Among Florida’s sixth largest cities, St. Petersburg is No. 1 in per capita income, No. 2 in lowest overall crime, No. 3 in size by county households, and No. 4 in overall city population.

**Florida’s Major Cities**

<table>
<thead>
<tr>
<th>City</th>
<th>County Households</th>
<th>Metro Population</th>
<th>City Population</th>
<th>County Population</th>
<th>Per Capita Income</th>
<th>Crime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami</td>
<td>377,677</td>
<td>2.253m</td>
<td>362,470</td>
<td>2.253m</td>
<td>$23,919</td>
<td>11.03%</td>
</tr>
<tr>
<td>Ft. Lauderdale</td>
<td>654,445</td>
<td>1.623m</td>
<td>152,397</td>
<td>1.623m</td>
<td>$28,546</td>
<td>8.42%</td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>414,968</td>
<td>2.396m</td>
<td>248,232</td>
<td>2.396m</td>
<td>$30,633</td>
<td>8.28%</td>
</tr>
<tr>
<td>Tampa</td>
<td>391,557</td>
<td>1.645m</td>
<td>303,447</td>
<td>303,447</td>
<td>$26,355</td>
<td>11.17%</td>
</tr>
<tr>
<td>Orlando</td>
<td>336,286</td>
<td>1.100m</td>
<td>185,951</td>
<td>185,951</td>
<td>$26,186</td>
<td>12.05%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>303,747</td>
<td>1.100m</td>
<td>735,617</td>
<td>778,879</td>
<td>$26,637</td>
<td>6.99%</td>
</tr>
</tbody>
</table>

St. Petersburg Metro (St. Petersburg-Clearwater-Tampa)

- MSA Population (No. 1 in Florida): 2,395,997
- Media Households (No. 13 in U.S.): 1,510,100
- Total Effective Buying Income: $42.1 billion
- Population Growth 1990-2000: 15.9%
- Number Jobs: 1,198,000

**St. Petersburg at a Glance**

- Median Age: 39.3
- Land Mass: 58 square miles
- Shoreline: 234 miles
- Highest Elevation: 50 feet above sea level
- Average Temperature: 73.7 degrees
- Average Sunshine: 361 days per year

St. Petersburg’s Largest Private Employers

- Jabil Circuit: 3,800
- Times Publishing Co.: 3,100
- Raymond James & Associates Inc.: 2,500
- Medco: 2,000
- Home Shopping Network: 1,000
- BayCare Medical Centers: 1,000
- Florida Power: 1,000
- AdventHealth’s Hospital: 1,000
- Caridian Benefits: 1,000
- Danka Business Systems: 1,000
- Franklin Templeton: 1,000
- Raytheon B-Systems: 1,000

Economic Opportunities for All

In just six years, more than 10,000 new jobs have been created in all sectors of the city, the result of top performance by new and existing businesses here. As the gateway to Florida’s high tech corridor, St. Petersburg anchors a region that is No. 1 in the state for business, jobs, job growth, high tech and manufacturing companies, and quality of life. From Midtown to downtown and beyond, St. Petersburg boasts bright opportunities for future economic growth.

St. Petersburg Region
- Leads the state in buying income and is also No. 1 in retail, food, and general merchandise store sales. (SMM 2000 Demographics USA)
- No. 1 among U.S. metro areas for job growth. (U.S. Labor Statistics)
- No. 1 in the South for job announcements. (Southern Business and Development)
- No. 8 in the U.S. for small businesses. (Entrepreneur Magazine)

Downtown
- More than $1 billion has been invested in public and private development downtown.
- One of the hottest new neighborhoods, six new upscale residential towers have been built in downtown St. Petersburg, joined by high density, urban style townhouses, lofts and new apartment units. The downtown housing boom is on, and experts predict an influx of 8,000 to 10,000 new downtown residents during this decade.
- Construction is underway on a new 92-room hotel, joining three other full-service, business style hotels. Combined with a growing bed and breakfast inventory, there are now more than 1000 hotel rooms in downtown St. Petersburg.
- Ten marine institutes located along the shores of downtown’s Bayboro Harbor forge the largest oceanographic research center in the Southeast.
- St. Petersburg’s cultural community is an economic engine made up of 50 organizations that generate $18 million in revenues, provide 3,500 jobs and attract 1.4 million in attendance.

