



2021 | STATE OF THE ECONOMY

ST. PETERSBURG, FLORIDA



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2021 | STATE OF THE ECONOMY

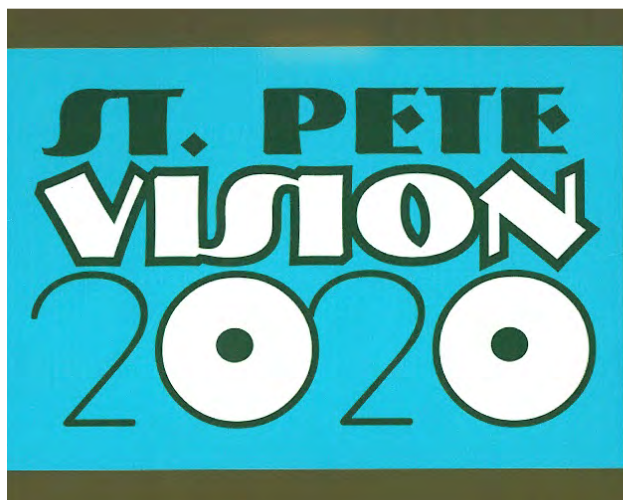
ST. PETERSBURG, FLORIDA

STATE OF THE ECONOMY 2018 – ST. PETE, FL

DAVE GOODWIN

Excellence in Development Award







BOB JEFFREY

**Dave Goodwin Excellence in
Development Award Recipient**

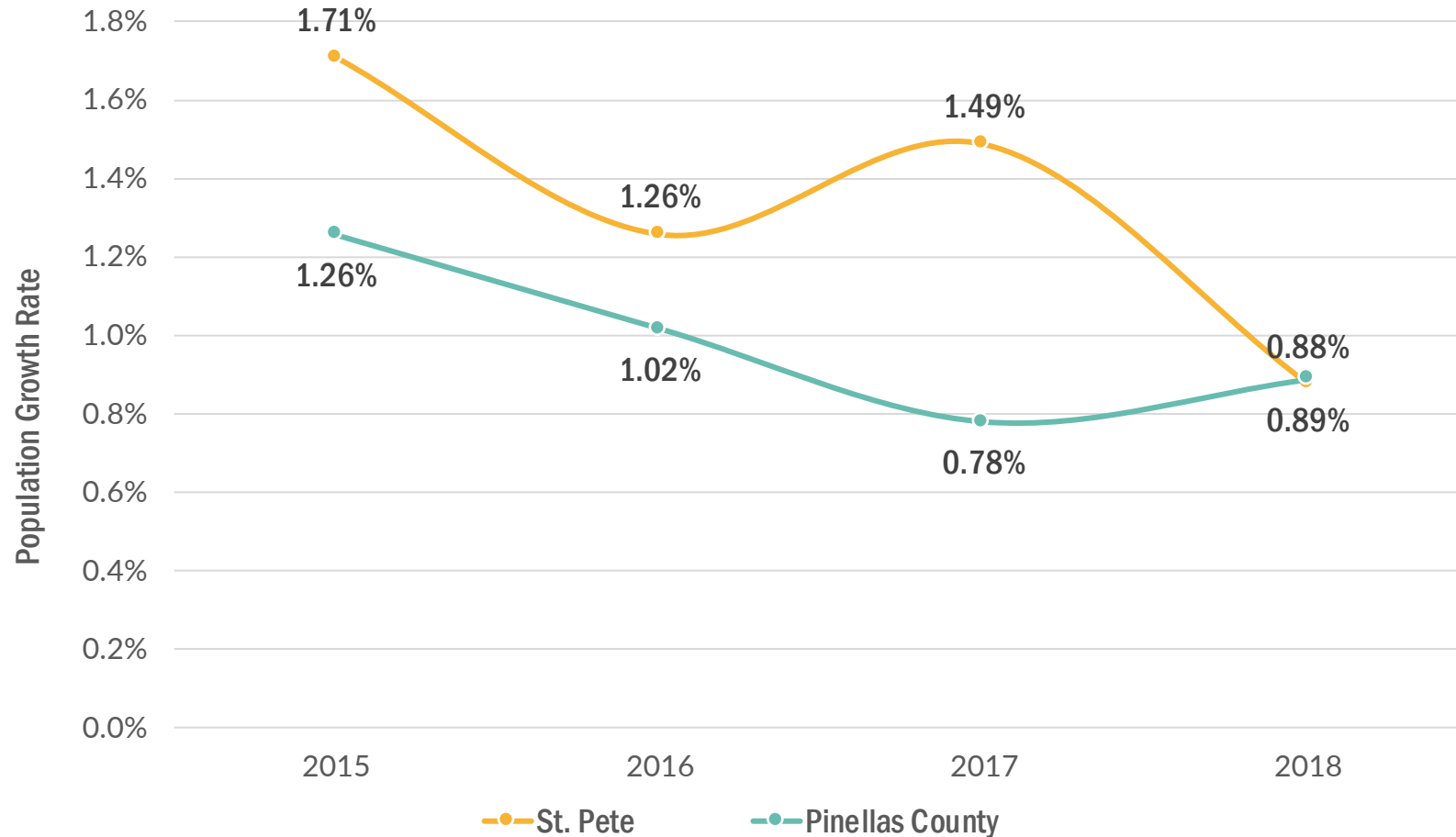
ABOUT THE DATA

- 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, & 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

POPULATION



POPULATION GROWTH RATE (2015-2018)



Source: BEBR - 2015-2018

2015-2018 Growth

Pinellas County: 45,461 people

2.7%

St. Pete: 9,394 people

3.7%

St. Pete's population has grown by 3.7% over the last four years, outpacing Pinellas County's growth of 2.7%.

POPULATION GROWTH IN PINELLAS COUNTY BY MUNICIPALITY

2015-2018

36.8%

St. Pete

19.2%

Clearwater

10.9%

Largo

5.3%

Pinellas Park

8.1%

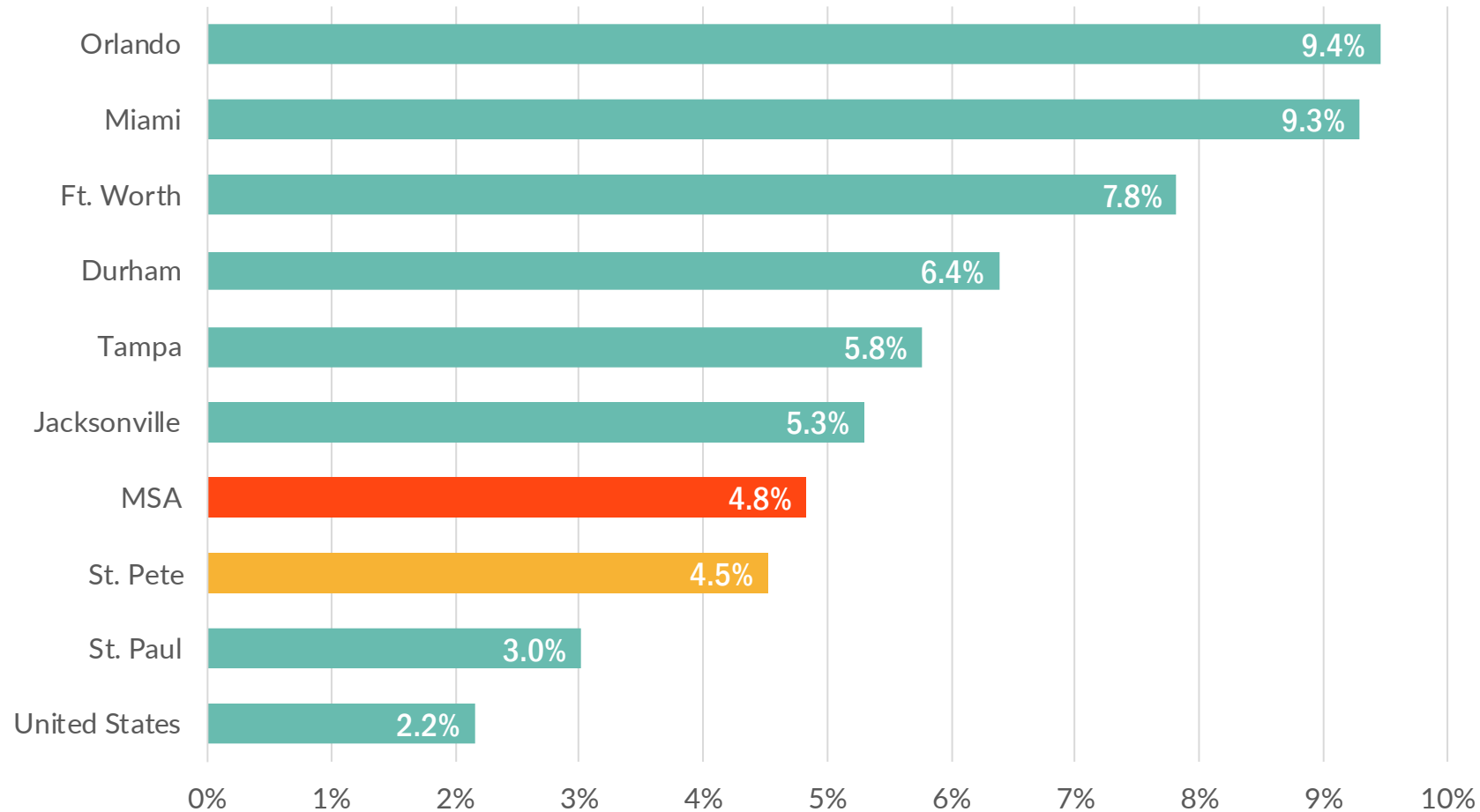
Unincorporated

19.7%

Other

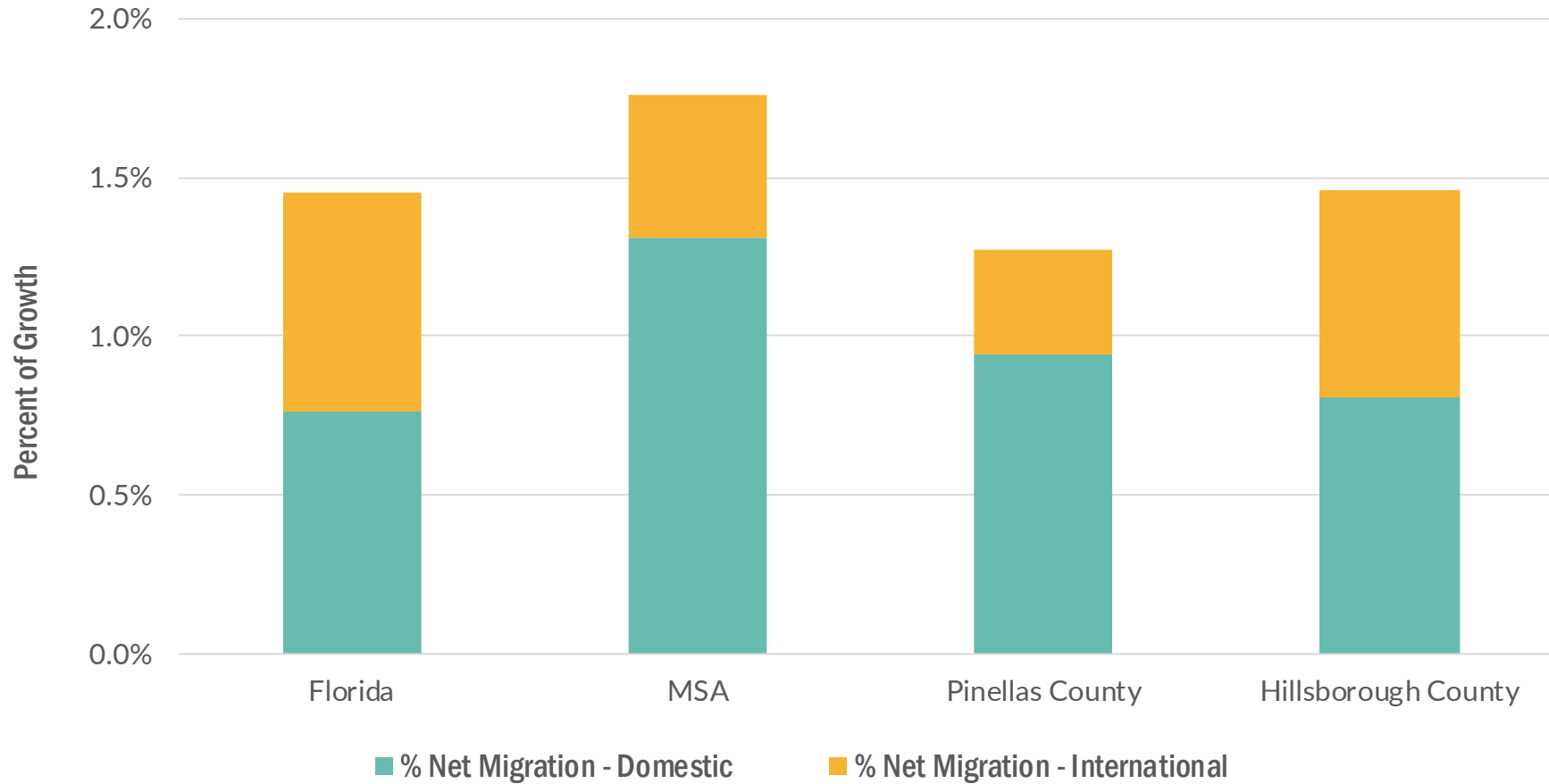
St. Pete has comprised 36.8% of the growth in Pinellas County over the last 4 years, the highest of all municipalities in the county.

POPULATION GROWTH (2014-2017)



While St. Pete is growing, it's slower than many of our peer cities. This is primary due to geographic constraints – St. Pete needs to build upward, while many peer cities can grow outward.

PINELLAS COUNTY NET MIGRATION (2017)



Net migration, the change in population less population change due to births and deaths, was at 1.2% for 2017 in Pinellas County, accounting for 12,321 new residents. A majority of the new residents to Pinellas County migrated from other areas of the United States, while Hillsborough County and the State of Florida saw nearly an equal split of new residents from both domestic and international regions.

SOCIOECONOMICS



MEDIAN AGE

48.1

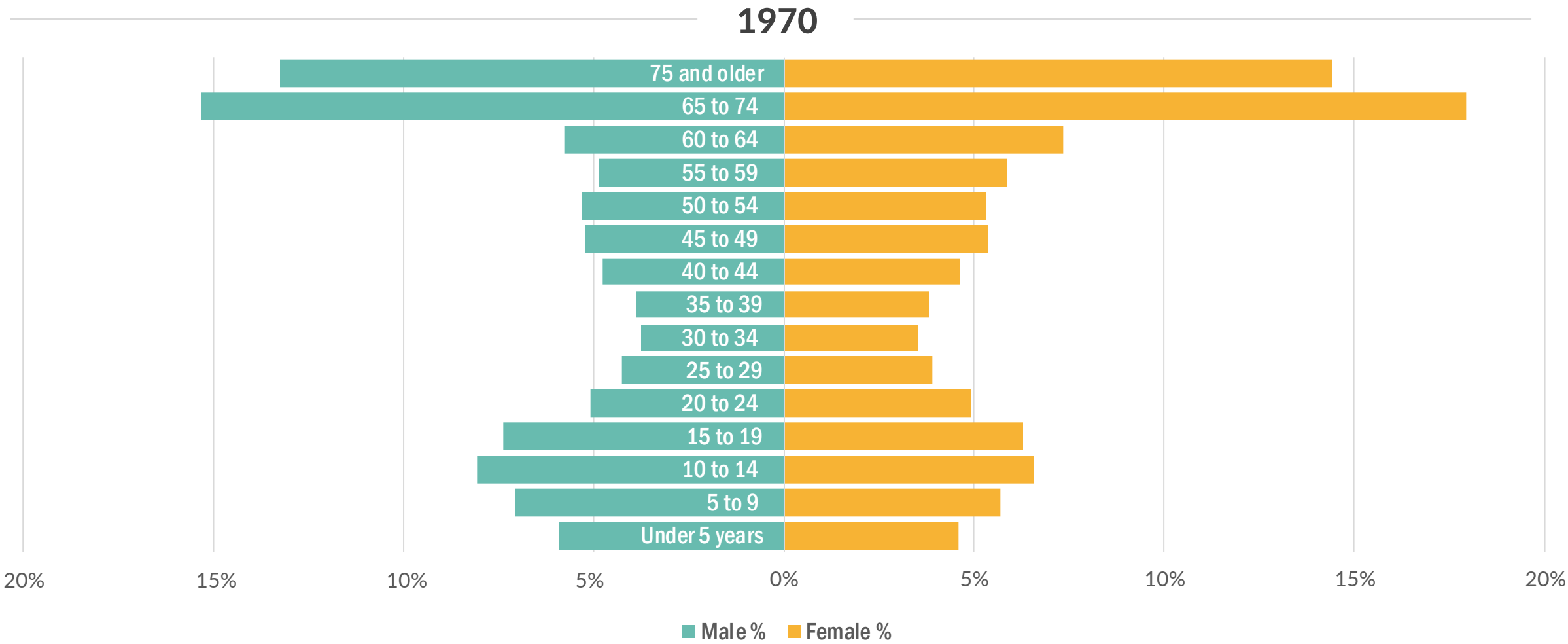
1970

44.8

2017

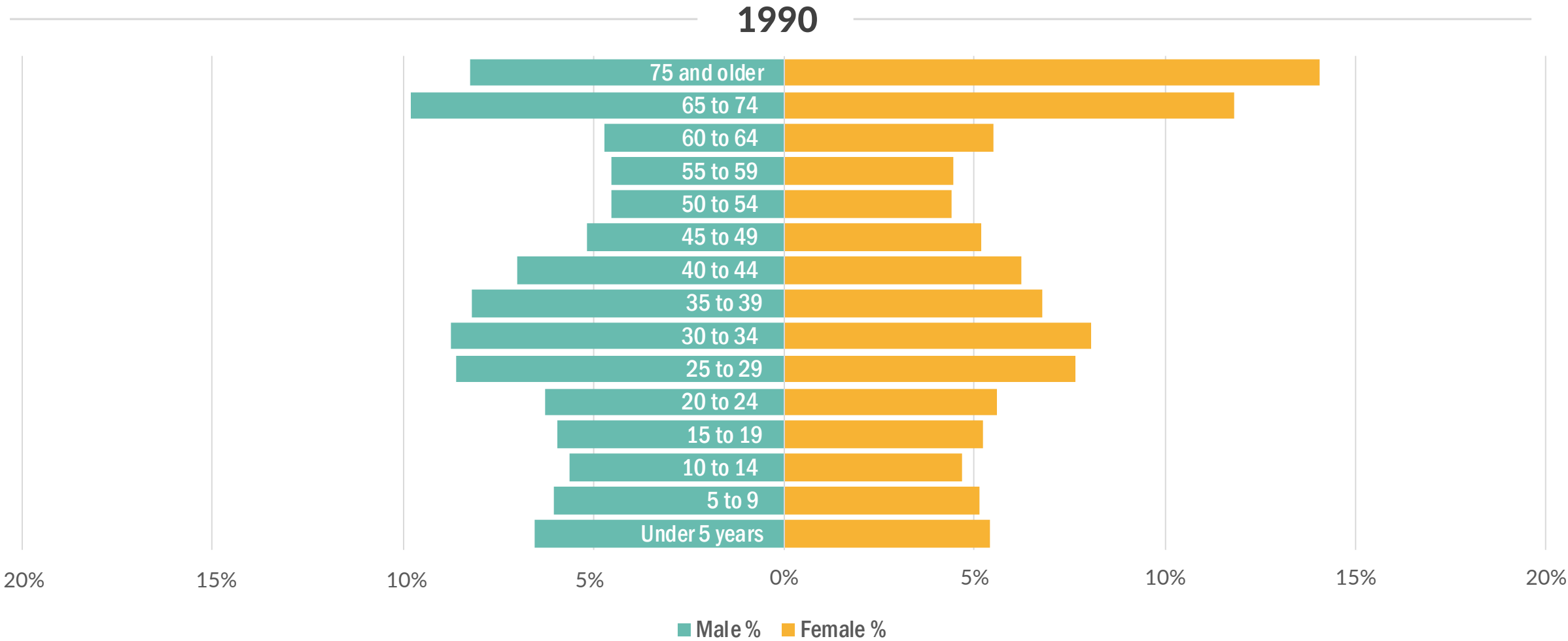
The median age of St. Pete is 44.8, which is 6.7 years older than the U.S. average. Although the median age is still higher than the U.S., since 1970 St. Pete's median age has decreased by 3.3 years, while the U.S.'s median age has increased by 9.9 years.

