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, and 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

All data provided is the most recent data available; however, some sources reflect 2019 while others cover 2020
2019 SCORECARD

41/43  St. Pete Improvements

10/15  Top Half of Peer Cities

12/14  Ahead of the MSA
## ULI RANKING

### ULI’S U.S. MARKETS TO WATCH IN 2021

<table>
<thead>
<tr>
<th>1. Raleigh/Durham</th>
<th>6. Tampa/St. Petersburg</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Austin</td>
<td>7. Salt Lake City</td>
</tr>
<tr>
<td>5. Charlotte</td>
<td>10. Long Island</td>
</tr>
</tbody>
</table>

“Tampa & St. Petersburg are really doing a lot right. It has a great mix of business leadership, safety, affordability, waterfront development and job growth, and both are well-governed cities.”

R. Byron Carlock Jr.,
Head of PwC U.S. Real Estate
<table>
<thead>
<tr>
<th>1. Pace of Technology Changes</th>
<th>7. Working from Home</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Growth of E-commerce</td>
<td>8. Exposing Inequalities</td>
</tr>
<tr>
<td>3. Hit on Hospitality</td>
<td>9. Growth in Logistics</td>
</tr>
<tr>
<td>4. Consistent Construction Industry</td>
<td>10. Impacts on Transportation</td>
</tr>
<tr>
<td>5. People &amp; Businesses Moving to Florida</td>
<td>11. Cash Holdings by Companies</td>
</tr>
<tr>
<td>6. Higher Unemployment</td>
<td>12. Low Interest Rates</td>
</tr>
</tbody>
</table>
KRISMAN MAYORAL PRIORITIES

1. A Focus on Small Businesses
2. Equity & Workforce Development
3. Building on Our Assets
4. Planning for the Future
A FOCUS ON SMALL BUSINESSES

BUILDING A RESILIENT & DIVERSE ECONOMY

ST. PETE, FL
INTRODUCTION

2020 Florida Small Business Profile
US Small Business Administration

• 99.8% of all businesses in Florida are small businesses
• 41.7% of all employment in Florida (3.5M employees) comes from small businesses

The Impact of COVID-19 on Small Business Outcomes and Expectations
National Academy of Sciences of the United States of America

• 43% of small businesses had to close at least temporarily due to COVID
• 39% reduction in active employment since January reported by small businesses
• Median small business only had enough cash on hand to last 2 weeks
ST. PETERSBURG EMPLOYMENT

Source: City of St. Petersburg Economic & Workforce Development
# COVID-19 Impact on Employment

## Job Losses by Industry

**December 2019 – June 2020**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jobs Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation and Food Services (NAICS 72)</td>
<td>2,344 JOBS</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance (NAICS 62)</td>
<td>1,576 JOBS</td>
</tr>
<tr>
<td>Retail (NAICS 44-45)</td>
<td>1,496 JOBS</td>
</tr>
</tbody>
</table>

*Source: City of St. Petersburg Economic & Workforce Development*
TOURISM AND HOSPITALITY: VISITORS

Source: Pinellas CVB
TOURISM AND HOSPITALITY: ECONOMIC IMPACT

Source: Pinellas CVB
GROW SMARTER EMPLOYMENT

2019-2020

- **Marine & Life Science:**
  - Loss of 132 jobs
  - -1.2%

- **Specialized Manufacturing:**
  - Gain of 318 jobs
  - 5.7%

- **Financial Services:**
  - Gain of 233 jobs
  - 1.9%

- **Data Analytics:**
  - Loss of 61 jobs
  - -1.5%

- **Creative Arts & Design:**
  - Loss of 245 jobs
  - -5.9%

Source: City of St. Petersburg Economic & Workforce Development
## FIGHTING CHANCE FUND

<table>
<thead>
<tr>
<th>Category</th>
<th>Approvals</th>
<th>Disbursed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Businesses</td>
<td>1,115</td>
<td>$5,232,000</td>
</tr>
<tr>
<td>At-Home Businesses</td>
<td>248</td>
<td>$496,000</td>
</tr>
<tr>
<td>Individuals</td>
<td>1,008</td>
<td>$504,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,371</strong></td>
<td><strong>$6,232,000</strong></td>
</tr>
</tbody>
</table>

- **St. Petersburg FCF Survey**: 0.99% decrease in closed due to COVID
- **US Census Small Business Pulse Survey**: 1.6% decrease in permanently closed businesses

Source: St. Petersburg Greenhouse
FIGHTING CHANCE FUND DATA VISUALIZATION

Map of Paid Individuals

Map of Paid Businesses
INTRODUCTION

Diversity Confirmed to Boost Innovation & Financial Results
Forbes

- Companies with above-average diversity produced 45% of their revenue from innovation versus 26% from companies with below-average diversity.

