



# **Become St. Pete: Where Innovators Thrive**

**Bringing jobs, innovation, and investment to the Sunshine City**

# The St. Pete EDC Mission

The St. Petersburg Economic Development Corporation helps innovative companies discover, explore, and choose St. Pete for relocation or expansion. The St. Pete EDC promotes the Sunshine City as a place where innovators thrive in a vibrant and authentically warm business community. When companies Become St. Pete, they provide opportunities for the people of St. Pete, bringing new jobs, innovation, and investment.



## Introducing St. Pete to Out-of-Market Businesses

The private-public partnership supported by more than 65 organizations markets St. Pete to and works with executives, referral sources, and site selection consultants for companies in the City's targeted industry sectors (data analytics, financial services, marine & life sciences, specialized manufacturing, creative arts & design).

When companies consider our area, we serve as their St. Pete concierge, collaborating with our community partners to inform and connect prospects to resources for:



We personalize each interaction depending on the company's requirements. We've done everything from arranging familiarization tours for employees to touring neighborhoods for office space and homes to connecting tech execs to St. Pete innovators to making introductions to workforce leaders at local colleges and universities to securing a kosher meal for a prospect's board member. We give businesses what they need to determine whether they're a fit for St. Pete.

Once a company chooses St. Pete, we help them Become St. Pete by connecting them to the right programs and people to be successful. This includes working on media relations for announcements, helping them promote new positions, assisting with opening their new office, and integrating their employees into the community.

# 2022 Highlights

## Perception Study: What Do Out-of-Market Companies Think About St. Pete?

What do companies outside of St. Petersburg think about the Sunshine City as a place of business? The St. Pete EDC engaged noted economic development and tourism marketing firm Development Counselors International (DCI) to conduct a survey to develop baseline metrics and understand the current perceptions of St. Petersburg business climate among corporate executives, site selection consultants, and local stakeholders. DCI conducted a nationwide online survey and a series of one-on-one interviews with site selection consultants as well as internal and external business leaders. Out-of-market executives and site selection consultants give St. Petersburg's business climate strong marks and note the City's unique quality of life coupled with the region's assets as appealing for companies considering corporate relocation or expansion. We've incorporated information important to these audiences in our Become St. Pete brochure.

**We encourage you to [click here](#) download our Become St. Pete brochure to assist you in your storytelling about St. Petersburg.**



## Saint Petersburg

# 82°

The St. Pete forecast is sunny for business, with our

- ☀️ Talented workforce
- ☀️ Unsurpassed quality of life
- ☀️ Favorable tax climate
- ☀️ Ample space
- ☀️ Easy access
- ☀️ Inclusive community
- ☀️ Innovation in finance, tech, science, and more

## Taking it to the Streets: Business Development Missions

With the business world reopening post-pandemic, we hit the road to meet with companies considering relocation or expansion, as well as with site selection consultants who advise those companies.

This year we traveled to Atlanta, Boston, Charleston, Chicago, Dallas, Detroit, Indianapolis, Miami, Montreal, New York, and Washington, DC. Several of these missions were in partnership with Team Florida, the marketing collaborative helmed by the state's economic development organization, Enterprise Florida. The St. Pete EDC also joined the Pinellas County Economic Development department delegation in Toronto at Collision, one of the world's biggest tech conferences, to promote our region to tech businesses in attendance.



## Focus on Fintech

The St. Pete EDC is a strategic partner in the Tampa Bay Wave/USF Muma College of Business fintech collaboration, which showcases St. Pete, Pinellas County, and our region as a center for innovative fintech companies. The idea for the partnership began at a St. Pete Chamber event where St. Pete EDC CEO J.P. DuBuque, then-Dean of the Kate Tiedemann School of Business & Finance at USF Sri Sundaram, and St. Pete Chamber CEO Chris Steinocher first hatched the idea of a fintech program. The collaboration launched in 2022, and the St. Pete EDC worked closely with Tampa Bay Wave on **FinTech | X**, their first fintech cohort, which drew 16 companies from all over the world to St. Pete