BayWalk, a $40 million shopping and entertainment complex in downtown St. Petersburg, is a public/private partnership between the city, which developed a 1100-space parking garage with street-level retail, the Sembler Co. and Muvico. In its first year, BayWalk exceeded all projections and welcomed three million visitors.
The city began an extensive annexation program on the northern boundary of St. Petersburg in the 1980s, paving the way for the Gateway and Carillon office parks, now home to powerhouse corporations like Raymond James & Associates, Inc., Jabil Circuit, Home Shopping Network, Avaya, Certegy and Catalina Marketing. Home to only four businesses in 1982, 350 companies there now employ 30,000 people.

St. Pete Gateway

- Trade relationships between Florida and Mexico during the Regata & Fiesta del Sol al Sol. The event, built around a long-standing yacht race between St. Petersburg and Isla Mujeres, Mexico, was expanded to include economic and community development strategies to stimulate a global partnership.

- The city has invested more than $100 million in Midtown neighborhoods during the last five years. New community centers, libraries, job programs, infrastructure and housing pave the way for future economic growth.

Midtown
- Making it easier to do business in St. Petersburg, the Development Services Department initiated a series of reforms to make permitting business-friendly — streamlining the process and shortening time required for plan review and obtaining permits.
- St. Petersburg joined Pinellas County in opening

St. Petersburg Major Employment Sectors:

- Financial
- Technical Manufacturing
- Marine Science
- Information Technology
- Hospitality & Services
- Government & Education

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- Just southwest of downtown, the city is assembling an Industrial park on a 122 acre site to house 300,000 square feet of new development in the Midtown Area.

St. Petersburg’s Business Development Center, a one-stop facility that offers support services, state-of-the-art resources, and professional assistance to potential, new and existing businesses, served nearly 6,000 clients last year. The Business Development Center is a partnership between the city, USF’s Small Business Development Center, the St. Petersburg Area Chamber of Commerce, the St. Petersburg Area Black Chamber of Commerce, the Tampa Bay Black Business Investment Corporation, Micro-Business USA and the Service Corps of Retired Executives.
Great Neighborhoods

Freshly painted wooden bungalows adorned by front porches, new high rise condominiums downtown with sweeping views of the bay, graceful Mediterranean-style villas along canals and bayous, and historic homes on brick streets, shaded by towering oaks. St. Petersburg has a diverse quilt of neighborhoods, where many have seen double-digit property value increases and unprecedented involvement through active neighborhood associations. More neighborhoods than at any time in the city’s history are working in partnership with the city and local businesses to create the renaissance that is occurring in St. Petersburg’s neighborhoods.

During the past nine years, the city has issued $1.75 million in neighborhood partnership matching grants to neighborhood and business associations for 71 different community projects, such as entryway signage, landscaping, playground equipment, computer labs, decorative lighting and more.

Last year, two St. Petersburg revitalization districts were the only ones to be designated by the state as official Florida Main Street Communities. Grand Central and 22nd Street South will both receive grants and ongoing technical assistance from the state to redevelop their historic neighborhoods.

Four St. Petersburg neighborhoods have applied for historic district designation – Round Lake, Historic Kenwood, Old Northeast and Downtown – joining two existing historic districts – Granada Terrace and Roser Park.

St. Petersburg’s Action Center, a one stop shop for receiving service requests and comments from the public, went online. Through “Action Online” at www.stpete.org, citizens can report problems online; via a tracking number, they can follow the progress being made to quickly address their concern.

Four Public Service Representatives (PSRs) are assigned to zones citywide. PSRs respond to requests for service received in the Action Center. Last year, they responded to 4,750 calls. While in the field, PSRs scout their neighborhoods to find problems on city property before they become complaints, generating 8,630 work orders last year.

Lake Maggiore is one of St. Petersburg’s best kept secrets. Located in the heart of Florida’s most densely populated county, it is bordered on its southern shore by the pristine 245 acre Boyd Hill Nature Park. Currently, the city is working on a three-year plan to convert underutilized city-owned property on the lake’s northwest corner to a new city park that will feature an adventure playground, fitness trails, picnic pavilions and more. Soon, park visitors may be able to stroll around the 375 acre lake.

The key to a healthy neighborhood is a strong partnership between the city and residents. There are now 106 neighborhood associations, five umbrella organizations, and 10 business associations. Seventeen associations have worked with the city to create and adopt neighborhood plans, with 11 more neighborhoods in the process. Once a plan is adopted, it is eligible for “Operation Commitment”, an intensive six-month neighborhood improvement program. Since 1993, 11 neighborhoods have completed Operation Commitment, with two more currently in progress.

Lake Maggiore
Overall crime rates have declined more than five percent over the last six years.