ST. PETE AGE BREAKDOWN



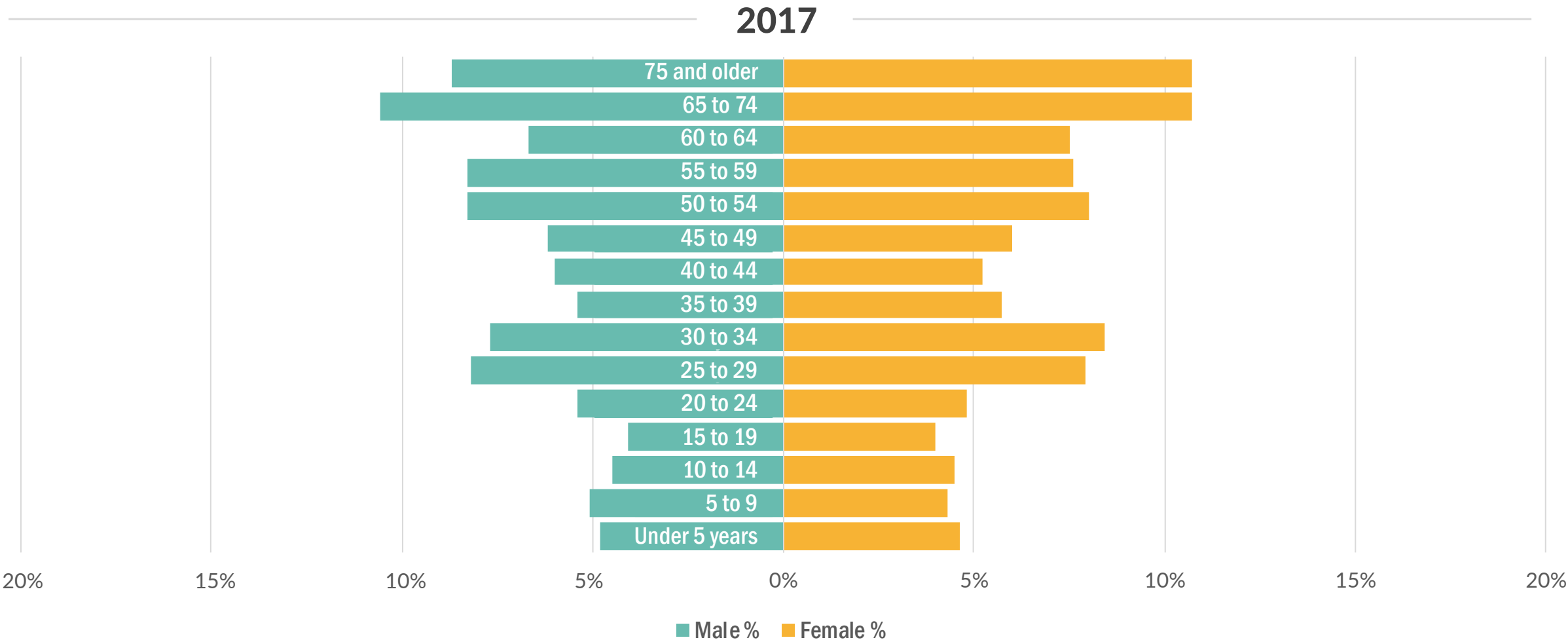
Source: BEBR; American Community Survey, 1 Year Estimates

ST. PETE AGE BREAKDOWN



Source: BEBR; American Community Survey, 1 Year Estimates

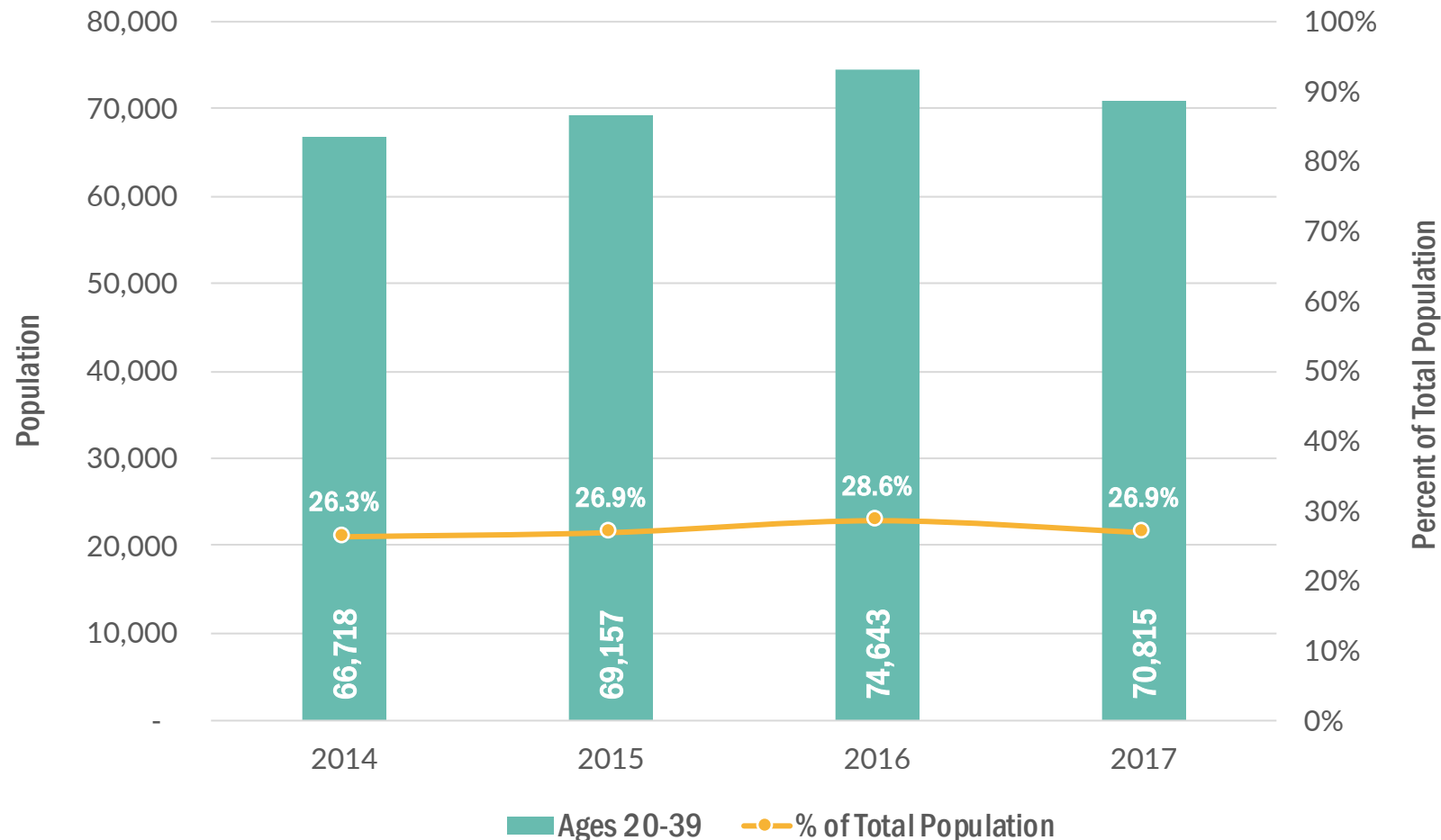
ST. PETE AGE BREAKDOWN



Source: BEBR; American Community Survey, 1 Year Estimates

In 1970, the population was heavily skewed towards 65 years and up. In 2017, the population was much more balanced, with the greatest increasing change occurring in residents 20-39 and decreasing change in residents ages 65-74.

ST. PETE AGE BREAKDOWN (AGES 20-39)



Source: American Community Survey, 1 Year Estimates

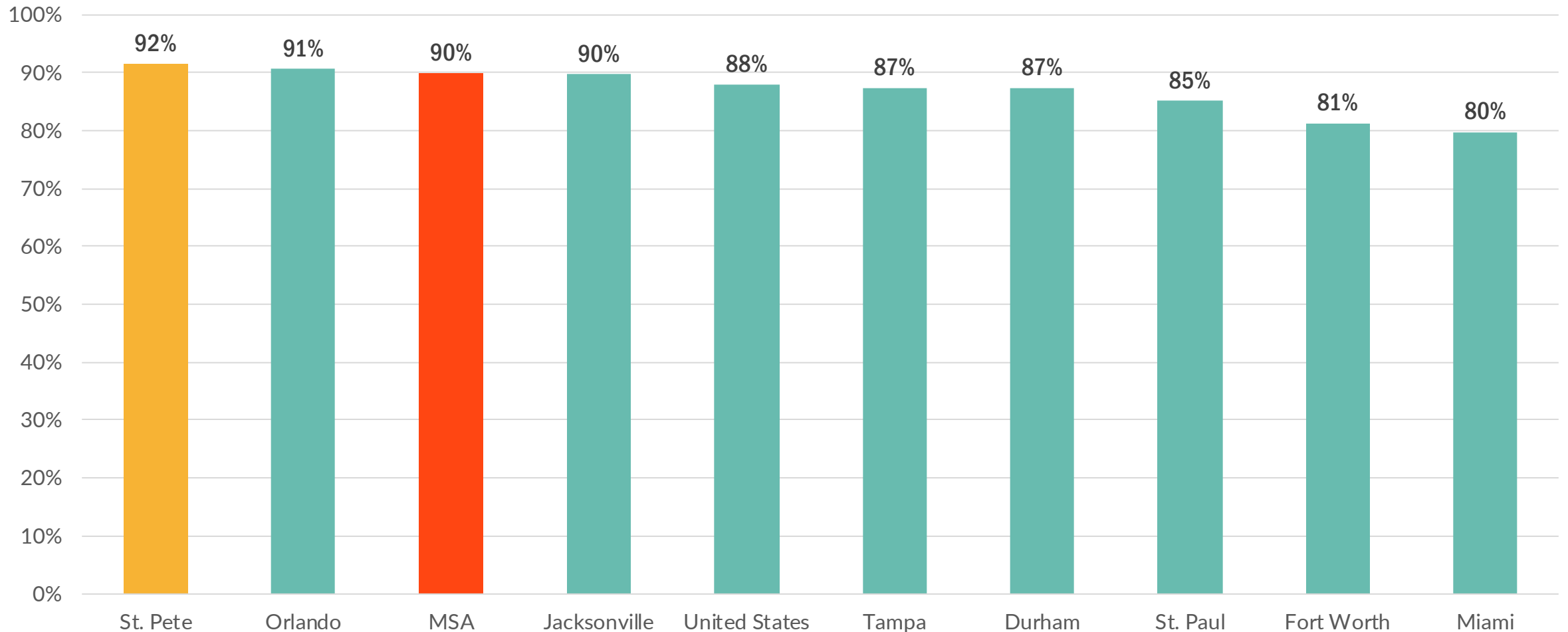
Peer Cities

Ages 20-39 (Percent of Total Population)

- Orlando (37.9%)
- Durham (34.7%)
- St. Paul (34.5%)
- Fort Worth (31.0%)
- Miami (30.5%)
- Tampa (30.5%)
- Jacksonville (29.9%)
- United States (27.1%)
- St. Pete (26.9%)
- MSA (25.1%)

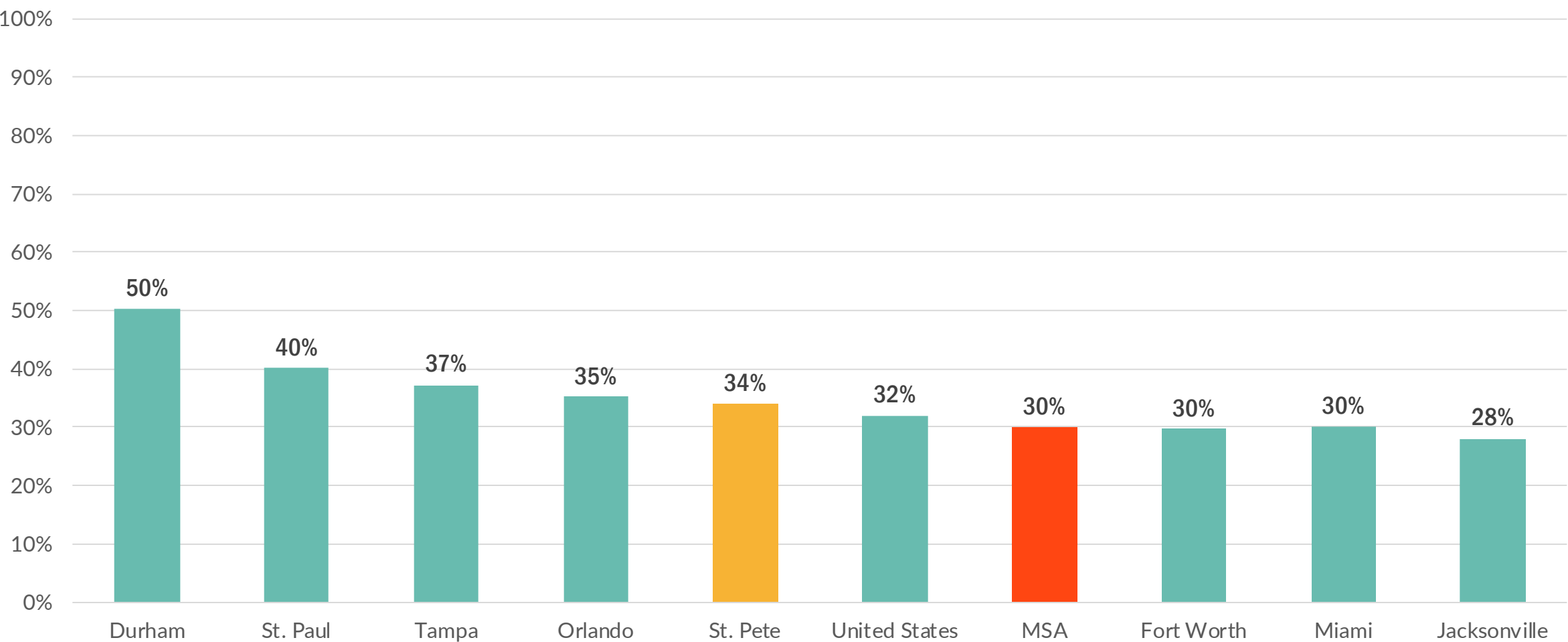
Ages 20 – 39 is the age group associated with labor pool availability. In 2017, this age group made up 26.9% of the total population, down from 2016. St. Pete ranks towards the bottom of our peer cities in this measure and demonstrates the need to attract and retain young talent.

EDUCATION ATTAINMENT RATES (HIGH SCHOOL)



Of our peer cities, St. Pete has the highest percentage of residents with at least a high school diploma at 92% of all residents.

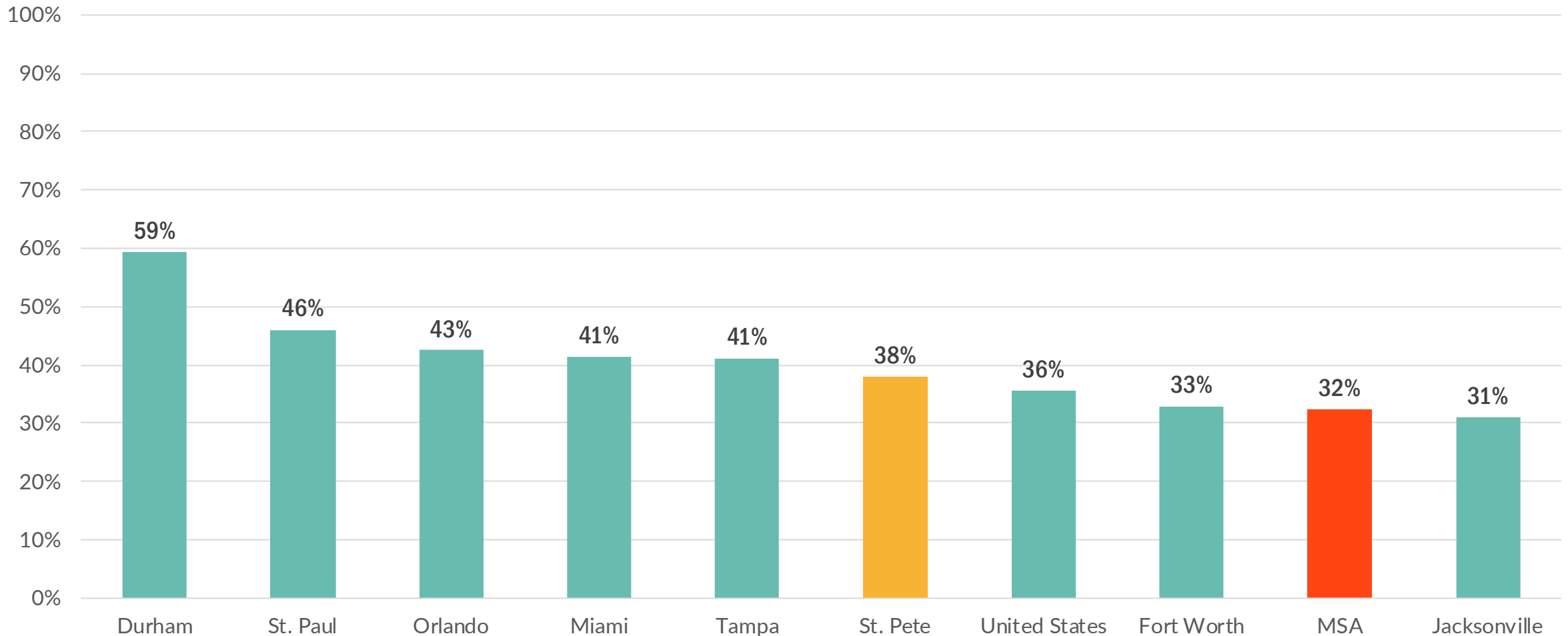
EDUCATION ATTAINMENT RATES (BACHELOR’S DEGREE)



Source: American Community Survey, 1 Year Estimates

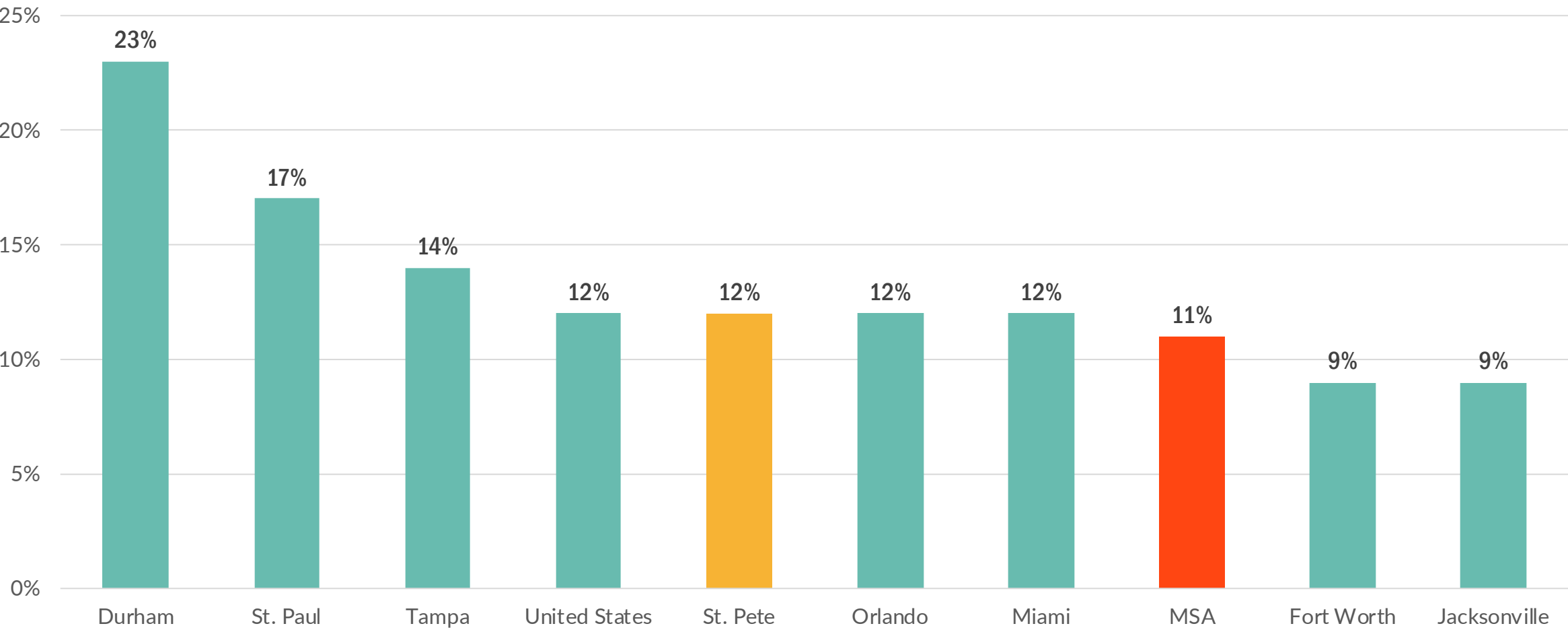
34% of St. Pete residents have a BA/BS degree or higher, which ranks in the middle of our peer cities.

