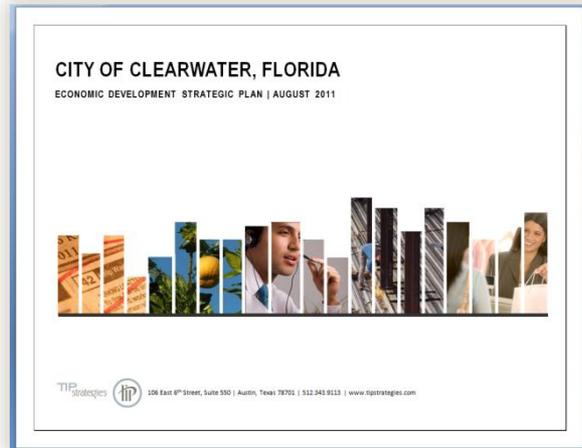




ECONOMIC DEVELOPMENT STRATEGIC PLAN

FY15-16 Accomplishments
April 17, 2017

ECONOMIC DEVELOPMENT STRATEGIC PLAN

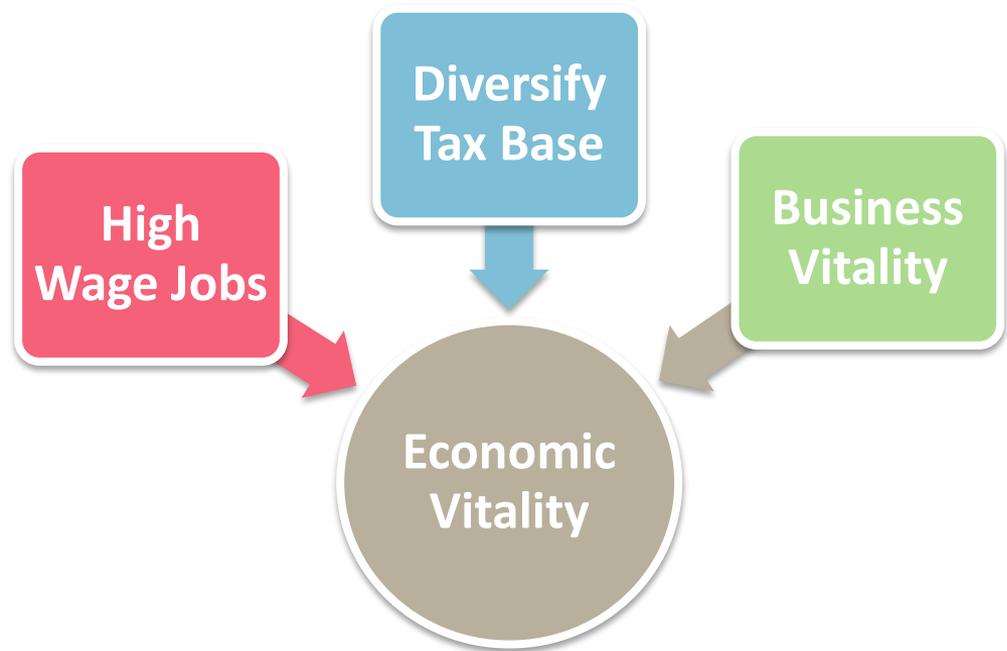


Adopted November 2011

- Plan Overview
- First 5 Years
 - Major Accomplishments
- FY15-16
 - Accomplishments
 - Performance Metrics
- Looking Ahead
 - Priority Strategies
- US19 Market Snapshot

