

# PINELLAS COUNTY

by: Nancy Dahlberg



## FORWARD THINKING

Thirty-five miles of sand. Yes, Pinellas County boasts world-famous beaches that tourists travel hundreds of miles to experience. But what's it like to live and work here? Locals say Pinellas is vibrant, cultural, park-centric, diverse and family-friendly. Here you find a strong base of employers, from Fortune 500s to small businesses, a mix of high-growth industries, a lower cost of living than many areas, and an innovative spirit. The business climate is hot — jump right in, the water's fine.

## AT A GLANCE

**980,444** County population

**507,589** Labor force

**\$51,512** Median household income

**40,000** No. of businesses

Source: Pinellas County Economic Development

## DID YOU KNOW?

### PINELLAS COUNTY IS:

The most popular tourist destination on the Gulf of Mexico

Part of Florida's largest regional tech hub

Home to 3 Fortune 500 HQs: Tech Data, Jabil and Raymond James

Home to the state's highest concentration of HQ jobs

Source: Pinellas County Economic Development



THE SKYWAY BRIDGE LINKS  
PINELLAS COUNTY WITH  
BRADENTON/SARASOTA



THE NEW PIER OPENED  
IN DOWNTOWN  
ST. PETERSBURG  
IN JULY 2020

PHOTO: DORIAN ANGELO

## A COMPLETE DESTINATION BETWEEN THE BEACH AND THE BAY

Pinellas County was fielding plenty of calls this summer from out-of-state companies considering relocations or expansions – even amid a global pandemic. The businesses were seeking a smaller market that offers the arts and cultural amenities of a New York, Chicago or D.C., without the density, long commutes and high costs of doing business, says Mike Meidel, director of Pinellas County Economic Development.

With 24 unique communities in Pinellas, businesses have plenty of areas to explore to find a business and lifestyle fit. Some 40,000 businesses already call the county home, including health care, technology, financial services and advanced manufacturing. That strong, diverse base of high-paying, high-growth industries helps the county withstand recessionary shocks.

"I remain incredibly bullish on our city and the future of what is happening in our city, Pinellas County and the entire Tampa Bay region," says St. Petersburg Mayor Rick Kriseman.

"We have a lot of great selling features to bring more business to our area," adds Clearwater Mayor Frank Hibbard. "Our downtown has become a technology hub, and that is something we want to build on."

For many companies, the cost equation is a no-brainer: no state income tax, lower real estate costs for their facilities, and an

affordable cost of living for employees. A half dozen colleges and universities serve the area, creating a talent pipeline.

"The young talent wants to live, work and play in the same place," says Jill St. Thomas, executive director of the non-profit Tampa Bay Tech, with a mission to build a radically connected tech community.

Information technology is just one of the high-growth, high-paying sectors Pinellas works hard to expand. Others include advanced manufacturing, aviation/aerospace, business and financial services, and life sciences/medical technology.

Existing companies are expanding. Power Design, an electrical contractor that has grown to be one of the largest in the country, is undergoing a \$5.5 million corporate expansion and adding 230 jobs. Honeywell International, a huge defense contractor, is undergoing a \$30 million expansion. Tech manufacturing giant Jabil recently opened a state-of-the-art innovation center.

St. Petersburg's vibrant, walkable downtown is generating a lot of buzz, with dozens of restaurants, bars, live music venues and museums as well as plenty of new apartments and condos. That's an attractor for young tech companies, as well as the creative arts and design and financial services, says J.P. DuBuque, president and CEO of the St. Petersburg Area Economic Development Corporation.





CLEARWATER JAZZ FESTIVAL  
DRAWS A CAPACITY CROWD

## PINELLAS COUNTY

- » Some of the state's largest companies call Pinellas home, including Tech Data, Jabil and Raymond James.
- » Pinellas offers some of the most affordable Class A and industrial real estate in the country.
- » The county has the 3<sup>rd</sup> largest manufacturing workforce in the state and is No. 1 for pharmaceutical manufacturing.

Trending industries in Clearwater include cybersecurity and other technologies, food-related products, defense contractors and high-tech manufacturers like GE and Bausch & Lomb, says Denise Sanderson, Clearwater's director of Economic Development and Housing. BayCare Health System, which owns 15 hospitals, employs more than 1,400 at its Clearwater HQ.

For them, access is a key attractor, she says, noting Clearwater's proximity to supply chains, major thoroughfares, Tampa International and the port. The quality of life is extraordinary, too – Clearwater Beach often tops national and global rankings – but “there is so much more between the beach and the bay,” Sanderson says.

“We are going to see a surge of entrepreneurial spirit, people who want to create opportunities for themselves, and we are well positioned in Pinellas County to do that,” says Ray Ferrara, chairman of ProVise Management Group, a financial planning and investment management firm.

Pinellas County citizens chose to invest nearly \$165 million of Penny for Pinellas sales tax dollars over the next decade to fund affordable housing and economic development. Pinellas County Commissioner Pat Gerard, chair of the commission and former mayor of Largo, says the fact that the Penny for Pinellas initiative passed overwhelmingly is proof of the residents' strong desire to move the whole county forward – and cities and the county are collaborating across municipal lines to do just that. “We all have our responsibilities, but this county's elected officials work together so well,” she says.

“We have expansion happening,” says Steve Hayes, president and CEO of Visit St. Pete/Clearwater. The new pier in St. Petersburg opened this summer, the Clearwater Marine Aquarium is expanding, and the Museum of the American Arts & Crafts Movement is opening soon, along with many new area hotels. All of this generates excitement – and more businesses, he says. “That's a selling point for our community. It's a complete destination we have here.”



