

STATE OF THE ECONOMY

INCLUSIVE PROGRESS - ONE DATA POINT AT A TIME



Happiest Towns in America

Outside Inc. – September 2023

Traveler's Choice: Best of the Best Destinations

TripAdvisor – January 2024

Best Run City in Florida

Wallet Hub – June 2023

The Best Places To Travel In The U.S. In 2023, According To The Experts

Forbes – April 2023

St. Pete Ranked Best City in Florida for Work-Life Balance

CoWorkingCafe - February 2023

St. Pete Pier Wins ULI Global Award for Excellence

Urban Land Institute - October 2022

St. Pete Named One of the Most Inclusive Coastal Destinations

National Geographic - June 2022

WE ARE ST. PETE

MAYOR WELCH'S PILLARS FOR PROGRESS

EQUITABLE DEVELOPMENT, ARTS AND BUSINESS OPPORTUNITIES

HOUSING OPPORTUNITIES FOR ALL

ENVIRONMENT, INFRASTRUCTURE AND RESILIENCE

EDUCATION AND YOUTH OPPORTUNITIES

NEIGHBORHOOD HEALTH AND SAFETY



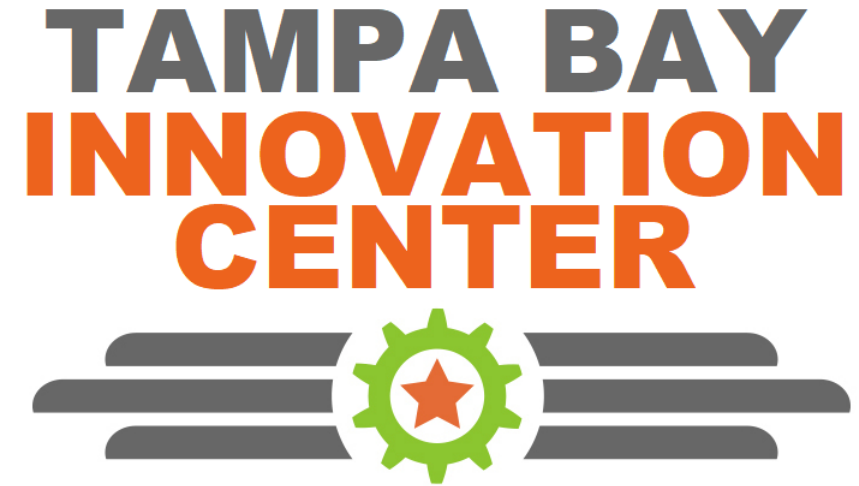
MAYOR WELCH'S PRIORITIES



1. A People-Focused Approach
(Economic Inclusion and Business Opportunities)

2. Creating Space for Smart Growth
(A Development Update)

THANK YOU TO OUR PARTNERS



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 2023 while others cover 2024



A PEOPLE-FOCUSED APPROACH

Economic Inclusion and Business Opportunities

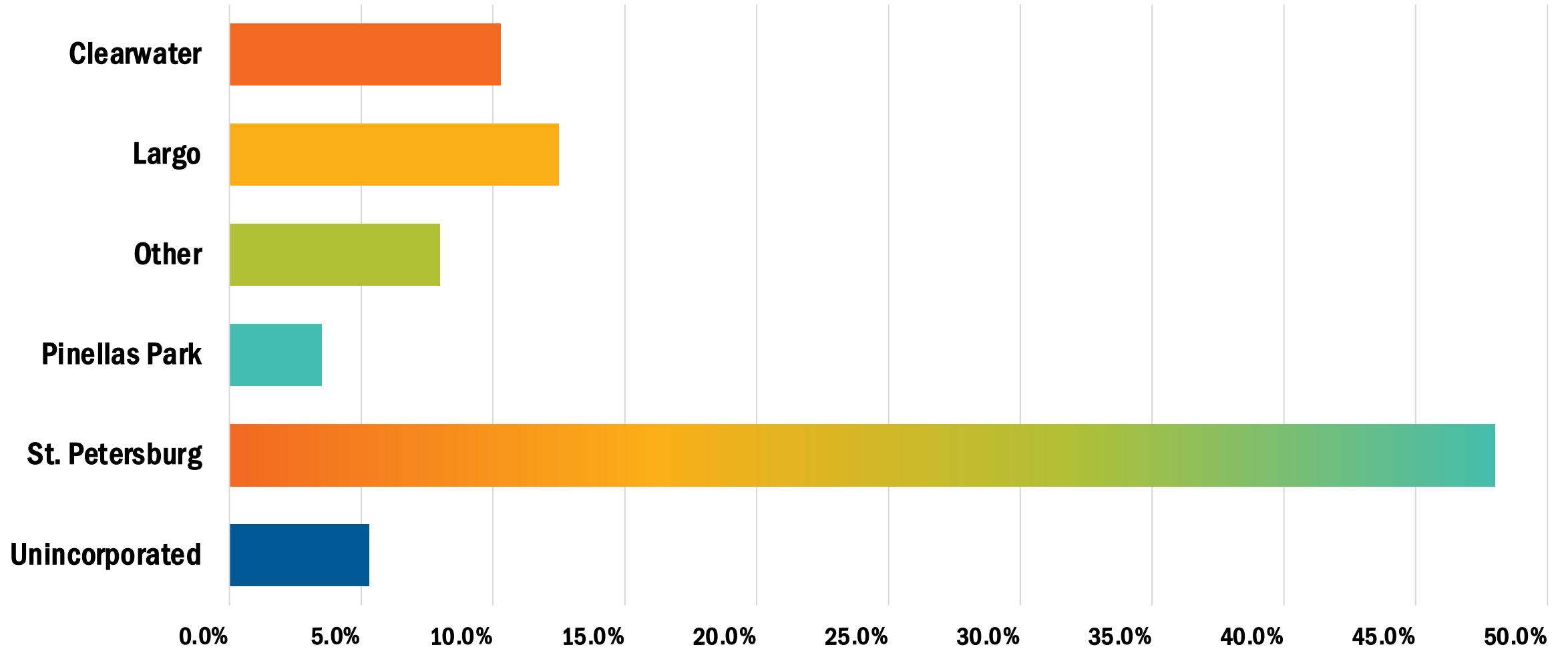
INCLUSIVE PROGRESS - ONE DATA POINT AT A TIME

WE ARE ST. PETE

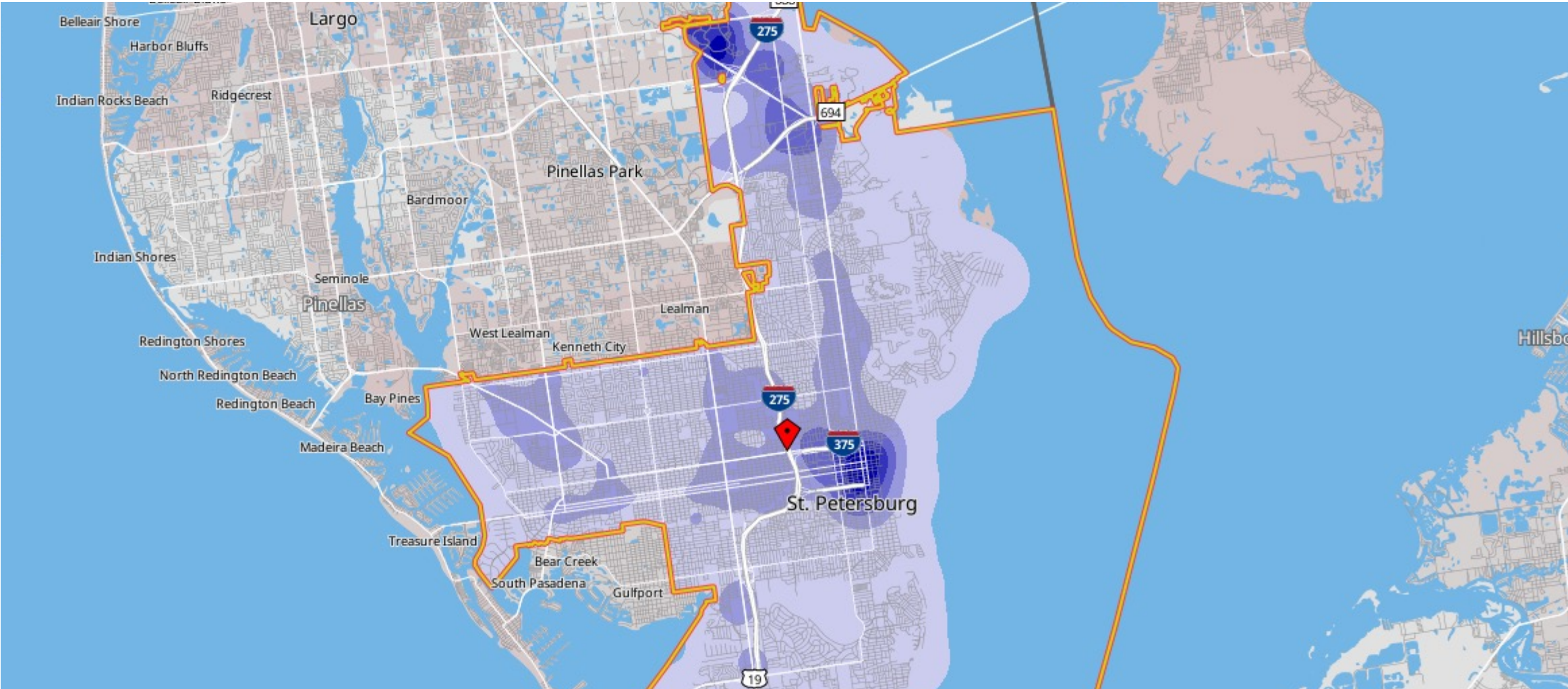
POPULATION BY YEAR

	St. Petersburg	Pinellas County
2020	258,308	959,107
2021	260,778	964,490
2022	264,220	972,852
2023	265,782	974,689

