

Economic Development Tools and Concepts

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Pinellas County Economic Development (PCED) Mission Statement

- ▶ **Retain** existing businesses and encourage entrepreneurship, while cultivating business success and expansion.
- ▶ **Attract** new high-quality, high wage and diversified employment to Pinellas County.
- ▶ **Improve** the business climate in Pinellas County, while preserving our quality of life.
- ▶ **Serve** as a liaison, partner, facilitator, advocate and provider among public agencies, private companies, business associations and educational institutions, to deliver strong, fast, efficient and effective support to Pinellas County businesses in a “Team Pinellas” format.
- ▶ **Facilitate** availability of a trained and productive workforce, to assure a vital and diversified Pinellas County economy.

Outcome: More and Better Jobs for Pinellas County



Pinellas County Target Industries

- ▶ Advanced Manufacturing
- ▶ Aviation & Aerospace
- ▶ Business & Financial Services
- ▶ Defense & National Security
- ▶ Information Technology
- ▶ Medical Technologies



PCED Small Business Development Services

- ▶ Regular business classes at the FSBDC, from “Business Plans for Every Situation,” to “Doing Business with Pinellas County”
- ▶ Links to Lending Resources and SBA programs
- ▶ Personalized 1-on-1 Business Consulting
- ▶ Export development and planning
- ▶ Personalized guides to federal and government contracting
- ▶ Export Assistance through the Clearwater U.S. Export Assistance Center:
www.PCED.org/international



PCED Business Retention, Expansion and Attraction Services

- ▶ Site location searches
- ▶ Permitting assistance
- ▶ Incentives
- ▶ Financing, including SBA loans and Industrial Revenue Bonds
- ▶ Training grants
- ▶ Small Business Innovation Research applications



Business Climate Incentives

► State Incentives

- Qualified Target Industry Tax Refund Program (QTI)
- Quick Action Closing Fund (QACF)
- Quick Response Training Program (QRT)
- Incumbent Worker Training Program
- Brownfield Redevelopment Program
- Enterprise Zone Incentives (EZ)
- Capital Investment Tax Credit
- High Impact Performance Incentive Grant (HIPI)
- Economic Development Transportation Fund
- Urban Job Tax Credit

