

2014 Economic Innovation and Leadership Symposium – Feedback

What is the biggest challenge facing the Pinellas community?

Top three answers:

- **Land: 25%**
- **Communication/Working Together: 23 %**
- **Transportation: 13.5%**

1. People are stuck in status quo. We need to revision for the future. Develop smart.
2. Climate change, sea level rise, salt water intrusion.
3. Name recognition; mark what we got to offer.
4. Lack of communication on key issues. Most residents think tourism is our top attraction and economic contributor – this is not the case.
5. Awareness and image of the #1 primary industry of manufacturing. Too many students and parents have a primary goal of earning a bachelor's degree as their 1st degree, which is not needed for this industry's mid-level occupations. Google: YouTube video: "Success in the new economy"
6. Land for industrial development/redevelopment
7. Regulatory obstacles on higher levels can hinder development but we have no real control over other agencies.
8. Getting us together.
9. -----
10. Creating opportunities for adaptive reuse of what we have available.
11. Agreement of/buy-in of vision for the future. Work together.
12. No large parcels of land and the required infrastructure.
13. The will of all the leaders to make it happen. "If you want to change something you have to change something."
14. Poor transportation and traffic congestion.
15. Compiling enough land to redevelop for primary jobs; regulation relief to speed up approval.
16. Areas should be unique and not be the same as adjacent community. Instead of individual building permit services and inspection the county should manage building and inspection on all municipalities for consistency.
17. Work together.
18. Transportation and water issues (quality, sea level rise, etc.)
19. Landlocked by water on three sides, lack of expansive land area.
20. Attracting and keeping quality, creative young people
21. Transportation – light rail; quality workforce, well educated and trained.
22. Managed redevelopment.
23. Before presentation: lack of real cooperation between county and municipalities and as a region. After: Lack of buildable industrial property.

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24. Lack of land.
25. Declining jobs and population.
26. Disjointed approach with 24 cities.
27. Improving our economy for all citizens especially our less fortunate.
28. Communication of why and what we are doing things.
29. Ability to plan collaboratively as of with a region. Example: Move into actions to demonstrate community of communities.
30. Why would St. Petersburg give the name of their baseball team Tampa Bay Rays, instead of St. Petersburg Rays. No publicity for St. Petersburg. Why would the local newspaper change the name from “St. Petersburg Times” to the “Tampa Bay Times”
31. Changing the mindset of our populace that Economic Development is healthy.
32. Lack of available property for new industries.
33. Global integration; increased utilization of international opportunities.
34. Growing the number of primary employers to retain and attract a sustainable workforce.
35. Transportation and regional connectivity, specifically Tampa-Pinellas connection.
36. Everyone working together.
37. Redeveloping in a way that brings the best quality industry to the region while still maintaining (or improving) environmental quality. Also, the proximity to the coastline means that some existing developed areas should be moved further inland which could result in less usable land area.
38. Redevelopment and consensus for some areas to have higher density.
39. Developing a robust mass transit network.
40. Lower average wage of workers
41. Getting buy-in and agreement from the various governments. “Pay as you go” mentality.
42. Political subdivisions still hold to the philosophy “control our own destiny.”
43. Effective Economic Development.
44. County is built out. Need to take bold action.
45. Land available for redevelopment.
46. We are mostly built out.
47. Need for buy-in for getting public land for industry; transportation.
48. No open land to facilitate economic growth.
49. Transportation and accessibility to bus system that is usable county-wide transportation to work, school and food locations and medical are essential. Walkable communities are also important and will attract a younger workforce.
50. How to get all of the jurisdictions to work together.
51. Available land site ready for primary employers.
52. Political fragmentation and unwillingness to invest in the future.

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What is the Pinellas community's greatest asset?