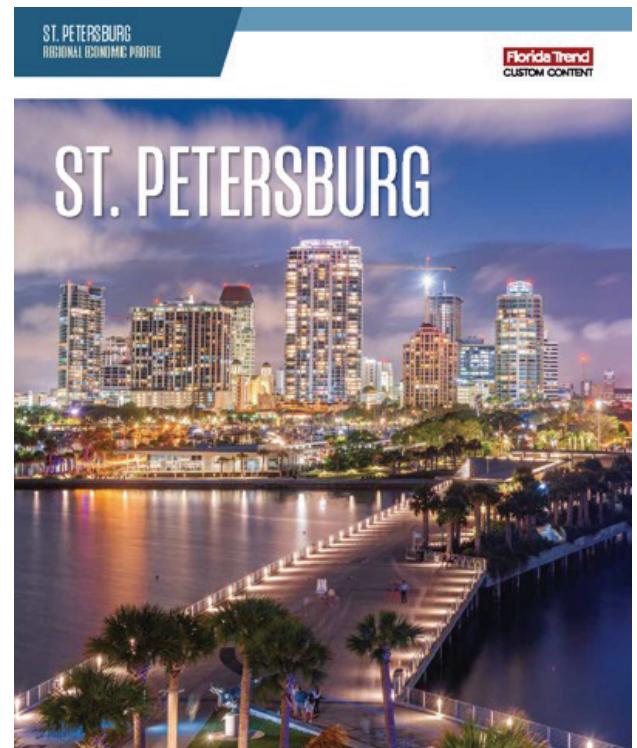
and highlighted the City as a great place for business and for fintech in particular. The next fintech accelerator will take place in St. Pete in the fall of 2023.

## Spotlight on St.Pete

We also partnered with St. Pete EDC Investor Florida Trend on a St. Pete spotlight section. The spotlight incorporated many of the themes we identified in the perception study. The section includes information on innovation, inclusivity, data analytics, health, tech and the economy, workforce, financial services, and the arts.

A number of Investors and Board members advertised, making the editorial possible. And many thanks also to the dozens of business leaders who shared their insights with Florida Trend, giving them the highlights of the Sunshine City as a great location to work and live so they could develop the editorial content. This content was distributed in print and on Florida Trend's website, which draws 135,000 unique visitors per month. We also posted on our blog and social media, and this content was shared by our Investors and partners.

[Click here to read the article.](#)



## Strategic Planning

The St. Pete EDC launched a strategic planning process for the organization in 2022. VisionFirst Advisors, our strategic planning consultant, conducted in-person and online interviews with EDC Investors and community stakeholders, and analyzed leading economic indicators to make recommendations on how the EDC can best market our area as a compelling location for business relocation and expansion. The Board of Governors will be reviewing the plan, and we expect to update the community about the plan this year.



The Duke Energy Foundation provided a \$25,000 grant to support the EDC's strategic planning process. The Duke Energy Economic Development Grant program makes strategic investments to build powerful communities that attract business investment and jobs, where residents and businesses thrive, and a talented workforce drives economic prosperity for all. Duke Energy is committed to the economic vitality of Florida communities, advancing the state's prosperity, and transforming the future. Many thanks to Duke Energy for supporting this important effort!

# 2022 By The Numbers



**252**

**Target Industry  
jobs Created**



**13**

**Projects  
Announced**



**84**

**New Companies  
Added to Pipeline**



**3.45M**

**Google Search  
Impressions**



**75**

**Local Business  
Visits**



**9,281**

**Social Media  
Followers**

## St. Pete, You're Welcome

A warm Sunshine City welcome to our newest companies. We're happy to have you!



Switch  
Analytics



**Slice of:** Media | **Switch Analytics:** Data Analytics | **Black Dog Ventures:** Business Accelerator | **ARM Institute:** Advanced Robotics Manufacturing  
**Procoto:** Procurement | **Pico Portal:** Research Review Platform | **Bedrock:** Procurement | **CitrusAd:** E-commerce Media | **Cybin:** Biopharmaceutical  
**Engineered Fluids:** Specialized Manufacturing | **Phospholutions:** Agtech | **Spontivly:** Community Management | **Shamrck:** Edtech

# Priorities for 2023

## Awareness Building

Lead awareness building to present St. Pete as a top-tier city for business. Key initiatives:



**Promotion:** Execute digital campaigns that leverage clarified messaging based on the perception study, focused on specific geographic and industry targets. Increase conversion of visitors to leads.



**Project Influencers:** Communicate to site selection consultants, referral sources, and other prospects outside the local market. Showcase local assistance programs, case studies, success stories, real estate opportunities, and St. Pete EDC capabilities.



**Team Florida:** Actively participate in Team Florida, a marketing partnership coordinated by Enterprise Florida, Inc, the state's economic development organization.



**Historic Gas Plant District Redevelopment:** Engage the St. Pete EDC Historic Gas Plant District Committee to collaborate with the City and the developer to promote the site and St. Pete.

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## Lead Generation

Drive lead generation for projects that create and expand jobs, innovation, and capital investments in the City. Key initiatives:



**Drive Prospecting and Manage Projects:** Identify and contact top businesses in targeted industries to set in-market meetings with companies considering new locations. Progress leads from prospect to job creation.



