

# St. Pete INNOVATION DISTRICT



BRIGHT IDEAS AHEAD

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DIVING DEEPER

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IMAGINE THE FUTURE

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20  
20

The St. Pete Innovation District is one of our city’s preeminent private sector assets.

The spirit of cooperation and power of collaboration that results from the District’s focused effort to leverage opportunities and amass important scientific and creative gains is stunning.

Each of the anchor institutions, and most importantly, the people they serve, benefit greatly from affiliation with the District, and an associative halo lifts St. Pete’s entire economic landscape.

The Innovation District’s placemaking, program building and partnership strategies have introduced and accelerated intellectual, social and financial capital that meaningfully moves our community closer to its goals and attainment of

our vision to be a city of opportunity that promotes and achieves values-driven equity for all of our residents.

Dr. Kanika Tomalin  
Deputy Mayor and City Administrator  
CITY OF ST. PETERSBURG

Welcome Letter

Decades ago, researchers conducted their work from remote locations, far removed from urban business centers. As a result, many of their efforts occurred behind a figurative and geographic shield of secrecy. As demands for work-life balance increase, communication channels broaden and urban centers enjoy a new phase of growth and development, institutions are beginning to recognize a factor that the former model could not effectively deliver: collaboration through proximity.

Today, swift transfer of knowledge and ideas is paramount. Strategic plans for city economic development are increasingly encouraging concentrated zones for innovation called innovation districts. These zones include research labs, universities, collaborative spaces, public and private companies, entrepreneurs, non-profits and investors. Sectors kept siloed for decades are now neighbors; disciplines that operated independently now communicate. The result is new and sustainable economic development.

This document highlights the varied and impactful activities occurring within our own St. Pete Innovation District (SPID).

Alison Barlow  
EXECUTIVE DIRECTOR

Dr. Martin Tadlock  
BOARD PRESIDENT

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Major Roles of Innovation Districts

INTRODUCE  
partners in cross-sector and cross-discipline collaboration

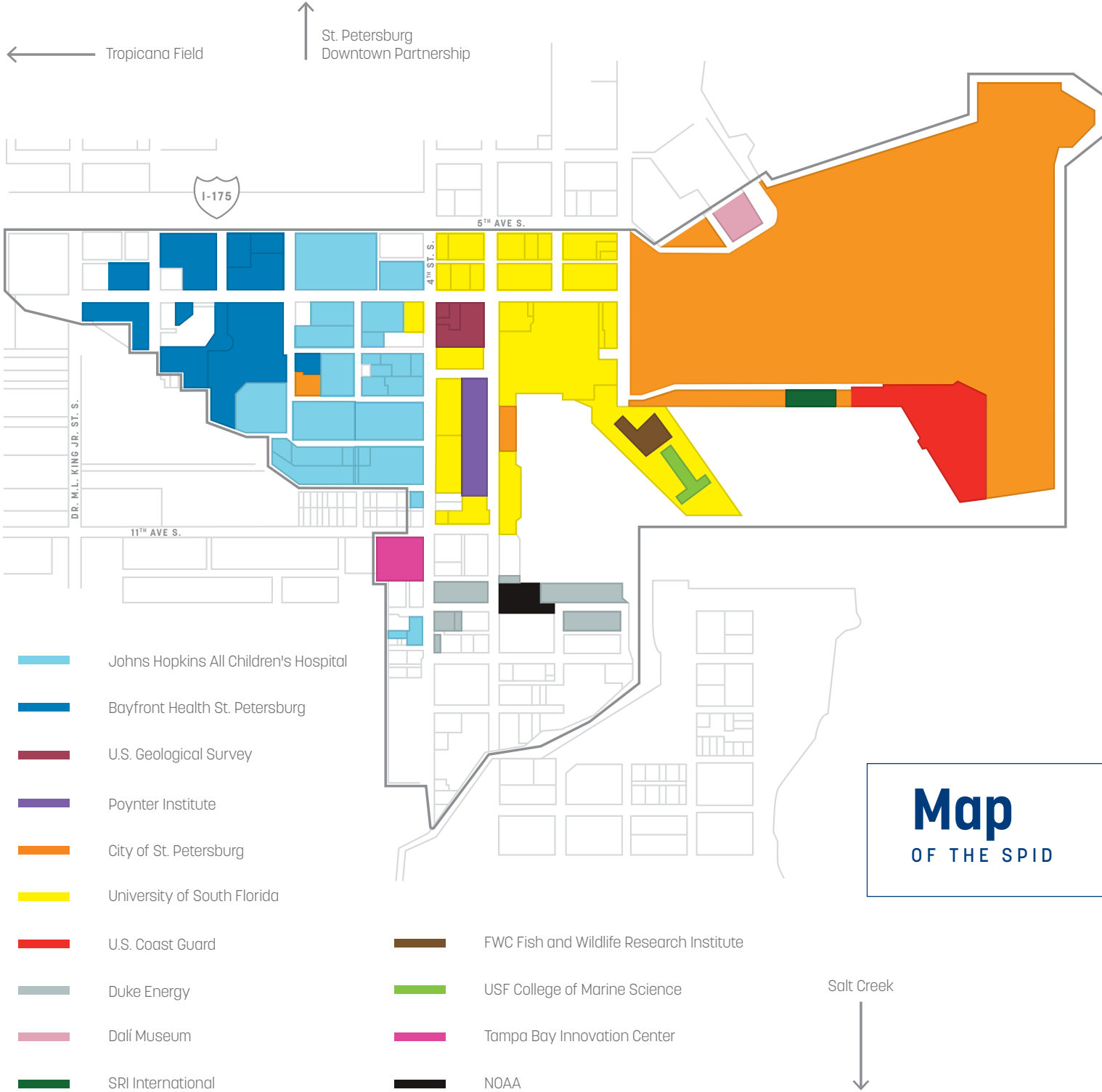
PROMOTE  
discoveries for use by other communities

INVIGORATE  
live/work/play potential within urban cores

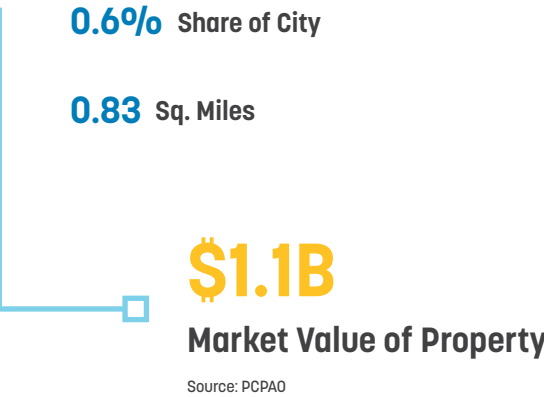
FACILITATE  
job growth

ENCOURAGE  
efficient land use

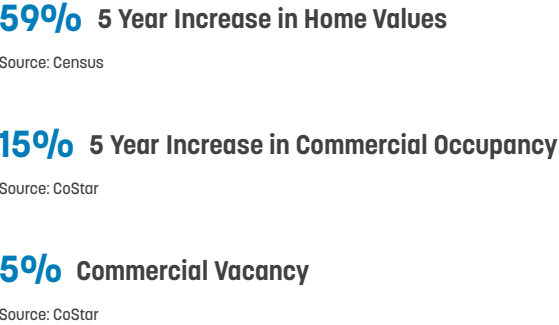
SHIFT  
mindsets from competitive to collaborative



