

## What is the purpose of the Redevelopment Strategies and Policies Summit?

The **Redevelopment Strategies and Policies Summit** is designed to build upon the progress made at the Redevelopment Opportunities Summit held in December 2002. The Opportunities Summit raised participants' awareness of redevelopment issues and created consensus that further action is needed. The Strategies and Policies Summit will take the next step, turning this consensus into specific redevelopment objectives and identifying the means to achieve them.

The strategies and policies created at this event will ultimately form the basis of the **countywide economic development and redevelopment plan**. This plan will guide future planning in Pinellas County according to the countywide vision identified during the summits.

## Where can I get more information?

You can view or download all the presentations from the Opportunities Summit and find other background information on the following web sites:

<http://www.siliconbay.org/redevelopment>  
<http://www.co.pinellas.fl.us/ppc/redevelop>

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ECONOMIC DEVELOPMENT  
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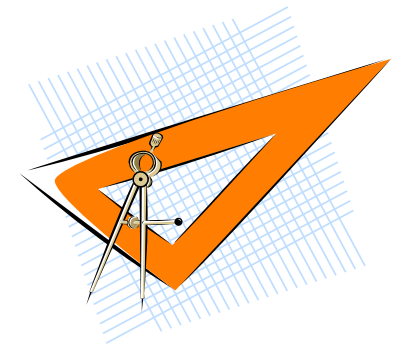
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**Your Guide to  
Economic Development  
and Redevelopment  
in Pinellas County**



*Thank You!*

*For Helping Build Community Consensus for the  
Future of Pinellas County!*

**St. Petersburg Hilton • 333 1<sup>st</sup> Street South**  
**Friday, October 24, 2003 • 8AM-5:30PM**

## What is "economic development"? Why do we need it?

**Economic development** happens when communities work with the business sector to attract and retain jobs that pay a living wage. Marketing the community to new companies, addressing the needs of existing employers and offering workforce training - these are all parts of economic development.

A successful economic development program, such as the one we have in Pinellas County, provides tangible benefits for residents. It helps create and maintain **well-paying jobs**. It produces **higher average incomes**, which leads to better-quality housing, more transportation options and other types of amenities throughout the community. And, by increasing the level and value of business activity, economic development helps local governments maintain a **healthy tax base** without unfairly burdening either residents or employers.



## How is redevelopment important to economic development?

In Pinellas County, we are facing a serious challenge. Nearly 100% of the useable land has already been developed (a condition known as **buildout**), and many of our existing buildings are aging or obsolete. It's becoming more difficult to find room for new housing, roads and other amenities residents want and need. Buildout also makes it difficult for new businesses to locate here or for existing ones to expand.

If we do nothing to address the situation, over time, many existing and potential employers will move to other counties - taking jobs with them. Without enough jobs to keep the workforce employed, our local economy will stagnate and quality of life will suffer.

But with **planned redevelopment**, aging buildings can be upgraded or replaced and land can be recycled. We can create new places for housing, support more transportation options and improve our community. We can also ensure that there is room for businesses to relocate and expand, keeping good jobs in the county.

**In order to realize this future, we will need a plan** - one that identifies the economic development and redevelopment goals agreed upon by the community and provides a blueprint for achieving them.

## Why does Pinellas County need an economic development and redevelopment plan?

- To protect and improve **quality of life** for residents and visitors
- To balance the **employment, housing and transportation** needs of the local workforce
- To ensure that there is sufficient area to accommodate **new businesses** and to allow **existing businesses** to expand
- To provide **more residential options**, in downtowns and in relationship to transit corridors, that complement our established neighborhoods
- To support a variety of **transportation options**, including walking, biking and efficient transit
- To create **places of special value** to the community, such as town centers, arts districts and public plazas
- To protect and support the local **tourism industry**.
- To build a community that invites **creativity, innovation and entrepreneurship**
- Because redevelopment is already happening. Having a plan will allow us to guide it in ways that will make our community **a better place to live**

*Thank You!  
For Helping Build Community Consensus for the  
Future of Pinellas County!*