ABOUT THE DATA

Each slide includes data source information
Variety of data sources used; primarily third-party publicly accessible data
City specific data used where possible; however, some datasets are only available at the county level
Tampa-St. Pete MSA covers Hillsborough, Pinellas, Pasco, & Hernando counties, as defined by the U.S. Census Bureau
Different from Tampa Bay Partnership Competitiveness report, which defines the region using 4 MSAs, across 9 total counties
THANK YOU
JAMES MUSEUM OF WESTERN & WILDLIFE ART
POPULATION
**POPULATION GROWTH RATE (2015-2019)**

- **Pinellas County** has grown by **3.50%** while **St. Pete has grown by 4.94%** since 2015.

---

**STATE OF THE ECONOMY 2019 | POPULATION**

**SUMMARY**

- Pinellas County has grown by **3.50%** while St. Pete has grown by **4.94%** since 2015.
33,074 people moved to Pinellas County between 2015 and 2019. The 38.3% who relocated to St. Pete total 12,676 new residents.
POPULATION GROWTH (2014-2018)

- Miami: 12.4%
- Orlando: 11.5%
- Fort Worth: 10.6%
- MSA: 7.8%
- Tampa: 7.3%
- Jacksonville: 7.2%
- St. Pete: 5.4%
- St. Paul: 3.4%
- United States: 2.6%

BEBR, 2019 & American Community Survey 1-Year Estimates, 2019
NET MIGRATION (2018)

STATE OF THE ECONOMY 2019 | POPULATION

DEFINITION

NET MIGRATION
Difference in the number of people moving to and from the same area during a specified time period. Domestic migration refers to moves where the origin and designation are within the United States.
StPete2050 is a citywide conversation about where our city is going and what it can become over the next 30 years.

We want your feedback!

Take the survey and join us at an upcoming workshop:
January 29th, February 1st or February 4th.

Visit stpete2050.com for more information.
SOCIOECONOMICS
ST. PETE MEDIAN AGE

1970
48.1

2018
41.2

2014-2018

- St. Petersburg median age decreased 0.8 years
- Pinellas County median age is 48.5, an increase of 1.2 years
- MSA median age is 42.3, an increase of 0.2 years
- Florida median age is 42.2, an increase of 0.6 years
- US median age is 38.2, an increase of 0.5 years

American Community Survey 1-Year Estimates, 2019
AGE BREAKDOWN (1970)

1970 US Census
AGE BREAKDOWN (1990)

- 75 and Older
- 65 to 74
- 60 to 64
- 55 to 59
- 50 to 54
- 45 to 49
- 40 to 44
- 35 to 39
- 30 to 34
- 25 to 29
- 20 to 24
- 15 to 19
- 10 to 14
- 5 to 9
- Under 5 Years

1990 US Census
AGE BREAKDOWN (2018)

American Community Survey 1-Year Estimates, 2019
**ST. PETE AGE BREAKDOWN (AGES 20-39)**

- **2014**: 66,718, 26.3%
- **2015**: 69,157, 26.9%
- **2016**: 74,643, 28.6%
- **2017**: 70,658, 26.8%
- **2018**: 77,803, 29.3%

**PERCENT OF TOTAL POPULATION**
- Orlando: 39.3%
- Durham: 34.5%
- St. Paul: 33.9%
- Tampa: 32.5%
- Jacksonville: 30.1%
- Miami: 30.1%
- Fort Worth: 30.1%
- **St. Pete: 29.3%**
- United States: 27.1%
- MSA: 25.3%

**2014-2018 GROWTH**
- St. Pete: 16.6%
- Tampa: 16.6%
- Orlando: 12.0%
- Durham: 10.7%
- MSA: 10.4%
- Jacksonville: 9.5%
- Fort Worth: 8.0%
- Miami: 7.4%
- United States: 3.3%
- St. Paul: 2.4%