EDUCATION ATTAINMENT RATES (BACHELOR'S DEGREE: AGES 24-34)



Looking at ages 25-34 exclusively helps identify which communities are attracting and retaining highly educated millennials. Of 25 to 34-year olds in St. Pete, 38% hold a BA/BS degree or better. While this is higher than the Tampa Bay area, it ranks the bottom half of our peer cities.

EDUCATION ATTAINMENT RATES (GRADUATE DEGREE)



Source: American Community Survey, 1 Year Estimates

St. Pete again ranks in the top half of our peer cities with 12% of the population having a graduate or professional degree.

MEDIAN HOUSEHOLD INCOME (2017)

United States

\$60,336

St. Pete

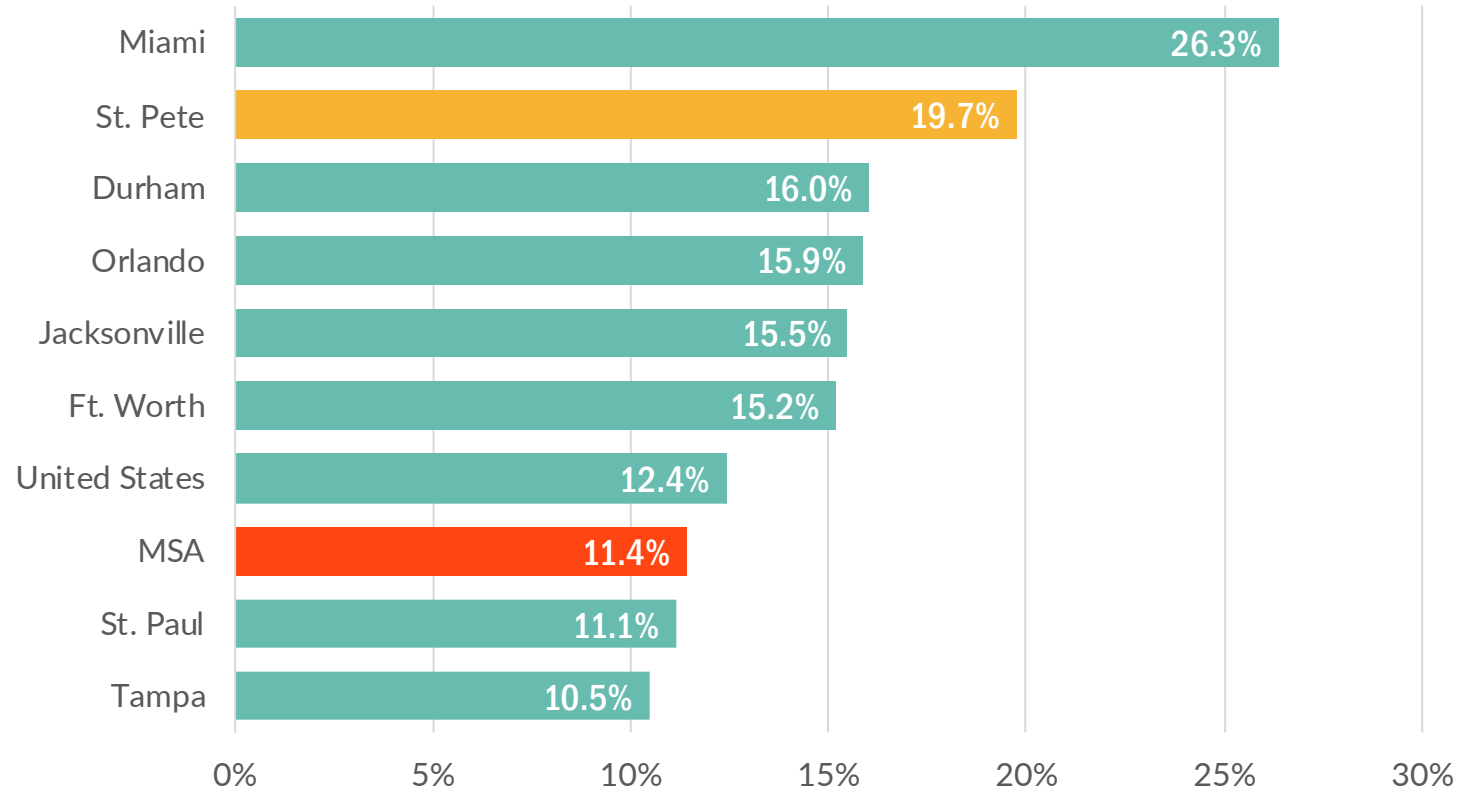
\$55,134

2016: \$51,474 (increase of \$3,660)

MSA

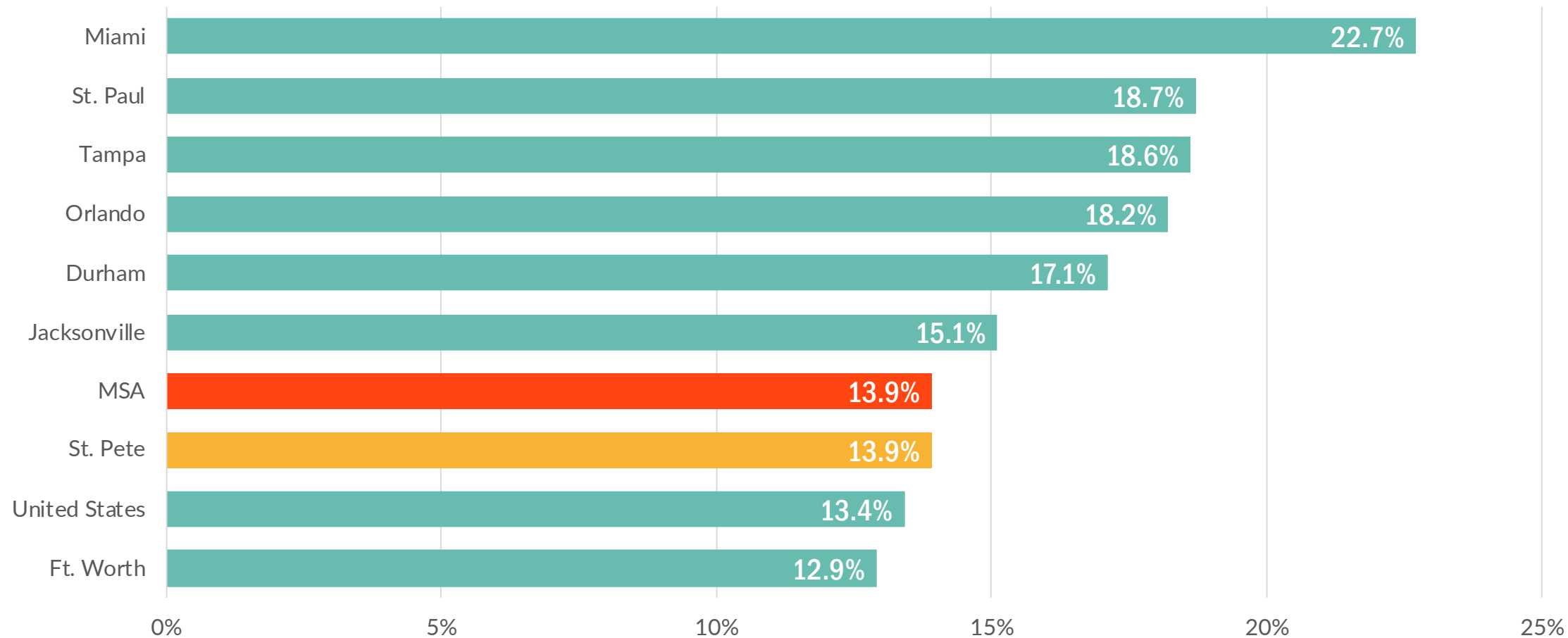
\$52,212

MEDIAN HOUSEHOLD INCOME GROWTH (2014-2017)



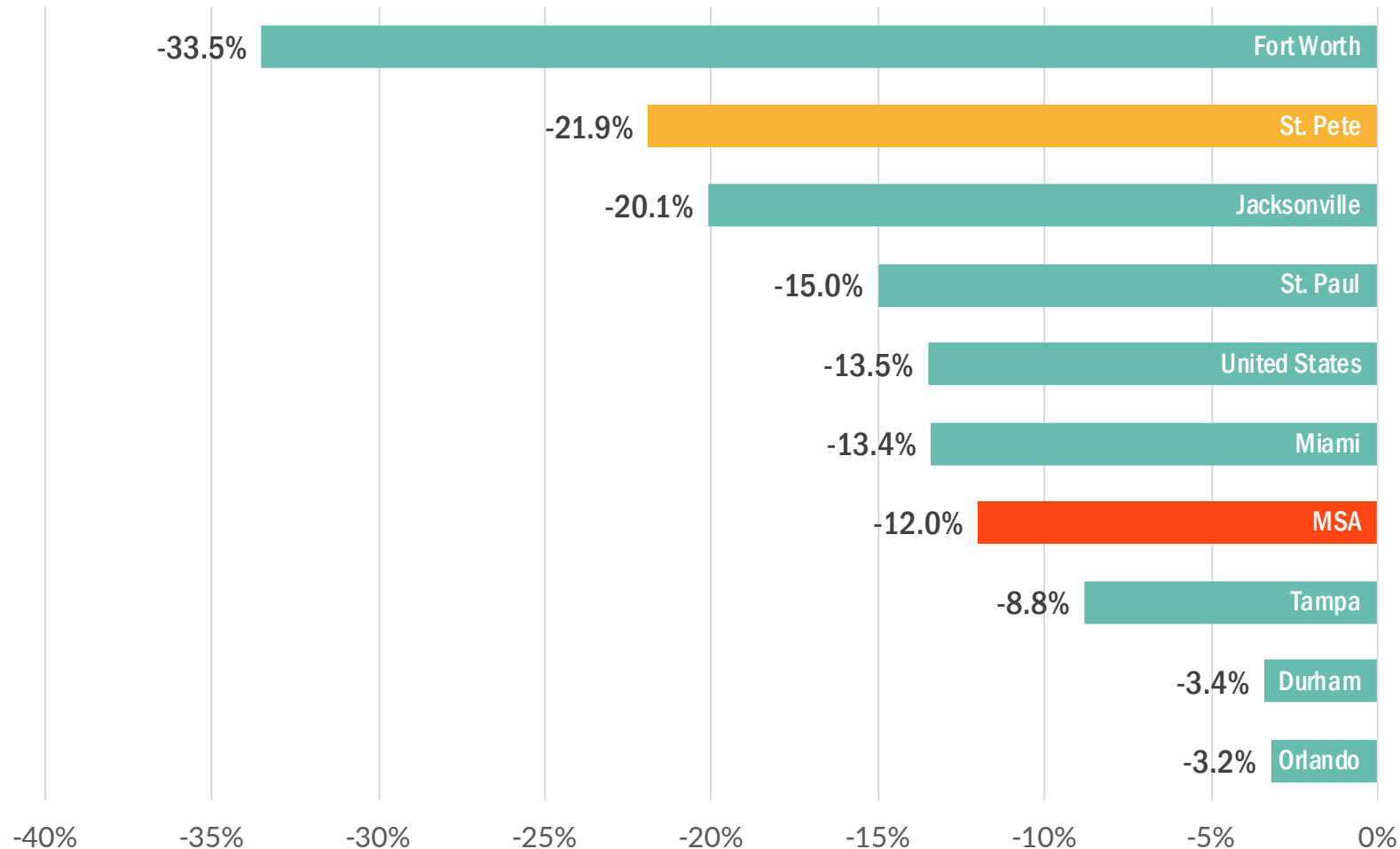
St. Pete's median household income is \$55,134, an increase of \$3,660 from the previous year. Since 2014, median household income in St. Pete has increased by 19.7%, the second highest of all our peers.

POVERTY RATE (2017)



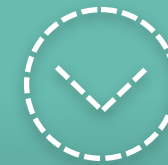
St. Pete's poverty rate is
13.9%, the second lowest of
our peer cities.

POVERTY RATE CHANGE (2014-2017)



Source: American Community Survey, 1 Year Estimates

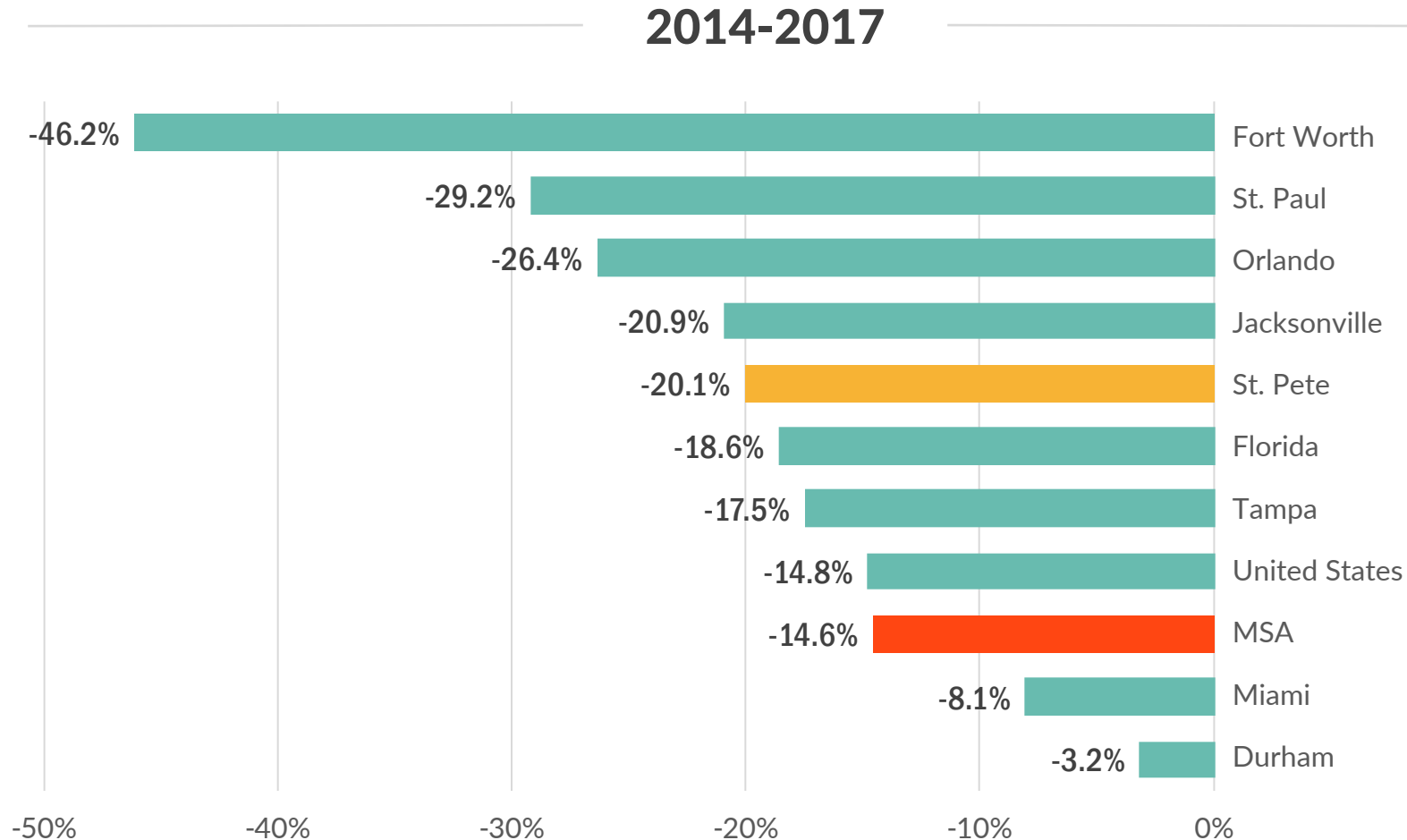
Peer City Comparison



21.9%

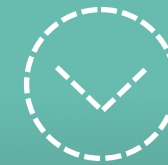
reduction in poverty since 2014, the second highest poverty rate change.

AFRICAN-AMERICAN POVERTY RATE CHANGE



Source: American Community Survey, 1 Year Estimates

Takeaway

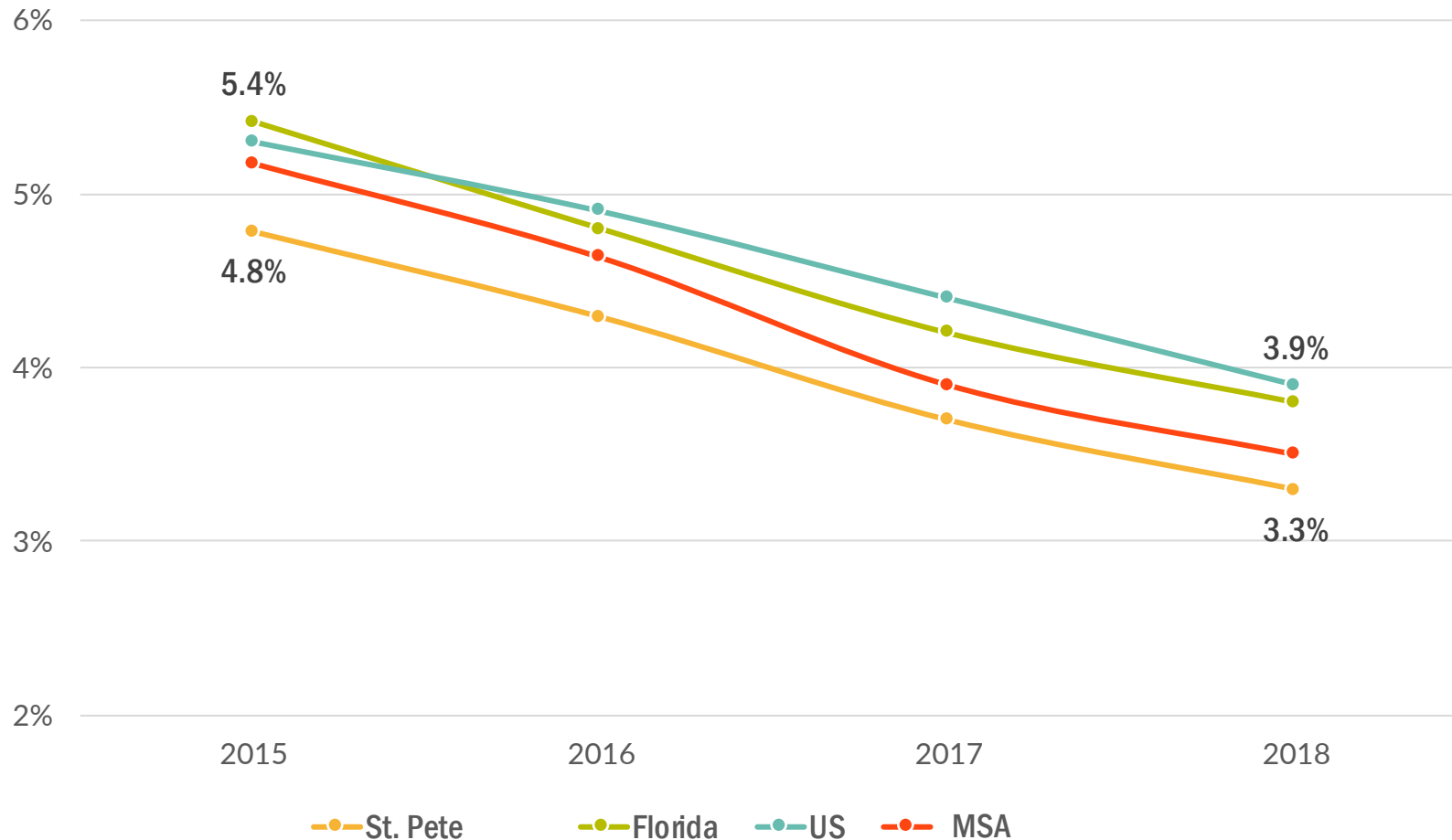


20.1%

reduction in African American poverty rate from 2014-2017.