The Other Diversity Dividend
Harvard Business Review

- Companies with different ethnicity among investment partners increased the investment’s success rate by 5.8% (from 26.4% to 32.2%).
ST. PETE WORKS! (2017-2020)

The goal of St. Pete Works! is to drive practices, policies, and investments that provide sustainable employment for our residents, employers with a skilled workforce, and build a more prosperous community for south St. Pete.

298
Employers Recruited

461
Employees Hired

Major Projects Benefitting from St. Pete Works!

Florida Department of Transportation

The St. Pete Pier

Source: City of St. Petersburg Economic & Workforce Development
DISPARITY

Stanford University

- 41% decrease in African-American businesses
- 32% decrease in Latinx business owners
- 26% decrease in Asian business owners
- 17% decrease in White business owners

Black Business Owners Had a Harder Time Getting Federal Aid
New York Times

- 75% of loans in the Paycheck Protection Program went to white-majority census tracts
- 68% of the population lives in a white-majority census tract

Black Investors Call on VCs to Fix Hiring and Funding
Wired.com

- 77% of venture-backed founders were white (2013-2017)
- 1% of founders were black

Venture Capital Funds
Stanford University

- Less than 1.3% of the $69.1 trillion in global assets are managed by women & people of color

St. Petersburg’s Disparity Study
Final study expected in Q2
BUILDING EQUITY IN THE CITY OF OPPORTUNITY

- Deuces Rising Plan
- St. Pete Pier
- Community Benefit Agreements
- St Pete Works!
- Tropicana Field Redevelopment/Bloomberg Harvard Collaboration
- Programs/Initiatives in Urban Affairs and Office of Sustainability & Resiliency
  - My Brother’s and Sister’s Keeper and other family wrap around programs
  - Tampa Bay Black Business Investment Corp. and Inclusive St. Petersburg
  - Childs Park Neighborhood Resiliency Collective and more
TAXABLE VALUE: SOUTH ST. PETE CRA

- 2016: $639,822,327
- 2017: $720,276,869
- 2018: $827,291,065
- 2019: $932,813,033
- 2020: $1,113,178,533

Source: Pinellas County Property Appraiser
AFRICAN AMERICAN MEDIAN HOUSEHOLD INCOME GROWTH (2015-2019)

- St. Paul: 42.9%
- Orlando: 41.7%
- Miami: 38.0%
- St. Petersburg: 28.6%
- MSA: 25.3%
- Jacksonville: 21.4%
- United States: 20.0%
- Tampa: 15.6%
- Fort Worth: 13.7%
- Durham: 13.5%

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

- St. Petersburg: 10.6%
- Fort Worth: 11.9%
- United States: 12.3%
- MSA: 12.4%
- Jacksonville: 14.1%
- Durham: 15.2%
- St. Paul: 15.9%
- Orlando: 16.0%
- Tampa: 17.0%
- Miami: 20.3%

Source: American Community Survey, 1-Year Estimates
POVERTY RATE CHANGE (2015-2019)

<table>
<thead>
<tr>
<th>Location</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Petersburg</td>
<td>-37.3%</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>-27.0%</td>
</tr>
<tr>
<td>St. Paul</td>
<td>-25.0%</td>
</tr>
<tr>
<td>Orlando</td>
<td>-24.5%</td>
</tr>
<tr>
<td>Miami</td>
<td>-23.7%</td>
</tr>
<tr>
<td>Tampa</td>
<td>-18.7%</td>
</tr>
<tr>
<td>United States</td>
<td>-16.3%</td>
</tr>
<tr>
<td>MSA</td>
<td>-15.6%</td>
</tr>
<tr>
<td>Durham</td>
<td>-14.6%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>-14.0%</td>
</tr>
</tbody>
</table>

Source: American Community Survey, 1-Year Estimates
AFRICAN AMERICAN POVERTY RATE CHANGE (2015-2019)

- St. Petersburg: -36.7%
- St. Paul: -28.5%
- Tampa-St. Pete MSA: -24.1%
- Florida: -21.4%
- Tampa: -21.2%
- Ft. Worth: -17.7%
- US: -16.5%
- Jacksonville: -16.1%
- Miami: -15.1%
- Durham: -14.5%
- Orlando: -8.0%

Source: American Community Survey, 1-Year Estimates
POVERTY RATES IN ST. PETE

- Black St. Petersburg
- White St. Petersburg
- All St. Petersburg

Source: 2020 Plan; New Census Data
Show African Americans in St. Pete
Continue Poverty Reduction Streak
## City Accolades