► County Incentives

- Job Creation Incentive Grant
- Ad Valorem Tax Abatement



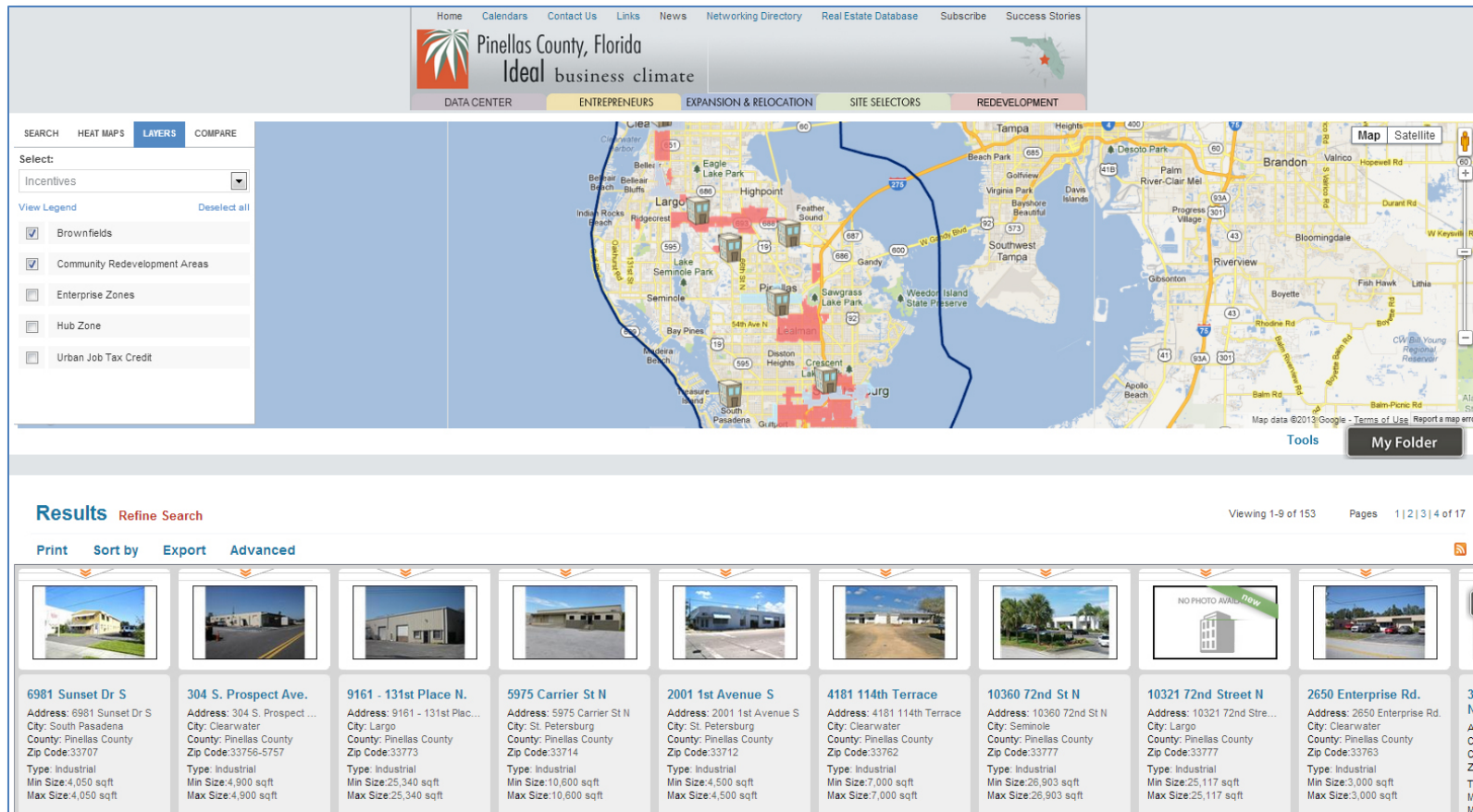
Ad Valorem Tax Exemption

- ▶ Pinellas voters approved a **Pinellas County Economic Development Ad Valorem Tax Abatement** by more than 63 percent on a referendum question posed on the August 26 ballot.
- ▶ Allows County Commissioners to grant ad valorem tax exemptions to new businesses and existing businesses that want to expand.
- ▶ Exemptions would be awarded on a case by case basis through a vote of the county commission for up to 100% of the increased value for up to 10 years.
- ▶ Employers would have to be in certain industries and meet certain wage and job creation criteria.
- ▶ Only increased property value associated with new capital investment would be eligible.
- ▶ St. Petersburg, Clearwater and Largo also have established programs.



TampaBaySites.org

Pinellas County's Commercial Properties Site Selection Tool



The screenshot displays the TampaBaySites.org website interface. At the top, there is a navigation bar with links: Home, Calendars, Contact Us, Links, News, Networking Directory, Real Estate Database, Subscribe, and Success Stories. Below this is a header for Pinellas County, Florida, with the tagline "Ideal business climate". The main content area features a map of Pinellas County with various commercial properties highlighted. On the left side, there is a search and filter panel with options like "Select:", "Incentives", "View Legend", and "Deselect all". Below the map, there is a "Results" section with a "Refine Search" button and a list of properties. The properties are displayed in a grid format, each with a thumbnail image, address, city, county, zip code, type, and size.

Address	City	County	Zip Code	Type	Min Size	Max Size
6981 Sunset Dr S	South Pasadena	Pinellas County	33707	Industrial	4,050 sqft	4,050 sqft
304 S. Prospect Ave.	Clearwater	Pinellas County	33756-5757	Industrial	4,900 sqft	4,900 sqft
9161 - 131st Place N.	Largo	Pinellas County	33773	Industrial	25,340 sqft	25,340 sqft
5975 Carrier St N	St. Petersburg	Pinellas County	33714	Industrial	10,600 sqft	10,600 sqft
2001 1st Avenue S	St. Petersburg	Pinellas County	33712	Industrial	4,500 sqft	4,500 sqft
4181 114th Terrace	Clearwater	Pinellas County	33762	Industrial	7,000 sqft	7,000 sqft
10360 72nd St N	Seminole	Pinellas County	33777	Industrial	26,903 sqft	26,903 sqft
10321 72nd Street N	Largo	Pinellas County	33777	Industrial	25,117 sqft	25,117 sqft
2650 Enterprise Rd.	Clearwater	Pinellas County	33763	Industrial	3,000 sqft	3,000 sqft



TampaBaySites.org

Pinellas County's Commercial Properties Site Selection Tool

Features include:

- **SEARCH FUNCTIONS** to find buildings, sites, local businesses or explore Pinellas communities, and more filters that allow users to select specific criteria beyond square feet and sales price
- **MARKET ANALYSIS** functions that map demographic data, consumer expenses and labor force information,
- Including details about each of Pinellas County's municipalities
- Site Information like **INCENTIVE AREAS** and Land Use, Zoning are viewed using GIS layers from County ESRI/GIS tool.



