2017
STATE OF THE ECONOMY
ST. PETERSBURG, FLORIDA
THANK YOU TO OUR SPONSOR

DUKE ENERGY®
THANK YOU TO OUR HOST
Population Growth

St. Petersburg & Pinellas County

2010-2017 Growth
Pinellas County: 5.0% - 45,461
St. Petersburg: 7.8% - 18,999

POPULATION GROWTH BY MUNICIPALITY

Pinellas County: 2010-2017

- St. Petersburg: 41.8%
- Clearwater: 14.2%
- Largo: 13.2%
- Pinellas Park: 8.0%
- Unincorporated: 9.5%
- Other: 13.3%

5-YEAR POPULATION GROWTH
2012-2016

Source: BEBR; American Community Survey, 1 Year Estimates
NET MIGRATION
2015-2016

Source: American Community Survey, 3 Year Estimates
MEDIAN AGE: 42.7
ST. PETERSBURG AGE BREAKDOWN

1970
- Male and Female age breakdown for 1970
- Source: American Community Survey, 1 Year Estimates; US Census

2016
- Male and Female age breakdown for 2016
- Source: American Community Survey, 1 Year Estimates; US Census
ST. PETERSBURG AGE BREAKDOWN
Ages 20-39

% of Total Population

Source: American Community Survey, 1 Year Estimates
PEER CITY AGE BREAKDOWN

Ages 20-39 - Percent of Total Population

- Orlando
- Durham
- St. Paul
- Miami
- Tampa
- Ft. Worth
- Jacksonville
- St. Petersburg

Source: American Community Survey, 1 Year Estimates
EDUCATION ATTAINMENT RATES

High School

<table>
<thead>
<tr>
<th>City</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Petersburg</td>
<td>90.0%</td>
</tr>
<tr>
<td>Tampa-St. Pete MSA</td>
<td>90.0%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>85.0%</td>
</tr>
<tr>
<td>Orlando</td>
<td>85.0%</td>
</tr>
<tr>
<td>Tampa</td>
<td>85.0%</td>
</tr>
<tr>
<td>Durham</td>
<td>85.0%</td>
</tr>
<tr>
<td>St. Paul</td>
<td>80.0%</td>
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<tr>
<td>Ft. Worth</td>
<td>75.0%</td>
</tr>
<tr>
<td>Miami</td>
<td>70.0%</td>
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Source: American Community Survey, 1 Year Estimates
EDUCATION ATTAINMENT RATES

BA/BS+ Degree 25 - 34

Source: American Community Survey, 1 Year Estimates
EDUCATION ATTAINMENT RATES

Graduate or Professional Degree

Source: American Community Survey, 1 Year Estimates
MEDIAN HOUSEHOLD INCOME

2016

- Ft. Worth
- St. Paul
- Durham
- St. Petersburg
- Jacksonville
- Tampa-St. Pete MSA
- Tampa
- Orlando
- Miami

$0 $10,000 $20,000 $30,000 $40,000 $50,000 $60,000

Growth 2011-2016

- St. Petersburg
- Tampa
- Miami
- Durham
- Ft. Worth
- Tampa-St. Pete MSA
- Orlando
- Jacksonville
- St. Paul

0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00%

Source: American Community Survey, 1 Year Estimates
POVERTY RATE

- St. Petersburg: 0.0%
- Tampa-St. Pete MSA: 5.0%
- Jacksonville: 10.0%
- Durham: 15.0%
- Ft. Worth: 20.0%
- St. Paul: 25.0%
- Orlando: 30.0%
- Tampa
- Miami

Source: American Community Survey, 1 Year Estimates
AFRICAN AMERICAN POVERTY RATE CHANGE
2012-2016

Source: American Community Survey, 1 Year Estimates
TOTAL CONSTRUCTION VALUE & PERMITS ISSUED

St. Petersburg

Source: City of St. Petersburg Development Services Division
CONSTRUCTION VALUE BREAKDOWN

$223M
NEW COMMERCIAL CONSTRUCTION

$110M
NEW RESIDENTIAL PROJECTS

$181M
RENOVATION + REHAB PROJECTS
DOWNTOWN DWELLING UNITS

Source: City of St. Petersburg Planning & Economic Development Department
REVISED PERMIT FEES COMPARISON

Source: Municode.com

<table>
<thead>
<tr>
<th>Service</th>
<th>St. Petersburg (prior Oct. 1, 2017)</th>
<th>St. Petersburg (adopted)</th>
<th>Pinellas County</th>
</tr>
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<tbody>
<tr>
<td>Demolition</td>
<td>150</td>
<td>150</td>
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<tr>
<td>Reroof</td>
<td>125</td>
<td>125</td>
<td>125</td>
</tr>
<tr>
<td>AC Equal Changeout</td>
<td>100</td>
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<tr>
<td>Water heater changeout</td>
<td>75</td>
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<tr>
<td>Solar Pool Heating</td>
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<tr>
<td>Photovoltaic Systems</td>
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<tr>
<td>Residential Electric Service Change</td>
<td>100</td>
<td>100</td>
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</tr>
</tbody>
</table>
LAND DEVELOPMENT REVIEW