In addition to lower crime rates, the neighborhoods of Midtown experienced a 22 percent reduction in crime during the last five years.

Police had success tackling auto thefts, accounting for a 9.4 percent drop from the previous year by hosting a public education campaign and auto theft rallies, and distributing thousands of free anti-auto theft devices.

Volunteers with the St. Petersburg Police Department logged more than 25,000 hours last year, working on the volunteer road patrol, staffing neighborhood resource centers, and coordinating crime watch activities—a $800,000 contribution to the city.

Among the Police Department’s fleet are two police boats, motorcycles, bicycles, golf carts, jet skis, a mobile resource center and canine units.

Fire and Rescue consists of 13 engine companies, four ladder trucks, 10 paramedic rescue units, and three highly specialized teams—Technical Rescue, Marine Rescue and Hazardous Materials Response.

Fire & Rescue Calls

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Rescues</td>
<td>31,065</td>
</tr>
<tr>
<td>Structural Fires</td>
<td>1,578</td>
</tr>
<tr>
<td>Vehicle Crashes</td>
<td>4,800</td>
</tr>
<tr>
<td>Fire Alarms</td>
<td>2,319</td>
</tr>
<tr>
<td>Single Engine and Hazardous Materials</td>
<td>2,226</td>
</tr>
<tr>
<td>Other</td>
<td>2,028</td>
</tr>
</tbody>
</table>

The St. Petersburg Fire and Rescue Department responds to 40,000 calls for service a year.

St. Petersburg is a leader in training and preparation for nuclear, biological and chemical weapon type incidents. Through a federal grant, police and fire personnel along with emergency response agencies from throughout Pinellas County received Weapons for Mass Destruction training. St. Petersburg is also home to the National Terrorism Preparedness Institute, one of the country’s leaders in providing training to law enforcement and other first responders to potential terrorism acts.

The Fire and Rescue Department provided life safety education to 20,000 children, adults and organizations last year. Working with All Childrens Hospital and the SafeKIDS Coalition, Fire and Rescue hosts monthly child passenger safety seat check-ups. A partnership with the Boca Ciega Kiwanis Club provides smoke alarms for the annual Smoke Alarm Install-a-thon. And, through a state grant, life saving defibrillators were purchased for all first response vehicles and are being placed in all city facilities serving the public.
St. Petersburg has long been recognized as having one of the best water systems in the nation. Not only does the city boast that it has the best tasting water in Florida, but its Cosme Water treatment plant has received numerous awards, among them, the American Water Works Association’s Outstanding Water Treatment Plant Award.

Florida’s extreme drought over the last several years has challenged all communities to conserve our most precious resource. St. Petersburg residents have long been water wise, and when the severity of the drought reached its peak last summer, the city continued to reduce its water consumption over ten percent, nearly doubling the efforts of most area communities. Despite an increase in population, St. Petersburg’s water consumption has dropped 8.6 million gallons per day over the 12 years.

One reason St. Petersburg leads the region in water conservation is its reclaimed water system, the largest in the United States. Serving over 9,500 customers, and with an average annual daily flow of 36.9 million gallons, the system serves as an efficient irrigation source for lawns, city parks and along roadways. Last year, the city began construction on new storage facilities adding 6.5 million gallons of storage capacity to the existing 25 million gallons.

Over 40 million gallons of wastewater enters the city’s reclaimed water system each day through more than a thousand miles of sewer lines. The city is currently amid a three-year $2.5 million sewer rehabilitation project. Another new program, P2, educates citizens and commercial users on how to reduce or eliminate grease, toxic and hazardous materials from entering the city’s wastewater collection system and adversely affecting the reclaimed water facilities.

To ensure sufficient water supplies for the future, St. Petersburg and Tampa Bay Water continue to break ground on some of the nation’s most progressive water supply projects, including the largest seawater desalination facility in North America that will produce up to 25 million gallons per day, a 66 million gallon per day regional surface water treatment plant and a 15 billion gallon reservoir.
The sunshine that made St. Petersburg famous for the last century still continues to lure new businesses, residents and visitors to this tropical paradise. This playground for visitors offers the same high quality of life to the city’s nearly quarter million inhabitants and millions of regional residents who have discovered more than 125 city parks, a breathtaking downtown waterfront entertainment district, unspoiled nature preserves, one of the country’s finest recreation programs, and a nonstop line up of special events all year long.

