

# Gary L. Sasso Discusses Tampa Bay Affordability

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Carlton Fields President and CEO Gary L. Sasso was quoted in *The Tampa Bay Business Journal* discussing affordability in Tampa Bay. He challenges the local mindset of the area once branded as having low-cost qualities. He told the journal, “We don't want to be a back-office venue. I weep every time one of our more well-known large corporations sells out to another jurisdiction and it's happened time after time after time.” Sasso said that “it's not an advantage for Tampa Bay to advertise as a lesser market economically as a way to attract the kind of talent we want. We don't want people who can't afford better markets. We want people who can, but choose Tampa Bay for qualitative reasons.” READ: [Tampa Bay Business Journal “Editor's notebook: Tampa Bay's once low-cost environment is gone”](#)

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Gary L. Sasso

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