CODE CHANGES
SALES TAX COLLECTED PER 1,000 RESIDENTS

Florida Counties

Source: Florida Department of Revenue; BEBR
Tourism Pinellas County

- Total Visitors: 6.3M
- Occupancy Rate: 71.5%
- Average Room Rate: $144.59
- Visitor Expenditures: $4.9B
TOURISM
PINELLAS COUNTY
TOTAL ECONOMIC IMPACT = $9.7 BILLION
DOWNTOWN ST. PETERSBURG OFFICE SPACE

**CLASS A OFFICE SPACE**

- Square Feet
- Class A Vacancy
- Total Vacancy

**CLASS B & C OFFICE SPACE**

- Square Feet
- Class B & C Vacancy
- Total Vacancy

Source: CoStar 2017
1. "Other" includes professional services
2. Buildings used in analysis: Priatek Plaza, First Central, City Center, & Morgan Stanley Tower

Source: CoStar; St. Petersburg City Directories
GATEWAY OFFICE SPACE

CLASS A

CLASS B & C

Source: CoStar
GROW SMART OPPORTUNITY SITES

- Carillon Town Center
- Raytheon
- Port Site
- Innovation District Site
- Former Pheil Hotel
- 800 Block
- Old Police Station
- Tropicana Field
- Commerce Park
- Merriwether Building
- Tangerine Plaza
- Phillips Site
- Former KMart Site
- Skyway Mall
- Flamingo Hotel
DEUCES UNDERPASS LIGHTING PROJECT
TOP 10 TAXPAYERS IN ST. PETERSBURG

BY TOTAL TAX VALUE

<table>
<thead>
<tr>
<th>Company</th>
<th>Tax Value</th>
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<tbody>
<tr>
<td>Tyrone Square Mall</td>
<td>$15,000,000</td>
</tr>
<tr>
<td>Raymond James</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Beacon 430</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>TGM Bay Isle</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>AER Apartments</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>Cottonwood Bayview</td>
<td>$7,500,000</td>
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<tr>
<td>Bayfront Health</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>Trellis at the Lakes</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>Vinoy</td>
<td>$7,500,000</td>
</tr>
<tr>
<td>Franklin Templeton</td>
<td>$7,500,000</td>
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TAX VALUE PER ACRE

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Source: Pinellas County Property Appraiser
193 Rebates Approved By The City

$1.05M Rebates Awarded By The City

$3.81M in Private Investment Leveraged

Residential Rebates in South St. Pete CRA
2014-2017
70 South St. Pete Projects Funded

$888,564 in CRA Funds Awarded

$2.1M in Private Investment Leveraged

Grant Awards in South St. Pete CRA 2016-2017
REDUCTION IN VACANT AND BOARDED HOUSING
2013-2017: South St. Petersburg CRA

Source: City of St. Petersburg Planning & Economic Development
CHANGE IN TAXABLE PROPERTY VALUES

2007-2017: South St. Petersburg CRA

Source: Pinellas County Property Appraiser
ST. PETERSBURG POLICE HQ
URBAN LAND INSTITUTE'S
U.S. MARKETS TO WATCH

19. TAMPA / ST. PETE
GROW SMARTER INDUSTRIES – EMPLOYMENT

2013-2017

Source: City of St. Petersburg Planning & Economic Development
AVERAGE ANNUAL PAY COMPARISON

Hillsborough County

Miami-Dade County

Duval County

Tampa-St. Pete MSA

Pinellas County

Orange County

Source: Bureau of Labor Statistics, QCEW
TOP OCCUPATIONAL GROWTH PROJECTIONS

Pinellas County, 2016-2024

- Office & Administrative Support
- Sales
- Food Preparation & Serving
- Healthcare Practitioners
- Retail

Employment Increase

Percent Change

Source: Florida Department of Economic Opportunity
## GREENHOUSE PERFORMANCE DATA

### SMALL BUSINESS ENTERPRISE PROGRAM
- Contracts Awarded to Small Business Enterprises: $10,367,000
- Number of Entrepreneurs Presenting at 1 Million Cups: 92
- Number of Clients Served: 913 (totaling 2,301 sessions)
- Number of Training Sessions Held: 298
- Number of Workshop Attendances: 4,131
- Entrepreneurs Trained: 50
- Completed Training: 39