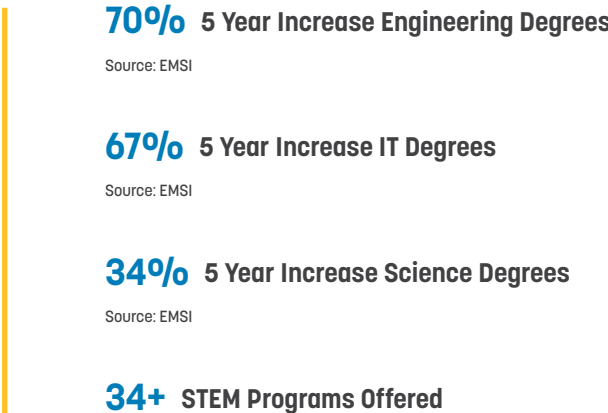
District Details



Real Estate



Talent Pipeline



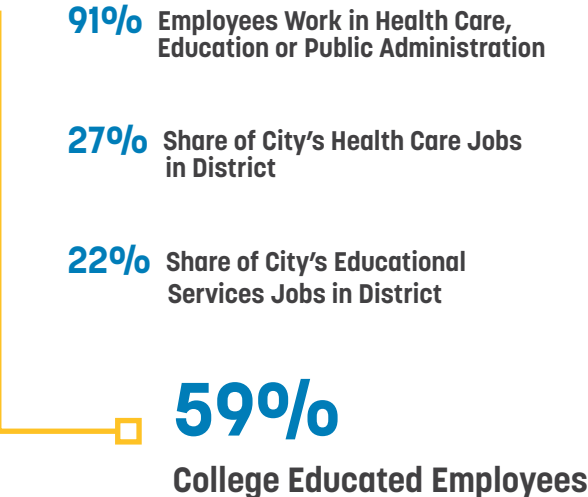
Intellectual Capital



Job Growth



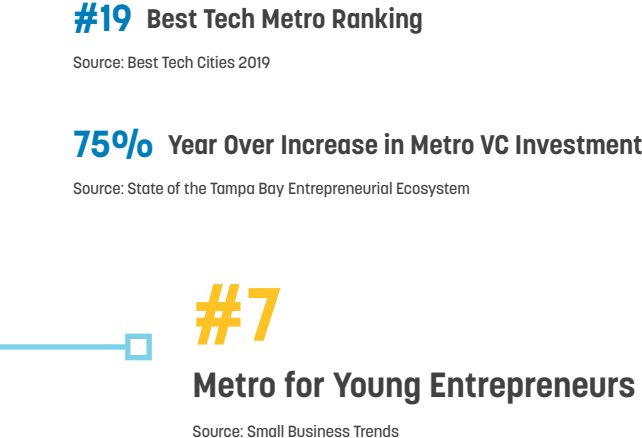
Employment



Funding



Entrepreneurial Ecosystem



Bayfront Health St. Petersburg

A Level II Trauma and tertiary care nonprofit teaching hospital, it is Pinellas County's only trauma center and St. Petersburg's longest-standing hospital.

Foundation for a Healthy St. Petersburg

The Foundation seeks to address health disparities, advance population health and achieve health equity in Pinellas County.

St. Petersburg Downtown Partnership

A private, nonprofit corporation focused on promoting urban growth and redevelopment that strengthens and diversifies the economy in Downtown St. Pete.

University of South Florida (USF) College of Marine Science

USF's College of Marine Science seeks to build interdisciplinary research teams in collaboration with local, national and international partners. Its research strengths include sustainable fisheries, red tides, coral reef health, sea level rise, coastal flooding, ocean acidification, trace metals in seawater, paleoclimate, seafloor mapping and sensor development.

Johns Hopkins All Children's Hospital

A leader in children's health care and pediatric research. The teaching hospital conducts innovative research to cure and prevent childhood diseases, while training the next generation of pediatric experts.

The USF St. Petersburg campus

An accredited public university located in Downtown St. Pete offering bachelor and graduate degree programs, driven by core principles of innovation, collaboration and community engagement.

7 Anchors OF THE SPID

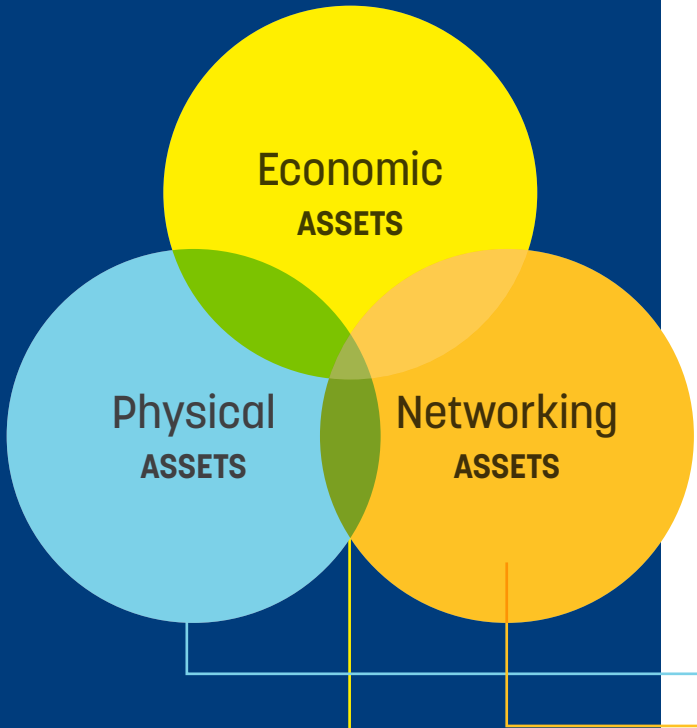
City of St. Petersburg

Home to over 265,000 residents, St. Petersburg is the fifth most populous city in Florida, the third most populous state in the country. The vision of leadership is to be a city of opportunity where the sun shines on all who come to live, work and play.

# SPID's Framework

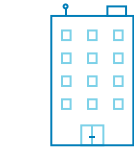
The St. Pete Innovation District (SPID) was established in 2016. Today, membership exceeds 30 organizations within the Life Science, Marine Science, Education, Data Analytics, Art and Technology sectors.

The presence of institutions within a designated boundary alone does not constitute an Innovation District: the Brookings Institute provides a three-pronged framework for Innovation Districts in which three types of assets create an innovative ecosystem, ripe for an Innovation District—the Economic Assets (institutions), the Physical Assets (infrastructure) and the Networking Assets (connections between institutions).



## SPID Physical Assets

The public and privately owned spaces designed to stimulate connectivity and collaboration.



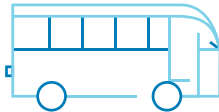
Commercial Space



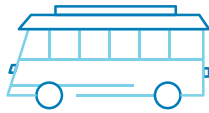
Housing



Student Housing



SunRunner



Downtown Looper



Albert Whitted Airport



Connected Sidewalks



Grid Street System



Greenspace



Recreation Space

## SPID Economic Assets

The firms, institutions and organizations that drive, cultivate or support an innovation-rich environment.



## SPID Networking Assets

Facilitating the formal and informal relationships that have the potential to generate, sharpen and accelerate the advancement of ideas.

Innovation in the 'Burg Podcast

Innovation Council

State of Science

St. Pete Science Festival/Marine Quest

Innovation Scholars

Sunny Side Up

St. Pete Pitch Night

Taste of Science

The Ocean Team

Florida Coastal Mapping Program

Marine Science Networking Group

Smart Gigabit Community

Communications Cohort

Ocean and Human Health Working Group

Equity Task Force

Digital Inclusion Working Group

# Overview

The SPID makes up the southern portion of the Downtown region of St. Petersburg. Occupying 0.83 square miles, property within the Innovation District is valued at nearly \$1.1B according to the Pinellas County Property Appraiser. The District provides jobs to approximately 7,500 employees, and generates approximately 1,250 STEM graduates each year.