PLAN OVERVIEW

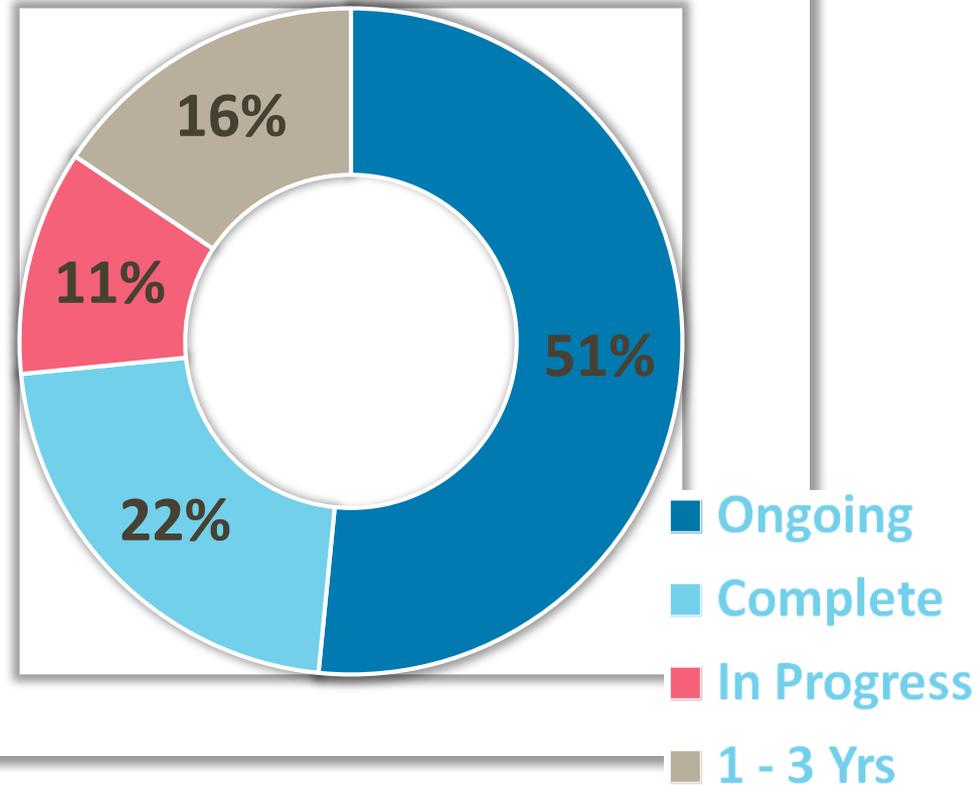
Guiding Principles



PLAN OVERVIEW

Goals

- Land Use
- Investment Climate
- Business Retention & Expansion
- Business Development
- Talent & Place



FIRST 5 YEARS

Major Accomplishments

- **US19 Corridor Redevelopment Plan***
- **Incentive Programs & Tools**
- **Database of Existing Businesses**
- **Enhanced BRE Program (+Staff)**
- **Entrepreneurship & Small Business Development**
- **Local & Regional Marketing**
- **Enhanced Public Amenities & Aesthetics**

* Zoning District & Development Standards, Adopted 2/2/17

FY15-16 ACCOMPLISHMENTS



LAND USE

US19 Corridor

- 7.1 Miles, 4K Parcels
- Long Range Planning
 - 4 Open House Events
 - 2 Large Landowner Meetings
 - Stakeholder Meetings
 - Postcards Mailed, Flyer Produced
 - Comprehensive Plan Amendment (9/2016)
 - Future Land Use Map Amendment (9/2016)

**US19 Zoning District &
Development Standards**
Adopted 2/2/2017

BUSINESS RETENTION & EXPANSION

Projects

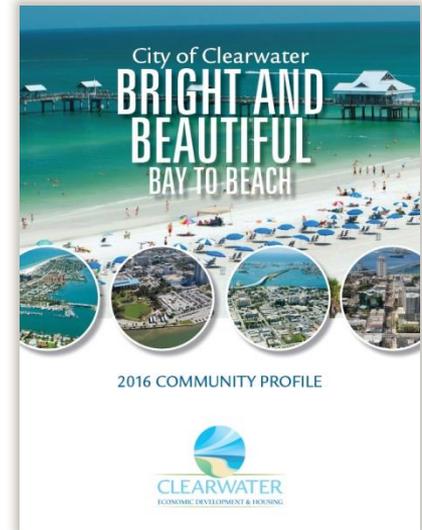
- **BayCare HQ (Phase II)**
 - \$49M; 150K SF; (1,200 Jobs*)
- **13 Fishing HQ**
 - 21K SF, 10 Jobs
- **Lightning Master**
 - \$400K, 36K SF, 45 Jobs