Between 2014 – 2017 African American poverty rate decreased by 20.1%, ranking in the bottom half of our peer cities; however, ahead of the MSA, State of Florida, and US.

UNEMPLOYMENT RATE (2015 – 2018 YTD)



Source: American Community Survey, 1 Year Estimates

Takeaway

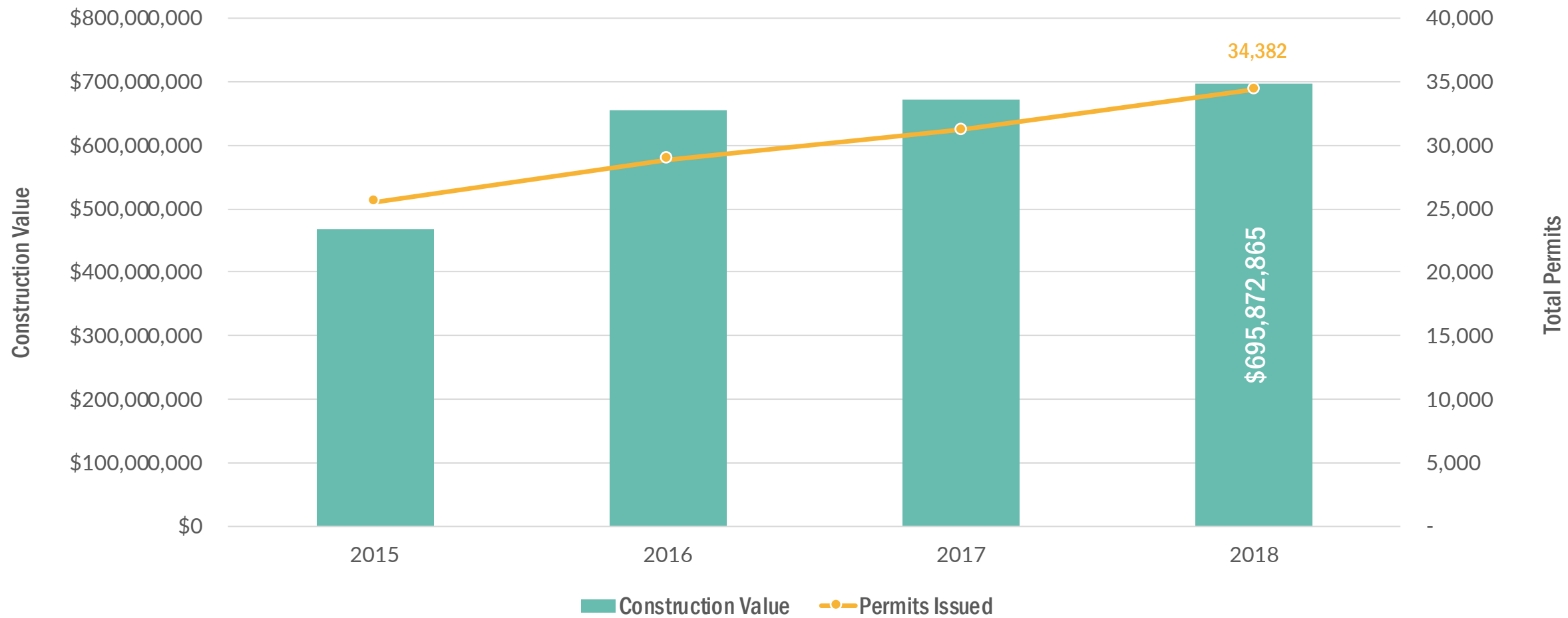
St. Pete's unemployment rate is 3.3%, lower than the Tampa Bay region, the State of Florida, and the US.

The unemployment rate has continued to decline annually since 2015.



REVENUE GENERATORS

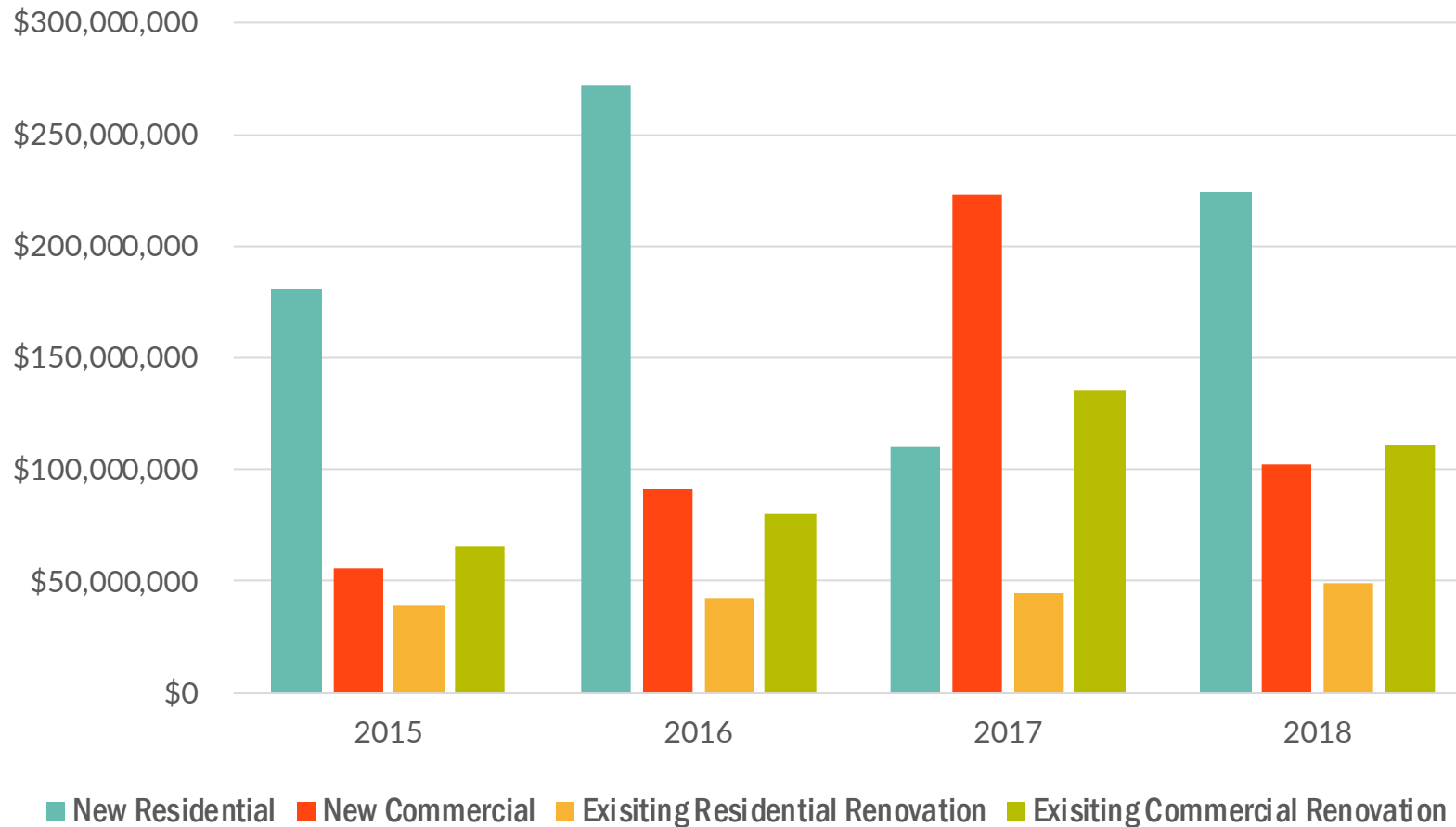
TOTAL CONSTRUCTION VALUE & PERMITS ISSUED (2018)



Source: Pinellas County Property Appraiser, St. Petersburg Planning & Development Services Department

St. Pete had the highest construction value on record in 2018 at \$695.9 million and over 34,000 permits issued, breaking last year's record of \$671.7 million. This is the 8th consecutive year with increasing construction value and permits issued for St. Pete.

CONSTRUCTION VALUE BREAKDOWN



2018 Breakout

\$223,774,034

New Residential

\$102,555,194

New Commercial

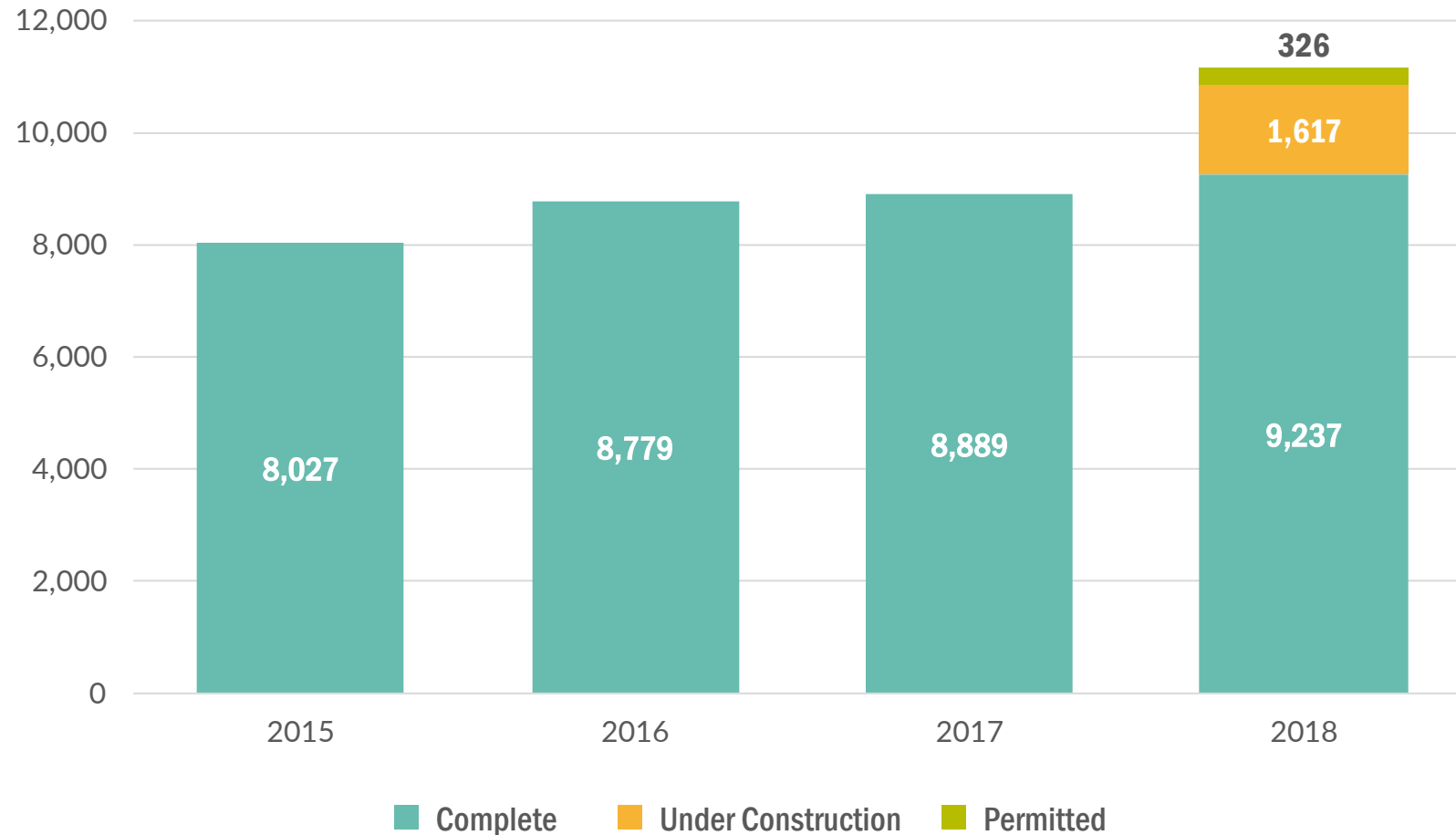
\$45,159,906

Existing Residential Renovation

\$111,578,312

Existing Commercial Renovation

DOWNTOWN DWELLING UNITS



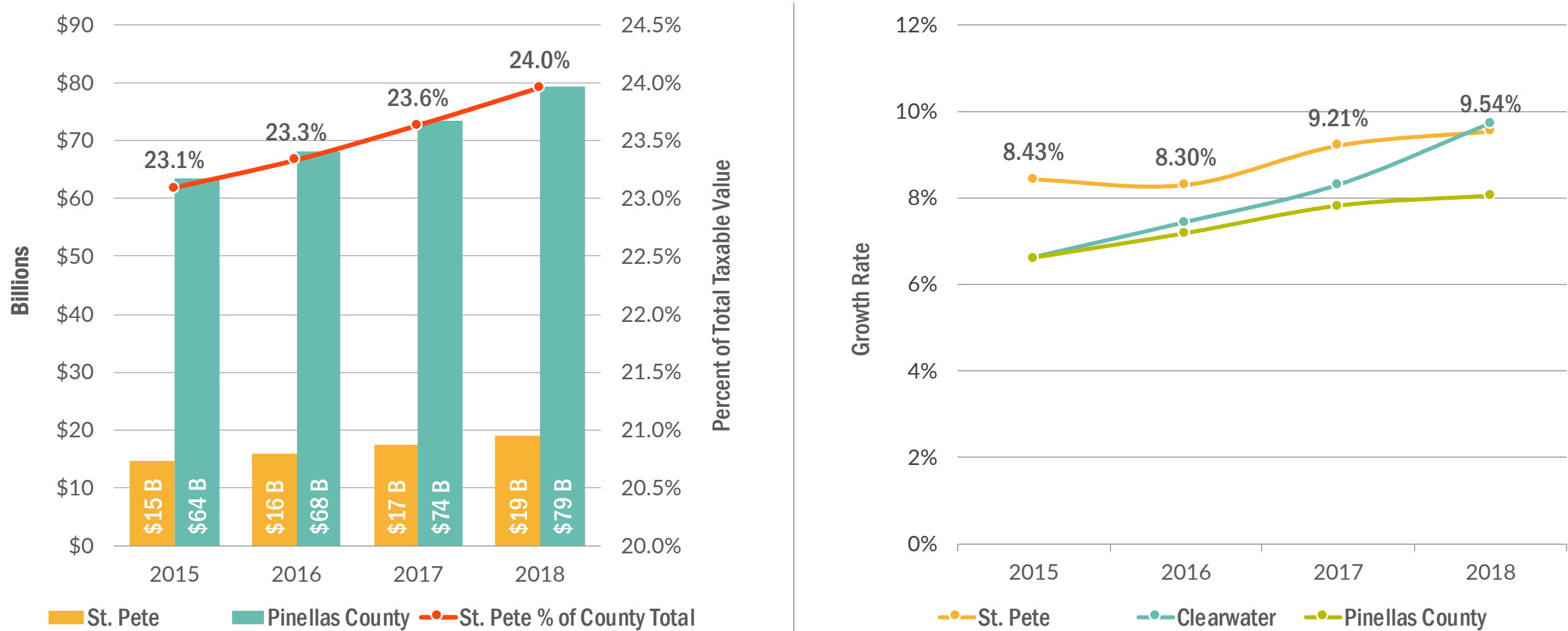
Dwelling Defined

“Dwelling” refers to condos, apartments, townhomes and single-family homes

City-wide Units:
133,463

There are currently 9,237 dwelling units in downtown, with an additional 1,617 units under construction and 326 units under review. Since 2015, downtown St. Pete has added 1,210 dwelling units while the City has added 9,394 residents, indicating growth is occurring throughout the City.

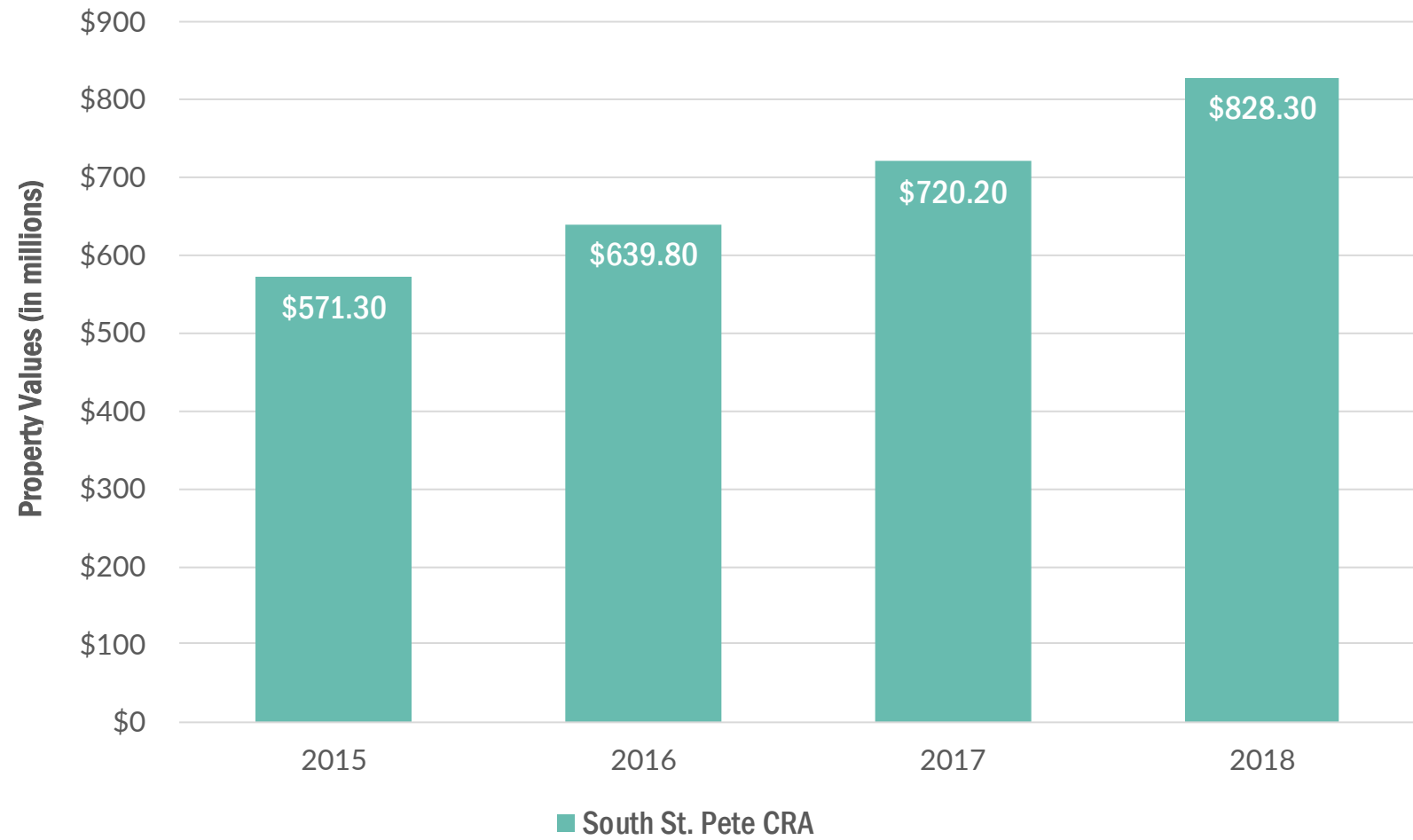
TAXABLE VALUES IN PINELLAS COUNTY (2015-2018)