The District is sought after by both businesses and residents. Over the past five years, commercial vacancy rates have dropped to single digit. Residential home values have risen by 59%, outpacing the city, county and state by more than two times and the country by more than three times.



Photo: SPID

## The SPID is home to an impressive array of organizations:

### Bayfront Health St. Petersburg

Pinellas County's only certified Level II Adult & Pediatric Trauma Center and one of 11 State-approved Level III Regional Perinatal Intensive Care Centers.

### Johns Hopkins All Children's Hospital

One of the top children's hospitals in the nation and the 1st U.S. hospital outside of the Baltimore area to be affiliated with Johns Hopkins Medicine.

### PolitiFact

The international fact-checking network, dedicated to bringing together media fact-checkers worldwide and one of the largest and best-known fact-checking outlets in the United States.

### Port St. Pete

The only superyacht marina on Florida's Gulf coast and located just a short walk from Downtown St. Petersburg.

### Dalí Museum

Home to the largest collection of Dalí's works outside Europe that includes over 2,400 works from every moment and in every medium of his artistic activity.

### USF's College of Marine Science

The South's largest Marine Science hub—host of the first academic research expedition devoted specifically to the Deepwater Horizon oil spill, and 25 subsequent expeditions in the 10 years following.

### USF's Kate Tiedemann School of Business and Finance

An internationally accredited, top 1% business school built on foundational education, experiential learning and a commitment to student professional development.

# Pillars of the SPID

In 2014, the St. Petersburg Area Chamber of Commerce and the City of St. Petersburg collaborated to create an economic development strategy focused on equity and “smart growth.” This Grow Smarter strategy targets five industry sectors primed for growth and development in St. Petersburg: Marine & Life Science, Data Analytics, Specialized Manufacturing, Creative Arts & Design and Financial Services.

The SPID works to align its efforts with Grow Smarter, placing emphasis on the following sectors.



MARINE  
SCIENCE



LIFE  
SCIENCE



DATA &  
TECHNOLOGY



ENTREPRENEURSHIP



ART

**Job growth** in the District in numerous Grow Smarter industry classifications has increased over time through organic growth by existing organizations and recruitment efforts by economic development organizations, the City, SPID and its partners. Gains in the District indicate a very positive growth trajectory.

Marine Science jobs in the District fall largely under the category of Educational Service due to affiliations with the University of South Florida (USF). These jobs grew by 19% over five years. Additional Marine Science jobs in the District are through government entities captured by Public Administration, or private enterprise captured in the Professional, Scientific and Technical Services category, which grew by 6%.

Life Science makes up the largest share of District jobs, and grew by 6% over five years under the Health Care and Social Assistance sector.

Data and Technology jobs under the Information category grew by 58%.

Jobs in the arts under Arts, Entertainment and Recreation increased by 60%.

Jobs created through startups can fall under any listed category; advocacy and service startups contributed to 41% job growth in Other Services.

## Significant SPID Sector Earnings and Five-Year Job Growth

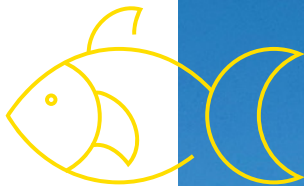
	Earnings	SPID Job Growth
Arts, Entertainment and Recreation	\$41,177	60%
Information	\$73,496	58%
Other Services	\$31,959	41%
Educational Services	\$99,949	19%
Professional, Scientific and Technical Services	\$78,338	6%
Health Care and Social Assistance	\$69,371	6%

Source: Salary data from EMSI, Jobs Data from Census on the Map



The sections that follow offer a deep dive into some of the key accomplishments and points of pride of organizations within the District.

# Marine Science



The SPID is home to the premier consortium for Marine Science, oceanographic and environmental research agencies and institutions in the Southeast—The Ocean Team. Membership includes private business, government agencies, educational institutions and non-profits.

Business	Government	Education	Nonprofit
eConcrete	City of St. Petersburg	Eckerd College	Florida Institute of Oceanography (FIO)
Pure Molecular	FWC Fish and Wildlife Research Institute (FWRI)	St. Petersburg College	Oceana
RDSea Inc	NOAA - National Marine Fisheries Service	Stetson University, College of Law	St. Petersburg Downtown Partnership
	Port of St. Pete	USF College of Marine Science	St. Pete Economic Development Corporation (EDC)
	Tampa Bay Estuary Program	USF Research Foundation	SRI International
	United States Coast Guard - Sector St. Petersburg	USF	Tampa Bay Watch
	United States Geological Survey (USGS)		

The purpose of the group is to pool collective staff expertise, infrastructure and research capabilities, as well as build awareness in the community and beyond of the research work conducted. Work within the District by world-renowned experts is addressing major issues facing our region, state and nation such as red tides, hurricanes, climate change, coastal resiliency, offshore oil and gas exploration, fishery stock assessments, habitat conservation, protected species, marine technology, and biological, geological and chemical oceanography.



More than **1,900**  
Ocean Team Employees

**\$182M** in Disclosed  
Research Spending

**\$191M** in Grants Received

**75%** of Employees  
Hold Advanced Degrees

Marine sciences provide  
a total impact of more than  
**\$251 MILLION**  
in gross county product



Photo: FIO

## District Ocean Team Highlights

**Florida Institute of Oceanography (FIO)** is a consortium of universities and research associations that provide the infrastructure to support coastal oceanographic research and education. Two research vessels have taken 10,000 students to sea. The organization supports \$40 million in research grants.

**Florida Fish and Wildlife Conservation Commission’s Fish and Wildlife Research Institute** conducts 300 research projects each year on Marine Fisheries, Freshwater Fisheries, Ecosystem Assessment and Restoration, Wildlife Research, and Information Science and Management projects.

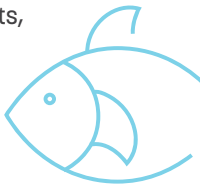
**NOAA Fisheries Southeast Regional Office** is responsible for managing 160 species—ensuring sustainable fishing practices, protecting resources and conservation of their habitats. Coverage spans far beyond the District, including 20,000 miles of tidal coastline for eight coastal states and 11 inland watershed states and territories.

**Pure Molecular** developed a technology for seafood species authentication to ensure quality and combat mislabeling fraud.

**The USGS St. Petersburg Coastal and Marine Science Center** primarily investigates processes related to coastal and marine environments and their societal implications with regard to natural hazards, resource sustainability and environmental change. Their team includes geologists, oceanographers, biologists, hydrologists, remote sensing specialists, biogeochemists, microbiologists, coral reef experts, fish ecologists and more.

**USF’s College of Marine Science (CMS)** is a leader in innovative and cross-disciplinary oceanographic research and resource management, graduate education and public outreach. Its global portfolio of work and impact spans from its role as the lead institution of the research program developed in response to the largest marine oil spill in history to studying the ice sheets in Antarctica.

Local institutions are working to enhance racial and ethnic diversity in ocean sciences. NOAA recently rated USF’s CMS as #1 in the nation in awarding Marine Science PhD degrees to Hispanic/Latino and African-American/Black students, and #2 for master’s degrees. The City recently donated \$125,000 to CMS’s Bridge to the Doctorate fellowship endowment, supporting underrepresented students of color in Marine Science.