TampaBaySites.org

Pinellas County's

Commercial Properties Site Selection Tool

- Realtors who are CIE members of the Florida Gulfcoast Commercial Association of Realtors (FGCAR) have their properties automatically updated daily.
- Commercial Realtors who are not FGCAR CIE members, municipal partners and local businesses may request a free account and upload their commercial property listings at no charge.



Partnerships

- ▶ **Tampa Bay Partnership and Enterprise Florida** – regional and state economic development organizations
- ▶ **Cities**
 - ▶ Local Incentives
 - ▶ Community Redevelopment Areas
- ▶ **Chambers of Commerce**
 - ▶ Business Networking, Classes
- ▶ **Industry Associations** – Local industry and manufacturing associations serving sectors including the Tampa Bay Defense Alliance, BioFlorida, Florida Defense Contractors Association, Florida Medical Manufacturers Consortium, the Bay Area Manufacturers Association and similar organizations



Partnerships

- ▶ **Education and Workforce Development** – Local workforce board, post-secondary educational institutions and the Pinellas County School Board
- ▶ **Florida Small Business Development Center Network (FSBDC)**
 - ▶ Resources for substantive professional business consulting to qualified emerging and growth businesses in Pinellas County
- ▶ **U.S. Commercial Service** – Workshops and seminars for businesses interested in foreign markets and matchmaking with potential customers



Redevelopment of County-Owned Properties

► STAR Center

- Declared surplus property on October 21st
- Determine best use of resources from potential sale

► Toytown Landfill →

- 240-acre site with extensive remediation requirements
- Monitor status of leachate system upgrade and market conditions
- RFN at appropriate time



Redevelopment of County-Owned Properties

► Airco

- 128-acre site for mixed-use aviation and office/industrial development
- Collaborating with Airport staff on the development of this parcel as an office/industrial park with emphasis on aviation-related uses
- Planning and feasibility studies, infrastructure plan, funding sources



Globalization & International Initiatives

International Business Development Opportunities

- Tampa Bay and Pinellas County can significantly grow our economy by focusing on exports and the region's connectivity with the rest of the world. (Brookings)
- The domestic market has plateaued for many local products & services; export development will help find new markets for local businesses.
- US companies are considering "re-shoring" facilities that they moved overseas in the past, and foreign companies are increasing their investment in locations within the US. We need to restore our international expertise and programs to take advantage of these trends.



Globalization & International Initiatives

- ▶ **Export Development** – Expanded efforts to assist Pinellas companies in their efforts to export for the first time or to expand into additional foreign markets.
- ▶ **Foreign Direct Investment** – Expanded efforts to assist foreign companies with their plans to invest in Pinellas facilities and operations.
- ▶ **Foreign Trade Zone Program** - Created to enhance U.S. production and job opportunities by deferring, reducing, or eliminating payment of duties; eliminating formal customs entries; and eliminating duty on goods processed and exported from the zone, as well as materials and parts used in production.



Globalization & International Initiatives

Tampa Bay Export Alliance

- ▶ Partnership between Pinellas County Economic Development and the Tampa Hillsborough Economic Development Corporation
- ▶ Formed in 2014 to grow jobs and capital investment by increasing the international export of products and services within the bi-county area
- ▶ Conducts joint export activities, such as seminars, trade events and trade missions, and supports the export-related growth initiatives of regional economic partners, including Tampa International Airport and Port Tampa Bay
- ▶ Commission Chair Karen Seel and Mayor Rick Kriseman will lead an export mission to Chile in December 2014



The Tampa Bay Advanced Manufacturing Skills Initiative

- Governing Board was created through an interlocal agreement between Hernando, Pasco and Pinellas counties.
- The Governing Board will plan, manage and administer industry certification training centers to help develop a local technical workforce to meet the demands of manufacturers as identified in the 2013 Manufacturing Gap Analysis.
- Initial funding from the State of Florida of \$1.15 million and funding of \$400,000 from each County was approved.
- The program will include multiple training centers in Pinellas County.