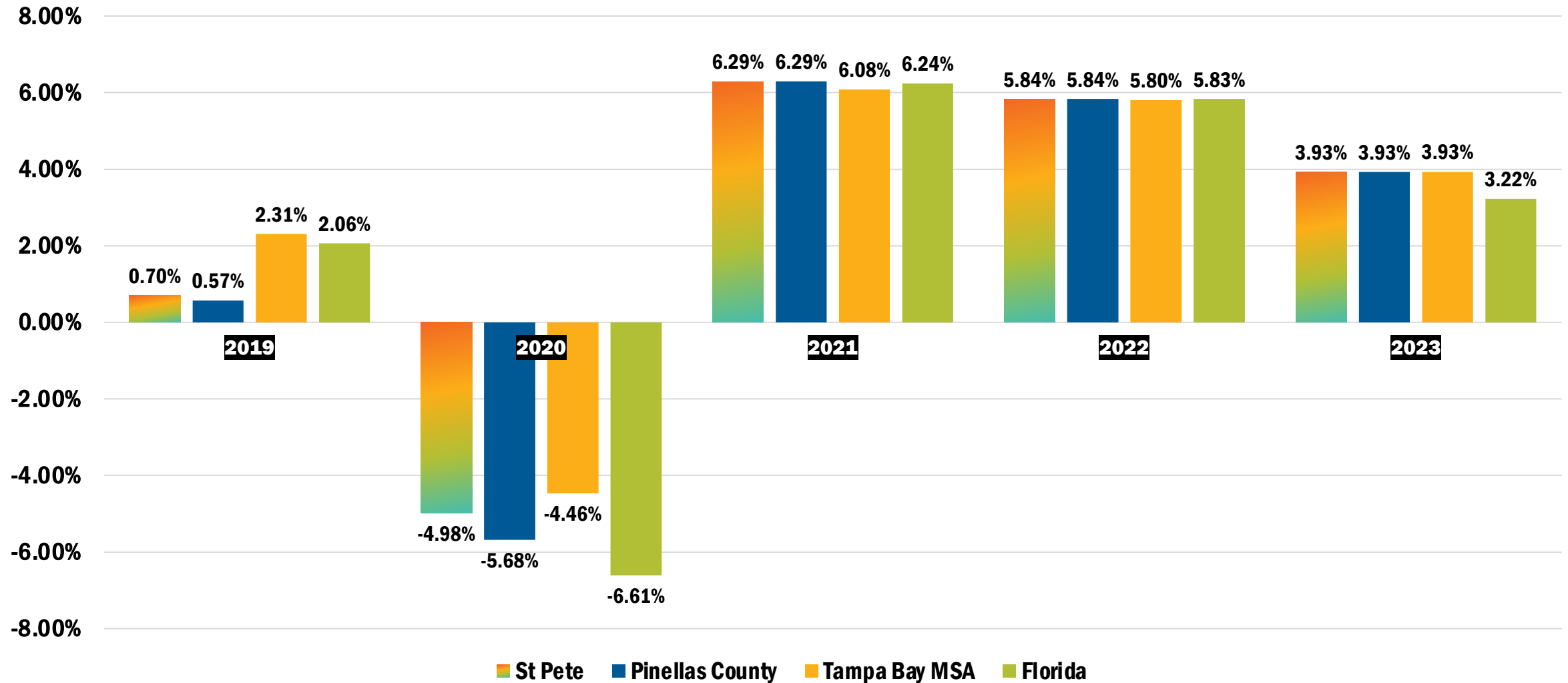
BREAKDOWN OF POPULATION GROWTH IN PINELLAS COUNTY



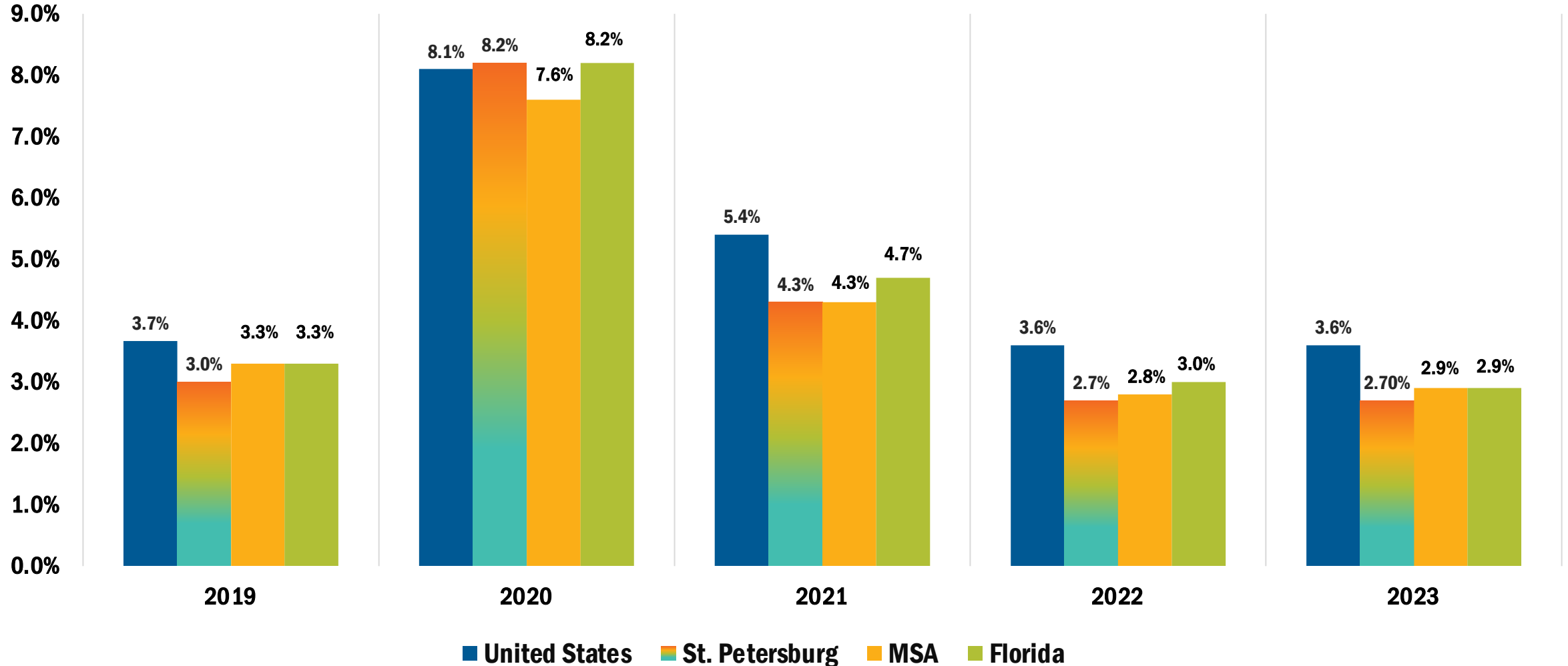
EMPLOYMENT HEAT MAP



PERCENT INCREASE IN EMPLOYMENT



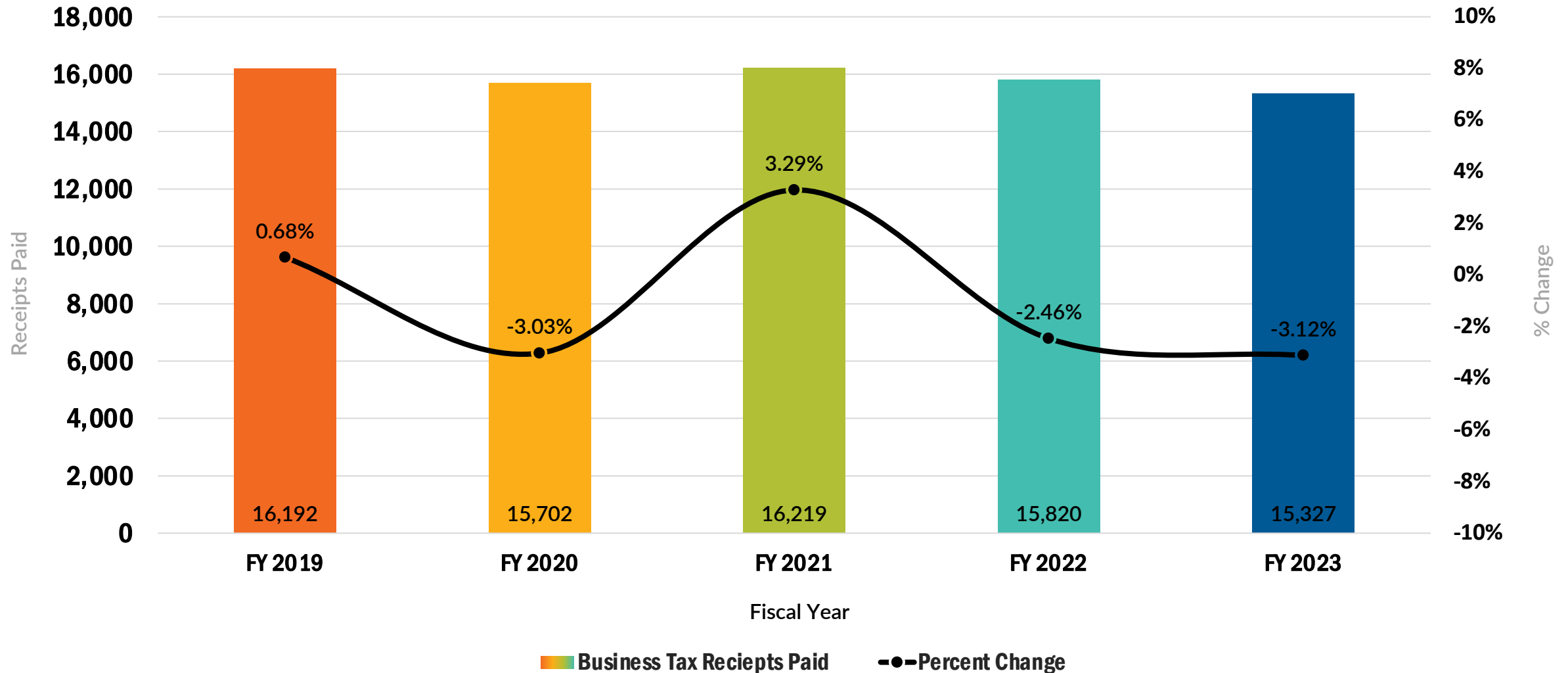
UNEMPLOYMENT RATE (2019-2023)



ST. PETERSBURG TOP PRIVATE SECTOR EMPLOYERS

RANK	ORGANIZATION
1	Raymond James & Associates, Inc.
2	Johns Hopkins All Children's Hospital
3	Publix
4	Jabil
5	St. Anthony's Hospital, Inc.
6	Bayfront Health St. Petersburg (Orlando Health)
7	Charter Communications (Spectrum TV)
8	HSN
9	Power Design
10	Tampa Bay Rays

BUSINESS TAX RECEIPTS PAID



Celebrating Progress. Anticipating Opportunities.