### COMMUNITY BUSINESS DEVELOPMENT INITIATIVE PROGRAM
- Businesses Formed: 29 (10 in development)
- Entrepreneurs Reported Growth in Revenue: 15
- Increase in Small Business Enterprise Participation: 8%
- Bicycle Friendly Businesses Certified: 11
PATENTS PER 10,000 RESIDENTS

2016

Durham
St. Paul
Miami
Orlando
Tampa
St. Petersburg
United States
Ft. Worth
Tampa Bay
Florida
Jacksonville

Source: US Patent Office; BEBR
EXPANSIONS + RELOCATIONS

272 RELOCATION JOBS

1050 EXPANSION JOBS

Source: City of St. Petersburg Planning & Economic Development
TRANSPORTATION INITIATIVES

Ongoing Projects

Complete Streets Implementation Plan

Downtown Circulator Study (Looper 2.0)

Bus Rapid Transit (BRT)
TRANSPORTATION BENCHMARKS

86K BIKE SHARE MILES

40K CROSS BAY FERRY TRIPS

9 BIKE-FRIENDLY BUSINESS

Source: City of St. Petersburg Transportation Division
ACCESSIBILITY

WALK SCORE

<table>
<thead>
<tr>
<th>City</th>
<th>Score</th>
</tr>
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<tbody>
<tr>
<td>Miami</td>
<td>80</td>
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<tr>
<td>St. Paul</td>
<td>70</td>
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<tr>
<td>Tampa</td>
<td>60</td>
</tr>
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<td></td>
</tr>
<tr>
<td>St. Petersburg</td>
<td>50</td>
</tr>
<tr>
<td>Orlando</td>
<td>40</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>30</td>
</tr>
<tr>
<td>Durham</td>
<td>20</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>10</td>
</tr>
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DOWNTOWN WALK SCORE

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<thead>
<tr>
<th>City</th>
<th>Score</th>
</tr>
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<tbody>
<tr>
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<td>90</td>
</tr>
<tr>
<td>Orlando</td>
<td>80</td>
</tr>
<tr>
<td>Miami</td>
<td>70</td>
</tr>
<tr>
<td>St. Petersburg</td>
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<td>Ft. Worth</td>
<td>30</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>20</td>
</tr>
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Source: WalkScore
ACCESSIBILITY

BIKE SCORE

- St. Paul
- Miami
- St. Petersburg
- Tampa-St. Pete MSA
- Tampa
- Orlando
- Ft. Worth
- Durham
- Jacksonville

TRANSIT SCORE

- Miami
- St. Paul
- St. Petersburg
- Orlando
- Tampa-St. Pete MSA
- Tampa
- Durham
- Ft. Worth
- Jacksonville

Source: WalkScore
AVERAGE COMMUTE TIME

- Tampa
- Durham
- St. Petersburg
- St. Paul
- Jacksonville
- Orlando
- Tampa-St. Pete MSA
- Ft. Worth
- Miami

Source: American Community Survey, 1 Year Estimates
QUALITY OF LIFE
REALIZING RESILIENCE: Social Economy + Economic Opportunity

FLORIDA SUN PROGRAM: Begins 2018

NORTH AMERICAN OBSERVATORY FOR SUSTAINABLE TOURISM

HEALTH incorporated in all policies
PIER DISTRICT
PIER DISTRICT UPDATE

✓ Doc Ford’s Rum Bar & Grille Selected
✓ Public Art for Downtown Waterfront Phase II Report
✓ Council Approved Next Round of Funding

TIMELINE:
- Heavy construction for Pier and Pier Approach throughout 2018 into 2019
- Vertical construction over water above pier deck to commence spring 2018
- Grand Opening – Apr. 2019
James Museum of Western Wildlife Art
Opening 2018

Museum of the American Arts & Crafts Movement
Anticipated Completion Fall 2019

Imagine Museum
Grand Opening January 23rd, 2018
COMPETITIVE ADVANTAGE

Grow Smarter
Strategy Implementation
Innovation
District Implementation
Pier District Development

Johns Hopkins All Children’s Hospital
Education & Research Building

Population Growth
Young Population Growth
Job Growth
Data Analytics Employment
Revenue Generators
Median Income
Local Transportation Options

Real Estate Vacancy
Unemployment
Poverty
AREAS OF IMPROVEMENT

Regional Transportation 🚗
Educational Attainment 🧑‍🎓
Wages 💰
Office Space 🏢
Entrepreneurial Ecosystem 💡
Residential Affordability 🏠
2017 TAKEAWAYS

27/30
ST. PETE IMPROVEMENTS

13/21
PEER CITIES

15/20
ST. PETE VS MSA
DAVE GOODWIN

EXCELLENCE IN DEVELOPMENT AWARD
LOOK FORWARD

MAYOR KRISMAN'S
LOOK FORWARD