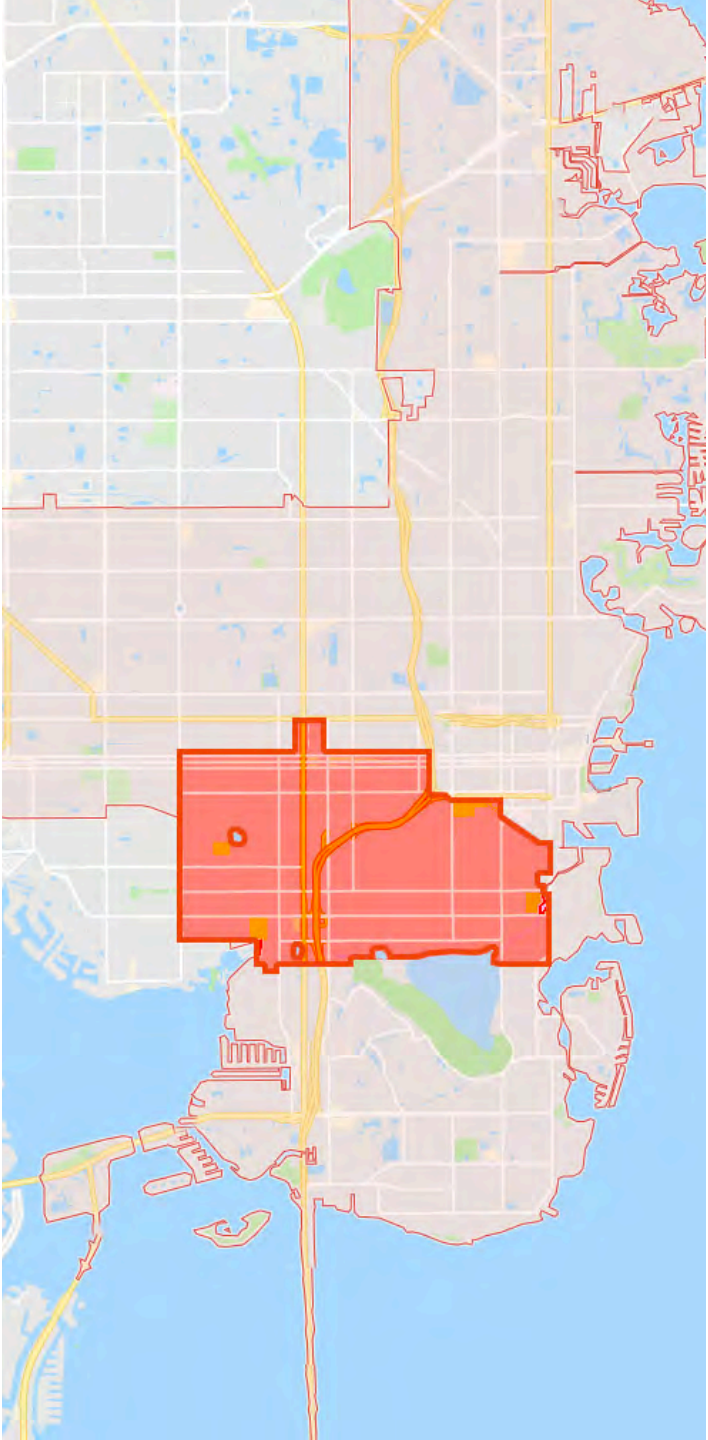
St. Pete's 2018 taxable property value is \$19B and makes up 24% of the overall taxable value in Pinellas County. Both the City's taxable value and the percentage of the County's total value have been increasing annually since 2015.

St. Pete's taxable value grew by 9.5% last year, outpacing the county by 1.5%.

CHANGE IN PROPERTY VALUES (2015-2018)



Source: Pinellas County Property Appraiser



Property Values in the CRA are \$828M in 2018, up \$257M in the last four years. This not only demonstrates continued investment in the area, but also increases wealth of existing homeowners/property owners.

PINELLAS COUNTY TOURISM (2017)

Occupancy Rate

77.1%



Up 7.8%
since 2016

Average Room Rate

\$150.96



Up 4.4%
since 2016

Total Visitors

6.28 M



Down 1.1%
since 2016

Visitor Expenditures

\$4.92 B



Up 0.7%
since 2016

Economic Impact

\$9.80 B



Up 0.7%
since 2016

Pinellas County had 6.28M visitors in 2017, a -1.1% decrease from 2016. Since 2014, total visitors have increased by 6.7%.

The average occupancy rate in Pinellas was 77.1% in 2016, down from a rate of 71.5% in 2016. However, occupancy rates have increased by 3.6% since 2014.

The average room rate was \$150.96 in 2017, a 4.4% increase from 2016. Room rates have increased by 17.8% since 2014.

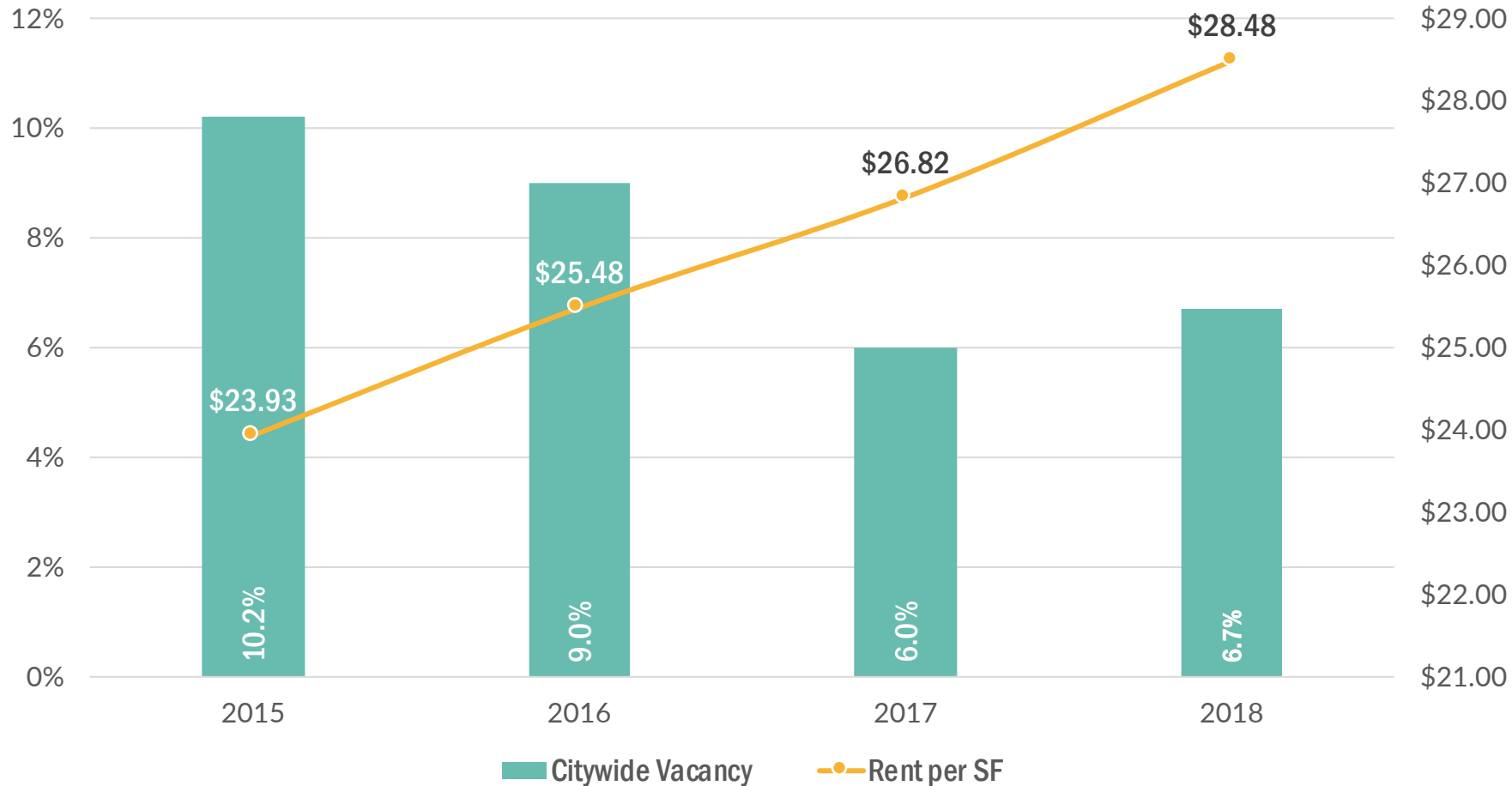
Visitor Expenditures were \$4.92B in 2017, \$34M higher than 2016.

The total economic impact of tourism in Pinellas County in 2017 was \$9.8B, a 0.7% increase from 2016. Since 2014, the total economic impact has increased by 15.5%.



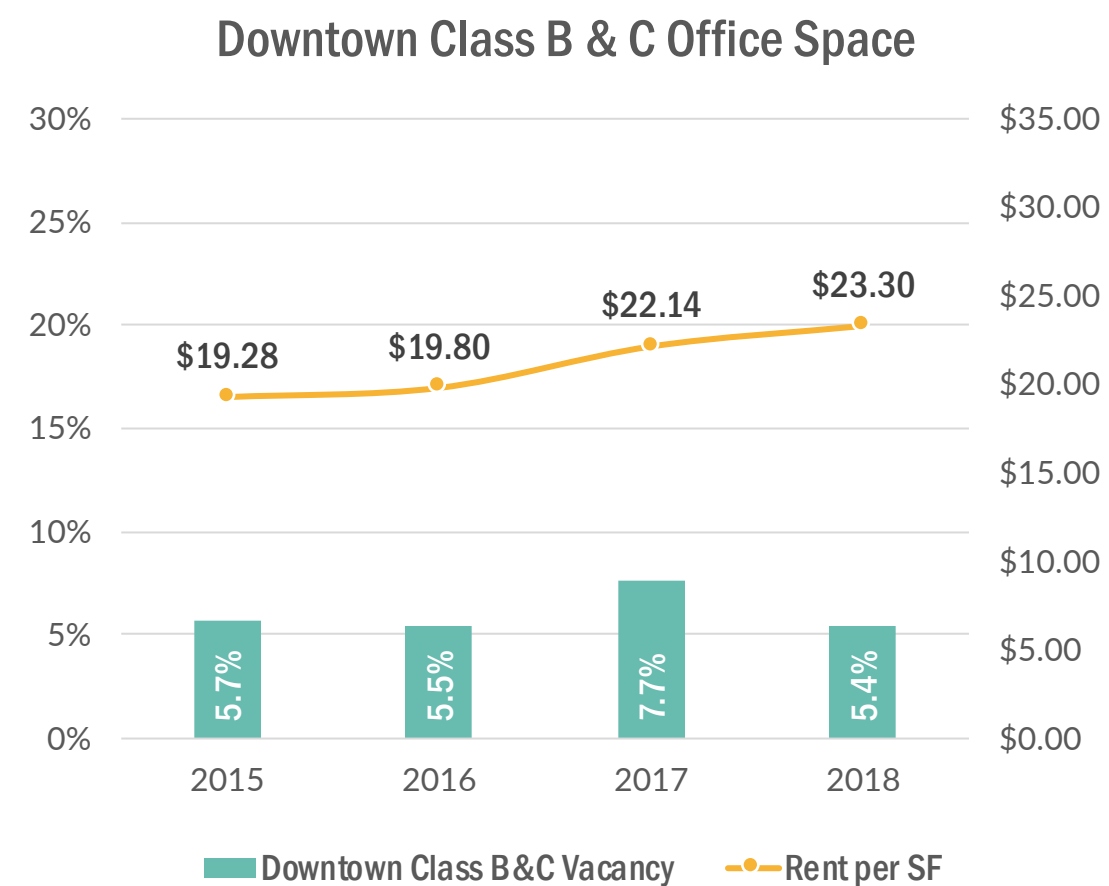
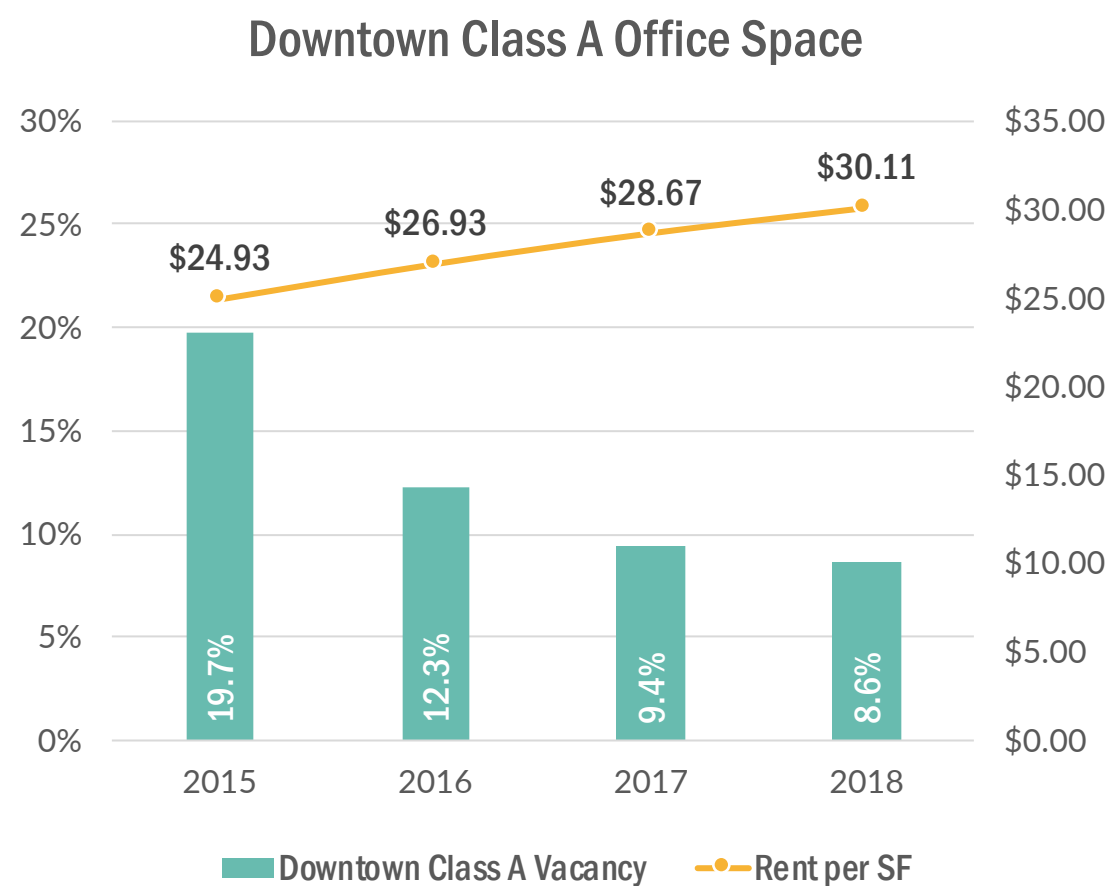
REAL ESTATE

CITYWIDE CLASS A OFFICE SPACE



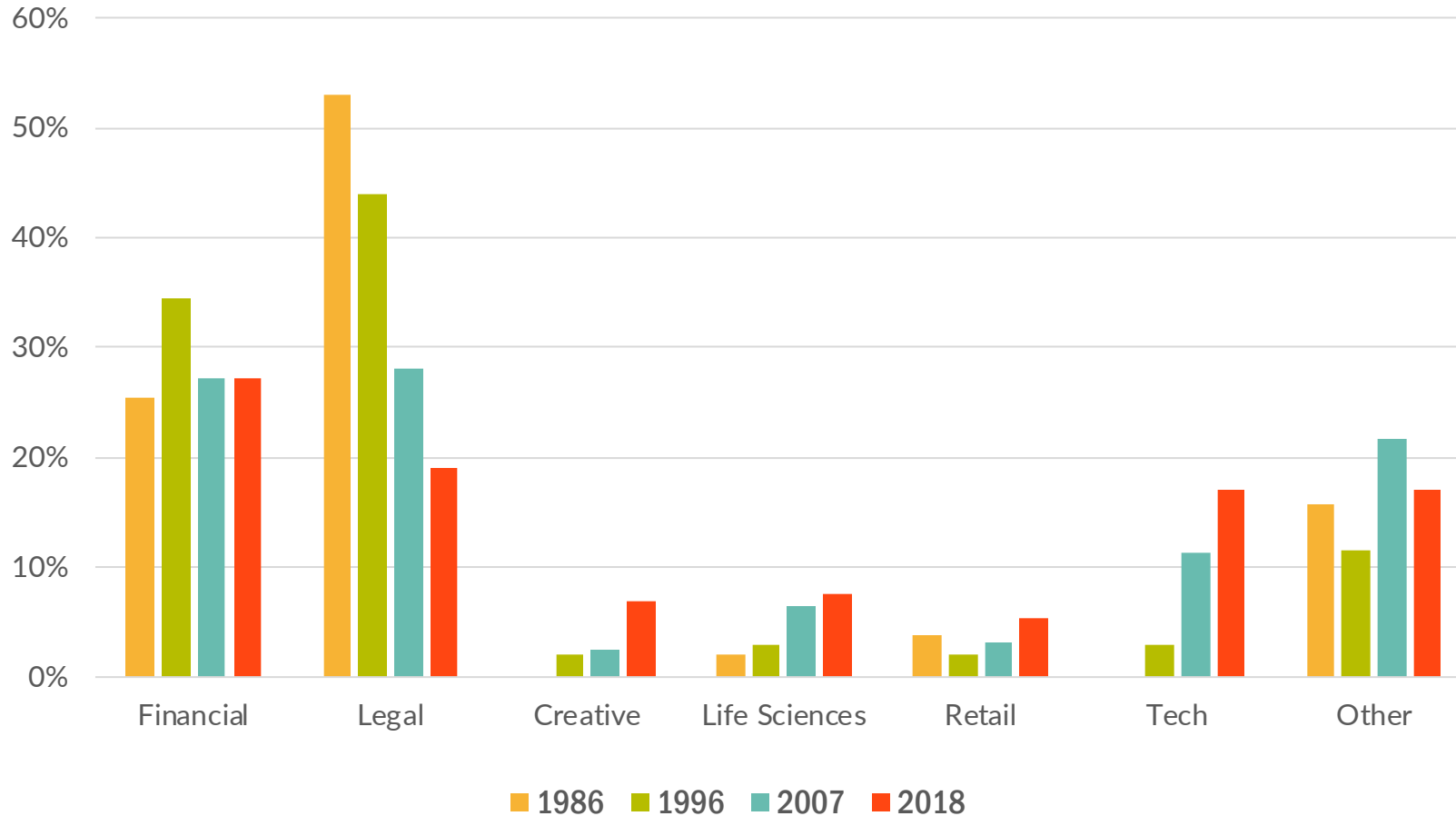
Citywide Class A office space has a vacancy rate of 6.7%, down 3.5% over the last four years. Rent is up \$4.55 sf over the same period.

DOWNTOWN ST.PETE OFFICE SPACE



Downtown vacancy for class A office is down to 8.6%. It has decreased annually since 2013 and is down 11.1% from 2015. Vacancy for B&C office space is 5.4%, down by .3% from 2015. Over the last four years, rent has increased by \$5.18 and \$4.02 per sf for class A and class B/C space, respectively.