A PEOPLE-FOCUSED APPROACH

GREENHOUSE STATISTICS IN 2023

The following reflects the impressions of each category from the Greenhouse:

Business Navigations	3506
Unique Clients Served in Navigation	1062
Business Mentoring and Consultations	498
Unique Clients Served in Mentoring	211
Total Greenhouse Workshops Presented	350
Attendees at Greenhouse Workshops	2780
Unique Workshop Courses Presented	82
Unique Workshop Courses Available OnDemand	63

For more information on The Greenhouse visit: stpetegreenhouse.com

SOUTH ST. PETE CRA MICROFUND PROGRAM



SOUTH ST. PETE CRA MICROFUND PROGRAM

COHORT 1 FALL 2023

53 Businesses Received Funding

28 Brick and Mortar

11 Home-Based

9 Childcare

1 Shared Commercial Space

4 Early-Stage Startups

COHORT 2 SPRING 2024

45 Businesses Accepted

25 Brick and Mortar

11 Home-Based

6 Childcare

1 Shared Commercial Space

2 Early-Stage Startups

COHORT 3 SUMMER 2024

45 Businesses Accepted

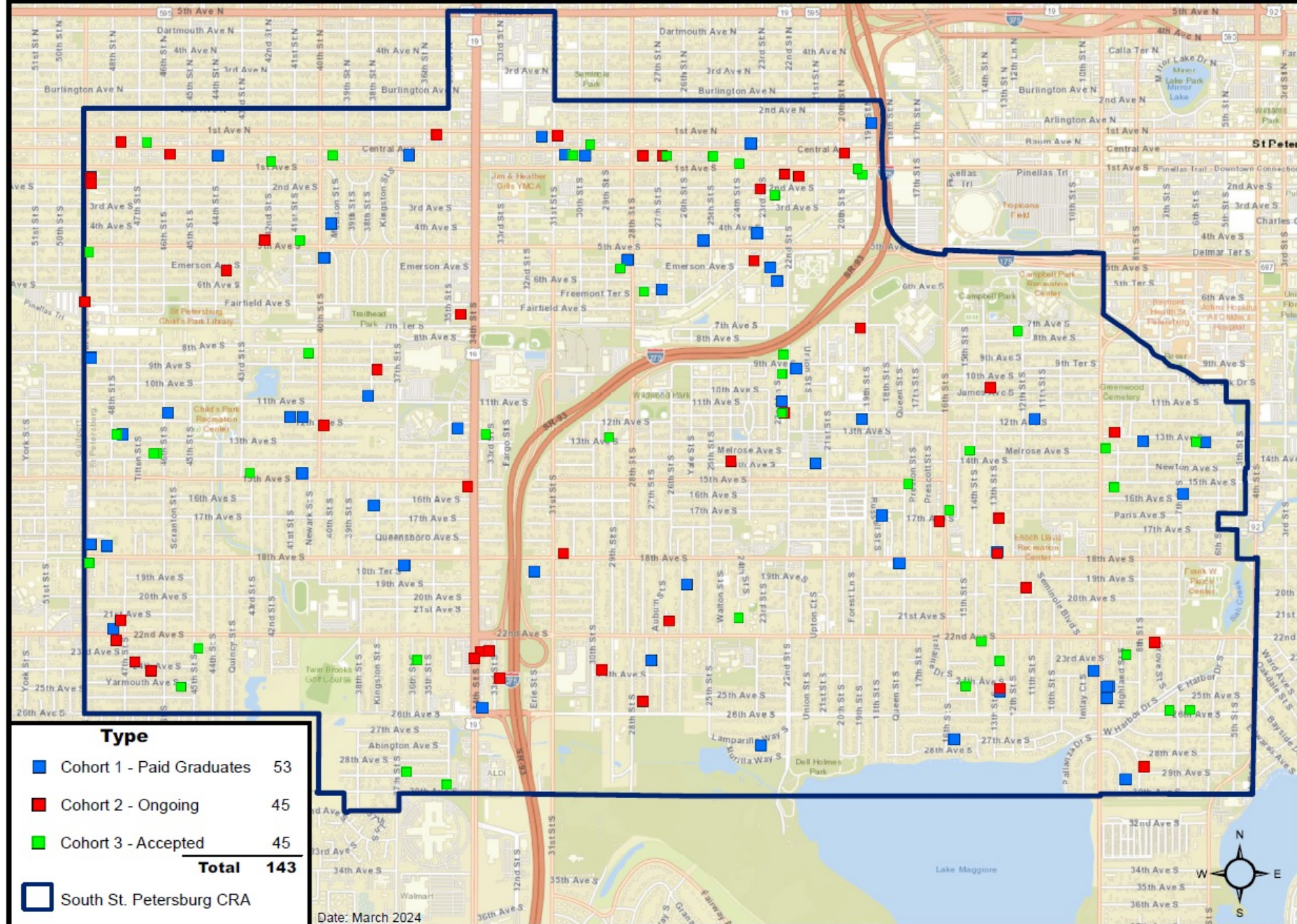
22 Brick and Mortar

17 Home-Based

4 Childcare

2 Shared Commercial Space

MAP OF MICROFUND CLIENTS



A NEW OFFICE OF SUPPLIER DIVERSITY



A NEW OFFICE OF SUPPLIER DIVERSITY

- **250+ people attended first ever Supplier Diversity Day**
- **60+ events attended to engage businesses**
- **Minority and Women-Owned Business Program Ordinance approved in Oct 2023**
 - **Program implemented and began accepting applications on Jan 2024**
 - **Currently 11 MWBE certified vendors**
- **Spending overview - Small Business Enterprise (SBE):**
 - **Total spend for FY23 \$10,386,928 (3.7% of overall City spending)**
 - **Total spend so far for FY24 - Oct 23 to Jan 24 - is \$1,736,371 (1.7% of overall City spending)**
- **SBE Certification (#'s at the end of Feb 2024)**
 - **283 certified vendors (Caucasian 60%, Black American 23%, Hispanic 13%, Other 4%) (City of St Pete 28%, City of St. Pete CRA 7%, Pinellas 49%, Hillsborough 36%)**

ENTREPRENEURS THRIVE IN ST. PETE

The Innovation Ecosystem in the Tampa Bay

- 100+ organizations to assist entrepreneurs
- Organizations and associations solely focused on BIPOC Entrepreneurs



St. Pete, the anchor of Florida's Tech Corridor

- Tampa Bay Innovation Center at ARK Innovation Center
- St. Pete Innovation District