American Community Survey 1-Year Estimates, 2019
EDUCATION ATTAINMENT RATES (HIGH SCHOOL DEGREE)

American Community Survey 1-Year Estimates, 2019
EDUCATION ATTAINMENT RATES (BACHELOR’S DEGREE)

American Community Survey 1-Year Estimates, 2019
EDUCATION ATTAINMENT RATES (BACHELOR’S DEGREE: AGES 24-34)

American Community Survey 1-Year Estimates, 2019
EDUCATION ATTAINMENT RATES (GRADUATE DEGREE)

American Community Survey 1-Year Estimates, 2019
MEDIAN HOUSEHOLD INCOME GROWTH (2014-2018)

Miami: 31.0%
Orlando: 26.1%
St. Pete: 26.1%
Jacksonville: 21.7%
St. Paul: 20.8%
Tampa: 19.4%
MSA: 17.1%
United States: 15.4%
Durham: 12.5%
Fort Worth: 11.8%

THE NUMBERS

United States: $61,937
St. Pete: $58,087
MSA: $54,912

St. Pete saw an increase of $2,923 since 2017.
AFRICAN AMERICAN MEDIAN HOUSEHOLD INCOME GROWTH (2014-2018)

St. Pete: 72.0%
St. Paul: 56.9%
Jacksonville: 22.8%
MSA: 22.3%
Tampa: 20.9%
United States: 17.0%
Fort Worth: 16.7%
Orlando: 16.4%
Durham: 8.5%

United States: $41,511
St. Pete: $48,587
MSA: $41,612

American Community Survey 1-Year Estimates, 2019
POVERTY RATE (2018)

Miami: 21.7%
St. Paul: 19.4%
Tampa: 18.1%
Orlando: 16.1%
Fort Worth: 15.6%
Jacksonville: 15.0%
Durham: 14.5%
MSA: 13.4%
United States: 13.1%
St. Pete: 12.3%

American Community Survey 1-Year Estimates, 2019
# South St. Petersburg CRA Grants

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awarded Businesses</td>
<td>31</td>
<td>37</td>
<td>26</td>
</tr>
<tr>
<td>Total Funding Awarded</td>
<td>$381,475</td>
<td>$640,220</td>
<td>$862,867</td>
</tr>
</tbody>
</table>
THE ONE COMMUNITY PLAN

Rev. Louis M. Murphy Sr.,
Mt. Zion Progressive Missionary
Baptist Church

Albert Lee,
Tampa Bay Black Business
Investment Corp
CONSTRUCTION VALUE BREAKDOWN

THE NUMBERS

New Residential: $247,673,696
New Commercial: $115,230,571
Existing Residential Renovation: $58,728,139
Existing Commercial Renovation: $135,182,511
CONSTRUCTION VALUE BREAKDOWN (DOWNTOWN VS REST OF CITY)

- Residential (Downtown): $122,867,560.00
- Commercial (Downtown): $31,587,651.00
- Residential (Rest of City): $183,534,275.00
- Commercial (Rest of City): $218,534,275.00

Dollar Amount vs Percent of Total

Planning and Development Services, 2019
**DOWNTOWN DWELLING UNITS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Complete</th>
<th>Under Construction</th>
<th>Permitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>5,429</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>6,301</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>6,543</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>7,621</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>8,977</td>
<td></td>
<td>1,170</td>
</tr>
</tbody>
</table>

**THE NUMBERS**

- **132,201** dwelling units city-wide
- Downtown comprises **8.2%** of all dwelling units in St. Petersburg
- **10,886** downtown units built, under construction, or permitted

---

Pinellas County Property Appraiser, 2019 & City of St. Petersburg Planning & Development Services, 2019
TAXABLE VALUE GROWTH RATE

- St. Petersburg
- Clearwater
- Pinellas County

Pinellas County Property Appraiser, 2019 Final Roll Pre-VAB
TAXABLE VALUE (SOUTH ST. PETE CRA)
PINELLAS COUNTY TOURISM