<table>
<thead>
<tr>
<th><strong>Best City in Florida for Job Seekers in 2021</strong> (Business Journal)</th>
<th><strong>#2 in the Top 10 Cities to celebrate LGBT Pride</strong> (USA Today)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>One of the Top 20 Places to Visit in the US in 2019</strong> (Tripadvisor)</td>
<td><strong>#6 Best Place for Female Entrepreneurs</strong> (SmartAsset)</td>
</tr>
<tr>
<td><strong>#1 Best Metro for First-Time Homebuyers</strong> (Zillow)</td>
<td><strong>#12 Most Responsive Local Government</strong> (SeeClickFix)</td>
</tr>
<tr>
<td><strong>#2 in the Top 10 Cities for Homebuyers</strong> (CNBC)</td>
<td><strong>#14 Best Large City to Start a Business</strong> (Wallethub)</td>
</tr>
</tbody>
</table>
POPULATION GROWTH (2015-2019)

Durham: 8.5%
Tampa: 8.3%
MSA: 7.4%
Miami: 6.1%
Orlando: 6.1%
Jacksonville: 5.0%
St. Petersburg: 3.2%
St. Paul: 2.4%
United States: 2.1%

Source: American Community Survey, 1-Year Estimates
EDUCATIONAL ATTAINMENT

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS or Higher</td>
<td>91.5%</td>
<td>91.7%</td>
<td>93.4%</td>
</tr>
<tr>
<td>BA/BS or Higher</td>
<td>34.0%</td>
<td>36.6%</td>
<td>38.9%</td>
</tr>
<tr>
<td>BA/BS or Higher - 25-34</td>
<td>38.0%</td>
<td>42.0%</td>
<td>42.2%</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>12.0%</td>
<td>12.6%</td>
<td>14.4%</td>
</tr>
</tbody>
</table>

TAKEAWAYS

HIGH SCHOOL OR HIGHER
St. Pete ranks #1 in our 8 peer cities; higher than the MSA; and higher than the US average.

BACHELOR'S OR HIGHER
St. Pete ranks #5 in our 8 peer cities; higher than the MSA; and higher than the US average. Among Ages 25-34, St. Pete ranks #4 in our 8 peer cities; higher than the MSA; and higher than the US average.

GRADUATE DEGREE
St. Petersburg ranks #4 in our 8 peer cities; higher than the MSA; and higher than the US average.

Source: American Community Survey, 1-Year Estimates
MEDIAN HOUSEHOLD INCOME GROWTH (2015-2019)

- Miami: 43.3%
- Orlando: 31.3%
- Tampa: 29.9%
- St. Petersburg: 26.1%
- Durham: 25.8%
- St. Paul: 25.7%
- MSA: 18.4%
- Jacksonville: 18.1%
- United States: 17.8%
- Fort Worth: 16.9%

Source: American Community Survey, 1-Year Estimates
ST. PETE PIER

Voted #2 on USA Today’s 10 Best List for New Attractions in 2020

Internal projections for attendance has risen substantially from 1.7M

City is receiving percentage rent for all three major tenants, in addition to their base rents

Based on increased attendance projections, economic impact is estimated to be considerably higher than projected

City will be hiring a consultant to perform a complete economic analysis for the Pier later this year
INNOVATION DISTRICT

18% growth in jobs paying median wages or better over 5 years, with average earnings of $63,964

65% of 4-year Degree District Workers Have a Doctorate

29% of City federal grant dollars are awarded within the St. Petersburg Innovation District

Source: St. Petersburg Innovation District Annual Report
## Downtown Partnership

<table>
<thead>
<tr>
<th>6,800+ Residents</th>
<th>in Downtown St. Pete, a 52% increase from 2015-2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>950 Units</td>
<td>currently under construction, with more than 1,200 additional units proposed</td>
</tr>
<tr>
<td>31%</td>
<td>residential unit growth over the past two years documented by the Downtown Partnership</td>
</tr>
<tr>
<td>Nearly 1,500</td>
<td>hotel rooms in downtown St. Pete with almost 1,000 more planned and under construction</td>
</tr>
</tbody>
</table>

*Source: 2021 Downtown Development Guide; St. Petersburg Downtown Partnership*
DEUCES RISING

1. Tangerine Plaza

2. Manhattan Casino

3. Sankofa

4. Deuces Live/Warehouse Arts District Improvements
## TRANSPORTATION & MOBILITY

### CROSS BAY FERRY
- Over 50,000 passengers and $330,000 in revenue last season

### BIKE SHARE
- 27,578 trips and 79,559 miles in 2020

### E-SCOOTERS
- Over 51,500 rides in the first two months of operations

### SUNRUNNER BRT
- Expected ridership of 4,000-4,500 per day
- $40M investment

### AVA SHUTTLE
- Averaging 385 passengers/week through five weeks of service
- First AV shuttle to operate in fully mixed traffic in Florida