CEO of ARK Invest

CATHIE WOOD

BUILDING SPACE FOR SMART GROWTH

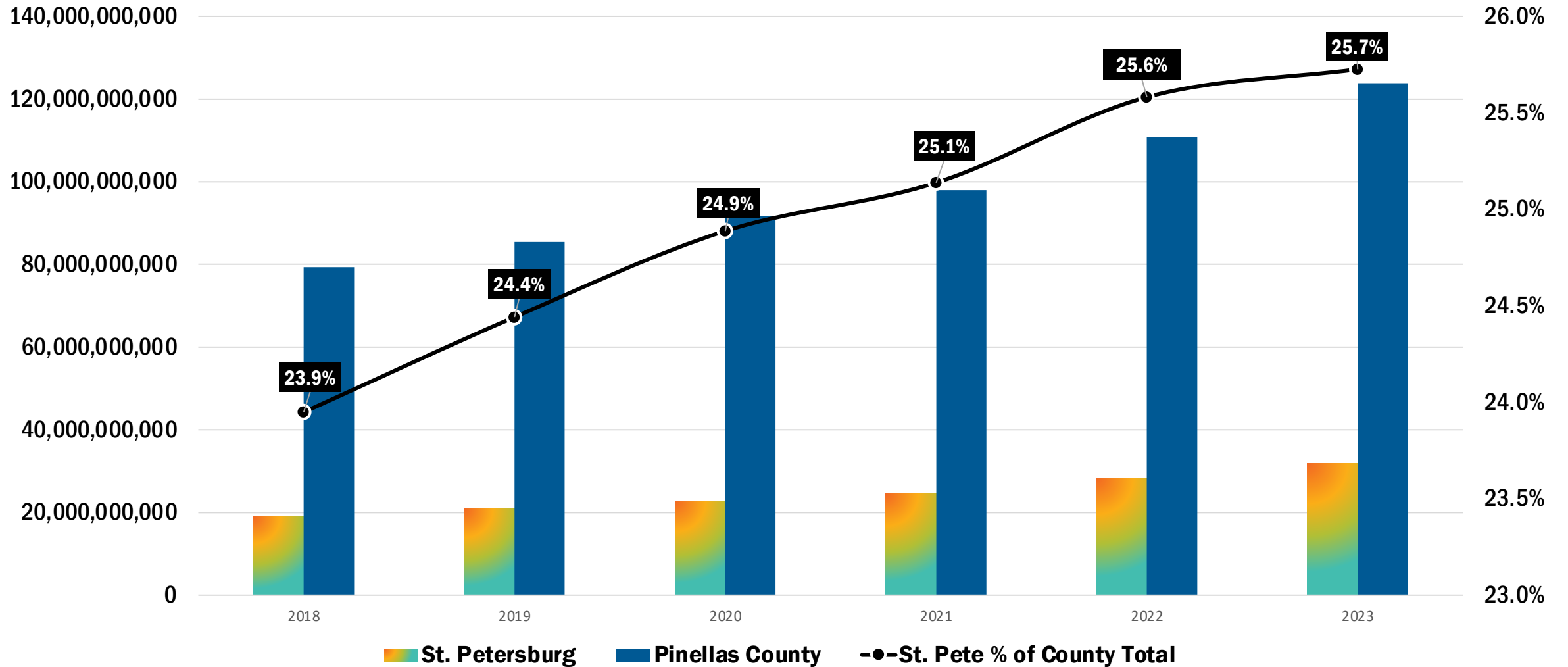
A Development Update



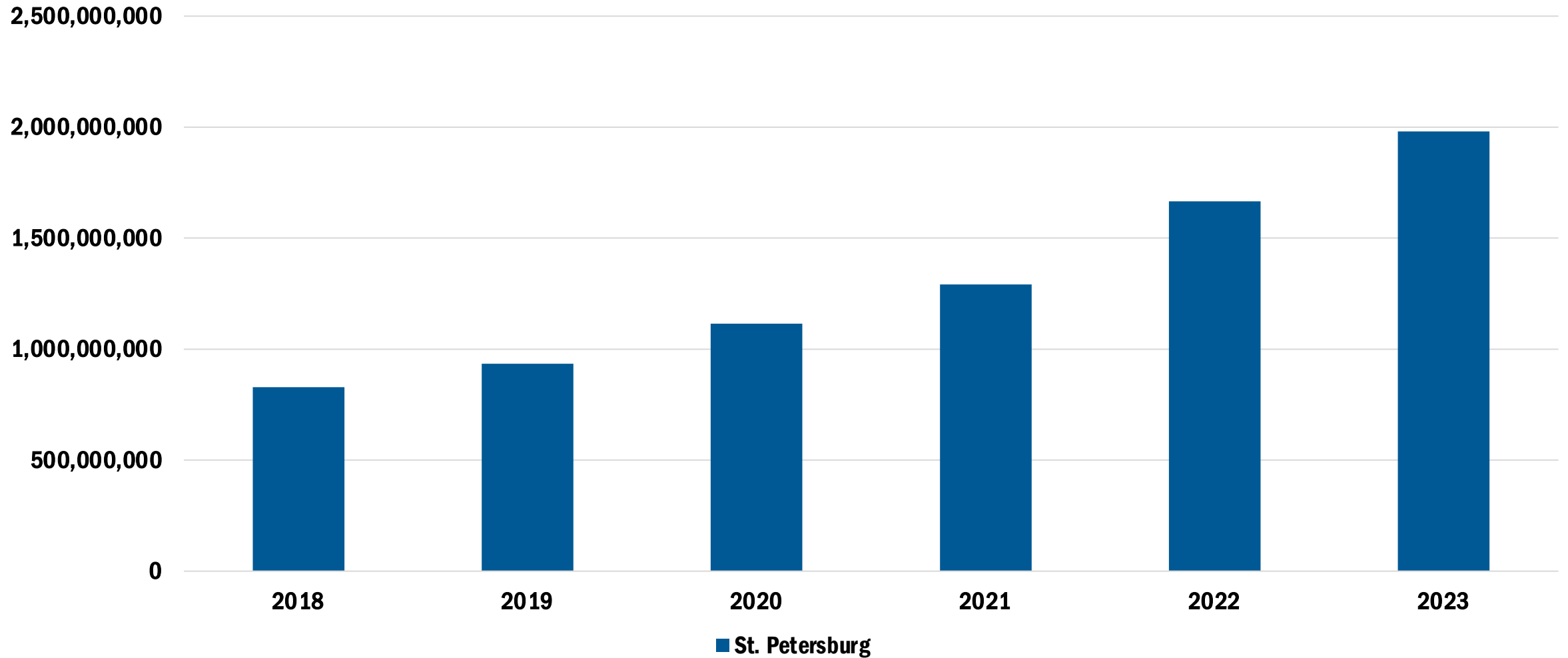
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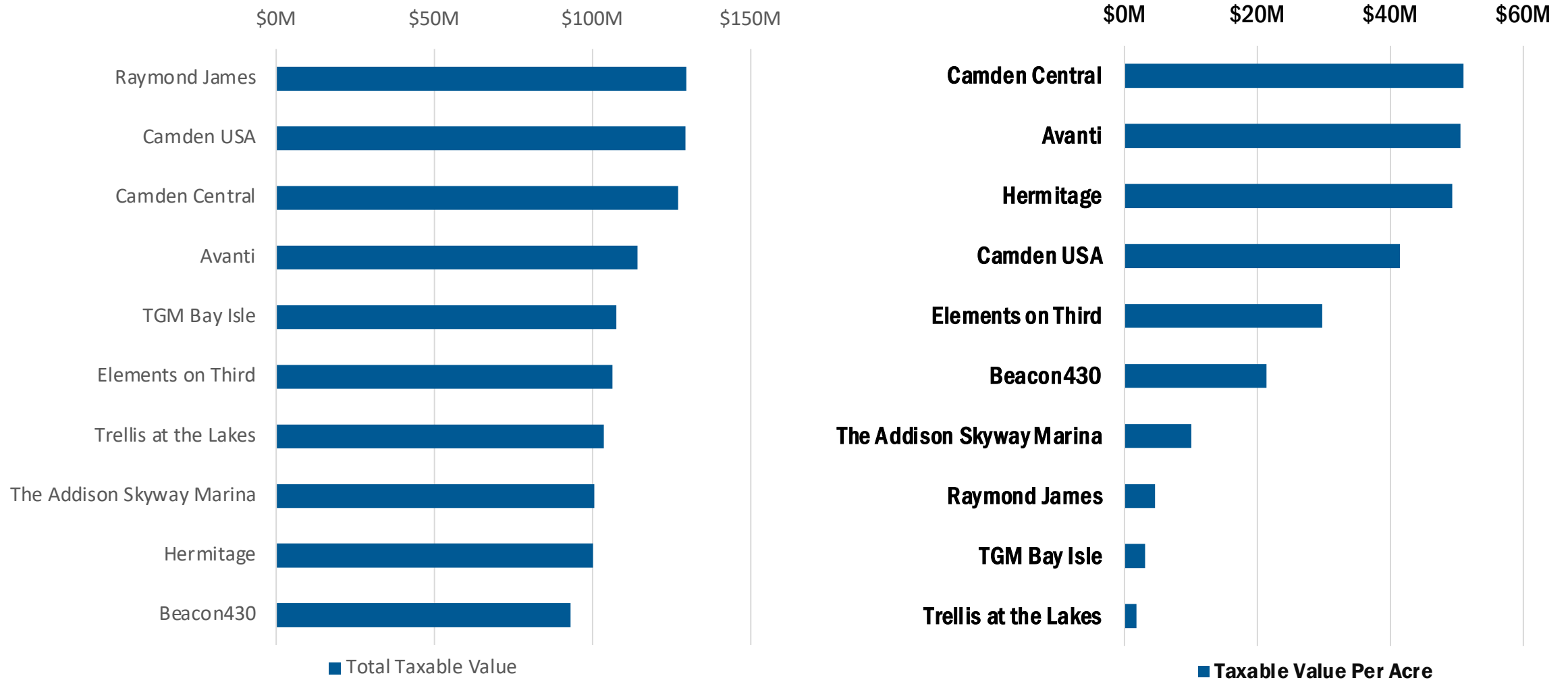
TAXABLE VALUES