**Direct Connection:** Connect directly with prospects and conduct out-of-market business development missions.



**Diversity:** Create plan to target companies led by BIPOC and other diverse leaders (i.e., LGBT+, women-owned, etc.).



**Face-to-Face:** Establish and strengthen relationships with site selection consultants/others to clarify the regional economic climate by attending conferences and in-market meetings. ID key site selection consultants for more targeted contact.

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## Care and Connection

Lead efforts to ensure all target industry businesses, new and existing, receive care from lead generation to project completion, connecting them with people, places, and programs to ensure maximum job creation and retention. Key initiatives:



**Site Availability:** Create visibility for the St. Pete EDC within the commercial real estate community through individual and group meetings to learn about available sites to promote to prospects and consultants.



**Concierge Service:** Provide highly personal service to projects by knowing the people in relevant industries and the St. Pete community.



**Workforce:** Explore methodology to best leverage our workforce development and career placement contacts to connect the local workforce to prospective and existing companies.

## Organization

Ensure our long-term success through strong governance, active Investor engagement, leveraged partnerships, and strategic Investor development. Key initiatives:



**Strategic Plan:** Implement the new strategic plan to include the St. Pete EDC's growth, staffing, relationships with the City of St. Petersburg and the St. Pete Chamber, and our role in Pinellas County and the region.



**Investor Relations:** Engage St. Pete EDC Investors with effective communications, face-to-face meetings, and active participation. Leverage the Investor Relations Committee to identify additional opportunities for involvement and investment.



**St. Pete Chamber:** Explore and strengthen the EDC's relationship with the Chamber and update our MOU in light of the strategic plan.



**Enterprise Florida:** Continue to develop visibility of St. Pete with EFI through greater engagement.

## Contribution

Contribute to and engage in local and regional initiatives that complement and support our efforts with a positive impact on broad-based economic prosperity.



**Local:** Board Member at St. Pete Chamber. Member of St. Pete Innovation District Council. Active participant in Grow Smarter 2.0, St. Pete Downtown Partnership, and other district organizations. Leadership St. Pete Class of 2023.



**County:** Participate in Pinellas County Economic Development Council and economic development partners consortium. Continue to explore partnership with Pinellas Education Foundation and Pinellas Schools.



**Regional:** Participate in Tampa Bay Partnership's regional initiatives. Continue to work with organizations growing the tech and entrepreneurial space in our region, such as the Greenhouse, Tampa Bay Innovation Center, Tampa Bay Wave, Tampa Bay Tech, etc.



**Statewide:** Synapse Board Member. Stakeholder in Enterprise Florida. Team Florida Partner.

## 6 Year Impact

**2,191**

High-Quality Jobs  
Announced

**351**

Job Creation  
Projects Opened

**58**

Relocations,  
Expansions, and  
Openings

**643**

Local  
Business Visits

**68**

Current St. Pete  
EDC Investors

# 2023 Board of Governors



**Chair:** Marcus Greene, Truist\* | **Vice Chair:** Bill Kent, George F. Young\* | **Immediate Past Chair:** Danielle Ruiz, Duke Energy

**Secretary/Treasurer:** John Moore, Bayfront\* | **St. Pete EDC President & CEO:** J.P. DuBuque

**General Counsel:** Bob Warchola, Shumaker, Loop & Kendrick | **Mayor of City of St. Petersburg:** Ken Welch

**St. Pete Chamber President & CEO:** Chris Steinocher | **Governors:** Brian Auld, Tampa Bay Rays & Tampa Bay Rowdies  
Sandra Braham, Gulf Coast Jewish & Family Services | James Corbett, City of St. Petersburg | Jim Donatelli, First Horizon Bank  
Ryan Griffin, Johnson Pope | Nick Hess, Fifth Third Bank | Greg Holden, Manning & Napier | Morgan Holmes, University of South  
Florida | Jason Jensen, Wannemacher Jensen Architects | Divya Joshi, Johns Hopkins All Children's Hospital | Chad Loar, PNC  
Anne McMullen, CI Doyle Wealth Management | Karl Nurse, Bay Tech Label | Tonjua Williams, St. Petersburg College

**Ex Officio:** Cynthia Johnson, Pinellas County Economic Development

\*Pending ratification at the 2023 Annual Meeting

## Investors

Thank you to our Investors for your commitment to St. Pete's future.

### Cornerstone



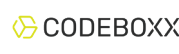
### Trustee



### Leadership



### Ambassador



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