Top three answers:

- **Beaches/Water: 35%**
- **Geographic Location/Weather: 29%**
- **Quality of life: 15%**

1. Recreation, Tampa Bay, Gulf, Natural Resources, Weather
2. Our beaches.
3. Beaches, way of life, geographical location.
4. -----
5. It's people.
6. Existing business and work force.
7. Intra-local collaboration and spiritual innovation
8. Our intent to do right
9. -----
10. Beaches that draw everyone here – protect then build all of Pinellas County to be the best it can be.
11. Diversity of businesses, people, housing.
12. Quality of life – beaches, cultural assets.
13. Geography and enough outdated facilities and housing to rebuild on.
14. The beaches.
15. Our location, waterfront, general desirable place to live, learn and work.
16. Many unique and innovative businesses.
17. Drive, focus, available land.
18. Natural environment.
19. Beautiful natural environment, excellent climate
20. We have multiple, historical activity nodes. We can build upon these nodes, connect with transit.
21. Natural resources.
22. Climate/natural environment.
23. Potential to generate skilled workforce.
24. Waterfront.
25. Quality of life.
26. Existing talent pool.
27. Our youth and our leadership.
28. Geographic location.

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29. Trends to demonstrate and benefit from synergistic collaborations.
30. July/Beaches/Tourist/Weather
31. Interconnectivity- transportation and municipal.
32. Beautiful place to live and grow. Comfortable climate. Tax structure is good, ease of commute, high quality secondary education and livable cities.
33. Geographical location.
34. Quality of life – diversity in activities.
35. Beaches/natural resources
36. Drive and sense of urgency.
37. A history of working together proactively on regional challenges.
38. Waterfront and quality of life.
39. Part of a strong MSA.
40. Attractions (beaches)
41. The culture, natural resources and quality of life.
42. Well-educated and informed BCC and County Admin.
43. Asset of quality of life for recruitment
44. Location! All other things considered why would people not want to come here?
45. Great place to live.
46. Our beaches
47. The place – beach.
48. Water, weather, St. Pete, Dunedin.
49. There are a number of visionary community leaders in the community who are striving to make improvements.
50. Quality of life, weather, beaches. Potential redevelopment of Joe's Creek Industrial Park; potential for regional stormwater improvements.
51. Beaches, weather, retirees
52. Climate, beaches, livable environments like the small towns.

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What is the one big thing we need to do right now?

Top three answers:

- **Secure Land for Redevelopment: 35%**
- **Green Light Pinellas/Light Rail: 15%**
- **Market Business Community/Create High-Wage Jobs: 15%**

1. Stop developing in floodplain.
2. Secure enough water for our future growth.
3. Market our business community.
4. Reshape our culture to include the community in multiple outreach and information sharing opportunities.
5. Public awareness of local labor market demand and employers.
6. Public acquisition of land for future industrial development.
7. Promote Pinellas' successes and vitality so that the rest of the county understands we are not God's waiting room.
8. Get busy doing it.
9. Let's virtually map our future; make it 3D. Let's play SIM City for real for all of our citizens – including our seniors and those struggling with poverty.
10. Land acquisition for development.
11. Money for land acquisition. Use TDC money to market economic development.
12. Annex some land from Pasco.
13. Get a short term project that can be accomplished and streamline the approval process which currently discourages redevelopment.
14. Pass Greenlight Pinellas.
15. Work together as a "community". Regulatory, reform and spend money on economic development.
16. Create the industrial land bank. Create map/date of industrial land located along CSX rail.
17. Pick a spot and develop it.
18. Prioritize where these dense/industry should be and invest in land so we are ready.
19. Increase density. Particularly in transit corridors to allow apartments and smaller house sizes.
20. Strengthen urban centers. Existing centers in the county are emerging but not strong. They need to be the same level of quality as competitive markets.
21. Available land and Greenlight Pinellas.
22. Land bank industrial land.
23. Establish vision and define first small practical steps.