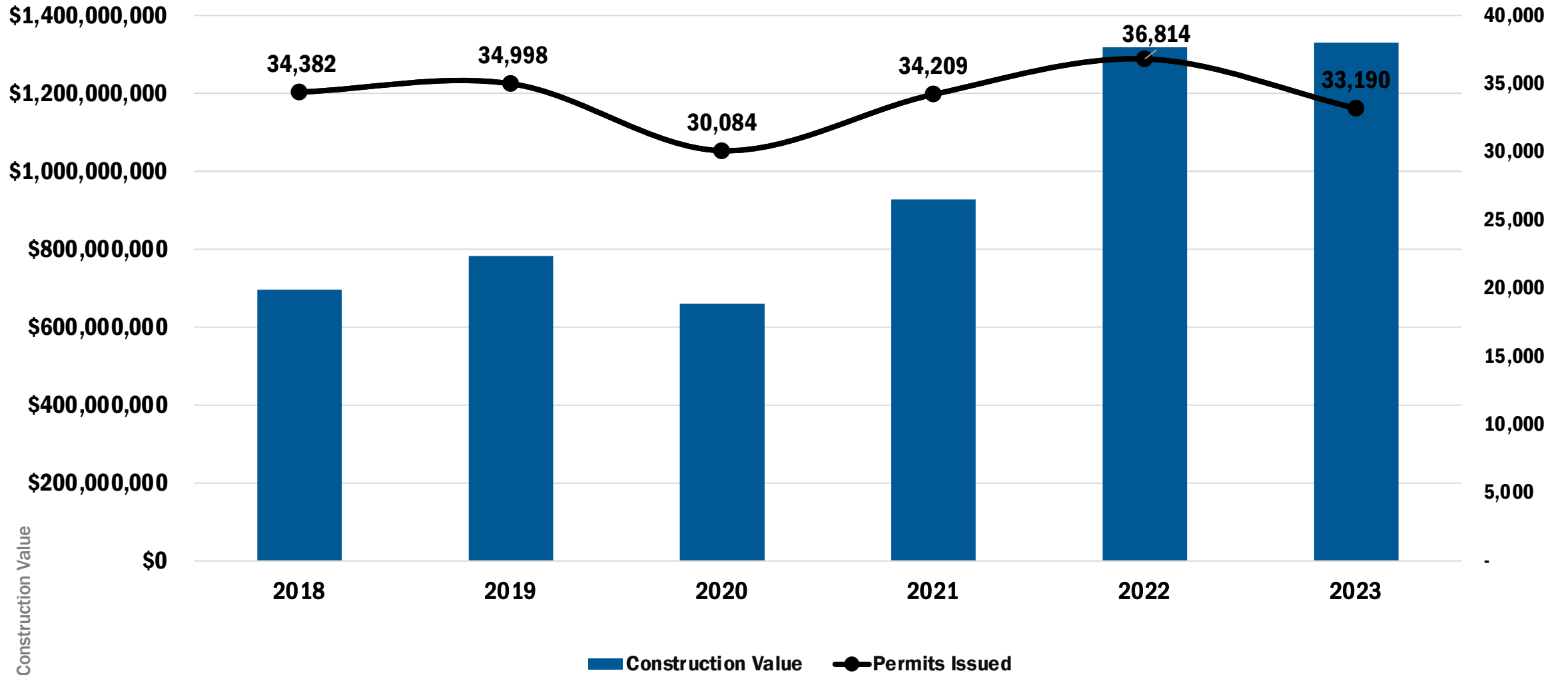
TAXABLE VALUES: SOUTH ST. PETE CRA



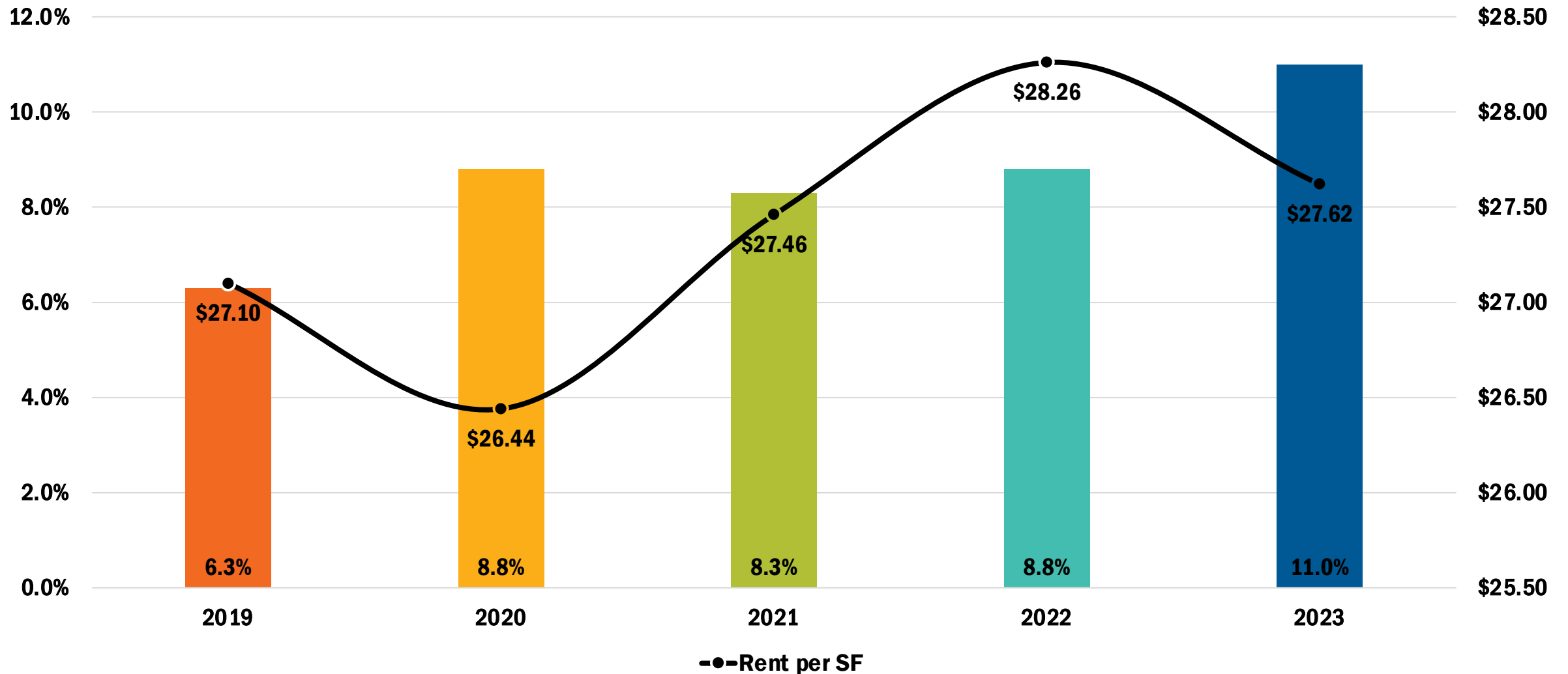
TOP 10 TAXPAYERS IN ST. PETERSBURG



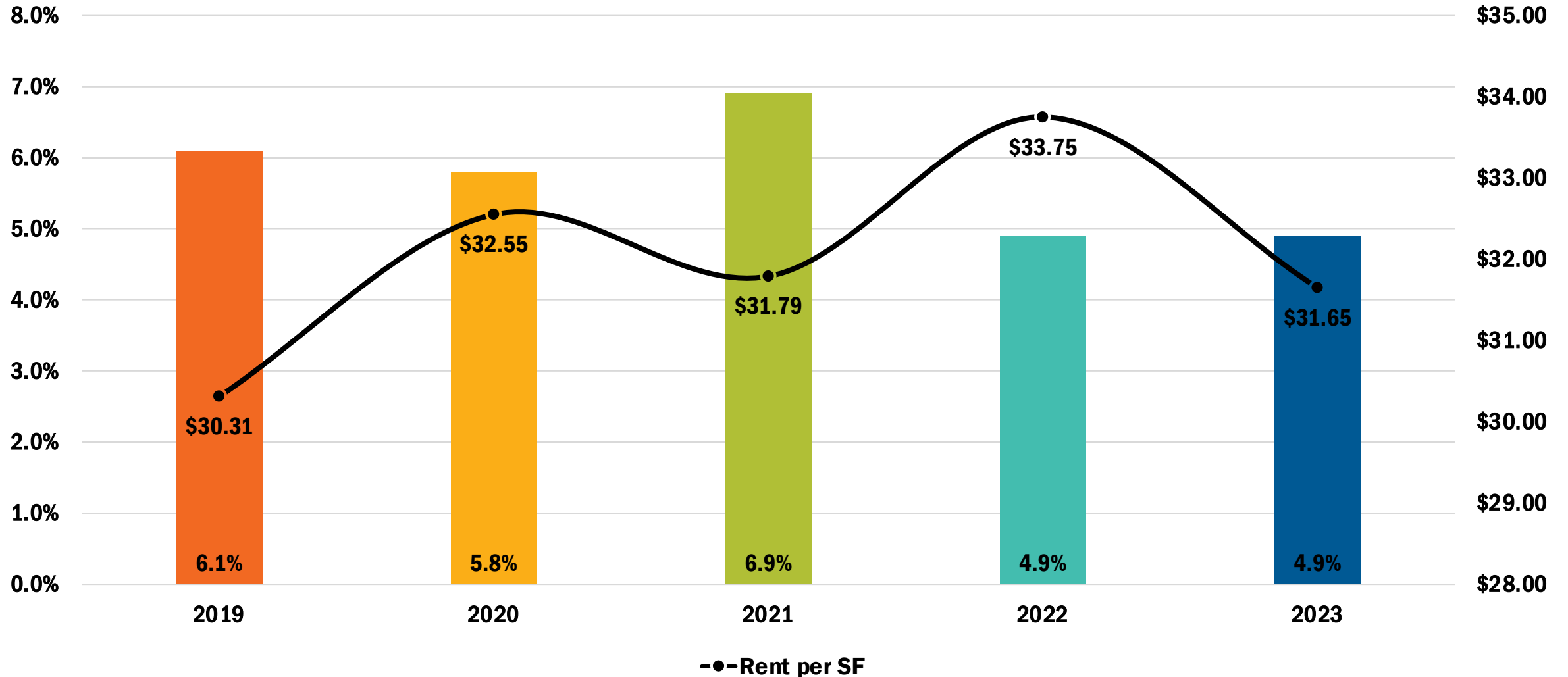
TOTAL CONSTRUCTION VALUE & PERMITS ISSUED