## WHO'S HERE

**A SAMPLING OF TECHNOLOGY VENTURES IN PINELLAS COUNTY, LARGE AND SMALL:**

**Tech Data (Largo):** employs 2,000 in Pinellas and 14,000 globally.

**BobCAD-Cam (Dunedin):** Creates 3D modeling software programs used in manufacturing.

**Geographic Solutions (Palm Harbor):** Develops software to improve workforce development organizations.

**InsideOut (St. Petersburg):** A marketing-tech company adding 150 employees this year to its 200-member workforce.

**Geospatial intelligence companies:** Pole Star Global, a London-based maritime technology company that provides satellite tracking of ships around the world, recently opened a new office in St. Petersburg.



THE ST. PETERSBURG INNOVATION DISTRICT WILL BE HOME TO THE TAMPA BAY INNOVATION CENTER

## TECH AND INNOVATION FUEL HIGH GROWTH

From cybersecurity to health-tech to digital marketing to data analytics, technological innovation powers Pinellas County's enterprise and startup tech companies.

Tampa Bay boasts Florida's largest tech hub, and Pinellas County has a lot to do with that. Indeed, No. 1 and No. 3 on Florida Trend's 250 largest public companies list for 2020 are based here — Tech Data (which recently went private) and Jabil. One of the county's fastest-growing tech companies is KnowBe4, anchoring a budding cybersecurity tech community in Clearwater.

"We are seeing tremendous growth in cybersecurity and data analytics," says Jill St. Thomas, executive director of Tampa Bay Tech.

In Largo, Tech Data, one of the world's largest technology distributors that employs about 2,000 people locally, anchors a tech complex that includes Vology, a managed service provider, and SCC Soft Computer, which arms hospitals and laboratories with software and information systems. "These three deal with household name companies on a regular basis," says Scott Talcott, business development manager with Pinellas County Economic Development.

In Clearwater, Equitus designs cutting-edge big data analytics appliances for government and commercial organizations. What's more, data analytics is the fast-growing targeted industry in St. Petersburg.

### BY THE NUMBERS

The average IT wage is **64%** higher than the county's average wage for all occupations.

**\$71,764** Median annual IT wage.

"Big data is driving innovation in just about every industry" says J.P. DuBouque, president and CEO of the St. Petersburg Area EDC. Growing startups that rely heavily on data analytics include iSocrates, a media and marketing-tech company, and education-tech startup Presence.

Alison Barlow is executive director of the St. Petersburg Innovation District, an area that includes Johns Hopkins All Children's and Bayfront hospitals, USF St. Petersburg, the Dali Museum, Poynter Institute and the marine science community. "We are focused on economic development from what we can do to attract youth to consider STEM career opportunities to working with [economic development officials] on recruiting new businesses and helping existing businesses grow," says Barlow.

The Innovation District will also be home to the Tampa Bay Innovation Center, a 45,000-square-foot state-of-the-art business incubator. Construction is scheduled to begin this year.

Pinellas growing tech companies seems smart to Irv Cohen of Innovations Capital Group. He moved to the Tampa Bay area 15 years ago as an executive at JP Morgan.





# WELCOME TO THE NEW ST. PETE

St. Petersburg's renaissance is in full swing, and the new art-filled pier is the crown jewel. St. Pete's stunning waterfront park system, bustling downtown, and ever-growing Central Avenue corridor make the city an ideal home for creative entrepreneurs, art lovers, and sunshine seekers.

**There is a reason** this progressive and friendly 'Burg is attracting investment and new residents from all over the country.



ST. PETERSBURG  
DOWNTOWN  
PARTNERSHIP

## OFFICE SPACE

More than 450,000 square feet of creative and co-working office spaces are currently in development.

## HOUSING

The urban core is home to more than 11,000 housing units.

## CULTURE

Explore dynamic nightlife and vibrant art on Beach Drive, Central Avenue, and points in between.

## REDEVELOPMENT

Tropicana Field is one of the largest contiguous urban infill sites in the U.S.

For more information on growing your business in Downtown St. Pete, visit

**StPetePartnership.org**

## PINELLAS COUNTY FLORIDA

But lately Cohen has focused on nurturing a cluster of home-grown startups – and got involved with the St. Petersburg Group, started by Joe Hamilton to activate civic and social impact. Cohen also co-founded venture investment groups Florida Funders and Seedfunders; Seedfunders recently launched the Seedfunders Opportunity Fund to support African American-led startups.

"I am proud to say we have invested in over 40 companies in the last three or four years, and one of the provisions is to move to or stay in our region. The good news is people want to come here and build companies, and we are providing the network for them to do it," Cohen says.

## A UNICORN IN OUR MIDST

Our unicorn – venture speak for a private tech company valued at \$1 billion or more – is KnowBe4.

Founded in 2010 by five-time serial entrepreneur Stu Sjouwerman, KnowBe4 today provides the world's largest security awareness training and simulated phishing platform. It helps more than 31,000 organizations educate their employees about cyber-security, including how to recognize and resist hackers.

KnowBe4 employs nearly 1,000 people globally; 800 of them work in its Clearwater HQ.

"It's a massive competitive advantage to be in Tampa Bay simply because



KnowBe4 HEADQUARTERS IN CLEARWATER

your overall costs are way less than for instance Silicon Valley or D.C. or New York," says Sjouwerman.

In mid-July, KnowBe4 listed more than 100 open positions, nearly all for Clearwater.

## YOUR WORKFORCE CONNECTION

For decades, St. Petersburg College has been a trusted educator of Tampa Bay's workforce. Count on us to **build your talent pipeline** and **meet the need for in-demand, skilled workers**.

### Why SPC:

- A high-quality education for less
- 110+ degrees and certificates
- Short-term training, industry certifications and customizable courses
- Programs in leadership development, customer service and soft skills
- Flexible class scheduling

# WHY CLEARWATER?



Clearwater, Florida is the ideal place to locate or expand your business. Whether you are an entrepreneur taking first steps to launch your business or a seasoned business looking to grow or relocate, our community provides the business climate and opportunities to help you succeed.