361 Business Visits
6 Press Releases
3 Story Pitches
16.3% Increase in
LinkedIn Followers
2 Marketing Awards

BUSINESS RETENTION & EXPANSION

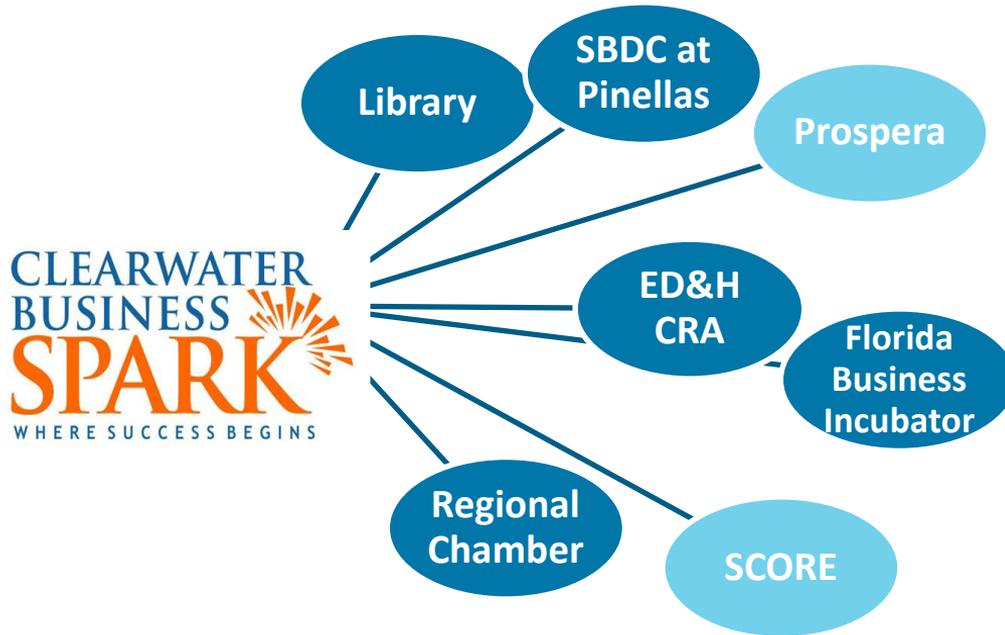
Projects

- **Project Sweettooth**
 - QTI Local Match \$6.5K*, 13 Jobs
- **Project Atlas**
 - QTI Local Match \$6K*, 12 Jobs
- **SC²**
 - \$4.5K Façade Grant (CRA\$)



* Amended, 2017: Extended 1yr.

BUSINESS DEVELOPMENT

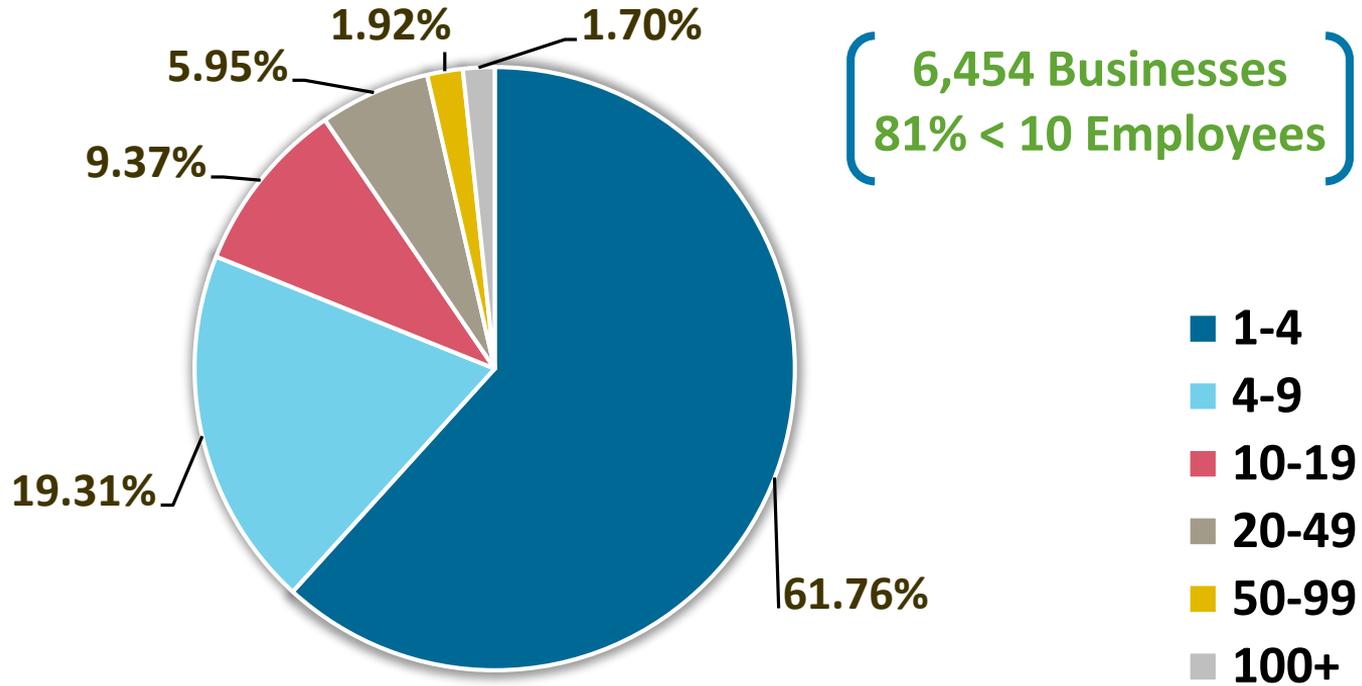


- 109 Referrals
- 2 Events, 250 Attendees
- 2 Marketing/Media Contracts
- 3 Paid Media Placements
- 12 Earned Media Placements
- 7.3K Website Page Views