DOWNTOWN TENANT MIX (1986-2018)



Source: CoStar; St. Petersburg City Directories

Takeaway

In 1986, financial and legal firms made up 78% of the total businesses downtown. Now they comprise 46% of downtown businesses.

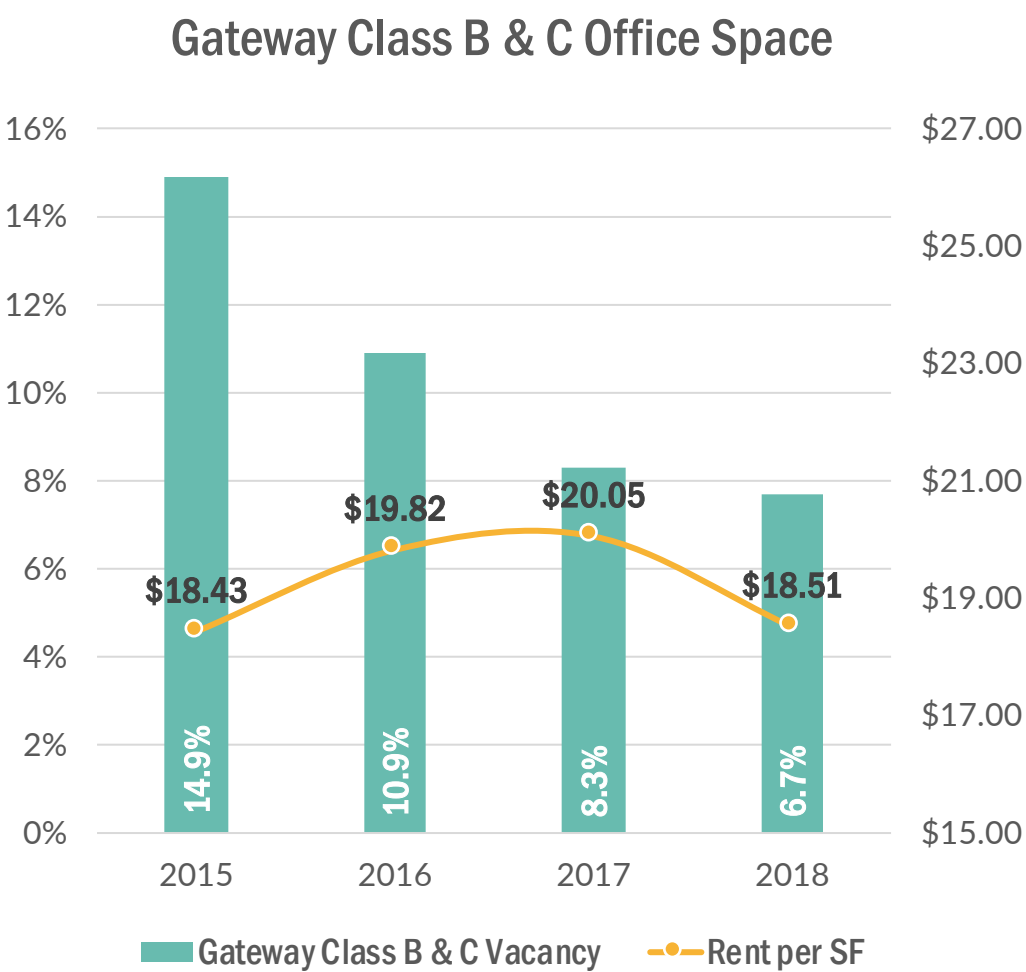
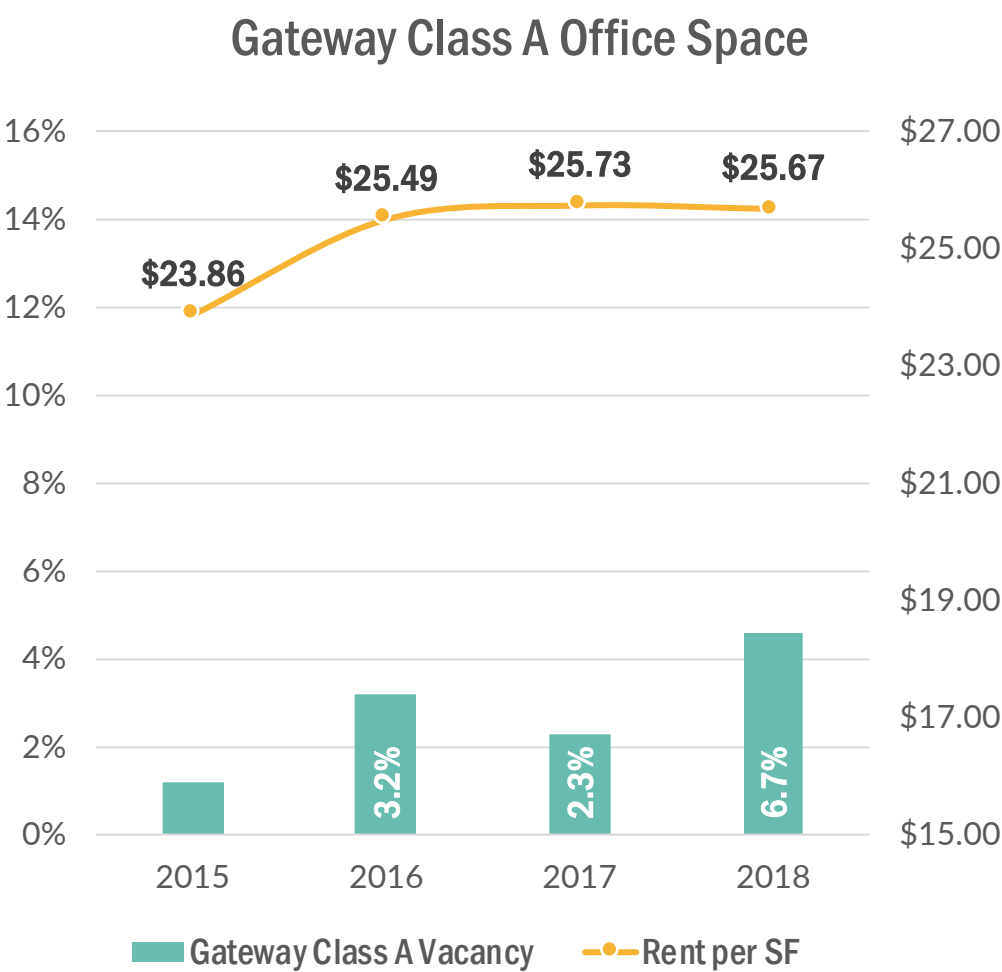
Creative, life sciences, retail and tech businesses have increased from 5.8% in 1986 to 36.7% in 2018.

Other includes professional services.

Buildings used in analysis:

- 200 Central
- First Central
- City Center
- Morgan Stanley Tower

GATEWAY OFFICE SPACE



Class A office space within Gateway area increased to 6.7% this year, with average price/sf holding steady at \$25.87.

Class B & C vacancy decreased to 6.7% in 2018 and price/sf also decreased to \$18.51.

GROW SMARTER OPPORTUNITY SITES

Carillon Town Center, 300 Carillon Pkwy, St. Petersburg, FL 33716

Raytheon, 1501 72nd Street N, St Petersburg, FL 33710

Port Site, 601 8th Ave SE, St. Petersburg, FL 33701

Innovation District Site, 11th Avenue S & 4th Street

Red Apple Site, 400 Central Avenue, St. Petersburg, 33701

800 Block, 155 8th Street S, St. Petersburg 33701

Old Police Station, 1300 1st Avenue N, St. Petersburg 33705

Tropicana Field, 1 Tropicana Drive, St. Petersburg, FL 33705

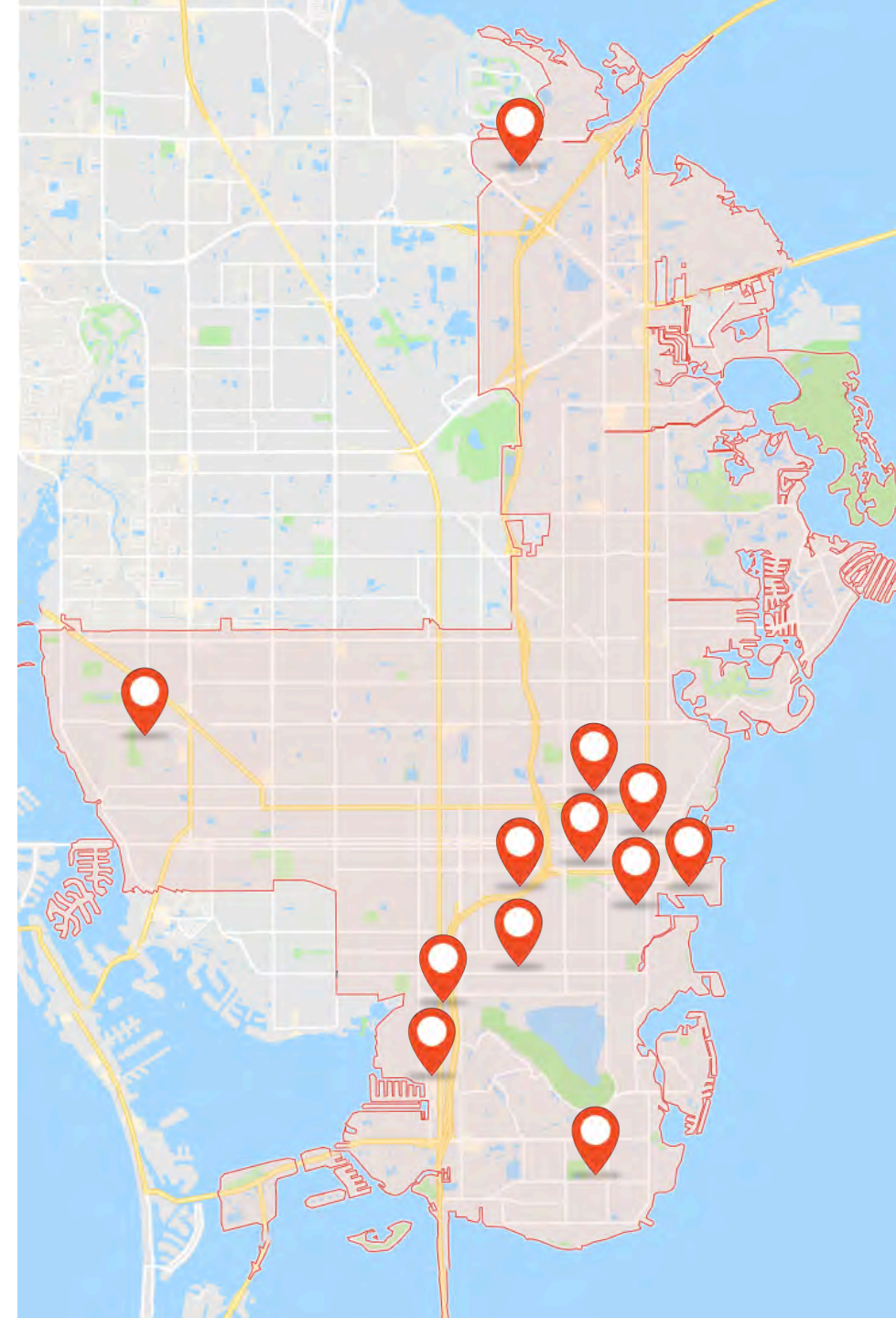
Commerce Park, 700 22nd Street S, St. Petersburg 33712

Tangerine Plaza, 1794 22nd Street S, St. Petersburg, 33712

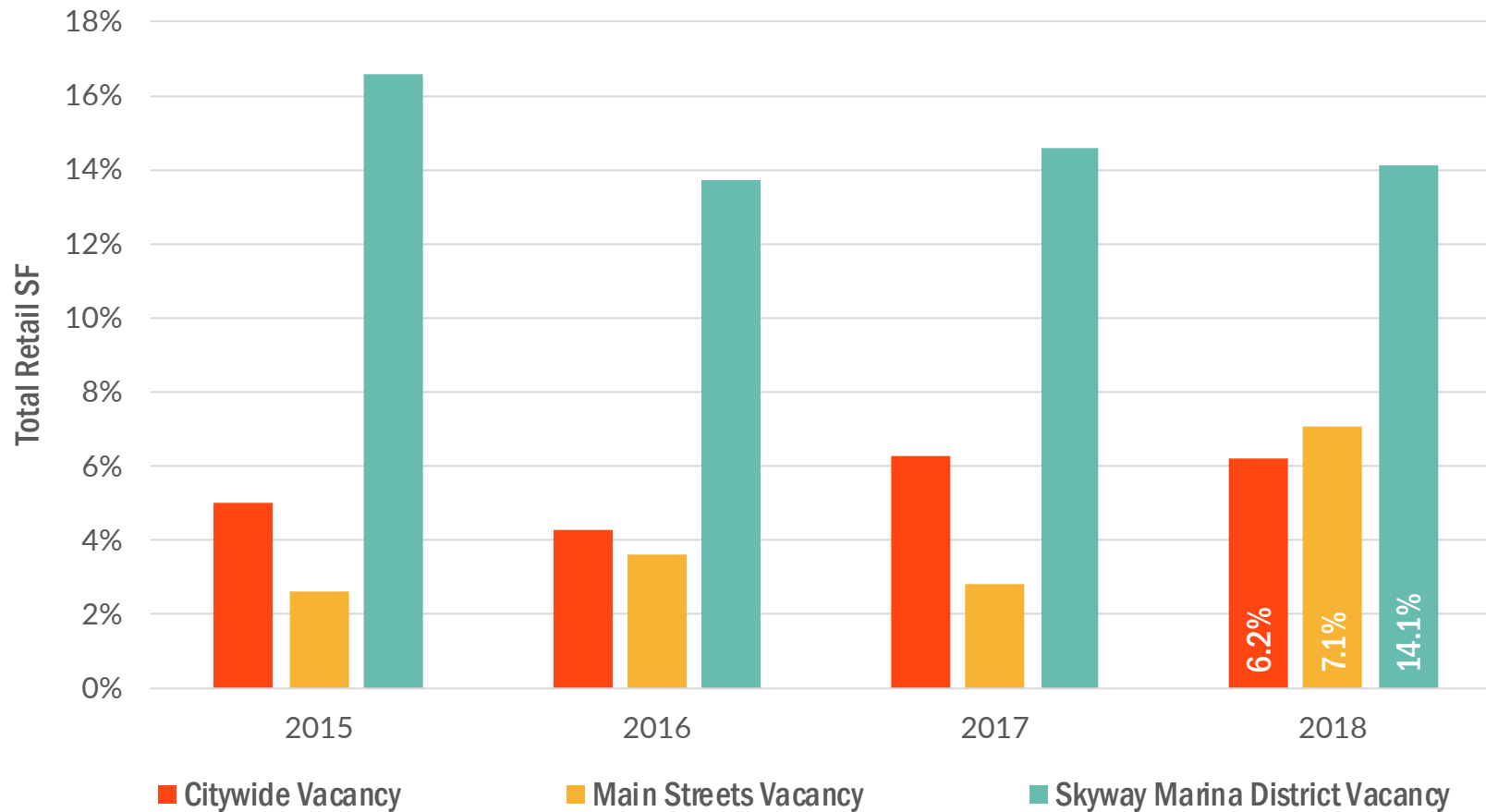
Phillips Site, 3000 34th St S, St Petersburg, 33711

Former Kmart Site, 3951 34th Street S, St. Petersburg, 33711

Skyway Mall, 1079 62nd Avenue S, St. Petersburg, 33705



ST. PETE RETAIL SPACE



Source: CoStar

Vacancy Rates & Rent (SF)

-  **Citywide Vacancy Rates**
Down 0.1% from 2017
-  **Main Streets Vacancy Rates**
Up 4.3% from 2017
-  **Skyway Marina Vacancy Rates**
Down 0.5% from 2017
-  **Citywide Rent: \$23.40**
Up \$10.24 from 2015
-  **Main Streets Rent: \$26.63**
Up \$12.63 from 2015
-  **Skyway Marina Rent: \$16.61**
Up \$10.78 from 2015

STOREFRONT CONSERVATION CORRIDOR PLAN

Urban Design (Land Use and Zoning)

- Create a 'Storefront Conservation Overlay' in the City code
- Establish a minimum requirement and maximum width for pedestrian level, publicly accessible storefronts
- Establish a variance process
- Establish land use and design standards

Incentives and Business Assistance

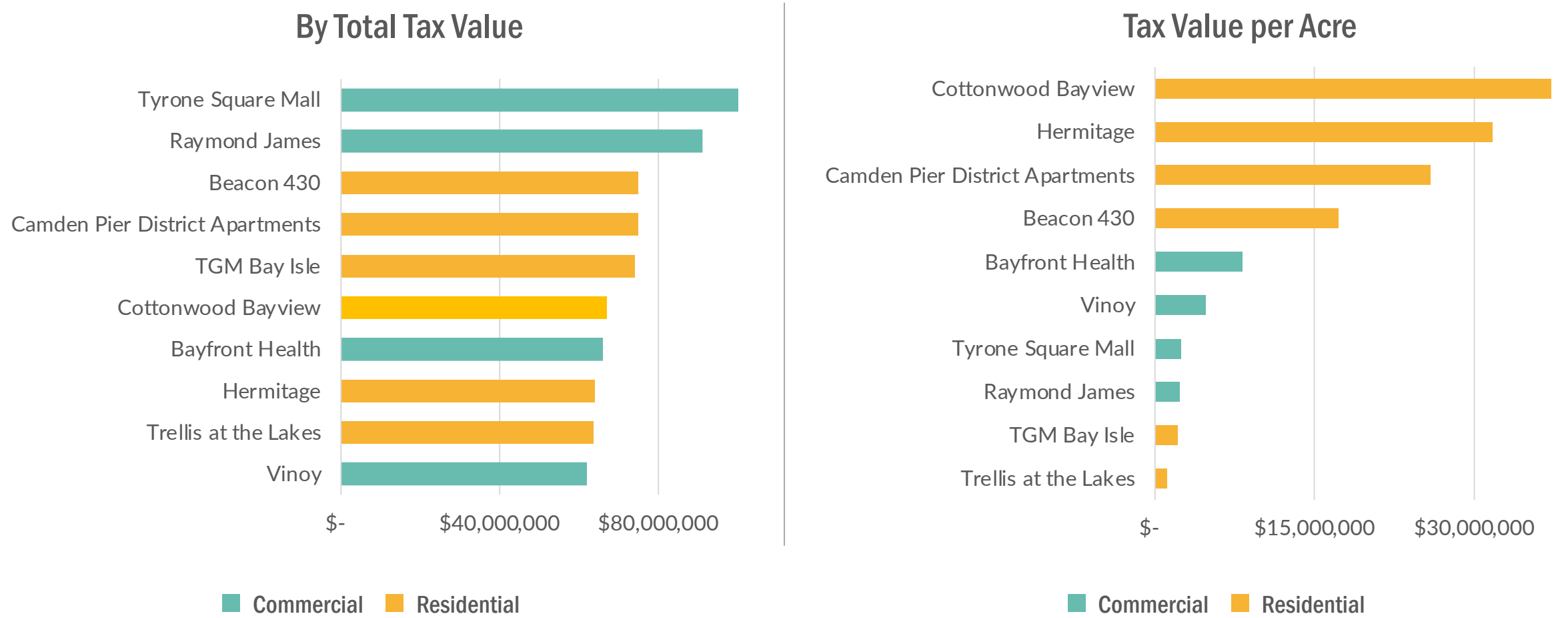
- Business assistance and corridor development
- Incentive program
- Reduce parking space requirements

Promote Historic Conservation and Legacy Businesses

- Promote local landmark designations along Central Avenue
- Define and identify 'Legacy Businesses'
- Promote use of tax exemption credits