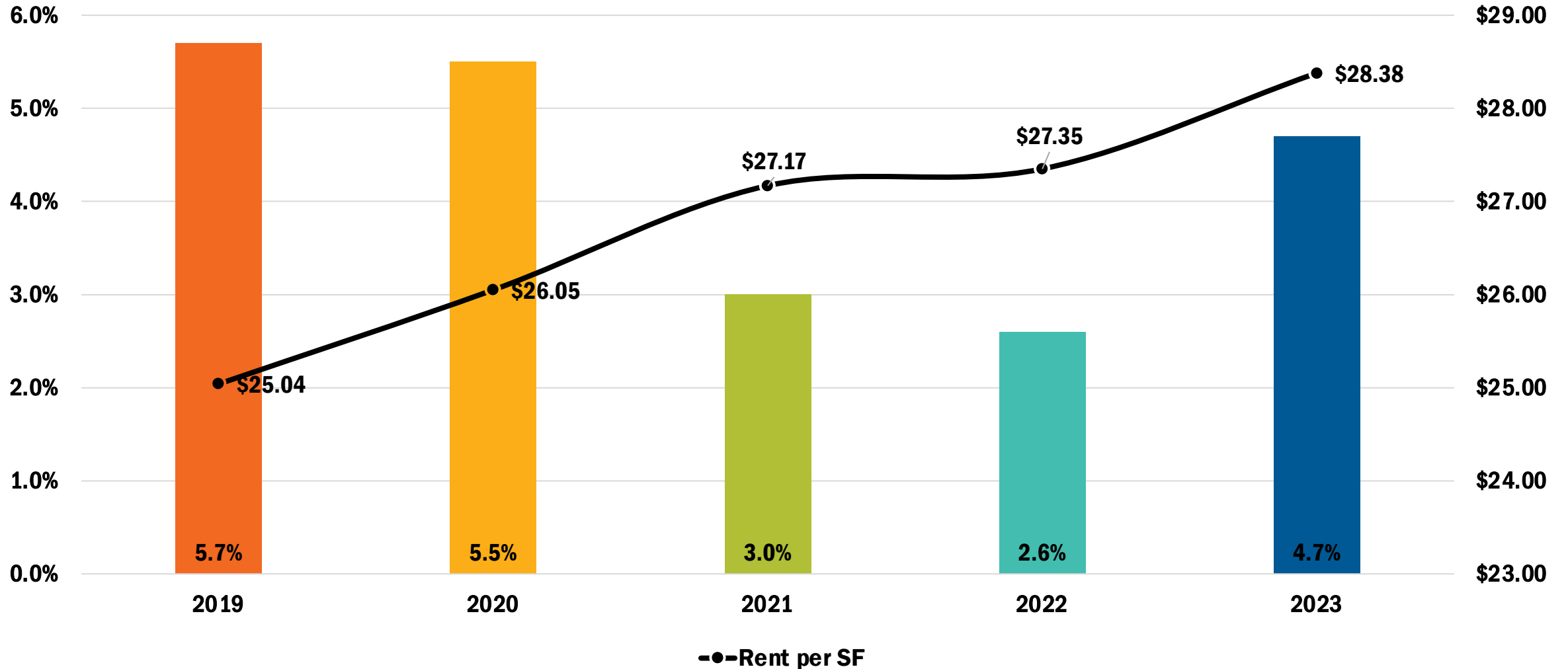
CITYWIDE CLASS A OFFICE SPACE VACANCY



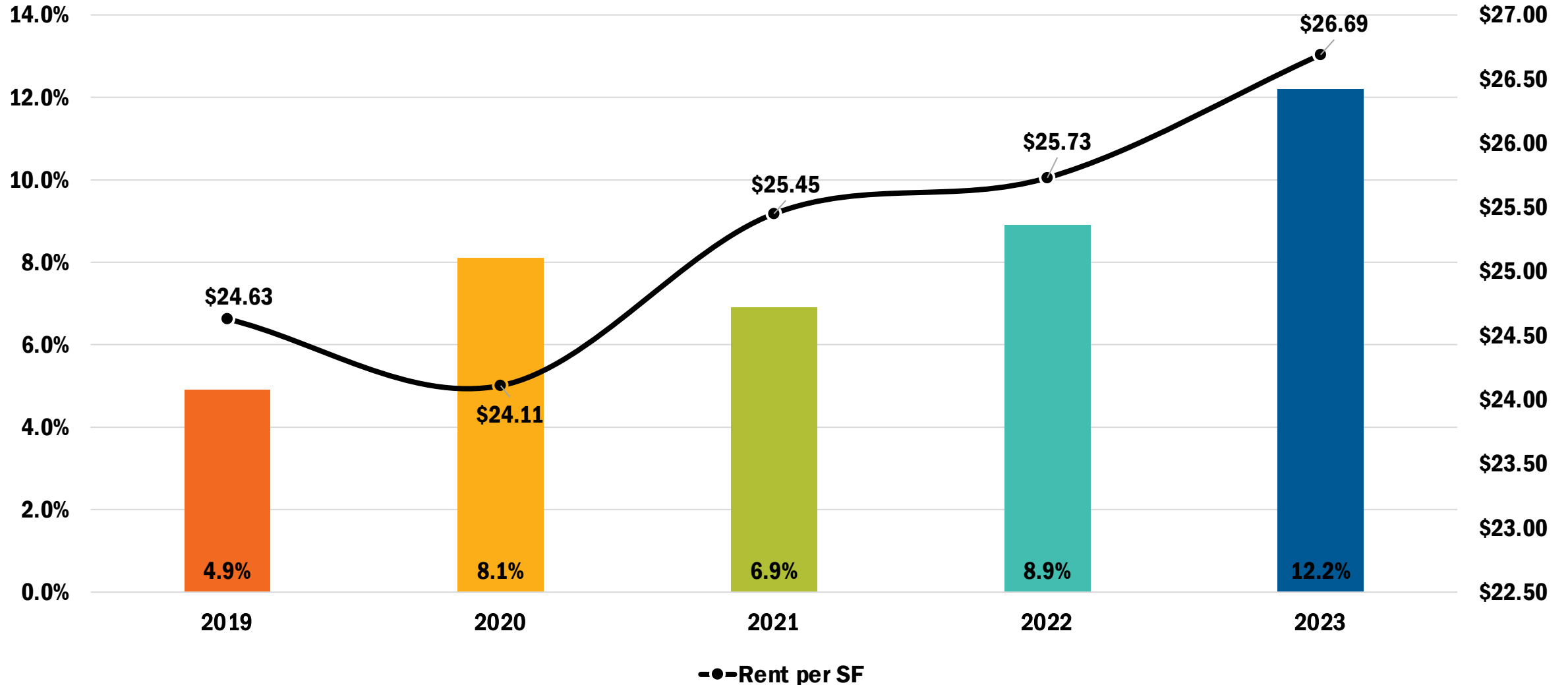
DOWNTOWN CLASS A OFFICE SPACE VACANCY



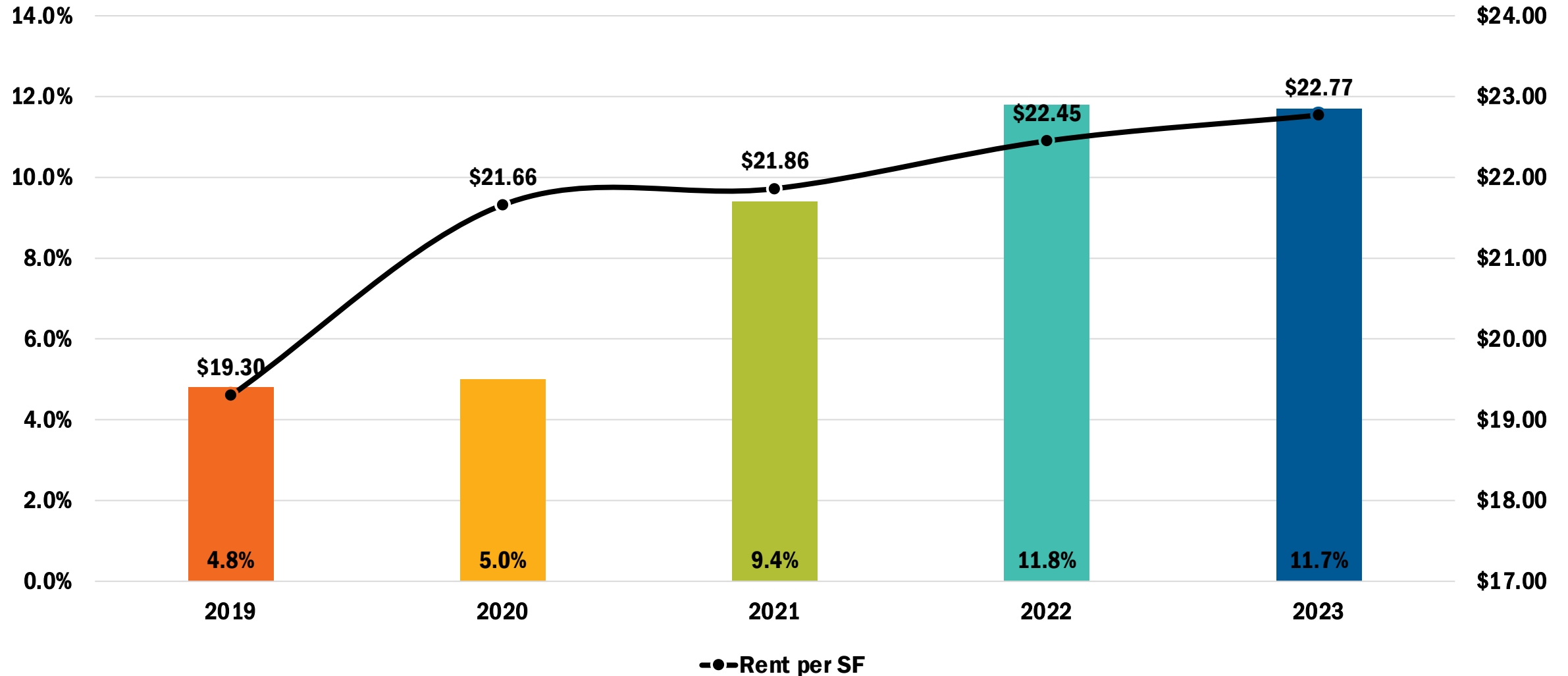
DOWNTOWN CLASS B & C OFFICE SPACE VACANCY



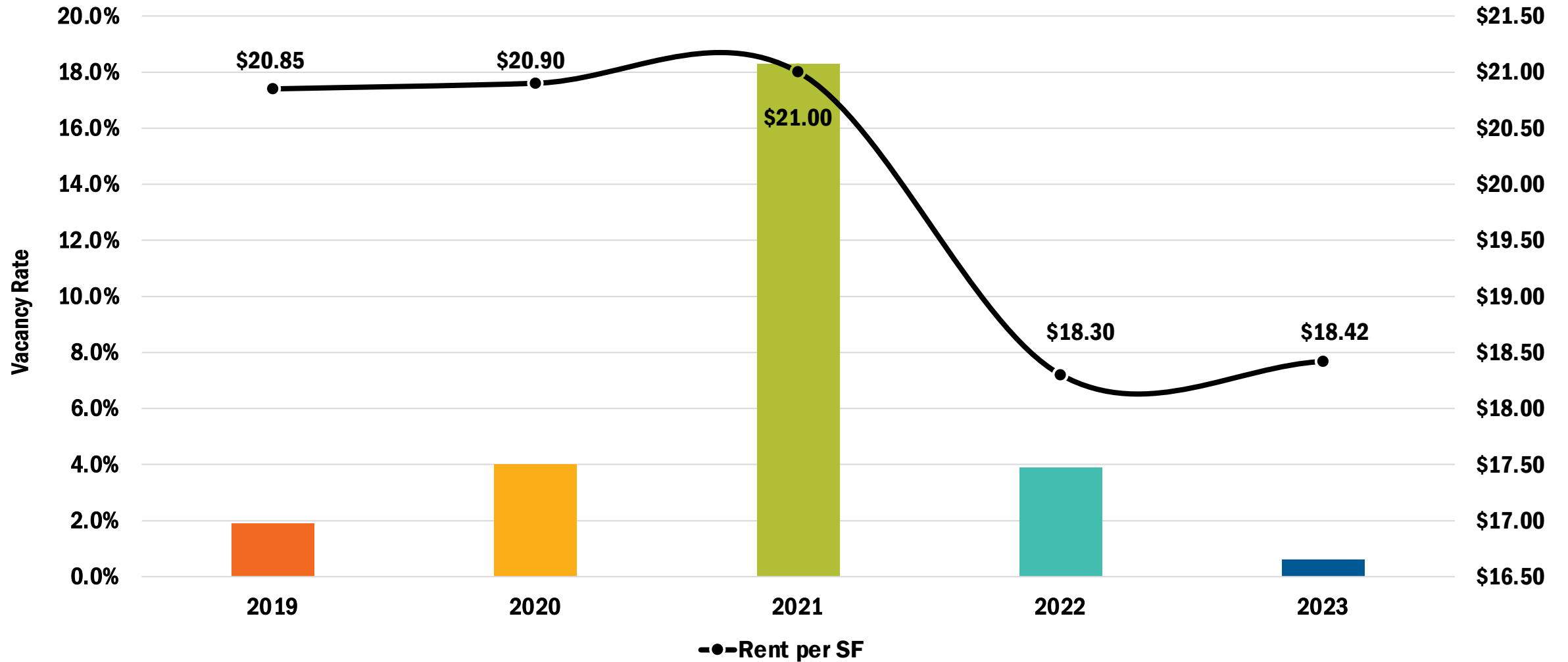
GATEWAY CLASS A OFFICE SPACE VACANCY



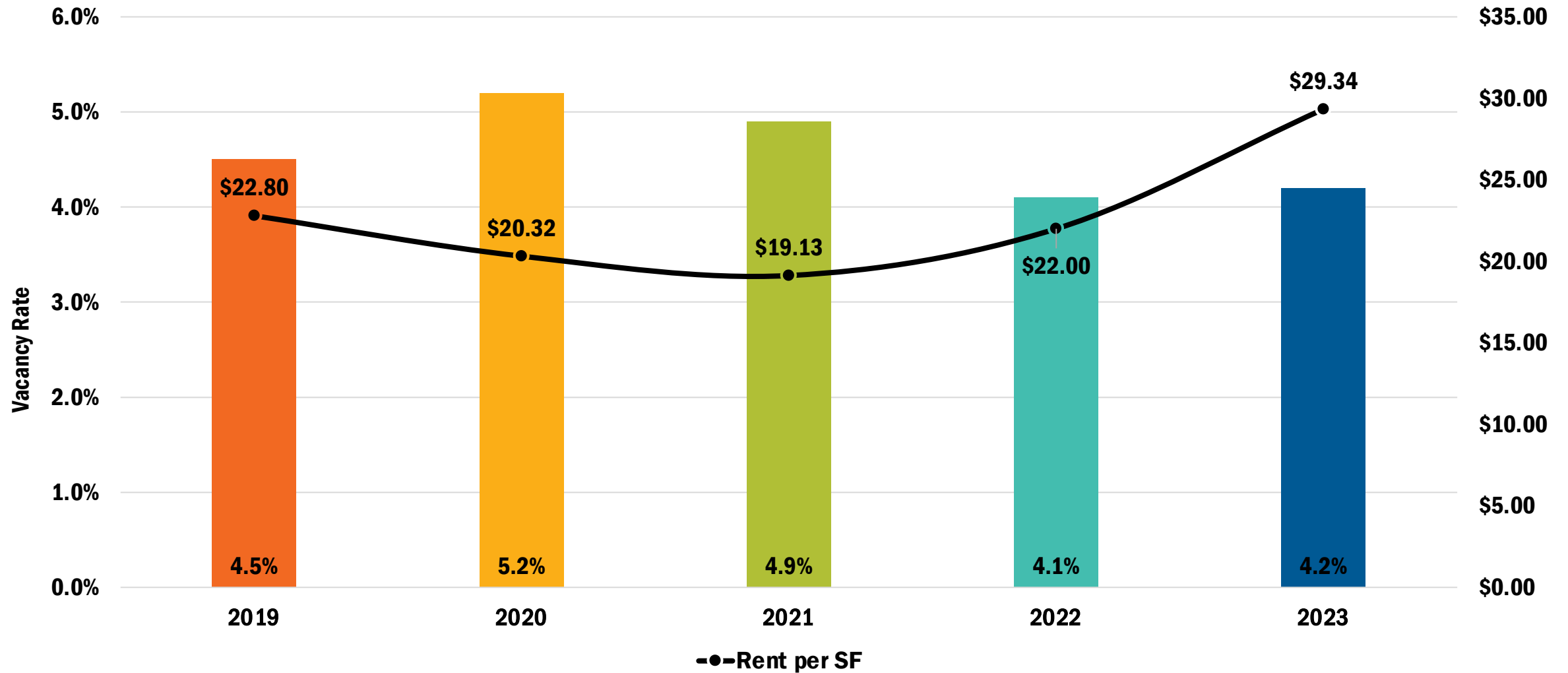
GATEWAY CLASS B & C OFFICE SPACE VACANCY