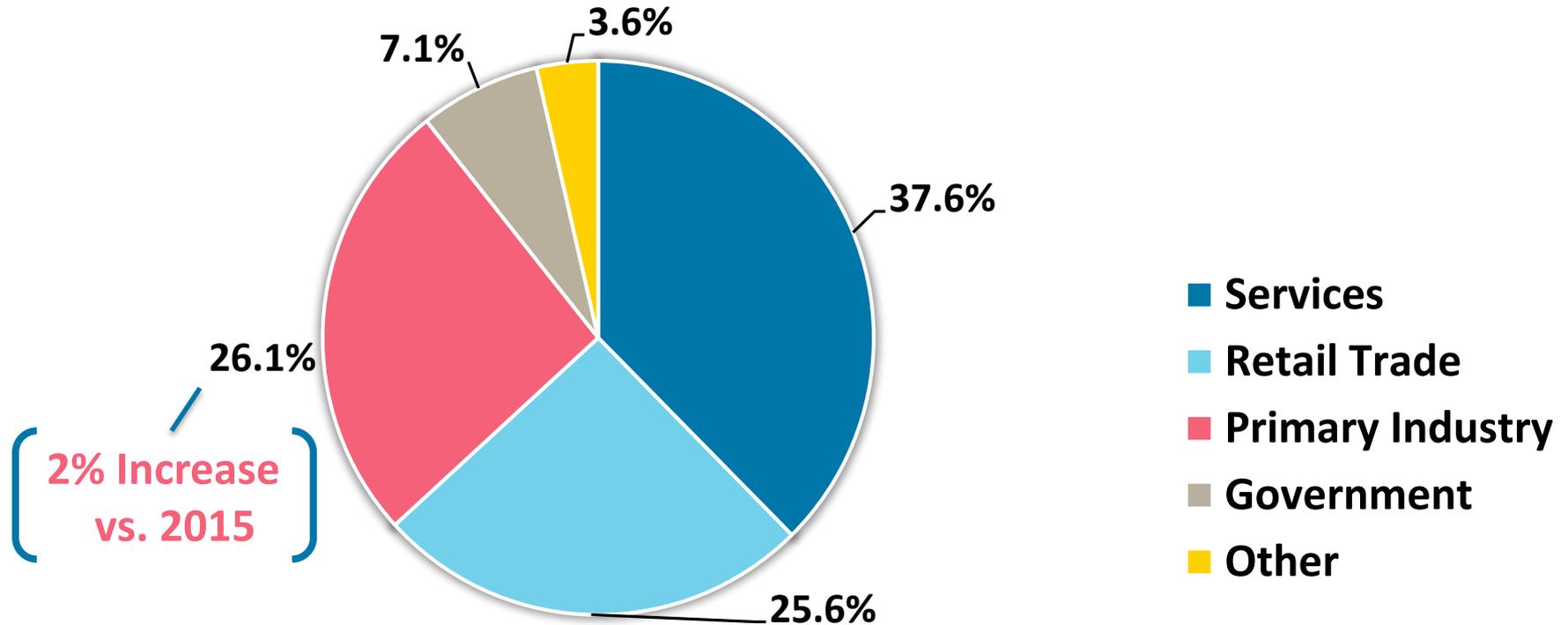
PERFORMANCE METRICS

An architectural rendering of a modern urban street scene. The scene features a multi-story building with a grid of windows, palm trees, and a mix of vehicles including cars, a pickup truck, and a bicycle. Pedestrians are shown walking on the sidewalks and crossing the street. The overall atmosphere is bright and clear, suggesting a sunny day. The text 'PERFORMANCE METRICS' is overlaid in the center in a bold, blue, sans-serif font.

