

# Architecting a \$50M vision for Tampa Bay's healthcare future

## THE OPPORTUNITY

### A complicated, high-stakes sprint

Recently, our team had the privilege of partnering with Speros, Moffitt Cancer Center, and a phenomenal 10-member regional coalition to drive the submission of the **Florida Oncology and Radiopharmaceutical Growth Engine (FORGE)** proposal for the federal Economic Development Administration's Industry Transformation Path program. The Industry Transformation Path is a \$20-50 million grant opportunity designed to help disaster-impacted regions establish or grow strategic, resilient industries that support local and regional economic development.

The FORGE initiative is a generational opportunity for Pasco County, but the application was incredibly complex. We needed to integrate 5 distinct, highly technical projects, ranging from cGMP facility construction to workforce development and incubator operations, into a single, cohesive narrative. With a compressed timeline and critical inputs needed from multiple high-level partners, the risk of "scope creep" and version-control chaos was high. Below is a look at how we helped translate a \$50M vision into a highly competitive, fully integrated reality.

## THE SOLUTION

### Where strategy meets expertise

In addition to delivering a competitive application, our goal for this project was to eliminate friction for the executive leaders involved and bridge the technical gaps. We did this by providing:

- **Critical Subject Matter Expertise:** At the 11th hour, when highly technical radiopharmaceutical components and cGMP facility specs needed to perfectly align with workforce pipelines, project management alone wasn't enough. Our team stepped in to provide the deep subject matter expertise required to translate dense clinical and operational data into a compelling, EDA-compliant economic narrative.
- **Strategic Orchestration:** We established a centralized document structure and shared workspace, ensuring strict version control and precise alignment of every budget figure, technical spec, and narrative thread across the 5 projects.
- **Reduced Executive Lift:** We protected the time of our client's leadership by framing clear, actionable decisions rather than presenting open-ended problems; this streamlined approvals on critical paths like construction scopes and master budgets.

## THE IMPACT

### A unified regional statement

Over an intense sprint, we successfully delivered a comprehensive, on-time EDA ED-900 submission backed by 30+ letters of support from across the public, private, and civic sectors. More than just a grant application, the final product is a durable roadmap for Tampa Bay's future as a leader in precision oncology. We are incredibly proud to partner with organizations like Moffitt Cancer Center that possess the institutional will to deliver visionary, next-generation cancer care and quality jobs.



#### The Team

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