Examples of Local Incentives & Programs



Local Job Creation Incentive Programs

- ▶ **Pinellas County:** The grant award would be equal to \$500 per new job created for jobs paying 150% of the average county wage and \$1,000 per new job created for jobs paying 200% of the average county wage.
- ▶ **City of St. Petersburg:** \$500 to \$1,000 per job for existing businesses that retain 1,500 jobs and create 500 new jobs or new businesses that create 1,500 jobs paying at least 115% wage. Must result in new net taxable property value of at least \$50 million. Pinellas County must match.
- ▶ **Largo West Bay CRA Job Creation Bonus:** Grant of 5%, 10% or 30% of annual wages paid out over 5 years for non-retail businesses that bring a minimum of 3 new or relocated qualifying jobs with wages at 115% or above the county average wage.



Property Acquisition and Land Assembly

- ▶ **St. Petersburg:** Dome Industrial Park CRA, Tangerine Avenue CRA
- ▶ **Largo:** West Bay Drive CRA mixed-used redevelopment site
- ▶ **Clearwater:** Prospect Lake mixed-use residential and retail redevelopment project
- ▶ **Clearwater:** CRA East Gateway Block
- ▶ **Tarpon Spring:** CRA purchases for mixed-use development
- ▶ **Oldsmar:** Market Square, 6+ acre site for redevelopment
- ▶ **Pinellas Park:** CRA property acquisitions
- ▶ **Dunedin:** Land purchases to create new parking downtown



Local Investment Incentive Programs

- ▶ **Largo:** West Bay CRA Real Estate Development Grant – Up to 50% reimbursement of eligible costs for projects of at least 5,000 sq. ft. of office space or mixed-use with at least 50% dedicated to non-residential
- ▶ **Oldsmar:** Cypress Lakes Industrial Park Property Improvement Matching Grant Program – Grant up to \$10,000 for non-residential building improvements in Industrial Park area
- ▶ **Dunedin:** Underground Utilities Program – Grants for up 50% of costs of undergrounding utilities between \$1,000 to \$10,000
- ▶ **Dunedin:** Demolition Program – Grants between \$500-\$5,000 to remove substandard and blighted structures
- ▶ **Safety Harbor:** Downtown Partnership Program – Grants between \$1,000 to \$50,000 to fund construction, site clearance, landscaping, ADA, signage, public art and renovations



Local Investment Incentive Programs

- ▶ **Clearwater:** Façade Improvement Program – Grant up to \$5,000 for façade improvements
- ▶ **Clearwater:** Cleveland District Façade Improvement Program – Grant of up \$10,000 grant and/or loan between \$10,001-\$35,000 (at 0% interest)
- ▶ **Clearwater:** East Gateway District Facade & Building Lot Improvement Program – Grant of up to \$35,000 to offset costs to for permits, building materials and construction
- ▶ **Dunedin:** Citywide Façade Incentive Program – Grants for up 50% of costs of façade improvements between \$500 to \$3,000
- ▶ **Tarpon Springs:** Façade Grant Program – Façade Grants up to 50% project cost up to \$10,000 for single story building and \$15,000 for two-story building
- ▶ **Oldsmar:** Business Property Improvement Grant – Grant of up to \$5,000 for interior renovation of existing structures



Community Redevelopment Area Infrastructure Improvement Programs

- ▶ Cities with CRA Tax Increment Financing Districts invest in infrastructure improvements within their CRA areas
- ▶ Typical improvements include streetscape, sidewalks, roadways, drainage, water and sewer, signage, lighting, parking lots and garages, underground utilities
- ▶ Community Redevelopment Areas within Pinellas County (non TIF included):
 - ▶ Belleair: Belleview Biltmore Hotel CRA
 - ▶ Clearwater: Downtown CRA
 - ▶ Dunedin: Downtown Dunedin CRA
 - ▶ Gulfport: Waterfront District CRA, 49th Street Corridor CRA
 - ▶ Largo: West Bay Drive CRA , Clearwater-Largo Road CRA
 - ▶ Oldsmar: Town Center CRA
 - ▶ Pinellas Park: Downtown CRA
 - ▶ Safety Harbor : Downtown CRA
 - ▶ St. Pete Beach: Gulf Boulevard CRA, Downtown CRA 42
 - ▶ St. Petersburg: Jamestown, 16th Street South, Central Plaza, Bayboro Harbor, Intown, Intown West, Dome Industrial Park Pilot Project, Dome Industrial Park, Tangerine Avenue
 - ▶ Tarpon Springs: Downtown CRA



Brownfield Programs

- ▶ **St. Petersburg** has performed more than 90 Phase I and/or Phase II assessments in the Dome Industrial Park.
- ▶ **Clearwater** has more than 70 private sector projects and 17 city projects that have used a Brownfield grant. A Brownfield Site Assessment Program provides grants up to \$5,000 for Phase I and up to \$10,000 for Phase II site assessments.
- ▶ **Gulfport** has a city wide Brownfield program to conduct 30 Phase 1 and seven Phase II site assessments and four clean-up plans.