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24. Commit public funds to land assembly.
25. Engaged elected leaders.
26. Communicate.
27. Fix what is broke or get rid of it.
28. Get manufacturing to the level it needs to be to support the service sector.
29. Coalesce around energy data, education, policy and actions
30. Improve signage and complete road construction in a timely manner. Effects tourists and residents and causes traffic back-ups.
31. Greenlight implementation.
32. State, counties, cities and communities (Tampa Bay Area) need to work collaboratively and strategically to develop an economic plan to build/grow high paying jobs.
33. Improve and coordinate manufacturing opportunities; develop light rail.
34. Focus efforts on the future, not the near future which includes drawing in primary employers, growing current employers and ensuring transportation connectivity throughout community between residential hubs and employment hubs.
35. Improve on regional planning.
36. -----
37. Pass Greenlight Pinellas. Start being pickier about what we allow in our county – quality over quantity.
38. Earmark a portion of Penny for Pinellas funds toward Economic Development in the future of land assembly or infrastructure.
39. Fund transit.
40. Attract higher paying companies.
41. Borrow for our future.
42. Communicate the vision.
43. Develop solid, effective “total purchase” of entailment for ____ to the county.
44. Identify key areas for redevelopment – prioritize and implement.
45. Regional discussion of redevelopment.
46. Change the state law to reduce our power costs – currently the highest in the state based on Duke’s expenses and mistakes. Profit.
47. Get people to sign up to actually do this plan.
48. Determine ability to have turnkey sites for relocations of companies.
49. Create higher wage jobs that can lift people out of economic difficulty.
50. Open counter; intergovernmental agreement between county and whichever cities want to start on this now; share in property taxes; begin assembly industrial land.
51. Provide strong leadership
52. Adapt incentives for target based industry to move to area.

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Did you find the symposium to be useful? Is it worth doing again?

Top three answers:

- **Yes, Yes!: 100%**

1. Yes. Yes.
2. Yes, every few years for one day.
3. Yes anytime you exchange and a debate ideas is useful.
4. Found the symposium worthwhile and informative.
5. Yes!
6. A lot of useful information was presented. Definitely worth doing again.
7. Yes, absolutely.
8. Yes! Yes!
9. -----
10. Absolutely. 5 years – not 10. Or even annually.
11. Yes!
12. Excellent presentations – well worth doing again. The general public needs to be educated on a lot of this info.
13. It is the best thing that has happened both 10 years ago as well as today. But plans without action are a waste of time. Knowing about the impending problems means nothing if we do nothing.
14. Very. Absolutely.
15. Opened my eyes to our next 5 years and our quality of life.
16. Excellent symposium. Need to follow-up with “Action Steps” symposium.
17. Yes
18. Yes, but needed more diversity in information. Same information was repeated over and over. GIS was great.
19. Yes
20. Yes, should be every two years. Invite more consultants. Offer AICP CM Credits. Charge a small fee.
21. Absolutely!
22. Yes! Yes!
23. Yes, yes
24. Yes & yes
25. Yes
26. Yes, yes
27. Yes

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28. Yes it is, yes with a better economic person then the one we had.
29. Very! Well done!
30. Please use videos of the symposium for regional TV education of larger population. Plan convening more complex representation and expanding onto strategic directions to include potential policy changes.
31. Yes.
32. Absolutely. Understanding the faces behind the story helps us spread the word more effectively.
33. Yes! Yes!
34. Yes; yes.
35. Yes, very.
36. Extremely useful; please continue to hold this symposium.
37. Extremely! Yes.
38. Yes, absolutely.
39. Yes. Would like the next to feature Pinellas cities and elected officials.
40. Yes.
41. Yes, very enlightening. The ideas are progressive and necessary for the future.
42. Very useful and well worth repeating.
43. Yes.
44. Very useful.
45. Yes.
46. Yes, every other year.
47. Yes, most helpful event I have been to in years!
48. Yes, quite good but don't need it every year.
49. Yes and yes.
50. The quality of the presentations was great; yes!
51. Yes, yes and often – to keep everyone engaged in the ongoing process!
52. Yes, Yes