TOP 10 TAXPAYERS IN ST. PETE

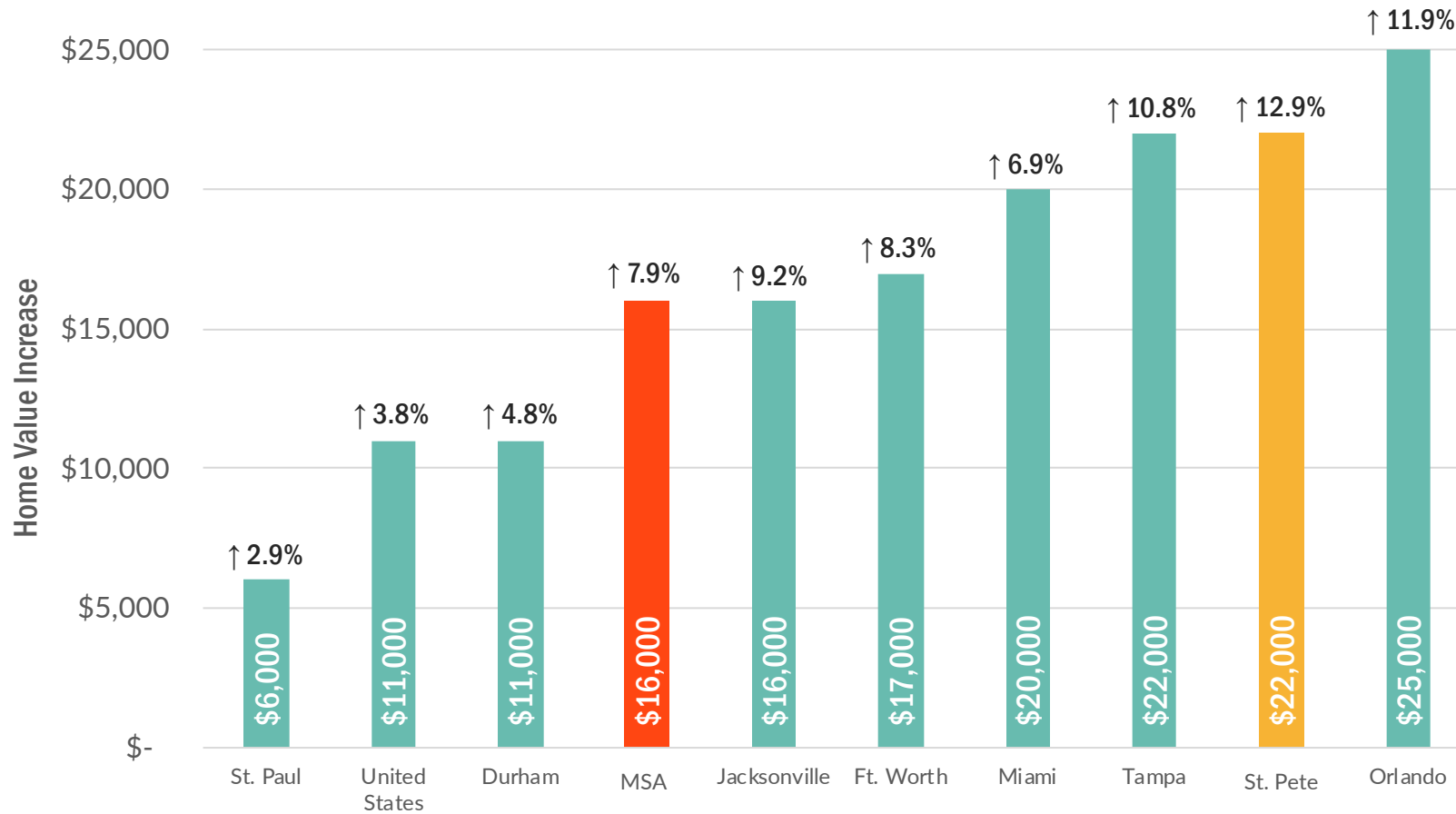


Source: Pinellas County Property Appraiser

Tyrone Mall is the largest taxpayer in St. Pete, followed by Raymond James. Of the top 10 tax payers, 6 are residential properties.

When adjusted for acreage, Cottonwood Bayview is the largest taxpayer in St. Pete, with a taxable value of \$37.2M per acre. The top 4 taxpayers per acre are residential projects, all completed since 2014. Tyrone Mall, the largest overall taxpayer, ranks 7th when adjusted for acreage, with a taxable value of \$2.3M per acre.

HOME SALES PRICES (OCT 2017 - OCT 2018)



Source: Redfin

Average Home Values

\$192,000

St. Pete

\$225,000

Tampa

\$219,000

MSA

\$298,000

United States

St. Pete's average home sales price was \$192,000 in October 2018, making it the second behind Orlando in annual home price increase among our peer cities. The average sales price for St. Pete from Oct 2017 to Oct 2018 increased by 12.9%, the second highest increase amongst peer cities.

The average sales price still remains the second lowest of peer cities at \$192,000, also lower than the MSA, and the United States, which is at an average price of \$298,000.

HOUSING AND AFFORDABILITY

Reducing barriers to increase supply of housing that is affordable

2018

- Eliminated public hearing requirement for workforce housing density bonus dwelling units
- Supported reduction in multi-modal impact fees for affordable units (requires approval by BoCC)
- Implemented 10 day turn around for initial permit review for affordable housing developments

2019

- Parking reductions
- “Missing Middle” density increases
- Lot size reduction for accessory dwelling units

Increasing incentives for and subsidizing the development of housing that is affordable

2018

- Disposing of city-owned lots at reduced cost for the construction of affordable housing
- Modified existing and created new South St. Pete CRA housing programs with approximate \$1.7 million budget to produce new units and maintain existing units.

2019

- Developing process for land acquisition with Penny for Pinellas funds for the development of affordable housing
- Considering different additional funding mechanisms to directly subsidize housing that is affordable

URBAN LAND INSTITUTE'S U.S. MARKETS TO WATCH

Overall Real Estate Prospects

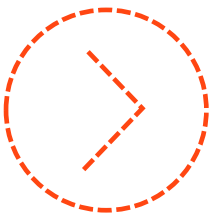
1. Dallas/Fort Worth
2. New York–Brooklyn
3. Raleigh/Durham
4. Orlando
5. Nashville
6. Austin
7. Boston
8. Denver
9. Charlotte
10. **Tampa/St. Pete**

Homebuilding Prospects

1. Nashville
2. **Tampa/St. Pete**
3. Austin
4. Charleston
5. Orlando
6. Dallas/Fort Worth
7. Raleigh/Durham
8. Charlotte
9. Jacksonville
10. Denver

U.S. Office Property Investment

1. Columbus
2. **Tampa/St. Pete**
3. Raleigh/Durham
4. Nashville
5. Detroit
6. Boston
7. San Diego
8. Austin
9. Seattle
10. Orlando



The Urban Land Institute is the oldest and largest network of cross-disciplinary real estate and land use experts in the world.

PANEL DISCUSSION



Larry Feldman
Chairman & CEO
Feldman Equities, LLC



Wendy Giffin
Director
Cushman & Wakefield



Darryl LeClair
CEO, President & Chairman
Echelon LLC



Scott Stahley
Executive Vice President
Lincoln Property Company



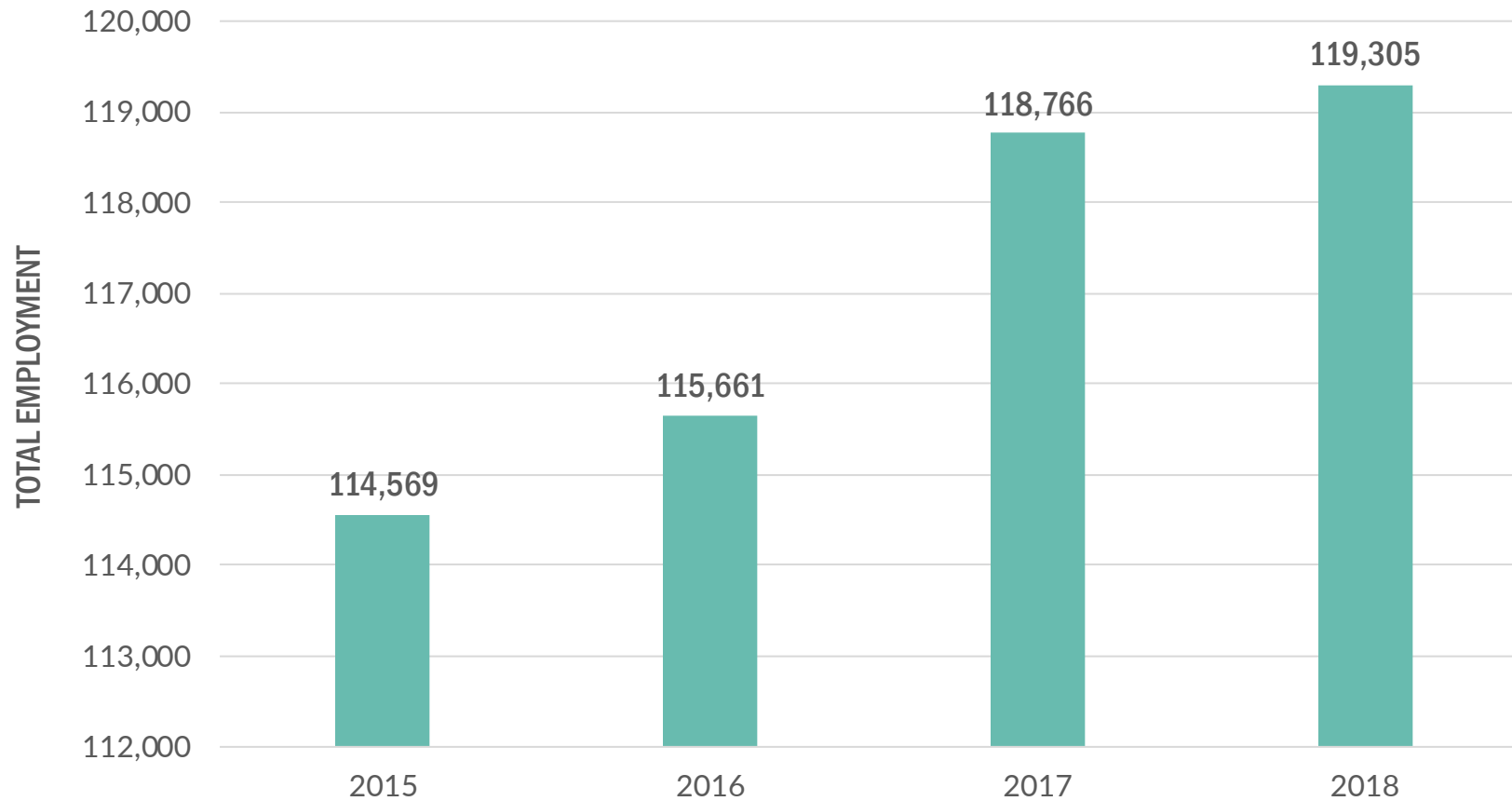
BUSINESS DEVELOPMENT

REGISTERED BUSINESSES

16,082

Businesses Registered in FY 2018

ST. PETERSBURG EMPLOYMENT



Source: St. Petersburg Economic and Workforce Development Department

Net New Jobs

2017-2018

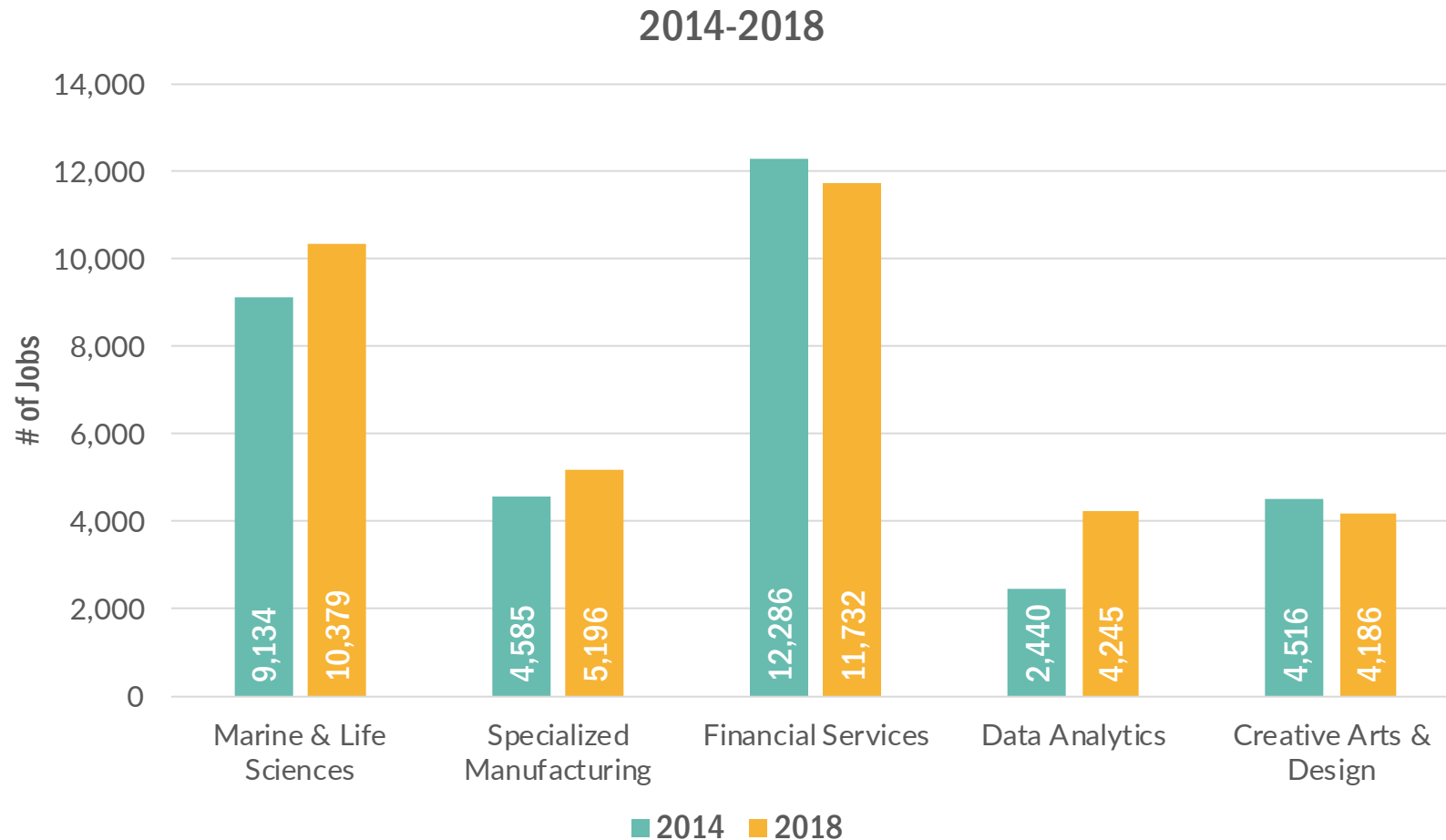
539

2016-2017

3,105

**Total employment in St. Pete is
119,305, a 4.1% increase since
2015.**

GROW SMARTER INDUSTRIES: EMPLOYMENT



Source: St. Petersburg Economic and Workforce Development Department

Percent Change ('14-'18)

Marine & Life Sciences

12.2%

Specialized Manufacturing

13.6%

Financial Services

4.2%

Data Analytics

79.3%

Creative Arts & Design

7.2%

Total employment across the five targeted industries was 35,738, up 8.4% from 2014. Financial Services comprised the largest industry with 11,732 employees. Data Analytics was the fastest growing industry, adding 1,805 employees between 2014 and 2018, a 79.3% increase.

BUSINESS EXPANSION & JOB CREATION

1,992

Jobs Created from
Business Expansions

45

Jobs Created from
Business Relocations

153

Jobs Created from
City-led Initiatives

SOUTH ST. PETE WORKFORCE DEVELOPMENT

103 EMPLOYEES
HIRED

230+ EMPLOYERS
RECRUITED

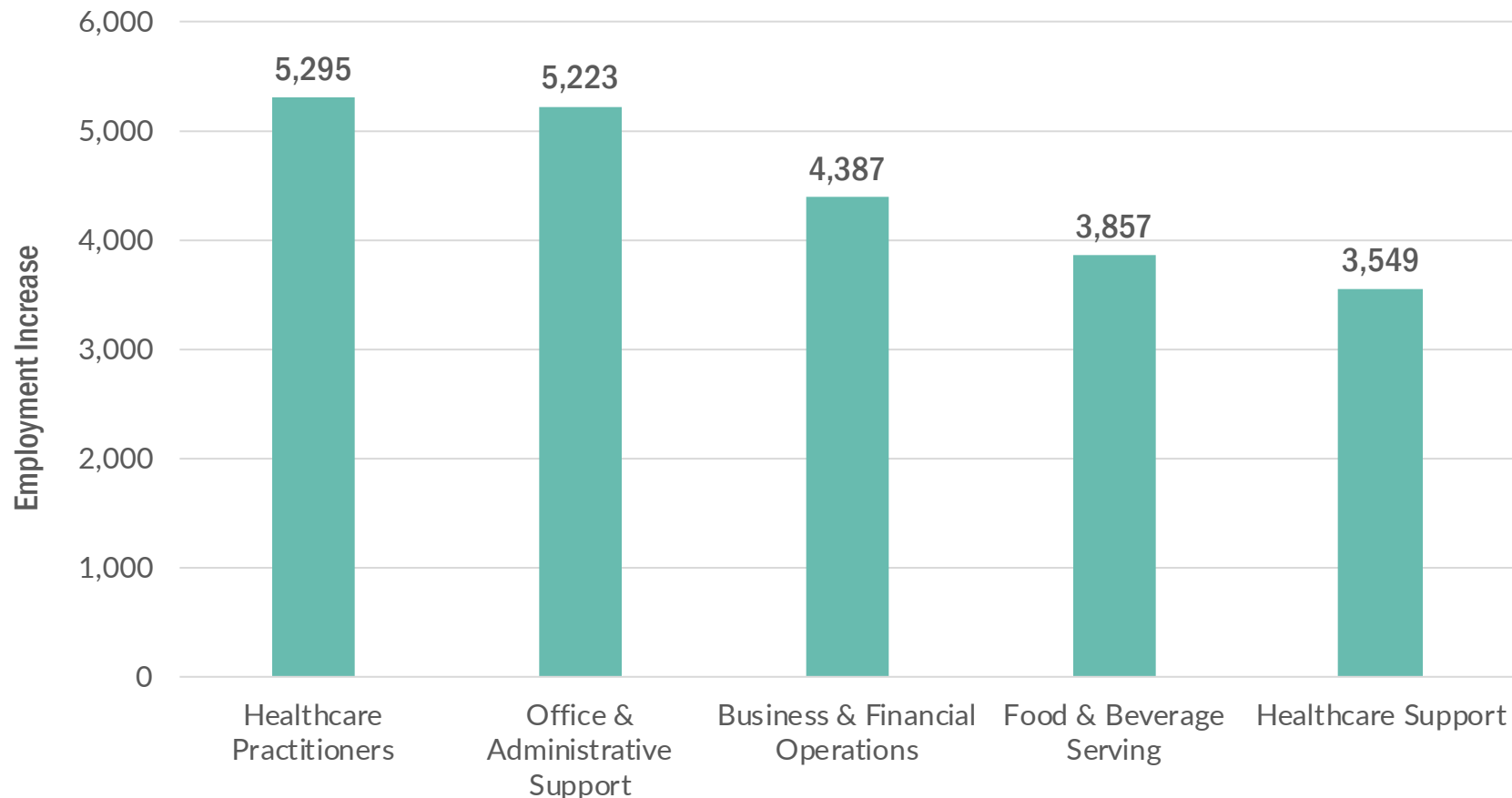
VISIT STPETEWORKS.ORG

Job Board | Training Opportunities | Community Events



TOTAL OCCUPATIONAL GROWTH PROJECTIONS

Pinellas County (2018-2026)



Source: Florida Department of Economic Opportunity

Percent Increase

Healthcare Practitioners

15.2%

Office & Admin Support

5.9%

Business & Financial Ops.