- **Total Visitors:** 15,539,597
- **Hotel Room Nights:** 6,680,092
- **Tax Revenues Generated:** $302,331,907
- **Visitor Spending:** $5,209,369,373

**Economic Impact:** $8,396,092,411
TROPICANA FIELD INITIATIVES

- Two conceptual master plans (with and without a stadium)
- Smart City, sustainability, and healthy community plan
- Duke Energy Site Readiness Program
- Downtown Mobility Study
- Community Benefit Agreement discussions
- Economic Development Corporation Marketing Committee
- Downtown Partnership Committee
- $75M in infrastructure funding through the Intown Community Redevelopment Area
TROPICANA FIELD SITE READINESS PROGRAM

CHRIS SCHWINDEN
Senior Vice President, Site Selection Group

BETH LAND
Vice President, Site Section Group

CLARK LOHMILLER
Group Leader, Ardurra

NICOLE LYNN
Group Leader, Ardurra
DUKE ENERGY
SITE READINESS
PROGRAM

Tropicana Site
St. Petersburg, FL

January 2020
Site Readiness Program – identify, assess, and improve target sites.

Helps economic development organizations find and prepare sites for company locations.

“The South’s 10 Best Site Programs”
Southern Business & Development Magazine
- Corporate location advisory.
- Headquartered in Dallas with offices in Greenville, Austin, and New York.
- Objective analysis for economic development (like Duke) through corporate lens.

**TROPICANA SITE EVALUATION**

- **PHYSICAL SITE**
- **WORKFORCE**
- **TARGET INDUSTRY**
SSG’S VIEW ON DEVELOPMENT STRATEGY

COMPLEXITY -> TIME & PLANNING
- Multiple Objectives on Highest and Best Use(s)
- Find “Right” Development Partner(s)
- Critical to Start Now, But Don’t Rush It
- Retain Flexibility

WORKFORCE DRIVES SITE SELECTION & ECONOMIC DEVELOPMENT
- Especially for High Profile Professional Services
- This Development Can Move the Workforce Needle, But It’s Not a Cure-All
- Design Strategy around Workforce Value Proposition and...
- How Development Can Address Workforce Challenges
CURRENT WORKFORCE VALUE PROPOSITION

DEMOGRAPHICS
- Population Growth
- Sheer Market Size
- Age Profile
- Educational Attainment
- Housing Costs

OCCUPATIONAL DYNAMICS
- Business Occupations
- Moderate Skill IT
- Health Care
- High Skill STEM (science, engineering, high end IT)

EDUCATION & TRAINING
- Life Science Completions & Pipeline
- Potential Higher Ed Partners
- Value Prop Compared to Premier Research Universities
<table>
<thead>
<tr>
<th>Industry</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>Very strong workforce value proposition</td>
</tr>
<tr>
<td></td>
<td>Builds on existing strengths</td>
</tr>
<tr>
<td>Information Technology</td>
<td>Moderate workforce value proposition</td>
</tr>
<tr>
<td></td>
<td>Will require strong and proactive support from higher education</td>
</tr>
<tr>
<td>R&amp;D - Life Sciences</td>
<td>More aspirational target</td>
</tr>
<tr>
<td></td>
<td>Opportunity to build on graduates &amp; healthcare</td>
</tr>
<tr>
<td></td>
<td>Will require <strong>very strong</strong> and proactive support from higher education</td>
</tr>
</tbody>
</table>
STRATEGIC RECOMMENDATIONS

**INFRASTRUCTURE**
- Property is well-positioned with robust infrastructure and unique site assets
- Proactively address perceived risks of monitoring wells and earmark acreage for substation
- Consider long-term wastewater needs

**HOUSING**
- No attractive market is immune to rising housing costs
- Opportunity to include workforce housing that is affordable to target workforce

**HIGHER EDUCATION**
- Proactive investment and presence
- Strong commitment to workforce development and partnerships
- Higher education can change workforce value proposition