The city of Clearwater, Florida is located in Pinellas County, and lies in the center of the robust Tampa Bay market. Clearwater's vibrant business community, family-friendly environment, great schools, and extensive indoor and outdoor recreational activities makes it an ideal location to call home. It is the kind of community where people come for a vacation and never want to leave--because in Clearwater, Florida you really can have it all!

-  **Port Tampa Bay:** Florida's largest port
-  **Port Manatee:** Closest U.S. deep water seaport to the Panama Canal
-  **Two international airports within a 30-minute drive**



#### PORT TAMPA BAY:

Bulk, break-bulk, containerized, + Panamax, and heavy-lift

30-minute drive time



#### PORT MANATEE:

Bulk, break-bulk, containerized, and heavy-lift

50-minute drive time



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH

City of Clearwater Economic Development Division

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## DID YOU KNOW?

A SMALL SAMPLING OF PRODUCTS  
AND PARTS PRODUCED IN  
PINELLAS:

- » **Flexible dental shafts/similar technologies for autos and more:** S.S. White dates back to 1844.
- » **Coupons:** Today at ValPak, robots process all those coupons.
- » **Shrink wrap/packaging solutions:** Polypack. Fun fact: Its solar-powered manufacturing plant and HQ in Pinellas Park also includes an automobile museum.
- » **Power line arcing:** Beckwith Electric is expected to create 111 new jobs with its expansion in Largo.
- » **Robotic parking:** Hammer Haag Steel brings you that and other steel fabrication in Clearwater.



NASA ORION SPACECRAFT ART COURTESY NASA

## YOU MAY BE SURPRISED BY WHAT'S MADE IN PINELLAS

Did you know the Honeywell plant on Ulmerton Road is producing the guidant system for the Orion crew capsule eventually destined for Mars?

Pinellas County's manufacturers build everything from those deep space appliances to components for autonomous vehicles to safety glass protecting schools from gunfire, but this strong economic sector is one of Pinellas' best kept secrets. "The crazy part is you can ask the average person on the street and they would have no idea of all the manufacturers that are here," says Mike Meidel, director of Pinellas County Economic Development.

And make no mistake, gone are the loud, dirty plants of the past. Today's manufacturers are cleanly humming along with the most advanced of high-tech tools and machinery. Pinellas' manufacturers also pump out larger worker paychecks.

Some 1,300 manufacturers employ more than 33,000 in Pinellas; and the sector is growing, bucking national trends. "In the Tampa Bay region, we are the largest workforce for manufacturing — it is not even close," says Scott Talcott, business development manager for Pinellas County Economic Development.

In many ways, the evolution of Fortune 500 giant Jabil showcases the power of advanced manufacturing. Decades ago Jabil made circuit boards. Today, as a manufacturing partner for some of the world's largest companies, Jabil makes medical devices, autonomous vehicle technologies, smart home appliances, military equipment and more. In addition to its corporate HQ in St. Petersburg, the county is home to some of its manufacturing activity and Jabil recently opened a 39,000-square-foot innovation center for R&D and prototyping. Jabil employs about 2,000 locally.

Defense contractors' footprint in Pinellas dates back decades, with names like Honeywell (which recently underwent a \$30 million expansion), Raytheon, GE and Lockheed (with facilities in both Oldsmar and Pinellas Park), and others such as General Dynamics and L3 followed, Meidel says. "We continue to grow on that base."

Growth happens when smaller manufacturers spring up to service them — with machine shops, cable manufacturers, plastic injection moulding pros, makers of electronic components, an entire network that allows for nearly any kind of manufacturing. "And as contracts come and go, high powered engineers find themselves out of work and they have little ideas they have been playing with and start their own companies," Meidel says.



POLYPACK HQ IS IN PINELLAS PARK



# Pinellas County

## Ideal Business Climate



Fortune 500 corporate headquarters - Tech Data, Jabil and Raymond James – as well as entrepreneurial start-ups, small, medium, and large businesses call Pinellas County home. An extensive network of suppliers, service-providers and business associations support operations across our target industries, and entrepreneurs find numerous opportunities for expansion assistance. Come grow with us in Pinellas County - [www.pced.org](http://www.pced.org).



**Pinellas County Economic Development**

The EpiCenter, 13805 58th St. N., Suite 1-200, Clearwater, FL 33760  
(727) 464-7332 | [PCED.org](http://PCED.org) | [@PinellasBiz](https://www.instagram.com/PinellasBiz)

## MANUFACTURERS STEP UP DURING PANDEMIC

Window film manufacturer **Madico**, which employs 150 at its 250,000- square-foot world headquarters in Pinellas Park, now makes single user, multi-use face shields designed to protect health care workers, police and other first responders as well as for use in retail, salons, schools and camps, producing 12,000 face shields a day.

"We wanted to help out any way we could," recalls CEO Shawn Kitchell.

**Florida Seating** in Clearwater, a supplier of commercial seating for the hospitality industry, began producing surgical gowns and followed that up with masks and shields.

**Jabil**, the St. Petersburg-based Fortune 500 company, activated several of its factories around the nation to produce 1.6 million face masks per day.

And in the early days of the pandemic when hand sanitizer was impossible to find in stores, Pinellas' breweries stepped up to manufacture the critical product for free distribution to local residents. Cheers to that.



photo from Madico



HAMMER HAAG STEEL IS  
LOCATED IN CLEARWATER

## MANUFACTURERS BRING STATE-OF- THE-ART CAPABILITIES TO PINELLAS

Advanced Impact Technologies (AIT) manufactures security glass for banks, embassies and government buildings, including 90 security kiosks for the U.S. Capitol. AIT got the call after the Sandy Hook tragedy, and now its security glass is used in more than 2,000 schools across the country, including Columbine and Parkland, says Jeff Besse, president of the company that employs about 75 in Largo and is aiming to add about 25 more in coming months.

AIT also is North America's largest producer of innovative switchable privacy glass, popular with hospitals. AIT also specializes in custom architectural work, Besse says. "We made the glass floor on the top of the Freedom Tower that millions of people walk on every year looking at Battery Park."