# Life Science

The SPID is home to two medical institutions—Johns Hopkins All Children’s Hospital and Bayfront Health St. Petersburg.

## Johns Hopkins All Children’s Hospital (JHACH)



Photo: JHACH

All Children’s Hospital is the 1st U.S. hospital outside of the Baltimore area to be affiliated with Johns Hopkins Medicine. Established in 1927, the hospital today stands at the forefront of discovery, leading cutting-edge research to cure and prevent childhood diseases.

The hospital is ranked in multiple specialties by U.S. News & World Report, including Neurology and Neurosurgery, Diabetes and Endocrinology, Nephrology, Cancer, Neonatology, Urology, Pulmonology and Lung Surgery and Orthopedics.

As a teaching hospital, medical professionals are training the next generation of pediatric experts through its affiliations with Johns Hopkins School of Medicine and the USF Morsani College of Medicine.

The hospital is dedicated to research. Its research spending has grown by 120% over the past five years. Over 2,700 patients are participating in active research studies.

### JHACH STATS

3,600+ Employees

259 Beds

6,200 Inpatient Admissions

400,000+ Outpatient Visits

46,000 ER Visits

\$95M Simulation Center, Classrooms, Labs and Collaborative Spaces Completed 2018

\$434M+ County-Wide Economic Impact

426 Active Research Studies

\$19.5M Annual Research Spending

120% Growth in Research Spending Past 5 Years



## Bayfront Health St. Petersburg



Photo: Bayfront

Beginning as a 15-bed clinic in 1906, Bayfront Health St. Petersburg is the city’s longest-standing hospital. It is Pinellas County’s only trauma center and has held its Level II Trauma Center designation since 1986. It is a Certified Adult Brain Injury Inpatient Rehabilitation Center and a Certified Comprehensive Stroke Center. It has received accreditations for Cardiac, Neurosciences, Orthopedics, Laboratory Services, Acute Rehabilitation and Wound Care and Hyperbaric Medicine.

As an academic medical center, Bayfront Health St. Petersburg offers graduate physician programs in family medicine, obstetrics and gynecology and sports medicine. It is accredited by the American College of Graduate Medical Education (ACGME) and the Florida Medical Association Committee of Continuing Medical Education and Accreditation.

The hospital is home to the largest hospital-based aeromedical transport program in the Southeastern United States, Bayflite.

The hospital was purchased by nonprofit Orlando Health in late 2020.

### BAYFRONT STATS

1,700+ Employees

480 Beds

550 Affiliated Physicians

136,000 Inpatient and Outpatient Visits

70,000 Physician Clinic Visits

45,000 ER Visits

4,000 Births Annually

\$100M+ Invested Over 5 Years in Infrastructure, Equipment and Technology

2,600 Annual Transports via Bayflite

## Data & Analytics

Data is used daily in the SPID to deploy information and create technology that better serves the quality of life of a population. From entrepreneurs, to city planners, marine scientists, programmers, analysts and beyond, projects are underway that capture data, synthesize it, communicate it and use the intel to deploy solutions to the community.

In order for this process to occur, there are two major contributing factors—proximity and communication. Innovation districts strive to facilitate communication between industries with historically strong ties,

as well as between disparate economic clusters that have not traditionally collaborated, to support seamless transfer of ideas and knowledge, establish new contacts and bridge new networks. Innovations stem from these connections, resulting in new and expanded jobs. The “products” are then publicly shared for use in other communities to serve their respective populations.

## Co-Locations

The physical location of an organization serves as the idea and economic catalyst. The USF St. Petersburg campus, for example, houses the Florida Institute of Oceanography (FIO), which maintains research vessels, marine labs, shared-use facilities and equipment. FIO also leads conferences, seminars and workshops for universities and research labs across the state to uphold the College of Marine Science’s leadership position in oceanographic and coastal education and research.

The University also houses the headquarters for The Fish and Wildlife Research Institute of the Florida Fish and Wildlife Conservation Commission next to its College of Marine Science.

SPID member, The Poynter Institute, recognizes the importance of accurate communication in the spread of ideas and information. Two internationally-recognized fact-checking outlets—PolitiFact and International Fact-Checking Network—reside within the Institute. Their presence falls in line with the Institute’s emphasis on encouraging honesty, integrity and accountability among the next generation of journalists.

THE USF  
ST. PETERSBURG  
CAMPUS



Photo: SPID



Photo: Poynter

POYNTER  
INSTITUTE



## Collaborations

A prime example of proximity translating into the commercialization of an idea is Pure Molecular. This SPID-headquartered business was born from an integration of ocean and human health. Consumption of mislabeled seafood has gastrointestinal implications. Through research conducted at USF, the company produced a seafood authentication technology in response to the finding that 30% of grouper sold in the United States is mislabeled, either inadvertently or intentionally. The company additionally studies molecular techniques to detect the red tide organism.

SPID members, the St. Petersburg Downtown Partnership and USF’s St. Petersburg campus, collaborated with SPID leadership to gain St. Petersburg’s distinction as U.S. Ignite’s 27th Smart Gigabit Community—just three peers hold this distinction. This means that the City has committed to developing advanced applications that solve local problems, and to working across the public and private sector on innovations that improve the region’s prospects for the future. The accolade brings national visibility, partnerships and economic incentives to build next generation applications, services and grant funding opportunities. Smart cities pilot projects include smart lighting

and intersection solutions on the USF St. Petersburg campus in partnership with Spectrum and coastal resiliency education by the USF College of Marine Science and the Boys and Girls Clubs of the Suncoast.

World Partnerships, Inc., is located adjacent to the USF St. Petersburg campus. It is the official U.S. Department of State partner for hosting global leaders throughout the Tampa Bay region under the Department’s International Visitor Leadership Program. This program has hosted more than 5,300 leaders from 194 countries since 2000. For 20 years, World Partnerships has created and nurtured a global ecosystem of business and political leaders, journalists, women leaders, educators, community organizers, policy officials, environmental activists and young entrepreneurs—connecting and engaging these leaders with our community, our country and each other.

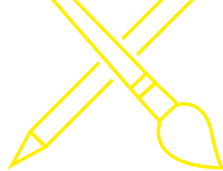
INTERNATIONAL  
**FACT-CHECKING**  
NETWORK @ Poynter.

**POLITIFACT**

Photo: SPID



Arts



The widely used acronym STEM, was introduced in 2001 by the U.S. National Science Foundation. Students in the U.S. were achieving degrees in science, technology, engineering and math at a lower rate than other countries. This was concerning to the Foundation due to noted links between economic prosperity, knowledge-intensive jobs in these disciplines and continued innovation to address societal problems.

A growing body of research highlights the role of humanities in the success of those performing in science, technology, engineering and math fields. Georgette Yakman introduced the STEAM educational framework—Science and Technology interpreted through Engineering and the Arts, all based in Mathematical elements—in 2006. This framework encourages educators to take an interdisciplinary approach rather than treating science, technology, engineering, art and math independently.

More recent findings from research by Dr. Ellen Winner of Boston University indicate that the arts facilitate a temperament for learning—malleability, flexibility, attention and cognitive connections. There is a strong correlation between success in traditional STEM fields among those with an arts or humanities background. Her research suggests that there are habits of mind that the arts engender—especially the visual arts. These habits build metacognitive skills that set up individuals for success. Such skills include learning to examine, envision, reflect, evaluate, think through a process, learn persistence through lengthy projects, take risks and try new things. Leadership within the Innovation District aptly reflects the convergence of STEM and humanities; of the top-level leaders at the SPID’s 10 largest employers, four hold non-STEM degrees.

