5/11/09  Mayor Baker Hosts Bayboro Harbor Agencies to Launch Collaborative Branding Effort

On Tuesday, May 5th, 2009 Mayor Rick Baker along with the City’s Economic Development staff met with representatives from the agencies and institutions that make up the Bayboro Harbor Marine Science Research Cluster. Joining Mayor Baker for the meeting were:

Dr. Helen Levine
University of South Florida (USF)

Dr. William Hogarth
USF - College of Marine Science

Holly Kickliter
USF-St. Petersburg

Nanette O’Hara
Tampa Bay Estuary Program

Jack Kindinger and Ann Tihansky
United States Geological Survey (USGS)

Dr. John Ogden
Florida Institute of Oceanography (FIO)

Dr. Chris D’Elia
International Ocean Institute (IOI)

Walter McCracken
SRI-St. Petersburg

Amy Maguire
All Childrens Hospital

Captain Timothy Close
United States Coast Guard (USCG)

Gil McRae
Florida Fish & Wildlife Conservation Commission – Fish and Wildlife Research Institute (FWR)

Kimberly Amendola and Heather Blough
National Oceanic and Atmospheric Administration (NOAA)

Dr. Peter Betzer
St. Petersburg Downtown Partnership

Howard Rutherford
The Pier Aquarium

Dr. Rod Casto
USF Research

An industry “cluster” is a group of competing, complementary, and interdependent firms, economic actors, and institutions that are located near one another and that draw productive advantage from their proximity and connections. The Bayboro Harbor Marine Science Research Cluster is one of the cornerstones of St. Petersburg’s economy as well as a key contributor to the vibrancy of the downtown core. The facilities, students, and staff of the various agencies and institutions are all true assets to the community. It is estimated that the Bayboro Harbor cluster employs over 800 people and has a payroll in excess of $24 million.

This group was convened by Mayor Baker to address a unique opportunity that exists, to brand the cluster and develop a strategy to more effectively raise the awareness of the various agencies and the work they do. This increased awareness will assist in attracting other institutions and businesses to the area, amplifying the
synergies between the organizations as well as their economic and scientific impact. As the Bayboro community grows likeminded research institutions, agencies, and businesses seeking to capitalize on technology transfer will be drawn to locate nearby. This meeting laid some of the groundwork for the planning and marketing effort to be launched in the coming months.

For additional information on the Bayboro Harbor community please contact Andrea Falvey at 727-893-7035.