Precision Ceramics USA, whose parent company is in England, makes extremely tough components. "We use ceramic materials that have physical properties that go way beyond the capabilities of metals to solve problems in harsh environments," says Maddy Krasne, executive VP of Precision Ceramics. "We have parts on the Mars rover and parts going to other space explorations."

Pinellas is nearly built out. That's why county and municipal leaders are determined to hold onto all industrial parcels. Fortunately, Pinellas' larger defense contractors are sitting on land they could expand upon, and that bodes well for the county in the future.



PRECISION CERAMICS USA PARTS ARE USED IN SPACE

Still, cities are looking for opportunities to increase industrial space. Clearwater is hoping to develop The Landings Corporate Center, turning a far underutilized city-owned golf course into 710,000 square feet of much needed modern light-industrial space for manufacturers, says Denise Sanderson, Clearwater's director of Economic Development and Housing.

### WHY SO MUCH INTEREST IN PINELLAS?

"The number one reason is workforce. Manufacturers want to be around other manufacturers," says Talcott, adding that workforce training programs at St. Petersburg College, Pinellas Technical College and AmSkills are there to serve.

Talcott helps manufacturers learn about resources like training grants, veterans' employment programs and tax exemptions. "At the end of the day, it is about helping these companies grow."



**Today's a  
great day to  
make Florida a  
greater place.**



We're proud to be part of Florida's past, present and future. And proud of what our neighbors are doing today to support each other and make our community a great place to call home.

**Chad Loar**

Regional President

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## WHO'S HERE

Pinellas County is home to scores of financial services and insurance companies: Raymond James, Dynasty Financial Partners, Transamerica, Templeton, Allstate and Bankers Insurance. UPC plans to expand its HQ, and other insurance players include Heritage and Mercury.

Here is a sampling, all based in St. Petersburg:

**INTRINIO:** Led by CEO Rachel Carpenter, Intrinio's Financial Data Marketplace provides real-time and historical data feeds on U.S. and international stock exchanges.

**CASEGLIDE:** Founded by Wesley Todd and Carly Cohen, CaseGlide's cloud-based software platform provides litigation management and analytics to insurance companies.

**SQUAREMOUTH:** With Squaremouth, led by CEO Jessica Burns, travelers can compare travel insurance policies from every major provider.

**NEPTUNE FLOOD:** Neptune, led by Jim Albert and Trevor Burgess, makes it easy for homeowners and small businesses to buy flood insurance, using AI and the cloud to produce a speedy quote-to-bind process.



NEPTUNE FLOOD'S  
JIM ALBERT AND  
TREVOR BURGESS



RAYMOND JAMES HQ IN ST. PETERSBURG

## AREA ATTRACTS HIGH-GROWTH FINANCIAL FIRMS

Community culture, diversity, infrastructure, access to airports, walkability, cost of living, quality of life – St. Petersburg checked all the boxes and then some for Dynasty Financial Partners, one of the nation's fastest-growing wealth management companies.

After a yearlong analysis of more than a dozen cities, Dynasty chose to relocate its U.S. headquarters from the Big Apple to the Sunshine City in 2019.

"When we did this analysis, St. Pete won and I would have to say not by a little – it was obvious the city was the right choice for us," says Shirl Penney, founder and CEO of Dynasty.

Now St. Petersburg is home to the U.S. wealth management industry's top two firms in terms of net new asset flows – Dynasty and homegrown industry giant Raymond James.

Dynasty is an independent wealth management firm that supports 45 registered investment advisors with over \$50 billion of assets under management. Dynasty, headquartered at 200 Central in the heart of St. Pete's lively and artsy downtown, employs more than 50 in St. Pete — at annual earnings averaging more than four times the county's average wage; Penney expects to double the local workforce in 2021. The company is part of a strong, growing financial sector that includes financial services, financial technology startups and insurance firms, says J.P. DuBuque, president and CEO of the St. Petersburg Area EDC.



DYNASTY PARTNERS ANNUAL SUMMIT (2019)

Penney didn't require New York employees to relocate to St. Pete, but DuBuque's team created three St. Pete tours for them to pick from: One more focused on entertainment and nightlife, another highlighting homes and schools for young families, and a third focused on arts and cultural offerings. More employees than initially expected have already relocated.

Penney and his employees have already begun giving back, inspired by the community philanthropy of Raymond James. Dynasty employees painted the colorful pier at North Shore Park. The company donated to local financial literacy programs and numerous other causes. In response to the pandemic, Dynasty delivered food to hospitals, sent face masks to police and made donations to food banks to combat food insecurity.





AARP is enhancing transportation options for older Americans.



Adults reclaim the playground at the AARP FitLot in Booker Creek Park.

# AARP in Tampa Bay Reveals History of Innovation, Flexibility in Pursuit of Founder's Vision

Florida has long been known as America's grayest state, attracting more retirees than any other state. AARP Florida and AARP Tampa Bay work to equip older Americans to choose how they wish to grow older through strategic alliances with other non-profits, organizations and businesses with common goals.

"We are honored to live, work and partner with our neighbors, community partners and businesses in Tampa Bay," says Jeff Johnson, AARP Florida state director. "Our older population brings richness to communities culturally, economically and demographically. AARP takes its mission seriously by carrying on the legacy of founder Dr. Ethel Percy Andrus, whose motto was 'To Serve, Not Be Served.'"

AARP volunteers from Tampa Bay regularly lead social and educational events — though they've shifted online in the pandemic. AARP works to connect with adults 50+ by sharing relevant content on issues impactful to its membership, and by serving its diverse neighbors in the downtown St. Petersburg area, home to the AARP Tampa Bay office.

To meet members' needs, AARP relies on a motivated volunteer corps that has for decades served as the backbone of the work at AARP. They undergird AARP's outreach efforts, co-lead its initiatives, and are valued members of the community.