**STRATEGY & ADMINISTRATION**
- Take a long-term vision with focus on quality but need to start now
- Incorporate a 3rd party to help drive initial RFP process
REAL ESTATE
CITYWIDE CLASS A OFFICE SPACE

CLASS A OFFICE SPACE
An extremely desirable investment-grade property with the highest quality materials and prestigious tenants in an excellent location with exceptional accessibility.
**DOWNTOWN CLASS A OFFICE SPACE**

**DEFINITION**

**CLASS A OFFICE SPACE**
An extremely desirable investment-grade property with the highest quality materials and prestigious tenants in an excellent location with exceptional accessibility.
DOWNTOWN CLASS B & C OFFICE SPACE

DEFINITION

CLASS B OFFICE SPACE
A building with utilitarian space without special attractions. Ordinary architectural design and features. Attract a wide range of users with average rents.

CLASS C OFFICE SPACE
An older, no-frills building that offers basic space. Attract tenants by having a lower lease price.
DOWNTOWN TENANT MIX (1986-2019)

NOTE

Other includes professional services.

Buildings used in analysis:
- 200 Central
- First Central
- City Center
- Morgan Stanley Tower

GATEWAY CLASS A OFFICE SPACE

DEFINITION

CLASS A OFFICE SPACE
An extremely desirable investment-grade property with the highest quality materials and prestigious tenants in an excellent location with exceptional accessibility.
GATEWAY CLASS B & C OFFICE SPACE

DEFINITIONS

CLASS B OFFICE SPACE
A building with utilitarian space without special attractions. Ordinary architectural design and features. Attract a wide range of users with average rents.

CLASS C OFFICE SPACE
An older, no-frills building that offers basic space. Attract tenants by having a lower lease price.
SKYWAY MARINA OFFICE SPACE (ALL CLASSES)

DEFINITIONS

CLASS A OFFICE SPACE
An extremely desirable investment-grade property with the highest quality materials and prestigious tenants in an excellent location with exceptional accessibility.

CLASS B OFFICE SPACE
A building with utilitarian space without special attractions. Ordinary architectural design and features. Attract a wide range of users with average rents.

CLASS C OFFICE SPACE
An older, no-frills building that offers basic space. Attract tenants by having a lower lease price.
ST. PETE RETAIL SPACE

CoStar, 2019
GROW SMARTER OPPORTUNITY SITES

PROGRESSING
1. Carillon Town Center  
2. Innovation District Site 
3. Red Apple Site 
4. Old Police Station Site 
5. Deuces Rising 
6. Tangerine Plaza 
7. Phillips Development 
8. Kmart Site 
9. Tropicana Field 
10. UPC

ON HOLD
11. Raytheon Site 
12. Port Site 
13. Skyway Plaza
PUBLIC-PRIVATE PARTNERSHIPS TO INCREASE OFFICE SPACE

RED APPLE: 23,000 SF office
DeNUNZIO: 40,000 SF office
POLICE DEPT: 100,000 SF office
UPC: 150,000 SF office

Total downtown office increase of 313,000 square feet
# SUMMARY OF DEMAND BY LAND USE

## TOTAL 30-YEAR DEMAND FOR NEW DEVELOPMENT

<table>
<thead>
<tr>
<th>Land use</th>
<th>Moderate Growth Scenario</th>
<th>Strong Growth Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>2,350,000 sf</td>
<td>4,000,000</td>
</tr>
<tr>
<td>Residential</td>
<td>37,000,000 sf or 31,000 units</td>
<td>56,500,000 sf or 47,000 units</td>
</tr>
<tr>
<td>Retail</td>
<td>1,150,000 sf</td>
<td>1,900,000 sf</td>
</tr>
<tr>
<td>Hotel</td>
<td>1,650,000 sf or 3,300 rooms</td>
<td>2,800,000 sf or 5,600 rooms</td>
</tr>
</tbody>
</table>