## ADDITIONAL DEVELOPMENTS
- $5M Investment in Carillon
- Downtown Mobility Study

Source: City of St. Petersburg Transportation & Parking Management
REQUEST FOR PROPOSALS

City received seven qualified proposals from the following firms:

<table>
<thead>
<tr>
<th>Firm Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midtown Development</td>
<td>Miami, FL</td>
</tr>
<tr>
<td>Portman Holdings – Third Lake Partners</td>
<td>Atlanta, GA/Tampa, FL</td>
</tr>
<tr>
<td>SROA – Holabird &amp; Root – ARGO</td>
<td>West Palm Beach, FL</td>
</tr>
<tr>
<td>Sugar Hill Community Partners – JMA Ventures</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>TRS Development Services</td>
<td>Tampa, FL</td>
</tr>
<tr>
<td>Unicorp National Development</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Wendover Housing Partners</td>
<td>Altamonte Springs, FL</td>
</tr>
</tbody>
</table>

Proposals & comment form for feedback are available at StPete.org/Trop
PROPOSAL HIGHLIGHTS

$1.85 billion – Average Construction Value

13,500 jobs – Average Number of Jobs Created

Mix of affordable, workforce, and market-rate housing

Activate Booker Creek

Add green space and parkland

Re-connect the grid system and tie the site into the surrounding community

NEXT STEPS

1. City staff reviews proposals for strengths and weaknesses against the criteria contained within the RFP

2. Mayor shortlists firms

3. Public input, stakeholder meetings, and additional review

4. Mayor selects top firm

5. Negotiations begin on a Development Agreement
Dave Goodwin served the City of St. Petersburg for 33 years, retiring as the Director of Planning & Economic Development in 2018. Mr. Goodwin oversaw several key projects for St. Petersburg's future including: the Downtown Waterfront Master Plan, the Tropicana Field Conceptual Master Plans, the Central Avenue Revitalization Plan, the Central Avenue Tomorrow Plan, and the Grow Smarter Strategy.
So in just a few minutes Don Mastry is going to be coming in the room here.
PLANNING FOR THE FUTURE

BUILDING A RESILIENT & DIVERSE ECONOMY

ST. PETERSBURG, FL
<table>
<thead>
<tr>
<th></th>
<th>STPETE2050 COMMUNITY THEMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Arts &amp; Culture</td>
</tr>
<tr>
<td>2.</td>
<td>Attainable Housing</td>
</tr>
<tr>
<td>3.</td>
<td>Diversity, Equity, &amp; Inclusion</td>
</tr>
<tr>
<td>4.</td>
<td>Education</td>
</tr>
<tr>
<td>5.</td>
<td>Growth &amp; Community Character</td>
</tr>
<tr>
<td>6.</td>
<td>Healthy Communities</td>
</tr>
<tr>
<td>7.</td>
<td>Parks, Open Space &amp; Recreation</td>
</tr>
<tr>
<td>8.</td>
<td>Shared Economic Prosperity</td>
</tr>
<tr>
<td>9.</td>
<td>Sustainability &amp; Resilience</td>
</tr>
<tr>
<td>10.</td>
<td>Transportation &amp; Mobility</td>
</tr>
</tbody>
</table>
#### PROJECTED POPULATION GROWTH

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2050 High Growth Projection</strong></td>
<td>326,907</td>
<td>57,000 increase</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(0.6% annual growth)</td>
</tr>
<tr>
<td><strong>2050 Medium Growth Projection</strong></td>
<td>294,454</td>
<td>25,097 increase</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(0.3% annual growth)</td>
</tr>
<tr>
<td><strong>2050 Low Growth Projection</strong></td>
<td>279,821</td>
<td>4,464 increase</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(0.1% annual growth)</td>
</tr>
</tbody>
</table>

Source: StPete2050 Market Assessment
# CENTRAL AVE DEVELOPMENT OPPORTUNITIES

From the SunRunner Transit-Oriented Development Strategic Plan:

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Footage</th>
<th>Target Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>700,000 - 810,000 SQ FT</td>
<td>By 2027</td>
</tr>
<tr>
<td>Industrial</td>
<td>150,000 - 175,000 SQ FT</td>
<td>By 2027</td>
</tr>
<tr>
<td>Housing</td>
<td>2,745 - 2,820 dwelling units</td>
<td>By 2030</td>
</tr>
</tbody>
</table>

Source: City of St. Petersburg Planning & Development Services
# 2050 Market Study Demand

## 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>

Source: StPete2050 Market Assessment
2020 SCORECARD

20/36  St. Pete Improvements
55.6% of measures improved

12/17  Top Half of Peer Cities
70.6% of measures in the top half

13/16  Ahead of the MSA
81.3% measures St. Pete is ahead of the MSA
2020 STATE of the ECONOMY

BUILDING A RESILIENT & DIVERSE ECONOMY

ST. PETE, FL