ESTABLISHMENTS BY EMPLOYMENT SIZE



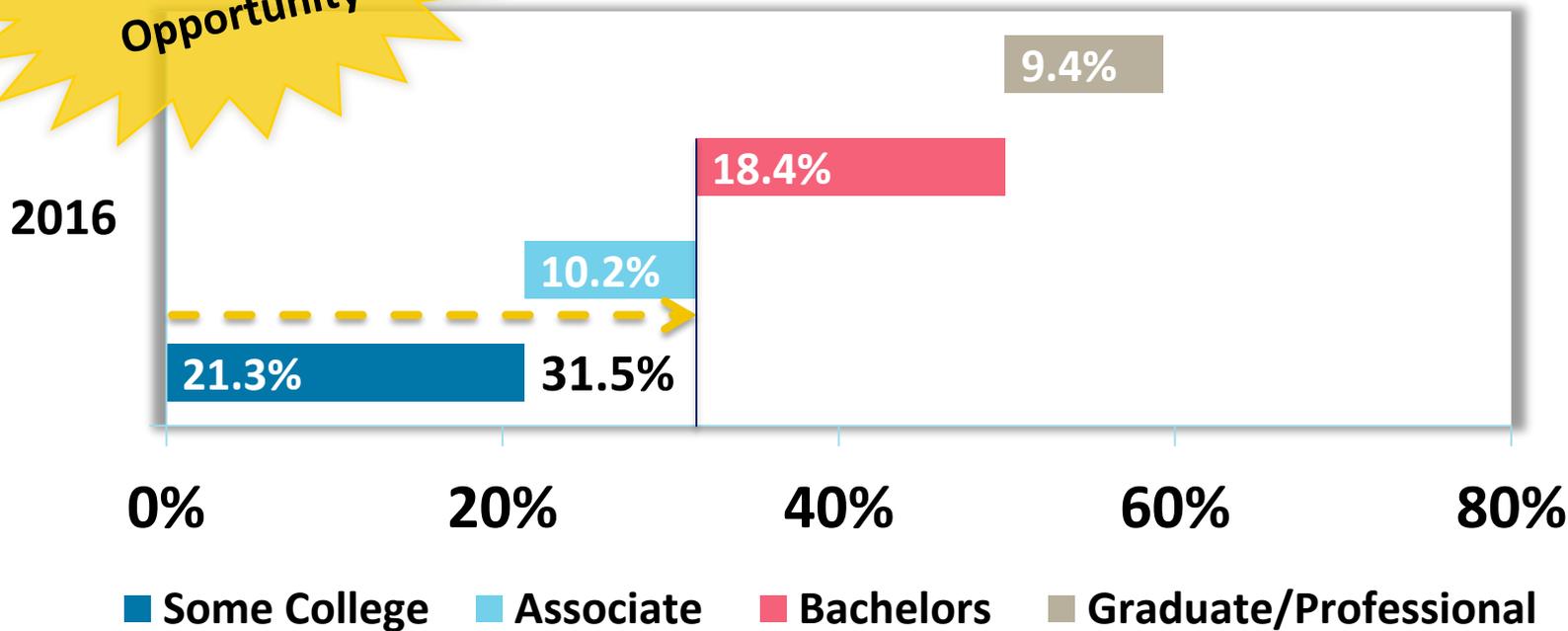
EMPLOYMENT BY INDUSTRY TYPE



EDUCATIONAL ATTAINMENT

% POPULATION, 25+ YRS OF AGE

Workforce
Education
Opportunity



ASSESSED VALUE BY PROPERTY TYPE (\$)