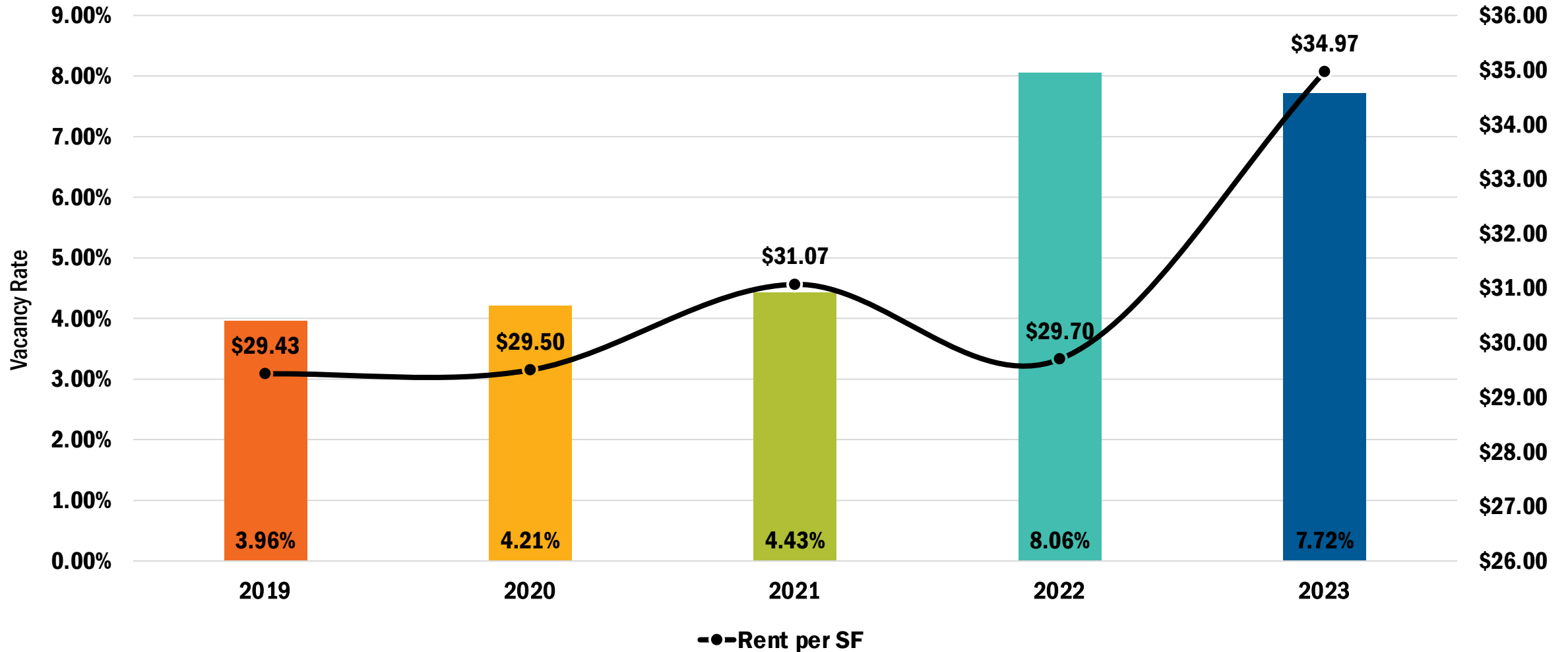
SKYWAY MARINA DISTRICT - OFFICE (ALL CLASSES)



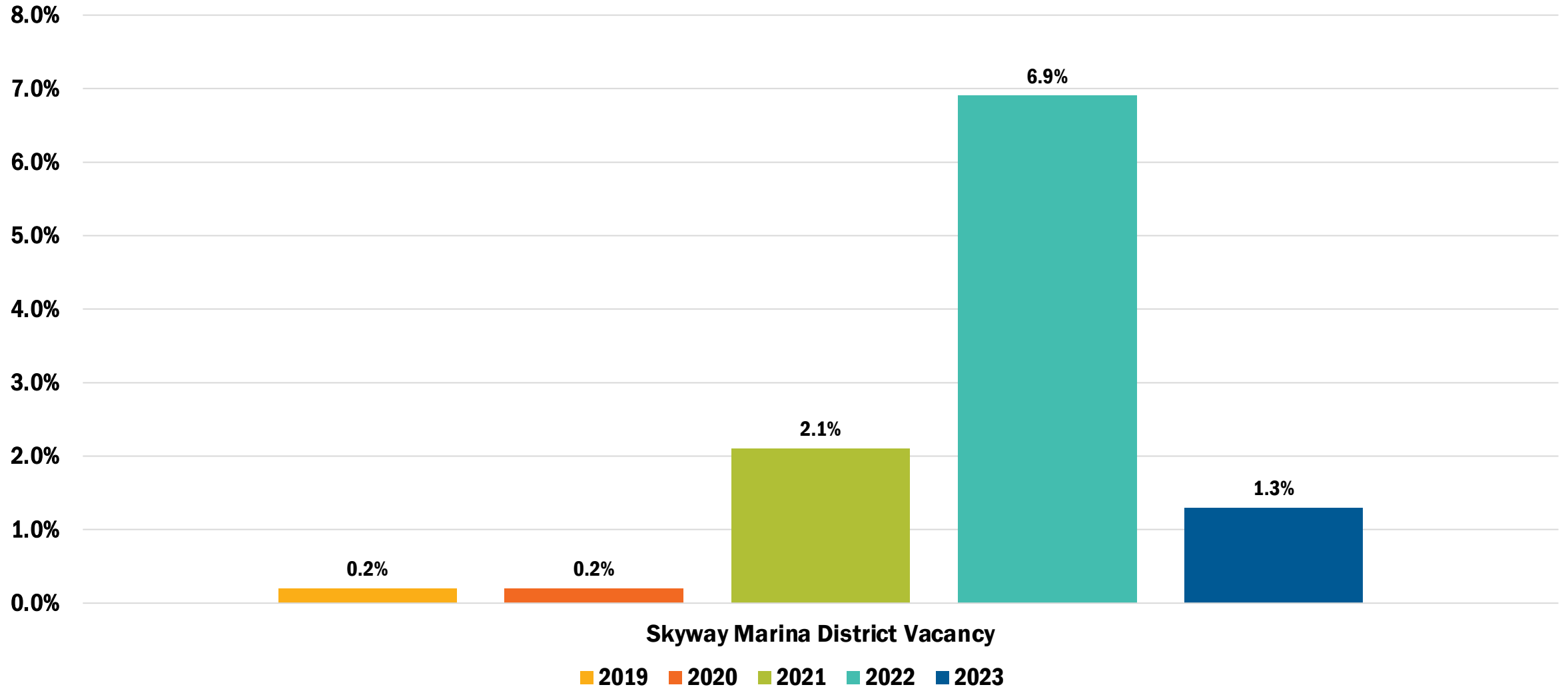
CITYWIDE RETAIL SPACE VACANCY



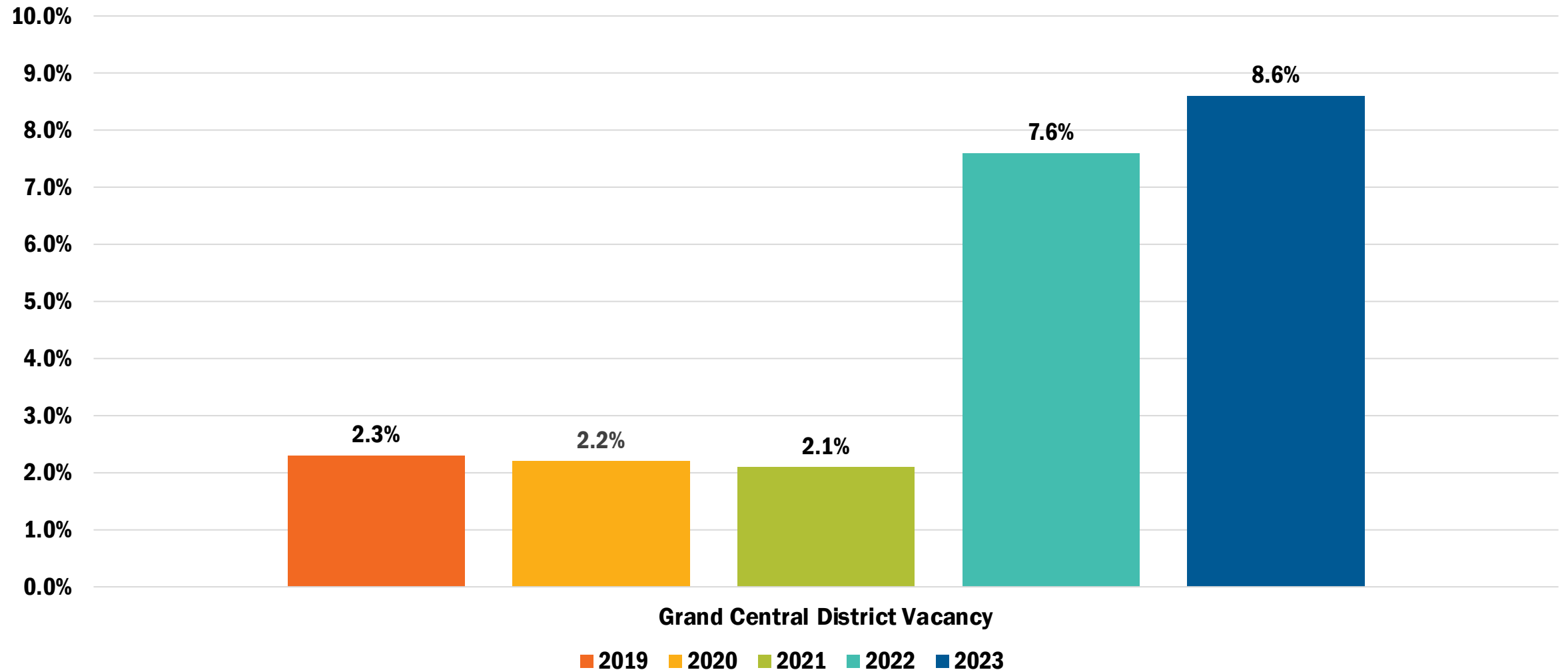
MAIN STREET RETAIL SPACE VACANCY



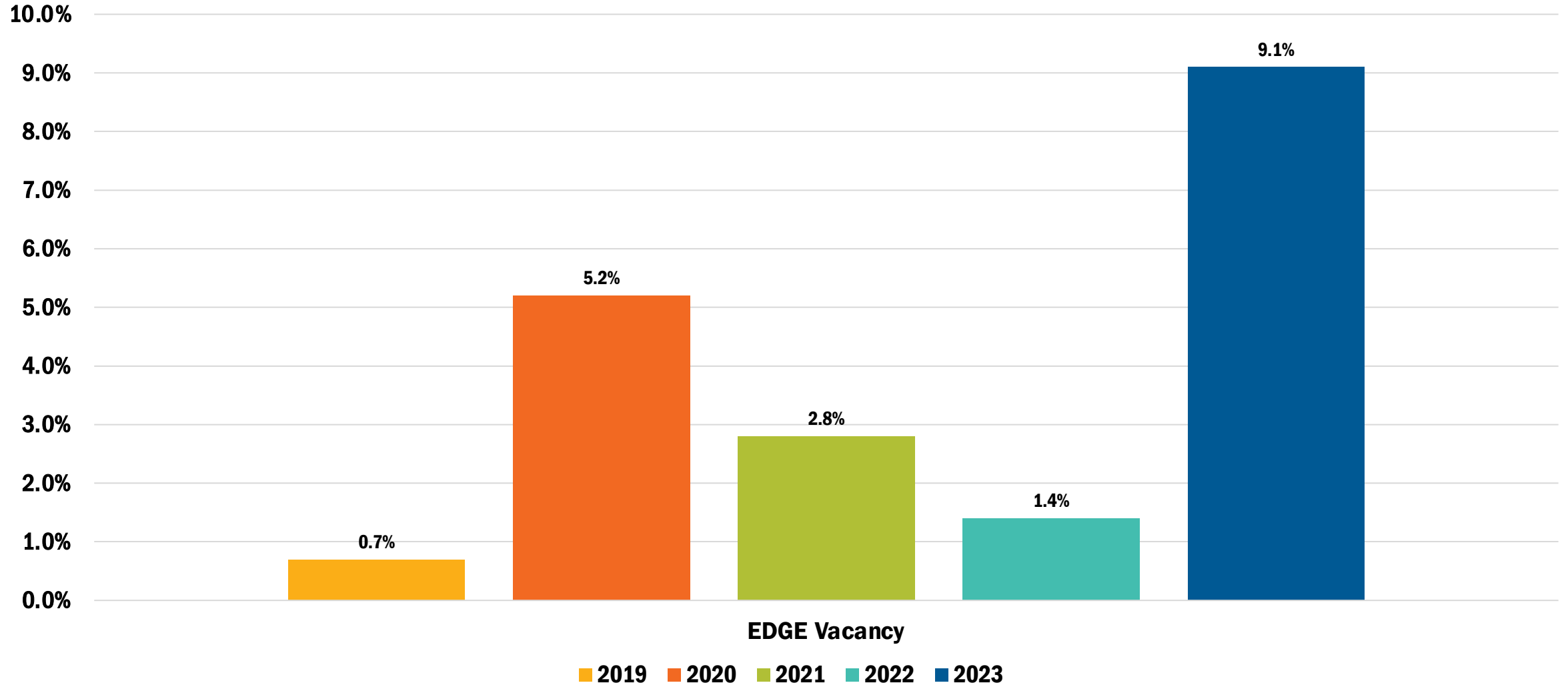
SKYWAY MARINA DISTRICT RETAIL SPACE VACANCY