### Major Community Events
- Martin Luther King Parade and Festival
- Major League Baseball
- International Folk Fair
- Special Olympics
- Festival of States
- Shakespeare in the Park
- Mainsail Arts Festival
- Green Thumb Festival
- St. Anthony’s Triathlon

### Attractions
- Taste of Pinellas
- Grand Prix of St. Petersburg
- St. Petersburg Hurricane Classic Powerboat Races
- Sail Expo St. Petersburg
- RibFest
- Times Reading Festival
- Snowfest
- First Night
- BayWalk
- The Pier
- Devil Rays/Tropicana Field
- Sunken Gardens
- Boyd Hill Nature Park
- Fort DeSoto
- Sunshine Skyway & Fishing Pier
- 35 Miles of Gulf Beaches
- More than 200 city, county & state parks
- Historic Coliseum
- Bayfront Center’s Mahaffey Theater and Times Arena
- Weedon Island

St. Petersburg’s proud landmark, The Pier, welcomes two million visitors a year who enjoy an array of waterfront activities, specialty shops and restaurants. Managed by Urban Retail, it is 100 percent leased and reports $12.6 million in annual sales.
St. Petersburg operates 12 recreation centers, five adult centers, and eight pools, with a new aquatics center at Childs Park to open this year. Last year, Recreation recorded a total attendance of 1.8 million people for events, playcamps, teen programs, fee classes, swimming lessons, rentals and more.

Nine teen centers engaged more than 30,000 young people last year through sports leagues, special events, teen dances, educational programs, adult-youth partnerships, school collaboratives and creation of a teen magazine, Impressions. Recognized with a statewide award, St. Petersburg’s teen programs have earned a national reputation.

A challenging, award winning golf experience can be found at St. Petersburg’s Mangrove Bay, Twin Brooks and Cypress Links Golf Courses. Last year, the city’s three public courses hosted 154,136 rounds of golf.

The new Wildwood Community Center sets a standard for recreation facilities. Located in Midtown, the $4.55 million project has two collegiate basketball courts, bleacher seating, a 2,800 square foot multi-purpose room with catering facilities, computer lab, arts and crafts room, teen center and entire 4,500 square foot wing dedicated to Youth Arts Corp, an education and outreach program for teens through the Pinellas County Arts Council.

Sunken Gardens, one of Florida’s first roadside attractions and now a beautiful city-owned botanical garden, welcomed visitors with its dazzling varieties of flora and fauna. Special events, such as the annual Butterfly Festival, Japanese Exotic Fruit Festival, and the Victorian Stroll, were complemented by educational demonstrations and youth camps.
St. Petersburg has emerged as a cultural capital in the Southeast. It hosts 900 events for the public each year, attracting 10 million people to sunsplashed festivals, theater under the stars, gallery openings, downtown street concerts, Broadway on stage, lively sporting events and more. Seven downtown museums, more than two dozen art galleries, the city’s unique network of special facilities and a legacy of nurturing the arts in St. Petersburg create a dynamic arts environment.

- Millennium Gateway, by St. Petersburg artist Alex Klahm, was commissioned by the Public Art Commission and dedicated at BayWalk. Since the Percent for the Arts program began in 1990, 16 public art projects have been completed. Five more are currently underway.

- Last year, the Mahaffey Theater welcomed 153,000 patrons as the performing arts center combined the well-loved intimacy of the theater with diverse and world class artists, such as Wynton Marsalis, Julie Harris, Robert Mirabal, Mark Morris Dance Group, Eileen Ivers and many others. The Mahaffey is joined by the Bayfront Center’s Times Arena, the Coliseum, The Pier and Tropicana Field in a network of city-owned entertainment venues.

- The Downtown Arts Association, an organization representing more than two dozen art galleries, promotes a monthly Saturday evening gallery walk.

- Last year, the city’s six libraries served 878,547 patrons, and were recognized nationally for the Born to Read/Baby Steps program.

- Looking toward the future, St. Petersburg’s libraries embarked on a master plan process for the Main Library and Azalea Branch Library. Construction is beginning for two new libraries in St. Petersburg – a new Johnson Branch Library next to the Enoch Davis Center and a new South Branch Library.

- St. Petersburg celebrated 40 years of its sister city relationship with Takamatsu, Japan last year. A special exhibition was held at the Museum of History. Other East Meets West events included the dedication of a Japanese garden at Sunken Gardens.
Pinellas County Schools rank No. 5 among 67 state school districts in the percentage of budget spent on direct education of students.

Median scores (grades 3 to 8) exceed national median scores on all subjects.