SCIENCE, TECHNOLOGY, ENGINEERING, ARTS, MATHEMATICS

STEAM

Furthering STEAM

Educational institutions offer humanities and interdisciplinary degrees that prepare students for the agility and adaptability demanded by today’s job market. Students have offered a resounding response; the National Center for Education Statistics cites a nearly 19% five year increase in Multi/Interdisciplinary and Humanities degrees, while the five year growth in degrees awarded overall is less than 5%.

Locally, the University of South Florida offers two interdisciplinary degree programs with 41 concentrations and two humanities degrees with three concentrations to help meet the rising interest in STEAM futures.

STEAM in Action

Dalí Museum

SPID’s largest museum is a leading example of bridging connections between disciplines. Salvador Dalí was a visual artist who drew heavily on math and science to spark his imagination. Museum leadership believes adamantly that the science of innovation is an integration of psychology, neuroscience and humanities, and its programming reflects it.

More Examples

The area abounds with further examples of collaborative artistic executions.



**Innovation Labs:** This program combines Dalí’s art, philosophy and methods, with state-of-the-art research on creativity, problem solving, team building and organizational management to jump start creativity, improve collaboration and enhance innovation outcomes. Participants represent a multitude of disciplines.

**Dalí Lives:** This exhibit engages visitors with a life-like Salvador Dalí on a series of screens throughout the Museum using artificial intelligence. Museum staff collected hundreds of interviews, quotes and existing archival footage from the artist to bring the master of Surrealism to life.

**Masterworks in Augmented Reality (AR):** Visitors use AR to engage with the Museum’s eight most monumental works. The details featured in the AR experience are based in part on common questions and challenges museum-goers have about these works, providing a more meaningful understanding of Dalí’s canvases.

**USF College of Marine Science:** In early 2020, USF scientists invited 17 artists to peer into microscopes, build chemical models, see the uses of liquid nitrogen and paint with bacteria in petri dishes, yielding science-inspired interpretations.

**Imagine Museum:** Guests choose from five educational programs, create 3-D artwork, explore the solar system and visit studio glass hot spots, all in virtual reality.

**SHINE:** This annual mural festival invites artists to reimagine blank walls, roadways, paths and building facades in the Downtown region with abstract pieces, geometric patterns and realist depictions, resulting in a dynamic public outdoor gallery. The Innovation District gained three new murals during the 2020 festival.

**USF Graphic Arts Program:** Students used graphic design to educate “Littles” with Big Brothers Big Sisters on Marine Science using color theory, semiotics and infographics.

# Entrepreneurship

St. Petersburg anchors Florida’s High-Tech Corridor. This economic development initiative between the University of Florida, University of Central Florida, University of South Florida and 25 partners in academia and industry facilitates partnerships, incites collaboration and places a spotlight on technology and innovative developments occurring within the state. The Corridor secured 267 patents in 2019 according to U.S. Patent and Trademark Office data.

Florida’s entrepreneurial developments have not gone unnoticed. The U.S. Census ranks the state third for business startup activity.

A preeminent university, USF ranks #8 among American public research universities and #16 among all universities worldwide in generating new patents.



## The Local Ecosystem

At a local level, St. Petersburg’s amenities, talent pipeline and culture draw in entrepreneurs seeking a forward-thinking community for the growth of their business. The concentration of world-class research organizations, coworking spaces, incubator and accelerator programs, funding networks and events further cement the value of this community to entrepreneurs.

Compiling job availability, median salary, cost of living and job growth statistics, two Florida metro areas made the CompTIA top 20 list for Best Tech Cities in 2019; these were Jacksonville and Tampa-St. Petersburg-Clearwater. Publication *Small Business Trends* ranked the market #7 for Young Entrepreneurs in 2019.

## Top 10 Metros for Young Entrepreneurs

- 1 Salt Lake City, UT
- 2 Oklahoma City, OK
- 3 Denver, CO
- 4 Seattle–Tacoma–Bellevue, WA
- 5 Los Angeles, CA
- 6 Portland–Vancouver–Hillsboro, OR
- 7 Tampa-St. Petersburg-Clearwater, FL
- 8 Minneapolis–St. Paul–Bloomington, MN
- 9 San Diego-Chula Vista-Carlsbad, CA
- 10 San Jose, CA

## Local Coworking Spaces

There is significant entrepreneurial momentum in the Tampa Bay market.

## Tampa Bay Innovation Center is Moving to the District

Currently located in Downtown, the Tampa Bay Innovation Center will soon make its home in the SPID. Its existing resources facilitate the support of over 600 entrepreneurs and has produced over 180 jobs and \$6M in annual average wages. The new facility will create a nurturing environment for entrepreneurs, facilitating collaborations with partners, funders and resources to cultivate innovation.



## List of Coworking Spaces

The business operations of entrepreneurs are further nurtured at eight additional coworking spaces surrounding the SPID and two soon to open.

Current		
BOLD	Programmatic Express	Station House
Clear Labs		WorkLodge
InVision Creative Café	Tampa Bay Innovation Center (Downtown)	Regus
Coming Soon		
	Novel	Industrious

IMPACT OF  
NEW TBIC

40,000 Sq. Feet

\$27.2M Economic Impact

228 New Jobs



## Rising Tide Innovation Center

Located just outside of the District, the Rising Tide Innovation Center’s mission is to create a community of business owners, entrepreneurs, veterans, solo professionals and STEM start-ups who support, encourage and work to lift one another and the St. Petersburg region. The Center has been an excellent District collaborator and supporter of Marine Science and women in STEM.

## Regional Incubators, Accelerators & Supportive Networks

Entrepreneurs seek mentorship, coaching and funding guidance from these organizations within the region—gaining invaluable insight and experience.



- Black Business Investment Corp.** — Small business support and funding opportunities
- Florida Venture Forum** — Statewide support, networking, capital sources
- Greenhouse** — Mentoring, consulting, training, events
- Tampa Bay Caregiver Accelerator** — Pre-incubation workshops, accelerator
- Tampa Bay Innovation Center** — Coworking space, coaching, events
- Tampa Bay Technology Forum** — Tech organization, startup and event platform
- Tampa Bay Wave** — Coworking space, accelerator, mentoring, events
- The Florida-Israel Business Accelerator** — Accelerator, mentoring, consulting, training
- The Florida Virtual Entrepreneur Center** — Directory of events, agencies and resources
- TIE Tampa Bay** — Mentoring, networking, education, incubating and funding support
- Venture Catalyst** — Startup Report podcast, investor/mentor/supporter connections

## Funding Support

A major focus is fostering entrepreneurial activity by providing key business development resources to help early-stage businesses achieve financial stability. The most recent State of the Tampa Bay Entrepreneurial Ecosystem report indicates a strengthening venture capital ecosystem that represents a pipeline for future private equity investments, merger and acquisition (M&A) transactions and initial public offerings (IPOs).



## Funding Support Organizations

Various organizations build connections between entrepreneurs and funders, providing startups not only with crucial funding, but with knowledge and experience to help guide their way.



Early Stage Tech Companies



Invests in Black-owned Startups throughout Florida



Early-Stage High-Growth Ventures



Nonprofits and Social Enterprises



Tech Startups Throughout Florida

## Pitch and Networking Events









- TBIC Product Discovery Coffee Chat
- Nerd Lunch
- Summer Solstice Hackathon hosted by Suncoast Developers Guild
- Frank and Ellen Daveler Entrepreneurship Program
- SPC Student Pitch Competition

# Infrastructure

Many factors contribute to the volume of activity happening within the SPID. Some of the critical components are the overall business climate within its home city, the digital infrastructure that enables communication and collaboration, and the transportation infrastructure that facilitates movement from place to place within District boundaries and beyond.