In St. Petersburg, AARP Florida is an innovation hub, where older adults convened decades ago to find common footing and share information with the city's "Hospitality House." AARP's local work has historically

been central to innovative policy-making conferences — St. Petersburg was home to the practice "dry runs" for the first White House Conference on Aging — while also bearing witness to AARP's first local, non-profit and mail-order pharmacy. Last year, the AARP team installed the enterprise's first-ever FitLot outdoor exercise facility located in Booker Creek Park. This latest gem is a testament to AARP's strong collaborative efforts with local leaders and organizations focused on growing health and wellness opportunities in the area.

In 2012, AARP assumed the role as the World Health Organization's affiliate to lead their Network of Age-Friendly States. The inaugural community in Florida was Sarasota, and now that network has grown to 32, including four communities in Tampa Bay. These alliances identify solutions to major urban challenges including enhancing transportation options to meet all types of needs found in dense city-living. In May, AARP Florida — and in collaboration with a local St. Petersburg business — showed its solutions-oriented approach by earning the Silver Award from the League of American Bicyclists.



To learn more about AARP's work or to get involved, visit [www.aarp.org/TampaBay](http://www.aarp.org/TampaBay).

## AT A GLANCE

- » Four of the 10 largest private employers in Pinellas are hospitals: Johns Hopkins All Children's, Morton Plant, Mease Countryside, and St. Anthony's.
- » Health care services is the largest industrial sector by total employment with over 67,000 workers. The next largest sectors are retail trade with over 52,000 workers and accommodation & food services with over 50,000.
- » Health care services can be broken down into three main categories: ambulatory health care (offices and clinics of doctors, dentists, chiropractors, etc.) – 30,223 workers; hospitals – 20,986 workers; and nursing homes/residential care – 15,718 workers.
- » Johns Hopkins All Children's Hospital employs about 3,600 people and last year performed over 8,000 surgeries.
- » BayCare is one of the largest employers in the Tampa Bay region, with about 29,000 employees.

Source: 2019 data



NOVA SOUTHEASTERN'S  
TAMPA BAY CAMPUS



NEUROPSYCHOLOGIST  
DR. SAKINA BUTT  
TALKS WITH AMIRA AT  
JOHNS HOPKINS ALL  
CHILDREN'S HOSPITAL

## HEALTH CARE SECTOR KEEPS CITIZENS AND ECONOMY HEALTHY

As Pinellas' largest industry, health care is the pumping heart for a large section of the economy.

More than two dozen hospitals call Pinellas home, and four of them are among the county's top 10 employers. More than 67,000 people work in hospitals, physician practices, nursing homes and home health care agencies.

"As a big employer, health care is here to stay and will always be a reliable foundation for employment," says Dr. Divya Joshi, president of All Children's Specialty Physicians.

Johns Hopkins All Children's Hospital, with roots in St. Petersburg back to 1926, is ranked in eight specialty areas in U.S. News & World Report's best children's hospitals list in 2020. All Children's community-centric mission and Johns Hopkins research acumen is a dream combination, says Dr. Joshi.

"Community hospitals that happen to do some pediatrics usually do not have the expertise, the experience or quite frankly the level of comfort to care for very sick children," she says. "The No. 1 contribution to society at large here in Pinellas is the ability to bring your child to a facility that has a tremendous capacity for very high complexity of care."

The Johns Hopkins All Children's team contributes to research to help children with rare or serious conditions. Johns Hopkins All Children's team is leading a national clinical trial to study the use of

anti-clotting medications to treat children with the coronavirus.

BayCare Health System, headquartered in Clearwater, was formed in 1997 by a core group of local hospitals determined to continue providing not-for-profit health care to Tampa Bay. Today, BayCare has grown to 15 hospitals and hundreds of other facilities for surgeries, urgent care and outpatient imaging across West Central Florida. BayCare employs about 29,000 people, making it one of the Tampa Bay area's largest employers.

In Pinellas, BayCare employs more than 13,200. Five BayCare hospitals are based in Pinellas, including three of Pinellas's top 10 private employers – Morton Plant, St. Anthony's and Mease Countryside Hospitals. In the past year, BayCare opened its first HealthHub in the Tampa Bay region.

Bayfront Health, St. Petersburg's oldest hospital that sits on city-owned land, was recently sold to nonprofit Orlando Health. Tarpon Springs City Hospital was recently purchased by AdventHealth, which launched an \$18.5 million expansion. AdventHealth has signaled its interest in growing in Pinellas.

The Pinellas health care ecosystem has a new player, and we can thank the philanthropy of the Patel family for bringing it to life. The recently opened Nova Southeastern University Tampa Bay Regional Campus in Clearwater is a \$200 million, 27-acre state-of-the-art campus housing the Dr. Kiran C. Patel College of Osteopathic Medicine and the Dr. Pallavi Patel College of Health Care Sciences.





RENDERING OF  
IMAGINE CLEARWATER

For businesses, Clearwater has also adopted code changes for the U.S. 19 Zoning District to allow for light assembly, research and technology, commercial and office as well as multifamily development and hotels along the 7-mile north-south spine of Pinellas County.

Then there's the big live-work-play draw: Imagine Clearwater. "We are turning a massive 700-space parking lot into a beautiful green space. This will be a 20-acre park on the waterfront, and it will be the only amphitheater with covered seating on the water in the region," says Amanda Thompson,

director of Clearwater's Community Redevelopment Agency. Construction could begin by early 2021.

## DEVELOPERS BET BIG ON COUNTY'S POTENTIAL

Pinellas County is brimming with new real estate projects in the works.

"The appeal of Pinellas County is the lifestyle we have here, and the fact that our demographic is diversifying and becoming a younger community with more business and job opportunities," says Jay Miller, a developer of commercial and multifamily property.

As part of a joint venture, Miller's company, J Square Developers, was awarded rights to redevelop the site of St. Petersburg's former police station, 2.2 acres on the west side of downtown. The planned \$80 million mixed-use project will include 100,000 square feet of Class A office space in the first new downtown St. Pete office building in 25 years, along with 55 condos, 30 workforce apartments, 22,000 square feet of retail and a public parking garage, Miller says.