## ANNUALIZED DEMAND FOR NEW DEVELOPMENT

<table>
<thead>
<tr>
<th>Land use</th>
<th>Moderate Growth Scenario</th>
<th>Strong Growth Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>78,500 sf</td>
<td>135,000 sf</td>
</tr>
<tr>
<td>Residential</td>
<td>1,230,000 sf or 1,035 units</td>
<td>1,880,000 sf or 1,550 units</td>
</tr>
<tr>
<td>Retail</td>
<td>38,500 sf</td>
<td>63,500 sf</td>
</tr>
<tr>
<td>Hotel</td>
<td>55,000 sf or 110 rooms</td>
<td>93,500 sf or 185 rooms</td>
</tr>
</tbody>
</table>
## TOP 20 PRIVATE SECTOR EMPLOYERS

<table>
<thead>
<tr>
<th>EMPLOYER</th>
<th>EMPLOYEES</th>
<th>NAICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Raymond James</td>
<td>4,000+</td>
<td>Finance &amp; Insurance</td>
</tr>
<tr>
<td>2. HSN (Home Shopping Network)</td>
<td>2,000+</td>
<td>Retail Trade</td>
</tr>
<tr>
<td>3. Spectrum</td>
<td>2,000+</td>
<td>Information</td>
</tr>
<tr>
<td>4. Fidelity Information Services</td>
<td>1,500+</td>
<td>Professional, Scientific, and Technical Services</td>
</tr>
<tr>
<td>5. Jabil</td>
<td>1,500+</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>6. Valpak</td>
<td>1,500+</td>
<td>Professional, Scientific, and Technical Services</td>
</tr>
<tr>
<td>7. Duke Energy Florida</td>
<td>1,000+</td>
<td>Utilities</td>
</tr>
<tr>
<td>8. Ceridian Benefits Services</td>
<td>1,000+</td>
<td>Finance &amp; Insurance</td>
</tr>
<tr>
<td>9. SKILocal</td>
<td>1,000+</td>
<td>Professional, Scientific, and Technical Services</td>
</tr>
<tr>
<td>10. Franklin Templeton Investments</td>
<td>501-1,000</td>
<td>Finance &amp; Insurance</td>
</tr>
<tr>
<td>11. Transamerica</td>
<td>501-1,000</td>
<td>Finance &amp; Insurance</td>
</tr>
<tr>
<td>12. PSCU</td>
<td>501-1,000</td>
<td>Finance &amp; Insurance</td>
</tr>
<tr>
<td>13. Times Publishing Company</td>
<td>501-1,000</td>
<td>Information</td>
</tr>
<tr>
<td>14. Power Design</td>
<td>501-1,000</td>
<td>Construction</td>
</tr>
<tr>
<td>15. Bankers Surety Service</td>
<td>501-1,000</td>
<td>Finance &amp; Insurance</td>
</tr>
<tr>
<td>16. Catalent Pharma Solution</td>
<td>501-1,000</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>17. Compulink</td>
<td>501-1,000</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>18. America II Electronics</td>
<td>501-1,000</td>
<td>Retail Trade</td>
</tr>
<tr>
<td>19. Parc Center Industries</td>
<td>300-500</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>20. Com Design</td>
<td>300-500</td>
<td>Other Services</td>
</tr>
</tbody>
</table>
CHANGE IN MEDIAN HOME SALE PRICE (2018–2019)

THE NUMBERS

MEDIAN SALE PRICES

St. Pete: $227,000
Tampa: $240,000
MSA: $219,000
United States: $313,000
FOR ALL, FROM ALL AFFORDABLE HOUSING PLAN

The City of St. Petersburg has developed a comprehensive 10-year plan to address housing affordability by expanding existing programs and introducing new solutions. The plan will begin in 2020 and will be funded through various public and private sources. The plan will impact approximately 7,000 households, improving life for 19,000 community members across the city.