These assets collectively support and boost the quality of life and experience of those frequenting the District.

## Digital Infrastructure

## Business Infrastructure

## Transportation Infrastructure

### Digital Infrastructure

The SPID is located in one of the top-rated metropolitan statistical areas (MSAs) for broadband coverage. Nationwide, 63% of urban markets have two or more providers deploying broadband speeds of 100/10 Mbps or greater. In the local MSA, 87% of the population in urban areas is supported by two or more providers offering speeds at that level or higher. This ranks the Tampa-St. Petersburg-Clearwater MSA within the top 15 Southeastern markets for broadband speed according to the FCC fixed broadband deployment public release from June 2019.

Despite these statistics, critical gaps remain. As of 2018, 12% of St. Petersburg households did not have a computer and 19% did not have an internet plan. The SPID and the Deuces Live District co-lead a community-wide Digital Inclusion Working Group. It is a collaboration of partners committed to reducing the digital gaps and achieving equitable computer ownership, internet access, training and technical support across the City.



# Business Infrastructure

The larger community’s pro-business climate makes the SPID an appealing place for business startups and relocations.

Both the City and Pinellas County are dedicated to positioning businesses for success. There is an Ad Valorem Tax Exemption program, Qualified Target Industry Tax Refund and the Grow Smarter Job Creation and Talent Attraction Program that closely aligns with SPID focal industries. Additionally, the City and County collaborate with new and existing businesses to match companies with the right prospects, and support employee training and retraining.



# St. Petersburg is Pro-Business

- NO
- Corporate income tax on limited partnerships or subchapter S-corporations
  - State personal income tax
  - Corporate franchise tax on capital stock
  - State-level property tax assessed
  - Property tax on business inventories, or on goods-in-transit for up to 180 days
  - Sales and use tax on goods manufactured or produced in Florida for export outside the state
  - Sales tax on purchases of raw materials incorporated in a final product for resale
  - Sales/use tax on co-generation of electricity

Transportation Infrastructure

The comparative ranking of the City to its peers suggests positive reception of its various locomotion resources. Sperling’s BestPlaces ranks St. Petersburg 7th among its 16 peers on transportation, factoring average cost of gasoline, car insurance, maintenance and mass transit expenses. A rating of 100 equals the U.S. average; below 100 means a city is cheaper than average.

Overall, movement in and around the District is facilitated by St. Petersburg’s street infrastructure; the street network is largely a numerical grid system, simplifying navigation and opening up transportation options. Furthermore, the City’s Complete Streets Policy is in place to preserve the safe travel of all citizens, whether they choose to move about by foot, bicycle or motorized vehicle.



Photo: City of St. Pete

Reception of Various Locomotion Resources

	Chattanooga, TN	80.9
	Durham, NC	84.1
	Kansas City, MO	88.7
	Columbus, OH	90.1
	Charleston, SC	94.1
	Charlotte, NC	97.7
	St. Petersburg, FL	98.2
	Nashville, TN	100.7
	Jacksonville, FL	101.4
	St. Paul, MN	109.6
	Austin, TX	109.9
	Orlando, FL	110.1
	Tampa, FL	112.1
	Fort Worth, TX	113.9
	Portland, OR	129.9
	Miami, FL	144.5

U.S. Median  
100

Source: Sperling’s BestPlaces



Photo: City of St. Pete



Photo: City of St. Pete



Photo: City of St. Pete



LOCOMOTION  
RESOURCES

St. Petersburg Downtown Looper

Coast Bike Share

Electronic Scooters

Street/Garage Parking

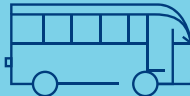
Bus Rapid Transit

Cross-Bay Ferry

Albert Whitted Airport

St. Pete-Clearwater International Airport

Tampa International Airport



# Workforce

There are approximately 7,500 people employed within the boundaries of the District according to the U.S. Census On the Map. Within the District, three in five (60%) employees are between ages 30-54. The District employs a stronger concentration of college educated and female employees than the City and County:

- **59% College Educated** versus 51% City | 48% County
- **73% Female** versus 53% City | 52% County

Further exploration into education level reveals substantial academic achievement in the District. Nearly two in three SPID employees with a 4-year degree also hold a doctorate degree. Nationally, just 6% of those with a 4-years degree have their doctorate according to the most recent release from the U.S. Census Bureau’s Educational Attainment data.

## Industries

Over the past five years, employment in the SPID has grown by 7%. The SPID was responsible for 3% of the City’s five-year job growth, with the biggest contributor being Health Care. The SPID is home to 35% of the City’s new jobs over the past five years in this sector.

There is a clear workforce concentration in Health Care, Education and Government & Public Administration. These three industry segments comprise more than 90% of SPID jobs—far exceeding their job shares in St. Petersburg (24%) and Pinellas County (27%).

Employers such as Bayfront Health St. Petersburg and JHACH are major contributors in the District to Health Care jobs. The concentration of Marine Science jobs are split between Education, Government & Public Administration and Scientific Services, depending on their affiliation with the University of South Florida, NOAA, FWRI, USGS, or private companies.

While the District makes up just 0.6% of the City’s 137.6 square mile footprint, it houses 27% of the City’s Health Care jobs, 22% of its Education jobs and 11% of its Government & Public Administration positions.



Industries shown in clockwise order

Source: ESRI  
Community  
Analyst 2019

- Health Care: **78%**
- Education: **7%**
- Government & Public Administration: **7%**
- Leisure & Hospitality: **4%**
- Business Services: **2%**
- Science Services: **1%**
- Other: **< 1%**
- Trade, Transportation & Utilities: **< 1%**
- Goods Production: **< 1%**
- Information: **< 1%**
- Finance & Real Estate: **< 1%**

## Five-Year Job Trends

Jobs offering competitive pay are on the rise within the District. The share of District workers exceeding U.S. median wages has nearly doubled over 15 years. Jobs exceeding the median have substantially increased over 5-year, 10-year and 15-year periods within the District. Over the past five years, the number of jobs offering wages exceeding the U.S. median have increased by 18%; over the past decade, 32%; and 82% over the past 15 years according to U.S. Census on the Map.



Photo: City of St. Pete

## Earnings

Average earnings within the District favorably compare to the District’s surrounding geographies:

District & Immediate Surrounding Average Earnings	\$63,964
SPID vs. Florida Average Earnings	+\$4,700
SPID vs. Metro Area Average Earnings	+\$3,600
SPID vs. Pinellas Average Earnings	+\$5,500
SPID vs. St. Petersburg Average Earnings	+\$2,300

Source: EMSI

## NOTABLE NUMBERS

**65%** of 4-year Degree District Workers Have a Doctorate

**35%** of City’s Healthcare Job Growth Occurred in the SPID

**91%** of SPID Jobs Fall Under Health Care, Education and Public Administration

**18%** Growth Over 5 Years in Jobs Exceeding U.S. Median

**86%** of SPID Employees Exceed State, Metro, County and City Average Earnings

# STEM Graduates

Building a talent pipeline of individuals educated in STEM fields is a top priority for economic development organizations across the country and world. According to the National Center for Education Statistics, Florida has 286 title IV postsecondary educational institutions graduating STEM talent. This institutional count exceeds home states of many of St. Petersburg’s peer markets—including Texas, Tennessee, Georgia, the Carolinas, Ohio, Oregon, Kansas and Minnesota.