Regional Storm Water Programs

- ▶ **Largo** incorporates a regional storm water system for the West Bay Drive redevelopment area, eliminating the need for on-site storm water facilities.
- ▶ **Clearwater** utilizes Prospect Lake to provide storm water treatment and flood control for 100 acres within downtown, eliminating the need for on-site storm water facilities.



Fee Waivers, Reductions and Refunds

- ▶ Pinellas Park: Waivers of land development fees including permits, inspections, and plan review fees
- ▶ Clearwater: Impact, permit, application fee waiver, reduction or refund
- ▶ Pinellas County: Expedited plan review fee waiver

Design Review Programs

- ▶ Dunedin Design Review Assistance: Grant for up to 50% for costs of preparing site plans and rendering between \$500 to \$3,000. Up to \$5,000 for certain target industries.
- ▶ Cleveland District Design Services: Up to \$3,000 grant for façade design services by CRA approved architectural design firms.



Entrepreneurial Programs

- ▶ **Tampa Bay Innovation Center (TBIC)** : TEC Garage, St. Petersburg, and
- ▶ **Clearwater** Technology District Virtual Incubator in partnership with TBIC for early- to mid-stage IT/software companies
- ▶ **Pinellas Park:** Park Blvd. Small Business Incubator for startup businesses
- ▶ **University of South Florida:** Gazelle Lab
- ▶ **Your Pro Kitchen Incubator:** food processing, catering, restaurants
- ▶ **St. Petersburg Greenhouse:** 1 Million Cups pitch sessions in association with the Kauffman Foundation, networking, counseling



Concepts



Small Business Loan Program

Working Capital for Pinellas Companies

- ▶ **Proposal:** A small business loan program that would enhance the Community Advantage SBA loans to provide working capital for Pinellas companies.
- ▶ **Partners:**
 - ▶ Administrator: Gulfcoast Business Finance
 - ▶ Matching funds from local banks that need Community Reinvestment Act credits.
- ▶ **Loan Amounts:** Working capital loans of \$75,000 to \$150,000 for businesses in existence for 1 year.
- ▶ **Funding Source:** One possible source of the seed funds would be a portion of the County's RESTORE Act funds for three to five years.



Urban Regeneration Toolkit

- ▶ **Land Assembly:** We need a fund to provide the resources to purchase, consolidate, remediate and resell parcels suitable for high-wage employers.
- ▶ **Demolition Incentive:** Examine the use of an incentive for developers to remove aging, undersized or inappropriate structures from sites suitable for high-wage employment.
- ▶ **Transfer of Development Rights:** Examine new ways to encourage quality development in targeted areas.
- ▶ **CRAs and TIFs:** Continue to examine new ways to work with cities and unincorporated areas to redevelop problem areas with quality housing, retail and employment sites.



Urban Regeneration Toolkit

- ▶ **Land Uses for Target Industries:** Continue work with Pinellas Planning Council on standards for preservation of parcels suitable for office, light industrial, and research and development uses.
- ▶ **Brownfield Program:** Develop tools that encourage the redevelopment of older employment center areas. Brownfield and Grayfield sites cost significantly more to develop than Greenfield locations.
- ▶ **Transit Oriented Development:** continue to modify our comprehensive plan and development code to encourage higher density mixed-use designs at transit locations that include opportunities for target industry employers.
- ▶ **Local Economic Development Incentive Program:** Examine options for the creation of county and city incentives for job creation, job retention and/or capital investment to stay competitive with surrounding counties and with out of state locations



Urban Regeneration Toolkit

- ▶ **Biggert-Waters Act** - Mitigate the impacts of the, new nitrogen nutrient standards, sea-level rise and related factors on office and industrial properties in Pinellas.
- ▶ **National Flood Insurance Program** – Identify a way for commercial, office and industrial properties to be able to afford flood insurance.
- ▶ **Stormwater Retention Requirements** - One of the most critical items limiting the redevelopment of our older industrial and office facilities is the expanded requirements for handling stormwater.
 - ▶ **Low Impact Design Guidelines** - Continue to develop low-impact design guidelines that are effective, while being of reasonable cost.
 - ▶ **Regional Stormwater Systems** – Program to allow developers to buy in to a regional stormwater system, rather than requiring investors to handle all stormwater within their own sites.
 - ▶ Adapt development regulations to provide innovative solutions.



Questions?