■ Residential ◆ Commercial — Government & Institutional - - - Other

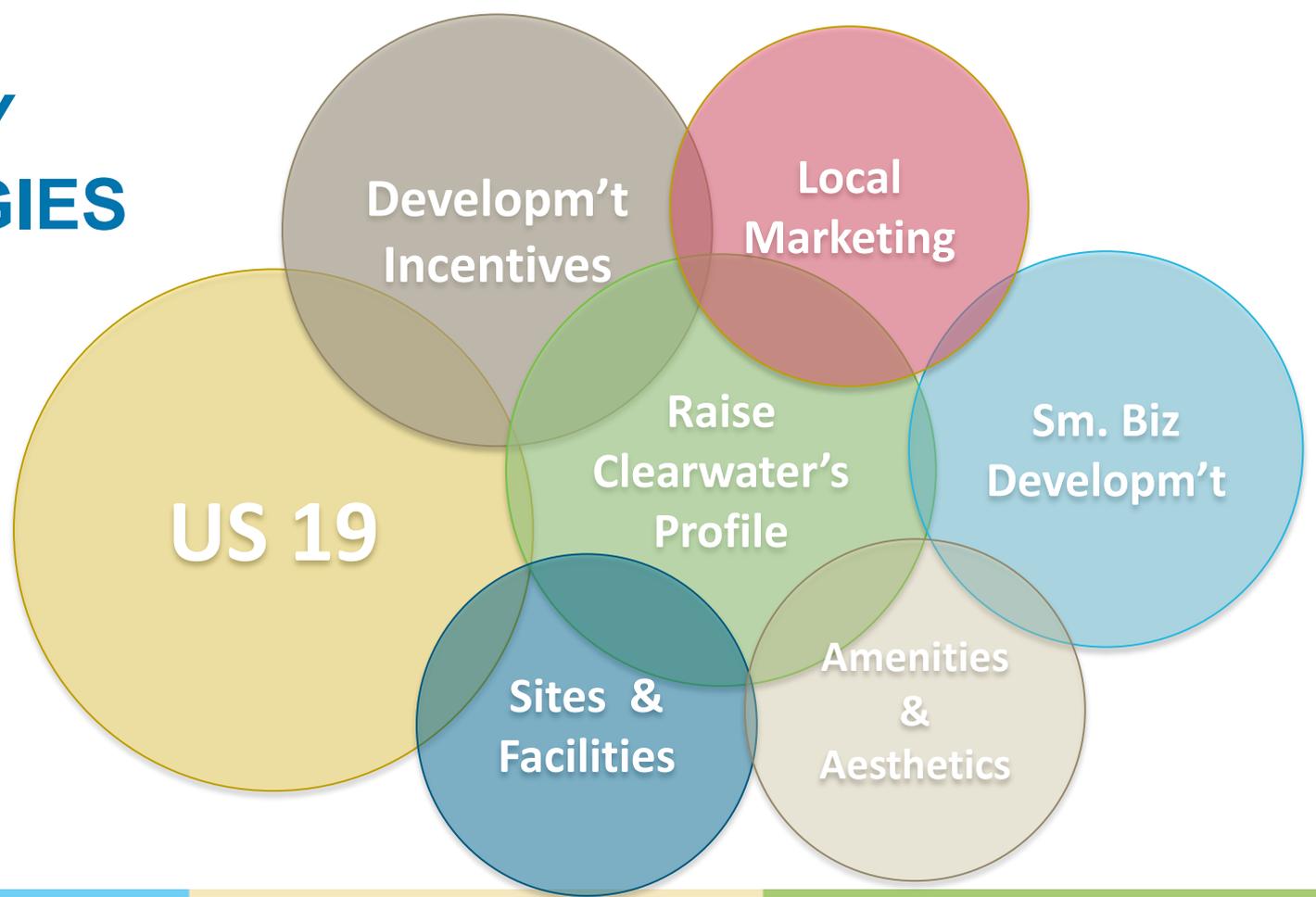


An architectural rendering of a modern city street scene. The background features a tall, multi-story building with a grid of windows. In the foreground, there's a street with a crosswalk, a white car, a white pickup truck, and several pedestrians. The scene is bright and clear, suggesting a sunny day. The text "LOOKING AHEAD" is written in large, bold, blue letters, and "FY16-17 PRIORITY STRATEGIES" is written in smaller, bold, blue letters below it.

LOOKING AHEAD

FY16-17 PRIORITY STRATEGIES

PRIORITY STRATEGIES



PRIORITY STRATEGIES

- **US19 Corridor**
 - Greatest Economic Opportunity
- **Development Incentives**
 - Catalyze Investment
- **Sites & Facilities**
 - Assemblage, Annexation & Cleanup of IRT Sites
 - Rehabilitation & Updating of Existing Facilities
- **Amenities & Aesthetics**
 - Quality of Place to Attract & Retain Talent



PRIORITY STRATEGIES

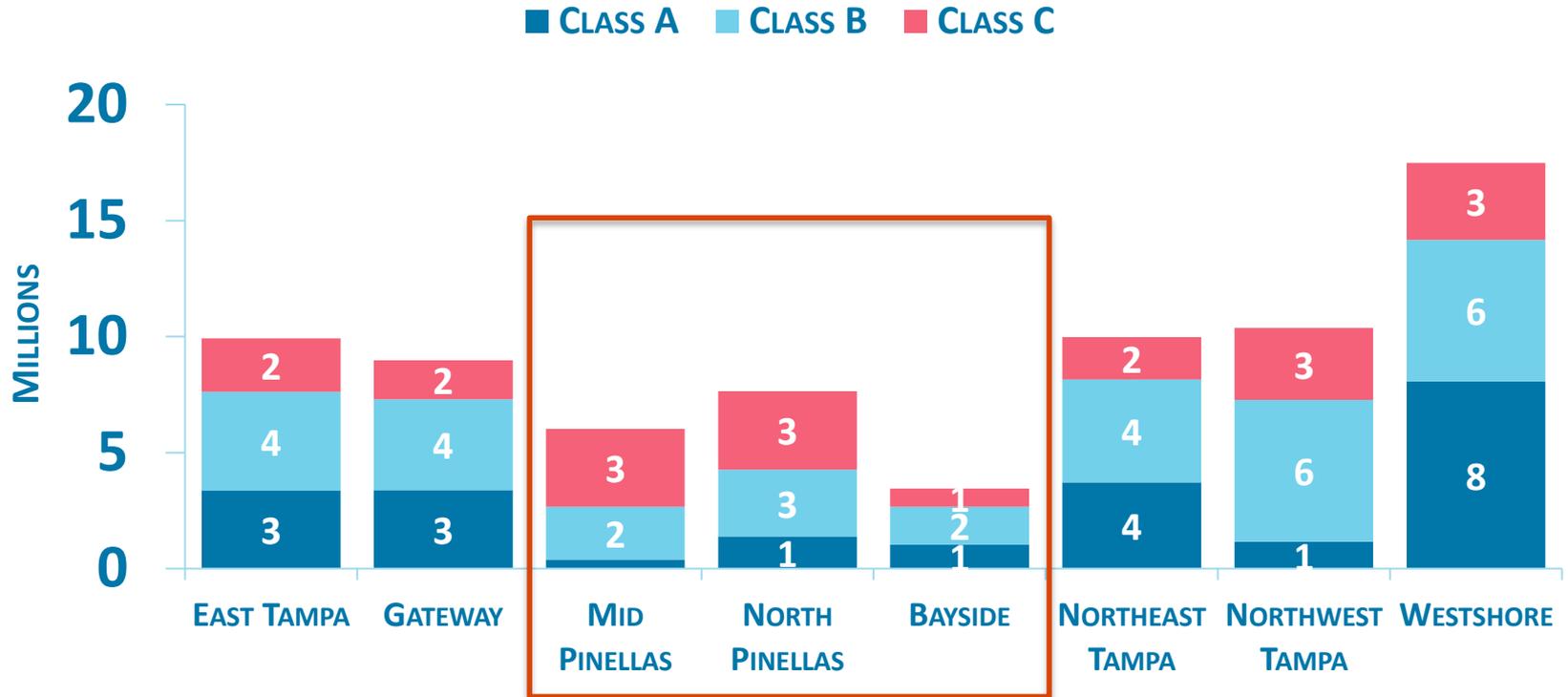
- **Local & Regional Marketing**
 - Tell Our Story
 - Leverage Tourism Activities
- **Targeted Marketing**
 - Site Selectors, Developers
 - Primary Targeted Industries
- **Clearwater Business SPARK**
 - Expand Network & Services