STEM degrees make up a large portion of Florida’s postsecondary diplomas; 57% of the degrees awarded in

the state during the 2017/2018 academic year were in STEM programs; 69% of degrees awarded Master’s level or higher were in STEM programs, exceeding the national rate of 64% and all peer home states.

Please note: The Arts section highlights growing recognition by District members of the role of art in STEM. The following section utilizes the “STEM” acronym in place of STEAM because comparative national, state and county statistics are not yet published to include art.

## State of STEM in Pinellas County Schools

Our community’s educational institutions strive to prepare young minds for their successful next steps through diverse programming options. The Pinellas County School District has the highest graduation rate among the state’s 10 largest districts. 70 of its institutions offer magnet, fundamental, gifted, International Baccalaureate (IB) and career programs that focus on students’ interests, talents and abilities, including the Arts, Automotive, Business, Construction, Culinary Arts, Education and Leadership, Environmental Studies, International Studies, Journalism, Law, Medicine, Public Safety and STEM.

STEM programming expands to additional K-12 institutions after school, through Pinellas County’s free STEM Academy. This program offers 5,000 students hands-on engineering design challenges, presents career options in STEM, improves teambuilding and leadership skills, teaches business planning and gives students opportunities to interact with community and business partners. Projects designed and engineered by STEM Academy students are showcased in the SPID on the USF St. Petersburg campus each April during the annual STEM Expo.

### ELEMENTARY PROGRAMS

- 4 STEM
- 5 Career Magnets
- 6 Fundamental
- 2 IB

### MIDDLE SCHOOL PROGRAMS

- 4 STEM
- 5 Career Magnets
- 3 Fundamental
- 3 IB

### HIGH SCHOOL PROGRAMS

- 10 STEM
- 26 Career Magnets
- 3 Fundamental
- 3 IB

## State of STEM in Higher Ed

Two of the state’s postsecondary STEM institutions are within walking distance of the Innovation District, while two more are less than five miles from its boundaries. STEM is a significant focus at these institutions—more than 34 STEM degree programs are offered.

STEM fields are appealing to students seeking careers that tend to be stable even during economic downturn.

Concentration of STEM graduates, trends in diplomas awarded and retention of talent are major considerations for developers, business owners and workers considering a move or job change.



## Why it Matters

STEM graduates incite heightened economic activity and the talent pipeline that these graduates represent is a major benefit to the surrounding markets—particularly for regions with strong retention.

The Brookings Institute reports that 42% of graduates from four-year colleges stay in the area after graduating. At the state level, Florida ranks 5th for college graduate retention, with 60% staying after receiving their diploma according to 2018 data from EMSI.

Diplomas awarded in the District through new and longstanding degree programs have greatly contributed to upticks in talent educated in Business, Science, IT and Engineering.

## Five-Year Degree Completion Trends

Source: EMSI and IPEDS; approximate one hour radius from SPID	+70%	Engineering
	+67%	IT
	+34%	Science
	+5%	Business

Note: The Arts section highlights ways in which District members embrace the important role of Art in STEM.

Within the SPID, USF offers students a taste of living in the District through on-campus housing. At the start of 2020, there were more than 500 beds for students. In response to demand, a \$32M residential project was recently completed. This new building increases the on-campus student resident population by 70%.

# Lifestyle

Gathering is a major component of an innovation district's success. The ability for individuals to leave their office environment to gather with a prospective investor over lunch or coffee; taking a break to enjoy fresh air and local art installations while working through a mental block; walking to a neighboring park for a live performance or festival with coworkers and friends; presenting at a collaborative forum where multidisciplinary attendees meet, share ideas and build connections; all are examples of how an encounter between people or an environment can be the tipping point for innovation.



Photo: City of St. Pete

With making connections comes coffee conversations, lunches and dinners. In the SPID, you can have an early morning coffee or breakfast meeting at the Campus Grind at the USF St. Petersburg campus, a working lunch at Nueva Cantina, an afternoon pick-me-up at The Library, happy hour and live jazz with a backdrop of departing adventurers at The Hangar at Albert Whitted Airport, a “Florida southern” waterfront dinner pitch at The Big Catch at Salt Creek, a Crema Catalana for dessert at the Dalí Museum’s Café Gala and end with a locally-caught evening snack at the Tavern at Bayboro.

All types of gathering spaces—whether art exhibits and museums, parks, greenspaces, restaurants or event venues—are woven into St. Petersburg’s culture. There are powerful stories behind many of these district assets that speak to the past and present of the community.



Photo: The Big Catch at Salt Creek

Left: The Library, Top: The Big Catch at Salt Creek

## Public Art

### USF Bull

Standing its ground affront the Student Center at USF’s St. Petersburg campus, the 850 pound bronze bull is the District’s heaviest art installation. Each USF campus has a slightly different bull statue, representing the unity of its campuses.



Photo: City of St. Pete

### Current Collections

This 40-foot wide and 30-foot high sculpture designed by Mike Wsol, Amandine Drouet and Dena Light in Poynter Park was created from marine debris collected from area waterways during coastal cleanups in a collaborative effort between the City, and SPID residents NOAA and USF College of Marine Science.



Photo: City Parks & Rec

### It Heals Up

Atop Johns Hopkins All Children’s Hospital is a large, colorful band-aid sculpture created by James Rosenquist as a symbol to children of the magic the body can overcome aided by the expertise of doctors and staff at the Hospital.



Photo: JHACH

### Bending Arc

Just outside of the District, the City’s new Pier features a 47,500-square foot aerial net sculpture from local artist Janet Echelman. Inspired by her drive for inclusive art and the site’s cultural and natural history, the title comes from a Martin Luther King, Jr. quote referencing the moral arc of history moving towards justice. An integration of art and science, the piece is made entirely of lightweight fiber that is 15 times stronger than steel by weight and was used by NASA to tether the Mars Rover. It is engineered to withstand 150 mph winds.



Photo: Amy Martz & Majeed Foundation

## District and Community-Led Events

A strong mix of new and longstanding community events enable collaboration, sharing and next generation outreach.

### Science Festival and MarineQuest

This combined annual event offers 150 hands-on interactive activities to thousands of attendees. The goal is to help youth see the everyday relevance of science and instill a passion for STEAM early on.

### Poynter’s Bow Tie Ball

This event brings together 500+ prominent media executives, business leaders, philanthropists, public servants and citizens to celebrate the essential role of free press. The Poynter Medal for Lifetime Achievement and Distinguished Service to Journalism are presented.

### Summer BreakSpot Program

Johns Hopkins All Children’s Hospital (JHACH) recognizes children’s need for nutritious meals year-round. JHACH fills a gap when schools are not in session for students who rely on free and reduced-price school breakfasts and lunches. The meals provided to kids and teens through BreakSpot are funded by the U.S. Department of Agriculture.

### Initiative on Coastal Adaptation and Resilience (iCar) Conference

Founded in 2015, iCar is a transdisciplinary USF initiative between science, engineering, policy and social science that examines interactions between climate change, water systems, land use, the built environment and ecosystem functions.



### Grand Prix

The IndyCar Series race opener is the largest spectator event in Pinellas County. It draws an international viewing audience and 150,000 attendees, yielding an economic impact of more than \$40 million.

### State of Science in St. Pete

This annual event places a local spotlight on the SPID professionals for many of their nationally recognized accomplishments through a series of fast-paced presentations that highlight the latest from the District’s hundreds of scientists, doctors and technologists. Attendees mingle with presenters following the event for unique access and conversations.