The plan will mainly focus on supporting low- and moderate-income households but will also offer solutions for middle-income households and above.

More info: stpete.org/affordablehousing
ST. PETE PIER
DAVE GOODWIN AWARD
BUSINESS & WORKFORCE DEVELOPMENT
BUSINESS TAX RECEIPTS PAID

<table>
<thead>
<tr>
<th>Year</th>
<th>Receipts Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>15,981</td>
</tr>
<tr>
<td>2016</td>
<td>16,082</td>
</tr>
<tr>
<td>2017</td>
<td>16,149</td>
</tr>
<tr>
<td>2018</td>
<td>16,082</td>
</tr>
<tr>
<td>2019</td>
<td>16,192</td>
</tr>
</tbody>
</table>

City of St. Petersburg Business Tax, 2019
ST. PETERSBURG EMPLOYMENT

NET NEW JOBS

2018-2019: 1,950
1.6% increase from 2018

2015-2019: 6,689
5.84% increase from 2015
6.1% US job growth from 2015

EMPLOYMENT NODES

GATEWAY
~34,000 Employees

DOWNTOWN
~31,000 Employees

TYRONE
~7,300 Employees

CENTRAL AVE CORRIDOR
~6,300 Employees

SKYWAY MARINA
~3,000 Employees
GROW SMARTER INDUSTRIES (2015-2019)

2015: 29.8% of total city employment in Grow Smarter industries (33,173 jobs)

2019: 32.0% of total city employment in Grow Smarter industries (36,973 jobs)

2015-2019: overall increase of 11.5% employment in Grow Smarter industry employment

Average wage of Accommodation & Food Services: $21,232

Average wage of Finance & Insurance: $69,550

Florida DEO Quarterly Census of Employment & Wages, 2018 data for Pinellas County
SRIDHAR SUNDARAM,
DEAN

USFSP Kate Tiedemann College of Business
JOB GROWTH (%) FROM 2013 - 2018 FOR MARKET STREET REPORT
TARGETED INDUSTRIES: ST. PETERSBURG AREA

Ensi, 2018
Note: The NAICS codes used to construct these industry estimates are informed by 2014 Market Street Report and differ from those used in some City of St. Petersburg estimates.
AVERAGE WAGE GROWTH ($) FROM 2014 TO 2018 FOR MARKET STREET REPORT TARGETED INDUSTRIES: ST. PETERSBURG AREA

<table>
<thead>
<tr>
<th>Industry</th>
<th>2014</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Arts &amp; Design</td>
<td>$41,635</td>
<td>$43,266</td>
</tr>
<tr>
<td>Data Analytics</td>
<td>$65,501</td>
<td>$66,968</td>
</tr>
<tr>
<td>Financial Services</td>
<td>$59,311</td>
<td>$63,691</td>
</tr>
<tr>
<td>Marine &amp; Life Sciences</td>
<td>$50,729</td>
<td>$56,523</td>
</tr>
<tr>
<td>Specialized Manufacturing</td>
<td>$65,484</td>
<td>$77,233</td>
</tr>
</tbody>
</table>

Ensi, 2018
Note: The NAICS codes used to construct these industry estimates are informed by 2014 Market Street Report and differ from those used in some City of St. Petersburg estimates.
2018 5-YEAR AVERAGE: MEDIAN HOUSEHOLD INCOME: ST. PETERSBURG

<table>
<thead>
<tr>
<th>Group</th>
<th>Median Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>$36,340</td>
</tr>
<tr>
<td>White</td>
<td>$59,924</td>
</tr>
<tr>
<td>Asian</td>
<td>$57,889</td>
</tr>
<tr>
<td>Latinx</td>
<td>$50,233</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>$53,816</td>
</tr>
</tbody>
</table>

Source: 2017 American Community Survey, 5-Year Estimate
2018 5-YEAR AVERAGE: HOMEOWNERSHIP RATE: ST. PETERSBURG