In 2019, the value of construction in all of St. Petersburg topped \$782 million, up 12% from the year before to an all-time record, and Mayor Rick Kriseman says he's seen no slowdown in interest from developers this year. There are plans for additional mixed-use projects and a new municipal services center downtown,



RENDERING OF REDEVELOPMENT FOR THE TROP IN  
ST. PETERSBURG

redevelopment in the Bayboro Harbor and Skyway Marina districts, and the big kahuna — the visionary plan for the area surrounding Tropicana Field, which will include 7 million to 10 million square feet of redevelopment.

Clearwater Mayor Frank Hibbard is also upbeat about development in his city. That includes half a billion dollars in new construction in the works, from revitalizing the beaches, to the Clearwater Marine Aquarium expansion, to plans for a 710,000-square-foot light industrial research and technology complex called The Landings Corporate Center.

The North Marina District is seeing new condos, apartments and single-family homes. The arrival in 2017 of the area's first microbrewery, Clearwater Brewing Company, and more green space and bike paths are also drawing more interest.

Up and down the county, there are big plans, including improvements to the centrally located Gateway area. Developer Darryl LeClair of Echelon has three projects under construction.

In Largo, the focus is on its greater downtown area, says Teresa Brydon, economic development manager for Largo. In the next two or three years, "our goal is to relocate City Hall back downtown," she says. Residential has continued to be a growth market for Largo, with 1,100 to 1,200 new residential units planned in the downtown area.

Nick Colonna, Pinellas Park's Planning & Development Services director, says the central and affordable Pinellas Park is working on a comprehensive plan for a city center.

Adds Brydon: "Pinellas County is a unique blend — you can pretty much get whatever you need."

## HIGHER EDUCATION

University of South Florida  
St. Petersburg College  
Nova Southeastern  
Eckerd College  
Stetson Law

## CAREER TRAINING PROGRAMS

CareerSource Pinellas  
Pinellas Technical College (PTC)  
AmSkills

## BY THE NUMBERS

### IN THE TAMPA BAY REGION:

**32%** of the population have a bachelor's degree or higher.

**11%** have a graduate degree.

**45%** of millennial degree holders specialize in science, engineering or related fields.

**24%** of millennial degree holders specialize in business.

Source: Pinellas County  
Economic Development



SPC PROVIDES  
WORKFORCE  
TRAINING  
IN AREAS  
INCLUDING  
NURSING

## COLLEGES AND TRAINING PROGRAMS SERVE UP A HIGHLY SKILLED WORKFORCE

Pinellas County's colleges and training programs deliver what the economy demands.

St. Petersburg College, with some 42,000 students, offers short-term certificates, associate's and bachelor's degrees, and partners with other institutions that offer master's and doctoral degrees at SPC, says its president, Tonjua Williams.

That means spending lots of time with manufacturing, health care, finance and IT companies to find out what they need in terms of training – and will need in the years to come.

With today's technologies, workers will be continuous learners and once they land jobs they will keep coming back to upskill, Williams says. SPC was recently state-approved to offer a cybersecurity degree and will start by offering certificates for one of the red-hot high-paying tech sectors, Williams says.

Why should an essential worker be satisfied working as a CNA (Certified Nursing Assistant) when he or she could be an LPN or RN, asks Watson Haynes, president of the Pinellas County Urban League.

His organization coaches low-wage workers and finds ways to reskill them



STETSON  
LAW'S  
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for higher-paying careers in health care, manufacturing, tech and other industries.

Pinellas is ripe with education centers, from the public University of South Florida to the private Eckerd College and Stetson University College of Law. The recently opened Nova Southeastern University Tampa Bay Regional Campus is in Clearwater.

USF's College of Marine Science in St. Petersburg has been doing its part to invigorate the economy. College spinoffs include PureMolecular, a company located a stone's throw from the campus that provides technology for authenticating seafood.

USF-Tampa, USF-St Pete and USF-Sarasota-Manatee were consolidated under a single accreditation – a move that will bring additional majors in high-demand fields to all three campuses. Notably, USF is home to the Florida Center for Cybersecurity. In Florida, 25,000 cybersecurity jobs are unfilled.



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CHILDREN'S  
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**JOHNS HOPKINS**  
All Children's Hospital



## FLYING STRONG

### ST. PETE-CLEARWATER INTERNATIONAL AIRPORT (PIE)

Last year, 2.3 million commercial passengers passed through St. Pete–Clearwater International Airport, its fourth consecutive year of record-breaking traffic.

Capital improvement projects recently completed or underway: PIE's runways, U.S. Customs facility, and parking lots. Food & beverage offerings will soon include homegrown favorites Mazzaro's Italian Market and 3 Daughters Brewing. PIE holds the largest parcel of undeveloped land in the county – 127 acres, known as the Airco, property that offers redevelopment opportunities for future aviation and light manufacturing.



**2,288,692** Number of commercial passengers in 2019

**195%** 10-year passenger traffic growth through 2019

**15,577** Inbound and outbound commercial flights, 2019

**53** Non-stop flights (current)

**81%** Airport operations that serve General Aviation (private and corporate)



## PINELLAS IS ON THE MOVE WITH TRANSPORTATION IMPROVEMENTS

Getting from here to there will be getting even easier with two major projects.

The federal government recently announced an award of nearly \$22 million to help fund the Central Avenue Bus Rapid Transit (BRT), the planned fast, frequent and reliable transit between downtown St. Petersburg and the beaches, benefiting the essential workers serving the hospital-ity industry and many others, says Whit Blanton, executive director of Forward Pinellas, the countywide land use and transportation planning agency. More than 50,000 jobs are located within a half mile of the project's corridor.

What's more, visitors will enjoy using the SunRunner for quick, low-cost bus service to destinations along the Central Avenue corridor and the beaches.