US19 MARKET SNAPSHOT

Tampa Bay Office Statistics, 2016

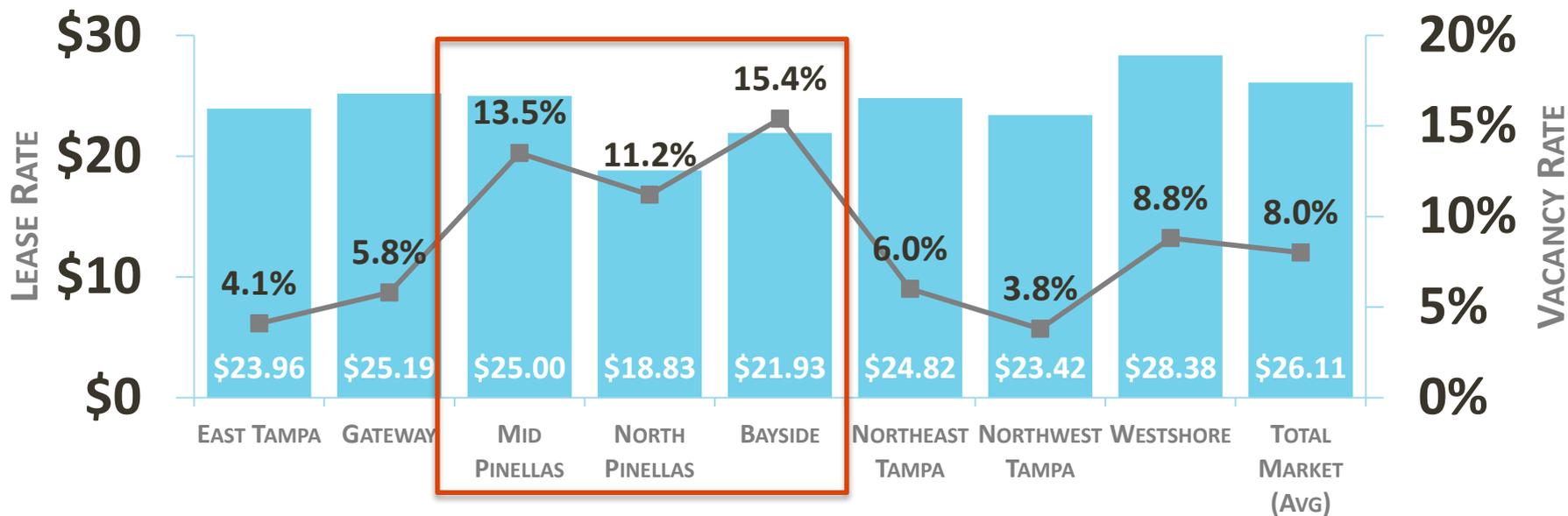
RENTABLE BUILDING AREA (SQ FEET)



Source: CoStar Group, Year-End 2016, Tampa/St. Petersburg Office Market

CLASS A OFFICE REGIONAL COMPETITIVE MARKET (US19)