- Black: 41.3%
- White: 65.1%
- Asian: 55.8%
- Latinx: 48.9%
- St. Petersburg: 58.8%

2018 American Community Survey, 5-Year Estimate
2018 ESTIMATED JOB ECONOMY: ST. PETERSBURG AREA

- Government: 13%
- Utilities: 0.3%
- Construction: 9%
- Manufacturing: 10%
- Wholesale Trade: 3%
- Information: 5%
- Real Estate, Rental and Leasing: 4%
- Professional, Scientific and Technical Services: 12%
- Management of Companies and Enterprises: 8%
- Administrative Support and Waste Management and Remediation Services: 11%
- Educational Services: 3%
- Arts, Entertainment and Recreation: 4%
- Accommodation and Food Services: 14%
- Other Services (except Public Administration): 7%

Note: Agriculture, Fishing, Forestry, Mining, Quarrying, Oil and Gas Extraction are not included due to low job counts—less than 0.1% of the St. Petersburg Job Economy.
BUSINESS EXPANSION & JOB CREATION

604
JOBS CREATED
from business expansions

442
JOBS CREATED
from business relocations

153
JOBS CREATED
from City-led programs
## GREENHOUSE PERFORMANCE DATA FY 2019

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL ENGAGEMENT</strong></td>
<td>3,346</td>
<td>8,504</td>
</tr>
<tr>
<td><strong>UNIQUE CLIENTS SERVED</strong></td>
<td>1,704</td>
<td>2,569</td>
</tr>
<tr>
<td><strong>TOTAL EVENTS</strong></td>
<td>157</td>
<td>311</td>
</tr>
<tr>
<td><strong>RIBBON CUTTINGS</strong></td>
<td>NOT TRacked</td>
<td>64</td>
</tr>
<tr>
<td><strong>STAFF ASSISTANCE BY INDIVIDUAL CLIENTS</strong></td>
<td>602</td>
<td>1,030</td>
</tr>
<tr>
<td><strong>STAFF ASSISTANCE BY TOTAL SESSIONS</strong></td>
<td>1,364</td>
<td>2,201</td>
</tr>
</tbody>
</table>
WORKFORCE DEVELOPMENT: ST. PETE WORKS!

298 EMPLOYEES HIRED

141 EMPLOYERS RECRUITED

City of St. Petersburg Economic & Workforce Development, 2019 (figures since inception)
UNEMPLOYMENT

American Community Survey 1-Year Estimates, 2019
TRANSPORTATION INITIATIVES

• More transportation choices through micromobility expansion (Motorized Scooters & Bike Share)
• Bus Rapid Transit
• Complete Streets Implementation
• Cross Bay Ferry
• Downtown Mobility Study
• Increased public parking capacity downtown (over 1,000 new spaces)
• Regional Transportation improvements
AVERAGE COMMUTE TIMES (IN MINUTES)

American Community Survey 1-Year Estimates, 2019
COST OF LIVING INDEX
SUSTAINABILITY

2019 ACCOMPLISHMENTS

- Adoption of the Integrated Sustainability Action Plan
- American Cities Climate Challenge
- Green Fleet Administrative Policy
- STAR Recertification and LEED Certified City

2020 PREVIEW

- Energy Programs – existing municipal and private buildings
- Greenhouse Gas Inventory
- Tree Canopy Analyses and Outreach
- Continue work with American Cities Climate Challenge, the Solar Energy Loan Fund, and the Solar United Neighbors
SOME BIG PROJECTS TO COME

ARTS & CRAFTS MUSEUM

CITY MARINA
2019 SCORECARD

41/43 St. Pete Improvements
95.4% measures improved - increase of 17.0% from last year

10/15 Top Half of Peer Cities
66.7% measures in the top half - decrease of 2.6% from last year

12/14 Ahead of the MSA
85.7% measures St. Petersburg is ahead of the MSA - increase of 1.8% from last year