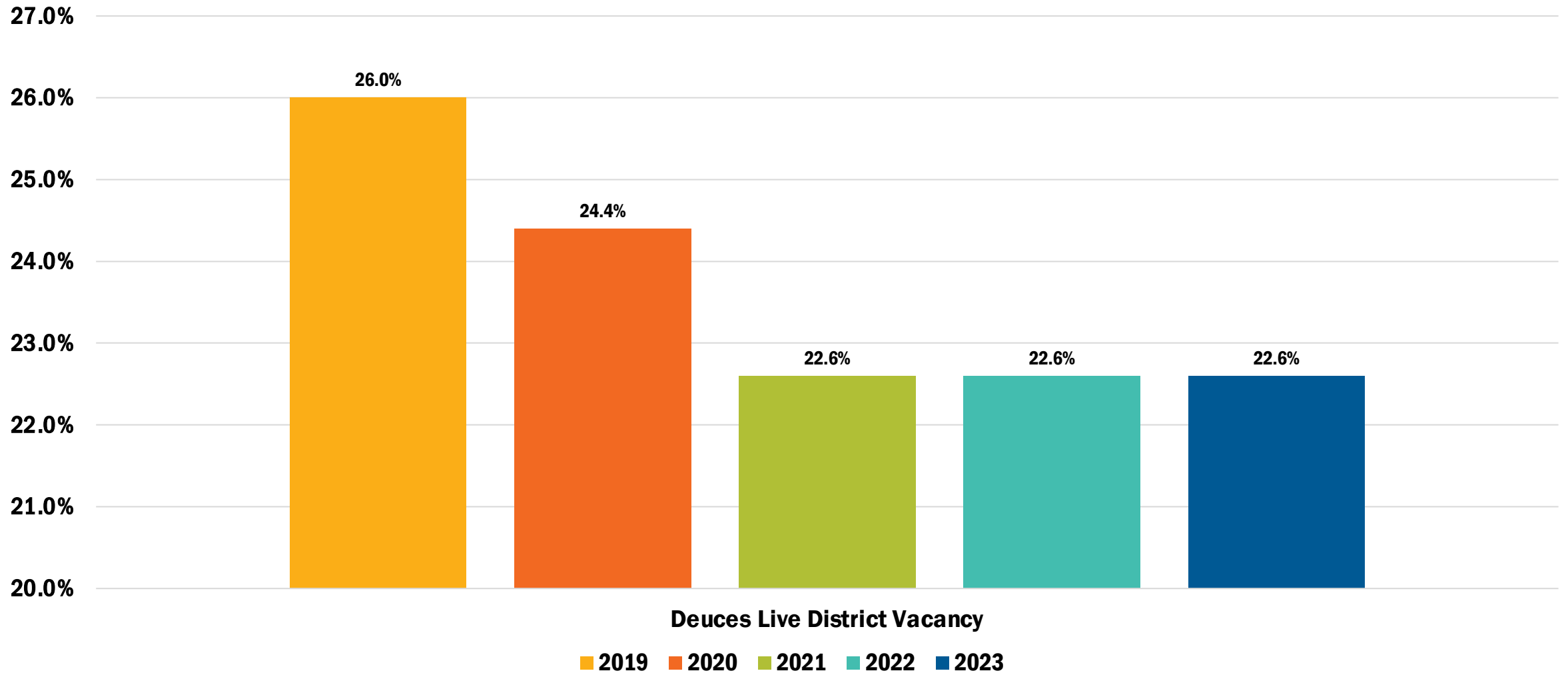
GRAND CENTRAL DISTRICT RETAIL SPACE VACANCY



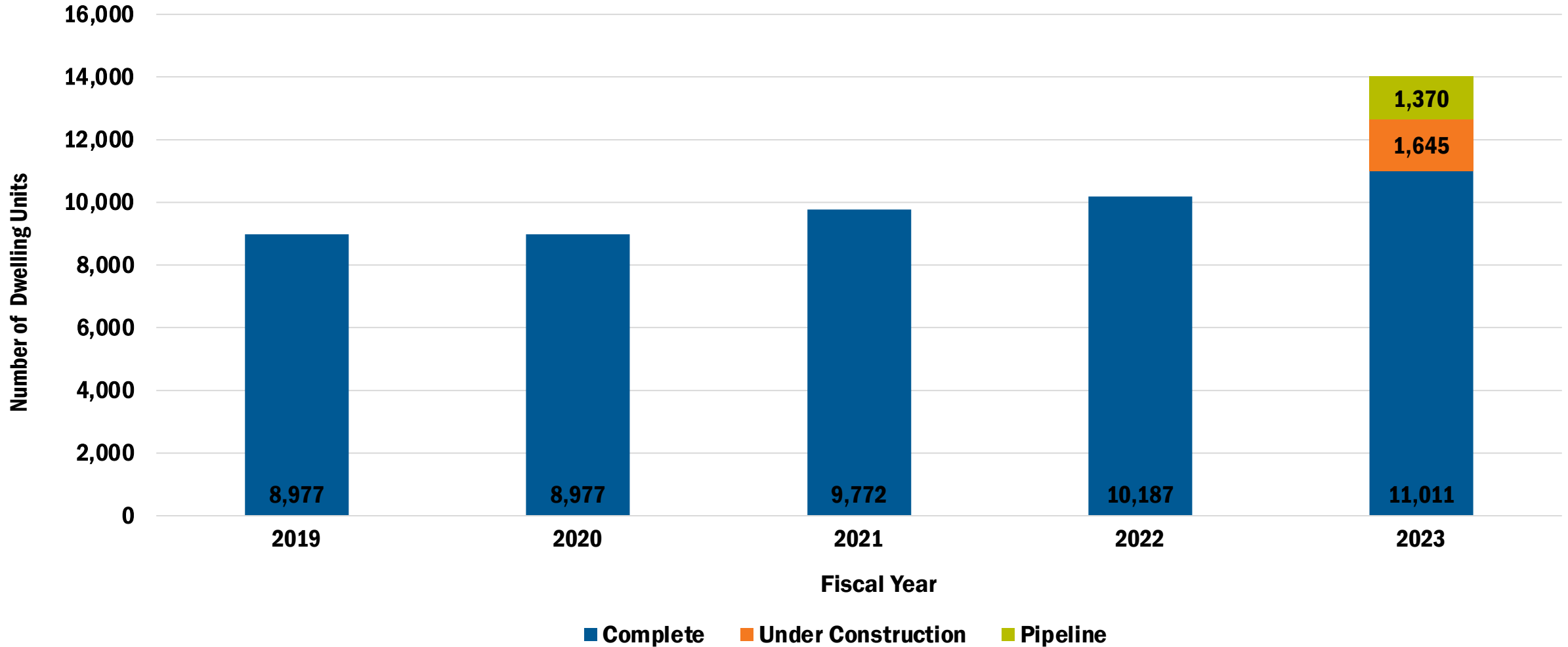
EDGE DISTRICT RETAIL SPACE VACANCY



DEUCES LIVE DISTRICT RETAIL SPACE VACANCY



DOWNTOWN DWELLING UNITS



Celebrating Progress. Anticipating Opportunities.

BUILDING SPACE FOR SMART GROWTH

HOUSING OPPORTUNITIES FOR ALL – BY THE NUMBERS

Housing Opportunities	Goal	Complete	In-Progress
Create and Preserve Multi-Family Homes	3200	598	1632
Non-subsidized Workforce Density Bonus Units	350	17	272
New Construction ADUs	400	131	155
Single-Family Home Purchase Assistance	500	168	956*
New Construction Single-Family Affordable Homes	150	75	206
Homeowner Assistance to Keep Single-Family Homes	3200	995	-

This table above shows the current progress and the ultimate end goal for different types of housing unit initiatives across the city.

* Attended First Time Homebuyer Education Classes to be Eligible for Home Purchase Assistance.

TRANSPORTATION & MOBILITY IMPROVEMENTS



SunRunner Development



Connecting South St. Petersburg CRA Study

DEVELOPING A “FUTURE-READY” WORKFORCE

MAYOR’S FUTURE READY ACADEMY

ST. PETE WORKS

ANCHOR EMPLOYER INITIATIVE

FUTURE OF WORK TASKFORCE





President of the Tampa Bay Rays

**MATT
SILVERMAN**

HISTORIC GAS PLANT DISTRICT REDEVELOPMENT



HISTORIC GAS PLANT DISTRICT – BY THE NUMBERS



8M SQ.
FT
DEVELOPMENT



4,800
RESIDENTIAL
UNITS



1,200
AFFORDABLE /
WORKFORCE UNITS



1.4M SQ.
FT
OFFICE /
MEDICAL SPACE



750K SQ.
FT
RETAIL SPACE



750
HOTEL ROOMS



4,000
SEAT CONCERT
VENUE



30K
CAPACITY BALLPARK



100K SQ.
FT
CONFERENCE /
MEETING SPACE



50K SQ.
FT
NON-PROFIT
COMMUNITY SPACE



14 ACRES
PARKS /
OPEN SPACE



\$6B+
TOTAL CONSTRUCTION
INVESTMENT



\$50M
COMMUNITY
BENEFITS



86 ACRES
SITE SIZE



14K
PARKING STALLS

ECONOMIC IMPACT AWARD 2024

*Recognizing lifetime dedication and service to
St. Pete's economic landscape*



INCLUSIVE PROGRESS - ONE DATA POINT AT A TIME

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JOE ZEOLI

Economic Impact Award Recipient - 2024

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THANK YOU!



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