College-bound students’ verbal and math SAT scores are 18 points above the national average and 41 points above the state average, and are the highest in the Bay area.

72 percent of Pinellas public school graduates planned to continue their education, compared to the statewide average of 58.8 percent. The Pinellas graduation rate is also higher than the state average.

92 percent of students in the county’s technical center and vocational schools were placed in jobs, continued their education or joined the military.

94 county school teachers are National Board Certified, and Pinellas County Schools’ teachers have the highest success rate among urban school districts in achieving certification.

All Pinellas County high schools are accredited members of the Southern Association of Colleges and Schools, and 95 percent of all county schools exceed state requirements.

Magnet high school programs: Advanced Technologies, Wellness and Medical, Criminal Justice, International Baccalaureate, Early Graduation, the Arts, Teaching Arts, Technical Arts

High school career academies: Agriscience, Graphic Arts, Architectural Design and Construction and Transportation

Middle school magnet programs: Arts and Communication Studies, and Sciences and Technology

Elementary school magnet programs: Gifted Studies, Arts and International Studies, Communication and Mass Media, and Sciences and Technology

Four fundamental schools

St. Petersburg is part of the 21st largest school system in the United States. Pinellas County Schools enroll nearly 110,000 students. In St. Petersburg, there are 26 elementary schools, nine middle schools, and four high schools educating 32,000 public school students, plus nearly 100 private schools countywide.

Mayor’s Mentors and More. Acting on a campaign pledge to demand better schools, Mayor Rick Baker is canvassing the community to fund Doorways Scholarships and recruit mentors for St. Petersburg sixth grade students. In addition, the city has established a goal for five percent of all city employees to tutor or mentor students through the city’s St. Pete Reads Program (after school tutoring at five city recreation centers) or the Corporate Community Volunteer Program (on-site tutoring or mentoring at any of the city’s schools).
Higher Education

The University of South Florida St. Petersburg offers programs at the undergraduate, masters and doctorate levels that are notable for their small class sizes and individual faculty attention. More than 4,000 students of all ages take advantage of flexible scheduling and affordable tuition that allows them to accommodate family, work and school in a balanced fashion. Its waterfront setting along downtown’s Bayboro Harbor has been called America’s most inviting college campus.

- St. Petersburg College
- University of South Florida St. Petersburg
- Eckerd College
- 25 colleges and universities in the St. Petersburg Metro Area
- St. Petersburg College, established in 1927, is Florida’s oldest community college, with approximately 20,000 students and a main campus in St. Petersburg. Last year, it became the first community college to be accorded four-year status by the state, and now offers bachelor degree programs in Education, Nursing and Technology Management. SPC is ranked No. 6 in the U.S. for the number of associate degrees awarded and leads the state in the number of classes offered online. Construction begins this year on a $22 million Epicenter near the St. Petersburg/Clearwater Airport, an 80,000 square foot center to train 20,000 students each year in computer technology and management.

Eckerd College

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General Fund Services will cost $1.82 per resident per day.

What $1.82 per Resident per Day buys:

Police | 64
Fire & Rescue | 25
Parks/Athletics | 15
Recreation | 12
Streets & Signals | 5
Street Lights | 4
Public Information | 2
Libraries | 5
Planning/Economic Development | 8
Neighborhood Services | 4
City Employment | 3
Government Procurement | 1
Records & Fiscal Control | 5
Legislative/ Administrative | 8
TIF & General Fund Debt | 8
Special Services/ Facilities | 11

Where the money goes

A. Public Safety
B. Leisure Services
C. Other Departments
  includes Public Works, City Development, Neighborhood Services, Midtown Economic Development, Fiscal Services and other general government.
D. Non-departmental
  includes support of the arts and social services, events, summer jobs program, facility subsidies, downtown transportation, contingency funds, and more.

Fiscal Year 2002
General Fund
$165.1 Million

A Decade of Lower Millage Rates
The Property Tax Rate has been reduced by more than 29% since 1990.

A. Public Safety
B. Leisure Services
C. Other Departments
D. Non-departmental

Capital Improvement Program: $71.8
This year, revenues from the Penny for Pinellas sales tax will fund $20.4 million in new capital projects, including:

- Rebuilt Fire Station No. 12
- Boyd Hill Nature Center Improvements
- Traffic Calming Improvements
- Lake Maggiore/Boyd Hill Park
- Pier Infrastructure Improvements
- Lakeview Park Improvements
- Dome Industrial Park
- Gymnasium Air Conditioning
- Childs Park Pool
- Walter Fuller Park Improvements