■ AVG LEASE \$ ■ % VACANCY

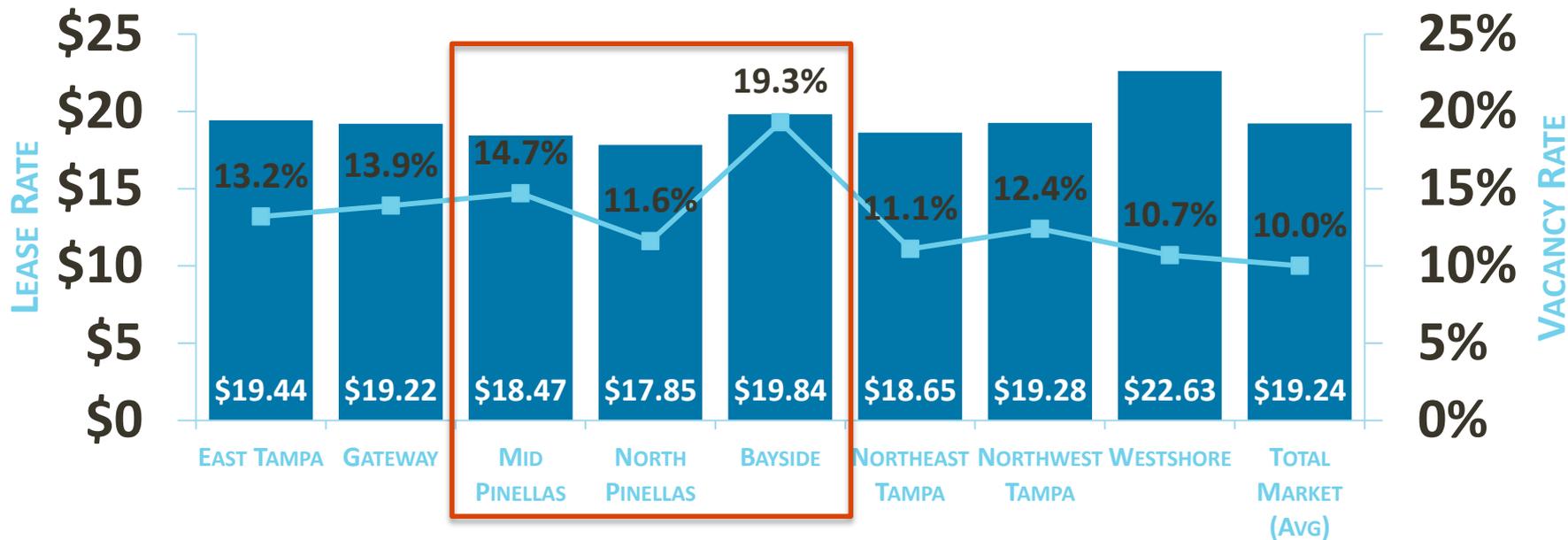


Source: CoStar Group, Year-End 2016, Tampa/St. Petersburg Office Market

CLASS B OFFICE

REGIONAL COMPETITIVE MARKET (US19)

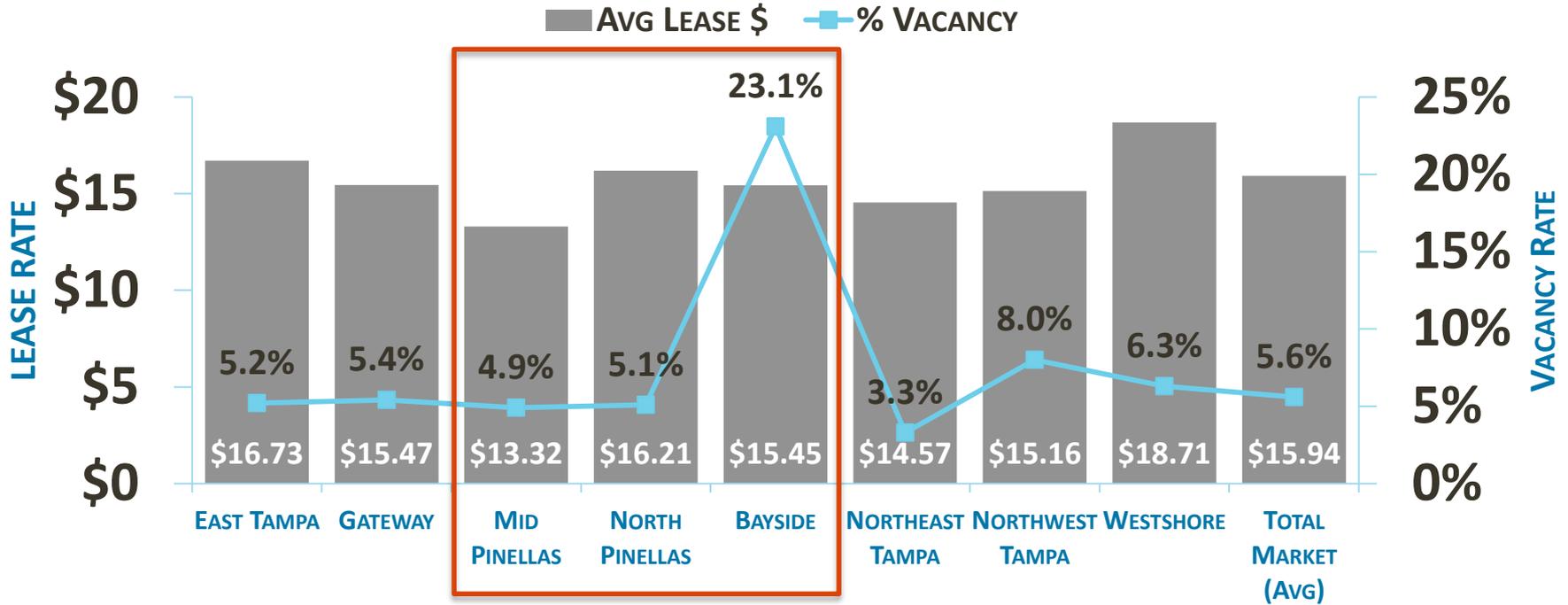
■ AVG LEASE \$ ■ % VACANCY



Source: CoStar Group, Year-End 2016, Tampa/St. Petersburg Office Market

CLASS C OFFICE

REGIONAL COMPETITIVE MARKET (US19)





ECONOMIC DEVELOPMENT STRATEGIC PLAN

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