Bay high school graduation rates and SAT scores have declined since the first scorecard, but the score for both against the comparison regions has remained constant. Associates and bachelors degrees conferred per worker has improved.