14.3%

Food & Beverage Serving

13.2%

Healthcare Support

20.0%

GREENHOUSE PERFORMANCE DATA

3,286

Entrepreneurs
Served

\$10.7M

Spent with Certified
Small Business Enterprises

18

New Titles Offered in
Capacity Building Workshops

31

Partners in the
Greenhouse Network

98

Ribbon
Cuttings

32

Bike-friendly Businesses
(St. Pete #4 in the Nation)

98

1 Million Cups
Entrepreneur Pitches

Greenhouse Eckerd Experience in Entrepreneurship Resulted in:

13 Community Businesses Assisted | 15 Students | 194 Volunteer Hours

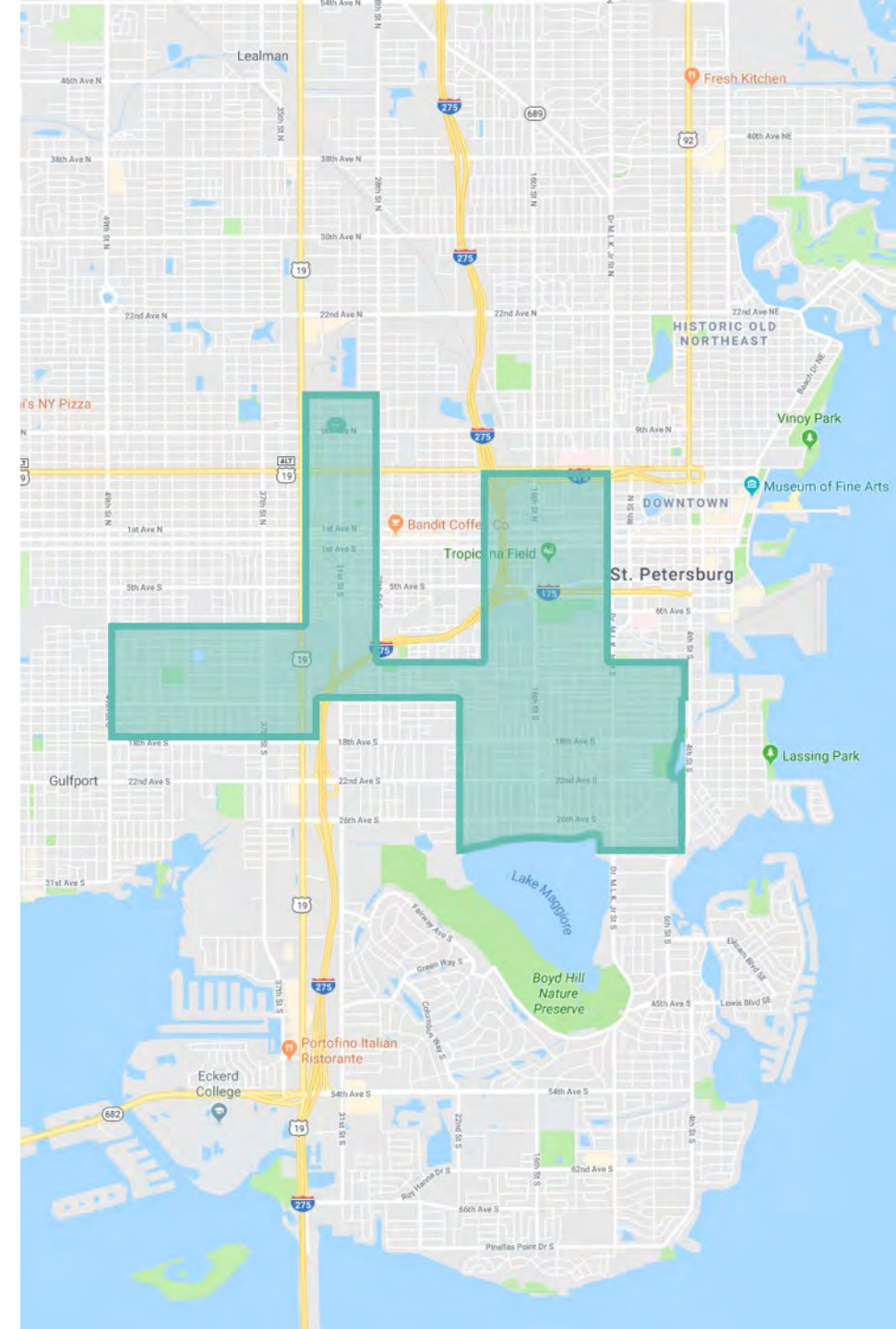
OPPORTUNITY ZONES

Opportunity Zones are a new community development program established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide.

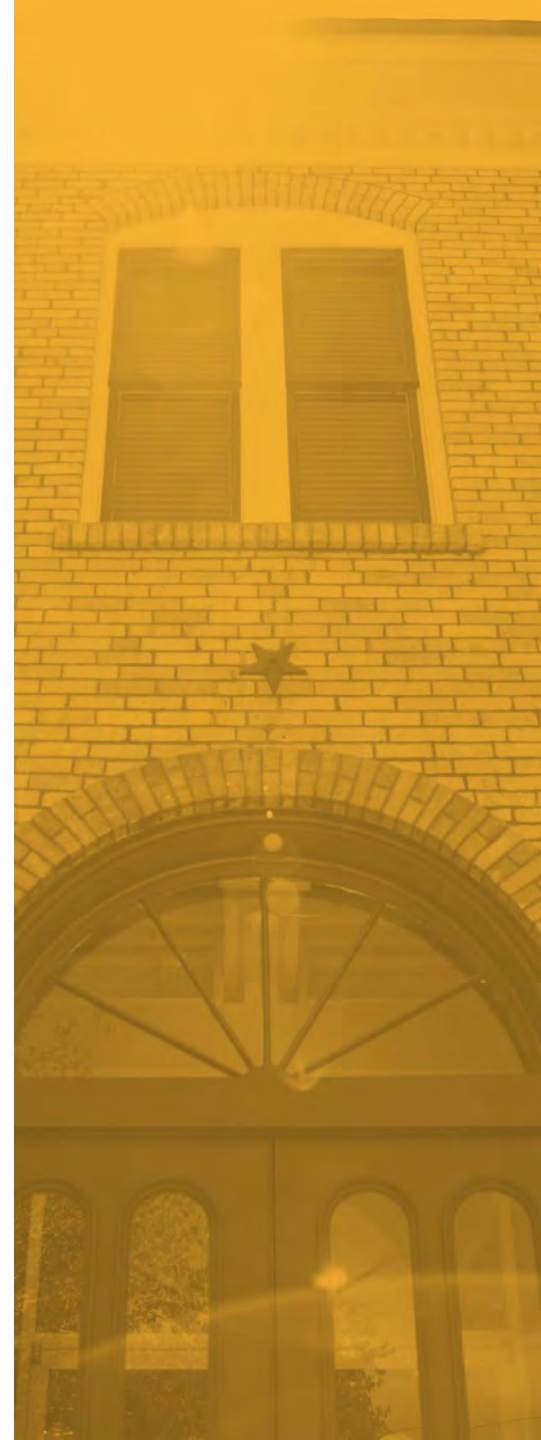
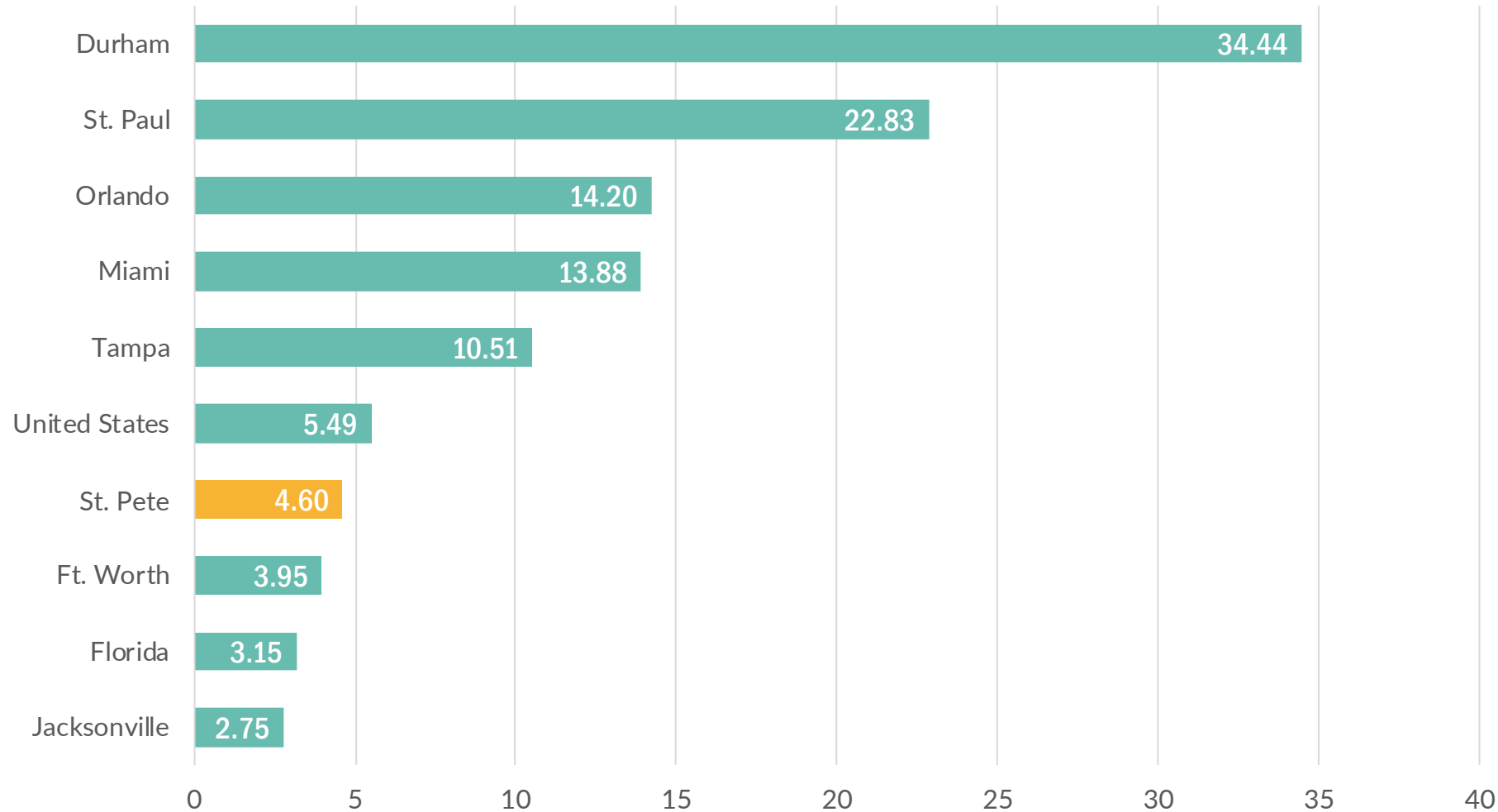
St. Pete's Opportunity Zone

- 7% of St. Pete (geographically)
- 8.3% of the city's population
- 7.5% of St. Pete's housing units

	St. Pete	Pinellas County
Area (square miles)	4.2	12.76
Population	21,968	61,442
Housing Units	10,028	31,892
Median Year Structure	1959	1967
Percent Single Family	68.1%	52.7%
Percent Multifamily	31.9%	47.4%
Households	7,917	24,819
Average Household Size	2.6	2.4
Percent Renter	60.0%	54.5%
Median Household Income	\$27,244	\$25,830



PATENTS PER 10,000 RESIDENTS (2017)



With 4.6 patents issued per 10,000 residents, St. Pete beats the Florida average; however, it lags the U.S. average and most of our peer cities. This emphasizes the importance of the Innovation District and our entrepreneurial ecosystem.



INFRASTRUCTURE

TRANSPORTATION INITIATIVES



Complete Streets



Regional Transportation Improvements



Parking Enhancements in Downtown
and the EDGE District



Bike Share Expansion



E-Looper (Looper 2.0)



Downtown Intersection
Enhancements for Pedestrians

AVERAGE COMMUTE TIME (IN MINUTES)

28.7

Miami

27.9

MSA

27.0

Fort Worth

26.9

United States

26.1

Orlando

25.2

Jacksonville

24.7

Tampa

24.1

St. Pete

23.7

St. Paul

23.4

Durham

St. Pete's average commute time is 24.1 minutes; lower than the MSA and the U.S. and lower than most of our peer cities.

A photograph of two young children, a girl on the left and a boy on the right, both smiling. They are wearing lanyards with identification badges. The boy is also wearing sunglasses on his head. The image has a green tint and a white rectangular box is overlaid in the center containing the text 'QUALITY OF LIFE'.

QUALITY OF LIFE

SUSTAINABILITY INITIATIVES

Reduce Greenhouse Gas Emissions 20% by end of 2020

Community-Wide Greenhouse Gas Emissions Inventory & Roadmap to 100% Clean Energy

Bloomberg Support Package (\$2.5 Million Value)

Through the American Cities Climate Challenge, Bloomberg Philanthropies selected St. Pete as one of 25 cities to receive a robust technical assistance and support package.

Solar Initiatives

Energy Efficient & Solar Energy
Non-Profit Collaborations
(City Funded)

1.4MW+

of residential rooftop solar
installed

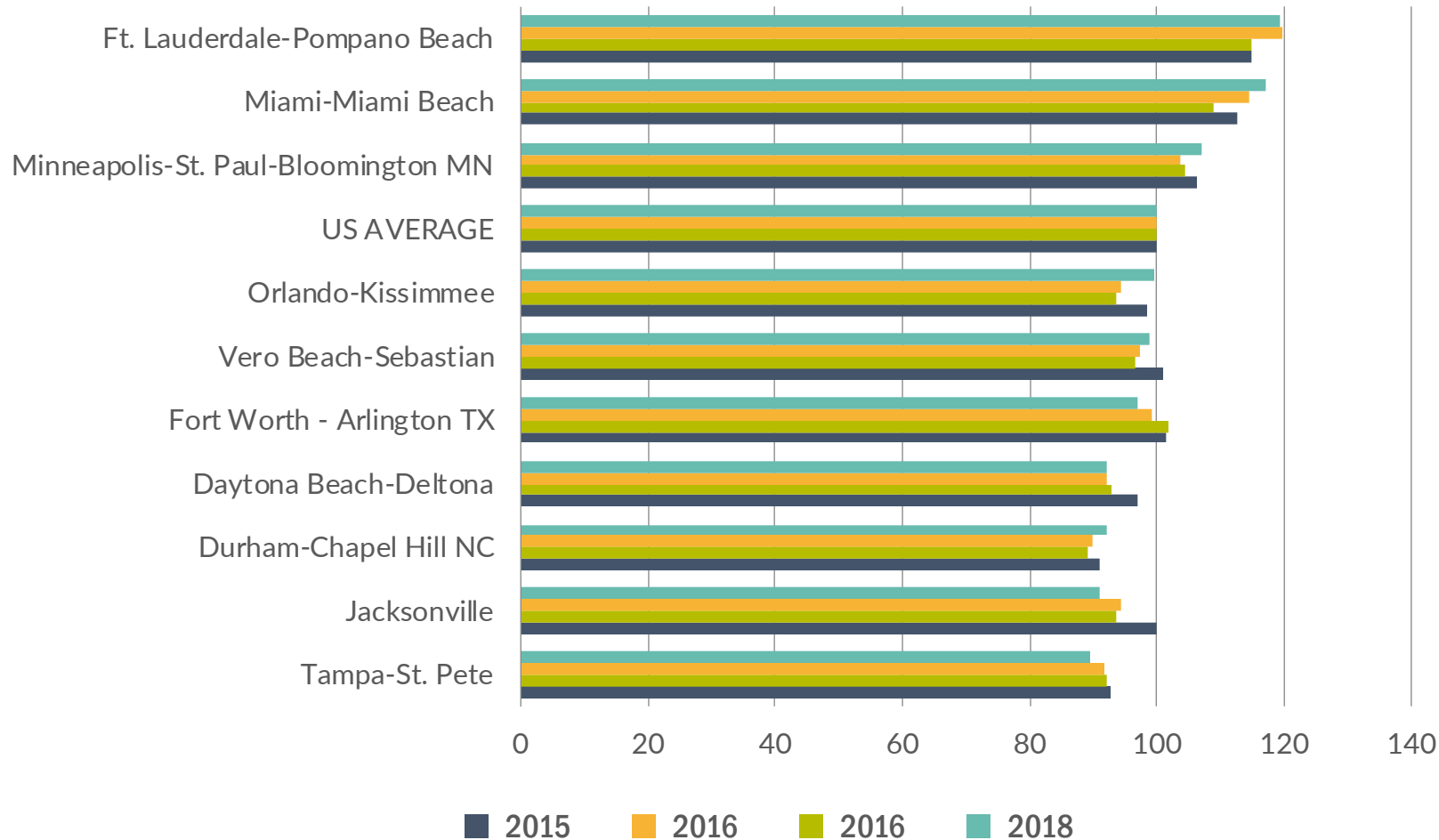
\$400,000+

in home renovation and energy
efficiency financing

30+

jobs created/retained

COST OF LIVING INDEX



Takeaway

The Tampa – St. Pete region has a cost of living index of 89.6, the lowest of all major markets in Florida and of our peer cities. The cost of living for the region has decreased annually over the last 4 years.

2018 CITY ACCOLADES

Lifestyle Spotlights

- Top Affordable Holiday Getaway, *New York Times*
- #33 Best Bike Cities in America, *Bicycling.com*
- #1 Parks System in Florida and #15 in US, *ParkScore*
- Top 50 Best Cities for Soccer Fans, *Tampa Bay Business Journal*
- 10 of the World's Most Underrated Destinations, *Travel Channel*
- Best Foodie Dishes of 2018, *Maxim*

A Sense of Place & Purpose

- 2018's Best Run Cities in America – *WalletHub*
- #3 for Fiscal Stability and 5th for Economy, *U.S. News*
- 5 Great Cities for Millennial Homebuyers, *Bankrate*
- #1 Best Cities for Women to Start Businesses in 2018, *Business.org*
- Best Markets for First-Time Homebuyers, *Zillow*
- America's Fastest-Growing Cities 2018, *Forces*



2018 SCORECARD

22/27

St. Pete Improvements

2017: 26/27

13/19

Peer Cities

2017: 13/19

16/19

St. Pete vs MSA

2017: 15/19

MAJOR TAKEAWAY: ST. PETE'S ECONOMY IS CHANGING

Strengths

- Fulfilling Grow Smarter Strategy
- Evolving and Growing Economy
- Higher Paying Jobs
- Increase in Educational Attainment Rate in Young Demographic
- Record-setting Development Investments
- Community benefit agreements

Challenges

- Inclusive Prosperity
- Affordability
- Preserving St. Pete's Authenticity
- Ensuring Quality Development
- Attracting and Retaining Young, Educated Residents Ages 20-24
- Transit

MAJOR TAKEAWAY: ST. PETE'S ECONOMY IS CHANGING

- 1 Growing population, employment, and income levels
- 2 Record setting permitting numbers and construction values
- 3 Downtown – one of the best in the country
- 4 Grow Smarter Strategy – job growth, income increasing, three targeted industry sectors growing
- 5 Innovation District – research & entrepreneurship: Johns Hopkins All Children's Hospital Research & Education building
- 6 Transportation & mobility options increasing – Complete Street implementation
- 7 Improving entrepreneurial ecosystem
- 8 City growing west, south, and north, spurring new investment and revitalization
- 9 South St. Pete CRA/TIF – St. Pete Works
- 10 Tampa Bay Rays, Tampa Bay Rowdies, and Firestone Grand Prix of St. Pete – quality of life
- 11 Arts & Museums - James Museum of Western & Wildlife Art, Museum of American Arts & Crafts Movement, Imagine Museum
- 12 120 acres of new development – The St. Pete Pier™ and Tropicana Field
- 13 Local authenticity – historic preservation and small, local businesses
- 14 Strong public engagement



2021 | STATE OF THE ECONOMY

ST. PETERSBURG, FLORIDA