### Tampa Bay Marine Science Networking Happy Hour

Students, ocean science professionals, friends and colleagues mingle monthly in a casual, social setting.

### Tampa Bay Times Festival of Reading

This annual festival hosts author talks, book signings, panel discussions, book sales and a used book market at various locations throughout the SPID.

### USF World Affairs Conference

This annual cooperative venture of civic-minded St. Petersburg residents and USF, gathers panels of distinguished diplomats, military, media and academic experts to discuss critical international issues of the day.

## Surrounding Points of Interest

Distinct communities surround the Innovation District, all providing extensions to the art, events and restaurant offerings—to the north, Downtown; to the west, Historic Roser Park; and to the south, Old Southeast. Ample green spaces and recreational zones further enrich the region.

### Bartlett Park

Residents can opt for either urban or suburban housing options with a nice variety of bars, restaurants, coffee shops and parks. This neighborhood houses Frank W. Pierce Recreation Center, St. Petersburg Tennis Center, lighted athletic fields, courts, exercise equipment and a playground.

### Downtown St. Pete

New residential construction is a major contributor to Downtown’s continually evolving skyline. Residents occupy largely multifamily residences—a mix of townhome, low-rise, mid-rise and high-rise structures. Restaurants and retail shops line major arteries and ample parks offer frequent pedestrian reprieve. Within Downtown, residents frequent Straub Park, Vinoy Park, Demens Landing, Albert Whitted Park, Pioneer Park and Pier Park.

### Historic Roser Park

Developed in the 1910s, it is St. Petersburg’s first historic district. Characteristics include hexagon block sidewalks, ornamental street lights, steep topography and two small bridges crossing Booker Creek. Unique bungalows, chalets, cottages and stately homes line the streets of this small, 144 home neighborhood.



### Old Southeast

This historic community features wide brick streets, single and multi-family residences, diverse home architecture and design and beloved amenities, such as a locally-owned market and a community garden. The community enjoys 14-acre waterfront Lassing Park to the east and Bartlett Park to the west.

### Recreation Centers

**Campbell Park** includes Campbell Park Recreation Center, E.H. McLin Pool, an outdoor exercise zone, a playground, athletic fields, courts, a picnic shelter and the St. Petersburg Regional Skatepark.

**Frank W. Pierce Recreation Center** has a long standing tradition of youth activities: teen lounge, camps, sporting facilities and playground equipment, as well as classes and activities for all ages.

# Opportunity

The 0.83 square mile District is more heavily populated with commercial occupants than residential, however, there is significant projected growth through planned mixed-use projects.

## Here and Now in the District

According to ESRI, there were 863 fulltime residents within the SPID boundaries as of 2019. In addition to the year-round population, another 500 students take up residence in the District for fall, spring and summer courses. This population is growing and as of 2020 nearly meets the volume of year-round residents since the completion of a new residence hall on the University of South Florida St. Petersburg Campus.

## Peers

Compared to cities across the nation that are also home to innovative communities, St. Petersburg is following along on a positive trajectory.

St. Petersburg’s past five-year population growth is on par or exceeds seven of its peer markets; it ranks second against its peers for median income growth; increase in share of “age 25+ college educated population” places the City ahead of 11 peers; and it holds a unique claim among peers of declining in median age—shared only with Tampa, Florida.



	5-Year Population Growth	5-Year Median Income Growth	Absolute Change in Share Age 25+ College Educated	Median Age Change in Yrs
Fort Worth, TX	12%	11%	0.2%	1
Miami, FL	12%	35%	8.0%	2
Orlando, FL	12%	25%	3.7%	0
Tampa, FL	11%	28%	1.8%	-1
Durham, NC	11%	9%	0.4%	1
Austin, TX	10%	27%	3.7%	2
Charlotte, NC	10%	19%	3.0%	2
Columbus, OH	8%	19%	3.5%	0
St. Petersburg, FL	7%	32%	3.8%	-2
Jacksonville, FL	7%	14%	0.1%	0
Portland, OR	7%	32%	4.0%	1
Charleston, SC	7%	28%	3.8%	1
Kansas City, MO	5%	19%	4.1%	0
Nashville, TN	5%	29%	3.5%	0
St. Paul, MN	4%	19%	2.0%	2
Chattanooga, TN	3%	18%	2.8%	2

Source: U.S. Census American Community Survey

## Opportunity Pipeline

With the rise in talent prospects came a five-year shift in commercial activity. Over the past five years, Class A vacancy within the District has dropped from 57.9% to 14.6%, reflecting an increased demand. Overall vacancy also dropped from 17.7% to 5%. As interest in the SPID rose, average rents followed suit, from \$21.98 in 2015 to \$25.71 in 2020.

	SPID Sq. Feet	Vacancy 2015	Vacancy 2020
Class A	213,220	57.9%	14.6%
Total	987,272	17.7%	5.0%

Source: Co Star

## Developments

The growth of a young, educated workforce and rising demands for existing commercial space are the impetus for opportunities. There are four high-profile projects—three within the boundaries of SPID and one just outside—that bring with them the promise of future innovative activity and collaborations.

### 1 Tampa Bay Innovation Center

The Tampa Bay Innovation Center is a non-profit organization fostering St. Petersburg's entrepreneurial community, currently operating in Downtown St. Pete. The Center is in the process of moving to the SPID. Its 45,000 square foot two-story new construction facility is slated for completion in 2023. In its new location, the organization will serve as a business incubator, accelerator and coworking entrepreneurial center. The plans include a shared collaborative area, private offices, labs and a community room.

### 3 Salt Creek

Salt Creek sits at the southern edge of the SPID. Potential projects on this site—encompassing more than 40 acres—must address community needs, rising tides, environmental stewardship, economic development efforts and resiliency as part of the design. The site is envisioned to house a mixture of residential space, local businesses and public space with ample water access and office space. Office space could target tenants representing the City's core industries.

### 2 Dalí Museum

To accommodate The Dalí's growing visitation, the country's largest single-artist museum and the most-visited art museum in Florida has announced a \$35M+ expansion. This revolutionary space will invite the world to innovative digital art experiences. One floor will house interactive digital art galleries to spark interaction and transform thought, and another will provide space for education and meetings to promote innovation, learning and interaction. The Dalí expansion will help engender global empathy and provide an escape from the ordinary as art and technology combine to empower people to reshape their imaginations and their lives.

### 4 Tropicana Field Site

OUTSIDE SPID

Just blocks from the SPID is an 86-acre site—one of the largest contiguous urban infill sites in the U.S. The exciting opportunities presented by such a unique "blank slate" led the City to collaborate with HKS Architects to develop a conceptual master plan. The plan showcases a walkable community with housing, office space, entertainment, dining, retail, hotel and convention space, lush green space and a tech and research campus. This campus will serve as a catalyst for collaborative activity. It will be a place for job training, identifying synergistic pursuits between entrepreneurs, educators and business professionals. The City published its RFP in 2020, and a developer will be selected in 2021.



STEWARDS OF THE FUTURE

INNOVATION  
TOGETHER

BRIGHT IDEAS AHEAD

DISCOVER

POWERING THE POSSIBILITIES

TODAY'S WORD  
ON TOMORROW

DIVING DEEPER

THINK  
TANK

IN PROGRESS

WHERE CARE BECOMES THE CURE

VISION

IMAGINE THE FUTURE

BELIEVE IN  
BREAKTHROUGHS



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