



**PINELLAS
COUNTY**

ECONOMIC DEVELOPMENT
WWW.PCED.ORG

Annual Report Fiscal Year 2022

Pinellas County Economic Development

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Director's Message

Pinellas County has always been integral to the economic success of the Tampa Bay region and beyond. From our robust manufacturing base and flourishing tech sector, to record low unemployment rates, this year, as One Pinellas County, we delivered a business-friendly environment, assistance with business growth, new manufacturing space and good jobs for our most valuable asset - our people. In 2022, we celebrated two major milestones: the groundbreaking of the new Ark Innovation Center and the completion of the first industrial manufacturing building, supported in part by the Employment Sites Program.

Thank you to the Pinellas County Board of County Commissioners, which is committed to creating the ideal business climate and prioritizing business and job growth for all Pinellas citizens. I also want to thank all of our partners and stakeholders who work incredibly hard to move Pinellas in the direction of progress and growth. Let's continue to work together to make Economic Development a success in 2023.



Dr. Cynthia Johnson
Director, Pinellas County
Economic Development

Prime Redevelopment & Operations Projects

Brooker Creek South

Employment Sites Program

Brooker Creek South is the first industrial manufacturing building supported in part by Pinellas County's Employment Sites Program (ESP). The landmark building represents an investment of \$15 million by Harrod Properties, Inc. to develop a 130,000-square-foot, modern industrial space for three companies over a span of 11.27 acres. Pinellas County Commissioners funded a \$908,500 financial gap through the ESP to assist with the higher cost of development and to ensure the industrial facility will accommodate employers for at least 20 years.

"The ESP is yet another example of collaborative efforts with companies to strengthen Pinellas County as a major manufacturing hub, while helping fill capital gaps to bring new construction to market."



ARK Innovation Center Regional Business Incubator

Pinellas County, in partnership with the U.S. Economic Development Administration, the City of St. Petersburg, the Tampa Bay Innovation Center, and ARK Invest, is designing, constructing, and equipping the new ARK Innovation Center. The total investment of \$16 million will drive economic impact by catalyzing future startups and technology companies in the Tampa Bay region. The ARK Innovation Center is slated for completion in 2023. Pinellas County hosted a groundbreaking ceremony for the site in February 2022, and construction of the facility went vertical in September 2022.

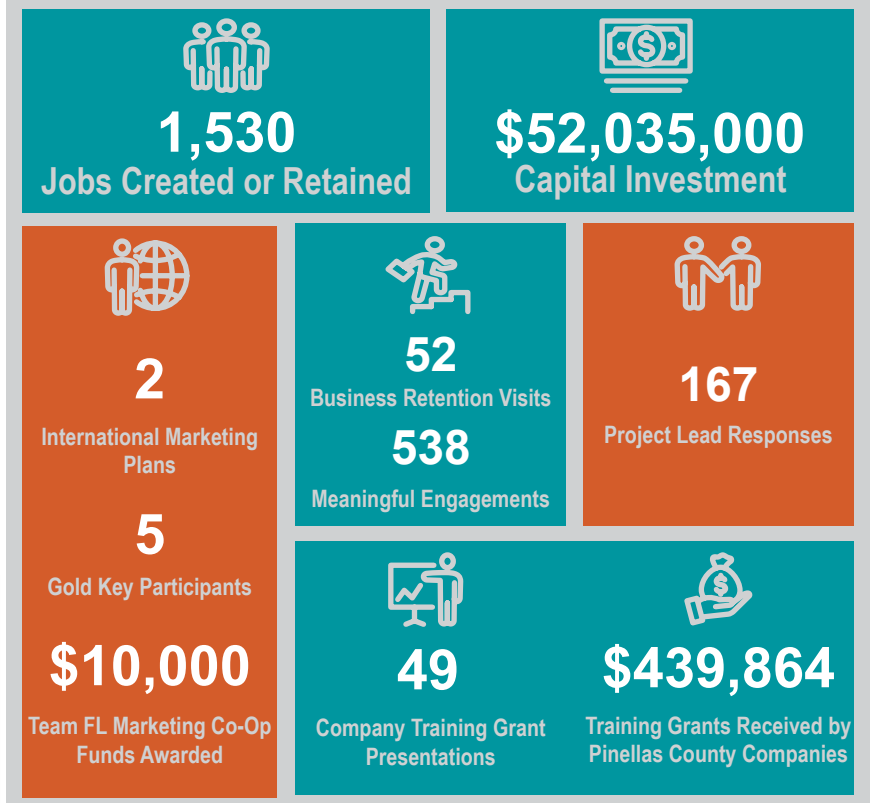


"Fostering continual economic growth, vitality, and a strong workforce is a priority for Pinellas County Economic Development."



Business Retention & Attraction

Our Business Development team continued its dedicated work to recruit new companies and help existing businesses discover new ways to grow in Pinellas. Notably, DeliverHealth, AnyDesk, and ARK Invest chose Pinellas for their new headquarters locations. Additionally, a new, straightforward, and transparent criteria and scoring system was developed for the Ad Valorem Tax Exemption investment tool.



Office of Small Business & Supplier Diversity

The Office of Small Business & Supplier Diversity increased its efforts to assist small businesses and reach new clients in greater numbers and more diverse ways. The number of Small Business Enterprise (SBE) vendors increased 119% above a goal of 600, and 30% more SBEs were awarded as primes. We initiated a plan to promote economic development activities in unincorporated Pinellas County. We worked with the US Hispanic Chamber of Commerce to host an all-day Hispanic Business Conference in observation of Hispanic Heritage Month, and the Florida Procurement Technical Assistance Center (PTAC) at PCED hosted an event to educate the local business community about the Navy's Research and Development Programs.








Department of the U.S. Navy
Presentation: Small Business Innovation Research & Small Business Technology Transfer Program
May 17, 5 - 7pm
The Hub, St. Petersburg, FL



*through Community Navigator Program

Marketing & Public Relations

Our Marketing & Public Relations team extended its reach through digital communications, posting an 11.19% increase in total social media audience, an 8% increase in social media engagements, and an 18.78% increase in total social media impressions. Director engagement was high, resulting in interviews and mentions in news outlets, as well as more than a dozen speaking engagements. PCED was featured in 17 paid print and digital advertisements, and videos were produced for social media, highlighting services to businesses.


	24,796 Total Social Media Audience	25,607 Social Media Engagements	571,511 Social Media Impressions	18.8% Increase in Social Media Impressions	 56,685 Page Views on PCED.org
	17 Paid Print & Digital Ads	303,456 Distribution	7,760 Digital Ad Impressions		
	18,800+ Email Subscribers	78 Email Campaigns	29% Open Rate	 20 Success Stories	



STAR Center

The STAR Center upgraded its facility by updating an electric metering system, closing its aging cafeteria and opening the "Avenue C" self-serve market, and decommissioning and demolishing the Industrial Waste Neutralization Plant. PCED engaged Colliers to provide strategic planning for the STAR Center, with facility conditions, current / future workforce and market analysis utilized to provide recommendations. Colliers concluded that redevelopment through a P3 partnership provides the greatest value to Pinellas County. PCED staff worked with the Tampa Bay Regional Planning Council to develop a conceptual model of redevelopment.



	87% Occupancy Rate
	\$1,607,400 Direct Earnings
	1,767 Total Employees