It's the first leg of a much larger, regional BRT network now being developed with other transit agencies and planning organizations throughout the Tampa Bay region. "It will hopefully be the first link in a long chain of rapid bus transit that will tie together the whole Tampa Bay area and give us alternatives to personal vehicles for the first time," says Pinellas County Economic Development Director Mike Meidel.

And that's not all. The nearly \$600 million Gateway Expressway project will relieve congestion along surface roads and crowded corridors by creating two 4-lane elevated toll roads that will expedite travel between U.S. Highway 19 and I-275. Currently under construction, the Gateway Expressway could be completed by the end of 2021.

The expressway is part of the Gateway Master Plan for the mid-county area that is home to about 114,000 employees and 7,700 business. The master plan is a shared commitment among four local governments and the Department of Transportation to create more of a destination for the Gateway area, provide better connectivity and reduce automobile dependence, says Blanton. "We are also focused on planning for resilience and sea level rise."

Other projects planned for completion in the next five years are aiming to ease Pinellas-Hillsborough County travel. Two additional managed toll lanes in each direction will whisk commuters across the Howard Frankland bridge. Also planned: a West Shore Interchange on the Tampa side of the Courtney Campbell Causeway will be a critical gateway into Pinellas County.

For fresh-air commuting, the 55-mile Pinellas Trail is continuing to grow. "In the next five years, we will complete a 75-mile loop around Pinellas County," Blanton says.



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*2018 Eduventures Student Success Ratings*



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scholars for the 2019-2020  
academic year  
*The Chronicle of Higher Education*



USF Morsani College of  
Medicine achieved the **HIGHEST  
MCAT SCORE** in Florida  
*Association of American Medical Colleges-2019*



USF is **AMERICA'S FASTEST-RISING  
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is 14 spots higher than last year  
*U.S. News and World Report*



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"**HIGHEST RESEARCH ACTIVITY**" and as  
a "**COMMUNITY ENGAGED**" institution  
*Carnegie Foundation for the Advancement of Teaching*

EXPLORE MORE AT [USF.EDU](https://usf.edu)

## PARADISE BY THE NUMBERS

- 35** miles of beaches
- 588** miles of coastline
- 23** museums and aquariums, including the world-renowned Salvador Dali Museum and the recently expanded Clearwater Marine Aquarium
- 48** number of marinas
- 42** number of golf courses
- 38** number of craft breweries
- 2,000+** number of restaurants, most of them local – a foodie paradise



PHOTO JENA RUTHERFORD



## HOW TO ENJOY PARADISE IN PINELLAS

Spend the day with Dali in St. Petersburg or check out the funky arts scene along the waterfront in Gulfport. Later, head to Clearwater and catch a touring musical at Ruth Eckerd Hall or cheer on comedians or old school rock bands at the city-owned Capital Theatre.

Maybe you'd rather catch a Toronto Blue Jays spring training game in Dunedin, or walk the historic sponge docks or eclectic shops of Tarpon Springs, with its Greek Heritage.

You can hike, bike or fish in Palm Harbor, or ride horses at one of Pinellas Park's many equestrian farms for an afternoon of family fun. If golfing is more your thing, you have some 42 courses to choose from around the county.

Just want the beach? We hear you. From the award-winning Clearwater Beach to Tierra Verde, you can stake out your favorite spot for white sand. There are 35 miles of it to explore.

Maybe a hike on the Pinellas Trail is more your thing, or a picnic in the park.

"Our park systems are some of the best you will find anywhere in the country," says Scott Talcott, business development manager for Pinellas County Economic Development.

In downtown Clearwater, a hub for techies that work at companies in the area, "We are trying to tie in to the local culture and promote the arts not only as entertainment for tourists but engagement for everyday life," says Amanda Thompson, director of Clearwater's Community Redevelopment Agency (CRA).

"We're looking for interesting ways to bring color and life to the neighborhoods in unexpected ways," adds Rosemary D'Amour, the CRA's public relations and programs manager.

Now the Clearwater agency is partnering with Access 3D Lab at USF to do an augmented reality installation with one of Clearwater's murals, a 100-foot long, 3-story tall one with a female empowerment theme, later this year, D'Amour says.

And in St. Petersburg, after a seven-year wait, the new \$92 million, 26-acre Pier District opened this summer, with park and beach areas, restaurants, a marketplace featuring local small businesses, a marine education area, and of course spots to throw out your line. The Pier District is infused with public art, including Janet Echelman's billowing, aerial net sculpture called "Bending Arc"; it's quite the light show at night. It is just another day in paradise for the nearly one million people who call Pinellas home.



VisitStPeteClearwater.com

   #BrighterDaysAhead



ST.PETE  
CLEARWATER  
FLORIDA

# GREAT THINGS ARE ON THE HORIZON.

The eternal optimist in each of us still has plenty to look forward to. Like unused vacation days, long afternoons spent on the beach, and nights out with friends. And when the time is right, we invite you to experience the new St. Pete Pier, now open. Featuring 26 acres of incredible views, shopping, arts and entertainment. Just another reason we know there are brighter days ahead.

## PEOPLE TO KNOW

Develop your community relationships  
in Pinellas County.



**Michèle Alexandre**  
Dean, Stetson College  
of Law

**Zebbie Atkinson**  
President, NAACP Clearwater

**Brian Auld**  
President, Rays Baseball



**Alison Barlow**  
Executive Director, St.  
Petersburg Innovation  
District

**Whit Blanton**  
Executive Director, Forward Pinellas

**Jaclyn Boland**  
CEO, InterCultural Advocacy Institute,  
Hispanic Outreach Center

**Alan Bomstein**  
CEO, Creative Contractors

**Jennifer Brackney**  
CEO, CareerSource Pinellas



**Sandra Bradbury**  
Mayor, City of Pinellas  
Park

**Neil Brown**  
President, Poynter Institute

**Woody Brown**  
Mayor, City of Largo

**Teresa Brydon**  
Economic Development Manager,  
City of Largo

**Jessica Burns**  
CEO, Squaresmouth

**Gloria Campbell**  
President, Advantage Training  
Systems, Inc.

**Rachel Carpenter**  
CEO, Intrinio

**Lisa Chandler**  
Founder, Sugar Sand Festival; owner,  
Pier 60 Concessions

**Dr. Ulyee Choe**  
Director, Florida Department of  
Health, Pinellas County

**Peter Clark**  
Founder and President, Tampa Bay  
Watch

**Irv Cohen**  
Managing Director, Innovations  
Capital Group

**John Collins**  
Executive Director, The St. Petersburg  
Arts Alliance

**Nick Colonna**  
Director, City of Pinellas Park Planning  
& Development Services

**Nancy Crews**  
CEO, Custom Manufacturing  
& Engineering

**Frank Dame**  
CEO, Clearwater Marine Aquarium



**J.P. DuBuque**  
President & CEO, St.  
Petersburg Area EDC



[www.ForwardPinellas.org](http://www.ForwardPinellas.org)

### BRINGING PEOPLE TOGETHER TO CREATE A BRIGHT FUTURE

In Florida's most densely populated county, change is constant. Through vision, leadership and commitment, Forward Pinellas plans for prosperous, equitable and healthy communities, with complementary investments in transportation that serve the needs of our diverse and dynamic county.







## PEOPLE TO KNOW [CONTINUED]

### Dave Eggers

Vice Chair 2020, Pinellas County Board of County Commissioners

### Rui Farias

Executive Director, St. Petersburg Museum of History

### Damian Fernandez

President, Eckerd College

### Mike Fitzharris

President, HSN

### Joseph "Jay" Fleece

Chair, Pinellas Community Foundation



### Tom Frazer

Dean, USF College of Marine Science

### Gypsy Gallardo

Publisher, Power Broker Magazine

### Conan Gallaty

President, Times Publishing Co.



### Pat Gerard

Chair 2020, Pinellas County Board of County Commissioners

### Michael Grego

Superintendent, Pinellas County Schools

### Bob Gualtieri

Sheriff, Pinellas County Sheriff's Office

### Joe Hamilton

Publisher, St. Pete Catalyst; Founder, The St. Petersburg Group

### Leigh Harting

Owner, 3 Daughters Brewing

### Steve Hayes

President & CEO, Visit St. Pete/Clearwater

### Rev. Watson Haynes II

President, Pinellas County Urban League



### Frank Hibbard

Mayor, City of Clearwater

### Hank Hine

Executive Director, Dali Museum

### Rich Hume

CEO, Tech Data Corporation

### Tommy Inzina

President and CEO, BayCare Health System

### Tom & Mary James

Co-Founders, The James Museum

### Thomas Jewsbury

Executive Director, St. Pete-Clearwater International Airport



### Jeff Johnson

State Director  
AARP Florida



### Dr. Divya Joshi

President, All Children's Specialty Physicians

### Tom Kmetz

President, Johns Hopkins All Children's Hospital



### Rick Kriseman

Mayor, City of St. Petersburg

### Darryl LeClair

President & CEO, Echelon

### Albert Lee

President & CEO, Tampa Bay Black Business Investment Corp.

### Chad Loar

Regional President, PNC Bank, West & Central Florida

### Kevin Lothridge

Executive Director, National Forensic Science Technology Center

### Jason Mathis

CEO, St. Petersburg Downtown Partnership

### Noel McCormick

President, McCormick Stevenson Corporation



### Mike Meidel

Director, Pinellas County Economic Development

### Robin Miller

Tampa Bay Beaches Chamber of Commerce

### Mark Mondello

CEO, Jabil

### Tom Morrisette

President, Central Pinellas Chamber of Commerce



### Diane Morton

Executive Director, Warehouse Arts District Association

### Drs. Kiran & Pallavi Patel

Founders, Nova Southeastern University Dr. Kiran C. Patel College of Osteopathic Medicine

### Amanda Payne

CEO, Amplify Clearwater



### Shirl Penney

President and CEO, Dynasty Financial Partners

### Sarah Perrier

Owner, Kahwa Coffee



# PEOPLE TO KNOW

## [CONTINUED]

### Jakub Prokop

Director-Clearwater Campus, Pinellas Technical College



### Paul C. Reilly

CEO, Raymond James

### Roger Roberds

CEO, MicroLumen

### Denise Sanderson

Director, City of Clearwater, Economic Development and Housing

### Mike Schultz

President & CEO of AdventHealth West Florida Division

### Maria Scruggs

President, NAACP St. Petersburg

### Greg Sembler

CEO, The Sembler Company

### Kristen Shepherd

Executive Director, St. Petersburg Museum of Fine Arts

### Sophia Sorolis

Director, City of St. Petersburg, Economic Development

### Jamal Sowell

President & CEO, Enterprise Florida

### Barbara St. Clair

Executive Director, Creative Pinellas



### Jill St. Thomas

Executive Director, Tampa Bay Tech

### Chris Steinocher

President & CEO, St. Petersburg Area Chamber of Commerce



### Catherine Stempien

Florida President, Duke Energy

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## PEOPLE TO KNOW

[CONTINUED]

**Nathan Stonecipher**  
Owner, Green Bench Brewing



**Sri Sundaram**  
Dean, USFSP Kate  
Tiedemann School of  
Business and Finance

**Martin Tadlock**  
Regional Chancellor, USFSP

**Paul C. Tash**  
CEO & Chairman, Times Publishing Co.



**Kyle Taylor**  
CEO, The Penny Hoarder



**Kanika Tomalin**  
Deputy Mayor, City of St.  
Petersburg

**Paul Toomey**  
President, Geographic Solutions

**Ester Venouziou**  
Founder, LocalShops1



**Tonjua Williams**  
President, St. Petersburg  
College

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