



**PINELLAS COUNTY  
ECONOMIC DEVELOPMENT**

# **ANNUAL REPORT**

## **FISCAL YEAR 2024**



**Pinellas County Economic Development**  
13802 58th Street N., Suite 1-200, Clearwater, Florida 33760  
(727) 464 -7332 | (888) 759-5627 | [PCED.org](http://PCED.org)

# DIRECTOR'S MESSAGE

It is with great pleasure that I reflect on a year filled with remarkable progress and collaborative success. Through strategic initiatives, innovative partnerships and targeted programs, Pinellas County Economic Development successfully attracted new investments, supported local businesses, and enhanced workforce development. This year, the department played a crucial role in supporting the business community in the aftermath of three hurricanes, and I am very proud of how our team swiftly implemented disaster recovery assistance.

In Fiscal Year 2024, our collective efforts resulted in achievements across key areas, including workforce development, redevelopment projects, new businesses started, jobs retained, and renewal of the Ad Valorem Tax Exemption. The Department began implementation of an updated Comprehensive Economic Development Strategic Plan to bring fresh strategies for economic development, including elevating PCED's role in workforce development support to businesses. The One Pinellas Business Alliance has successfully served as the County's voice of business and has provided actionable guidance on our way forward.

I am immensely grateful for the unwavering support and dedication of our corporate leaders, workforce training partners, education partners, chamber and economic development partners, and municipalities, and look forward to our continued success in the future.



**DR. CYNTHIA JOHNSON**  
Director, Pinellas County  
Economic Development

## PRIME REDEVELOPMENT & OPERATIONS PROJECTS

### EMPLOYMENT SITES PROGRAM

This year, our award-winning Employment Sites Program (ESP) added a second category of funding for Public Infrastructure, which supports public projects that will fuel future growth. The ESP also continued to support the construction and redevelopment of industrial and office buildings in Pinellas, with projects adding more than 1.6 million square feet and leveraging \$307 million in private investment. Nine ESP-supported facilities are now operational, employing 1,366 persons. Our team was honored to accept a 2024 Excellence in Economic Development Gold Award from the International Economic Development Council (IEDC) and a nomination for Best in Show in the Real Estate Redevelopment & Reuse category, bestowed specifically for the department's work on the Employment Sites Program (ESP).



PCED accepting the 2024 IEDC Excellence in Economic Development Gold Award



AGORA Edge ESP Completed Project

### ALLOCYTE | AGORA EDGE - ESP SUCCESS STORIES

AlloCyte is utilizing the ESP to help finance renovation of an outdated manufacturing space. This will provide the upgraded facility the start-up needs to become the only U.S. producer of pharmaceutical preservation liquids required for human organ transplant. The project will result in rehabilitating more than 25,000 square feet of manufacturing space and brings 60 new high-wage jobs to Pinellas.

The Pinellas County Commission celebrated a ribbon cutting for AGORA Edge's new facility in Pinellas. The leader in soft goods design and manufacturing outgrew its existing space and used the ESP to fund an expansion, adding nearly 48,000 square feet and 50 new jobs.

# BUSINESS RETENTION, EXPANSION & ATTRACTION

Our Business Development team extended its reach to encourage business relocations and expansions in Pinellas. A collaborative effort with the City of St. Petersburg and St. Pete EDC resulted in Footlocker's announcement of a new headquarters in St. Petersburg. Highlights of the year include presenting workforce training grant opportunities to 45 companies and deploying hurricane recovery assistance to affected businesses. Strong relationships with local partners facilitated successful joint endeavors such as the Pinellas Defense Networking Forum, Synapse Technology Summit, the International Manufacturing Technology Show, and Ambassador Visits with the Pinellas County Commission.



PCED's Scott Talcott at SelectFlorida's booth at the International Manufacturing Technology Show in Chicago



Ambassador visit to Jabil with Pinellas County Commission Chair Kathleen Peters



# OFFICE OF SMALL BUSINESS & SUPPLIER DIVERSITY

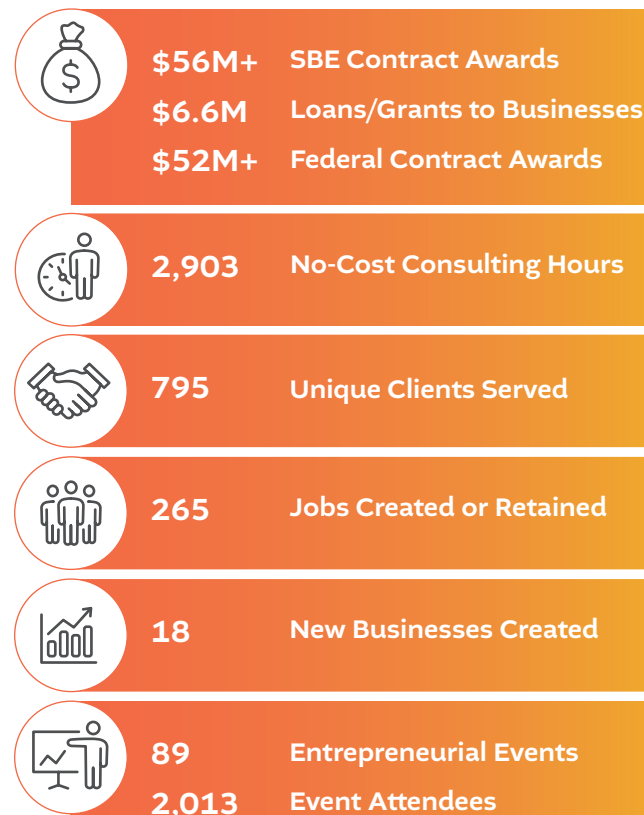
The expansion of Pinellas County's Small Business Enterprise (SBE) program provided \$56 million in contract awards to local businesses, and our partnership with the Florida APEX Accelerator program garnered an additional \$52 million in federal awards. PCED's longtime partnership with the Florida Small Business Development Center (SBDC) continued its support for small business through special events such as the Pinellas County Reverse Trade Show, Air Force Materiel Command three-day event, and annual Hispanic Business Conference, and launched a Mobile Assistance Center and Business Recovery Center to provide direct assistance to small businesses impacted by hurricanes.



The SBDC Mobile Assistance Center was deployed to bring hurricane recovery assistance directly to multiple Pinellas County locations



FSBDC at USF won Region of the Year, thanks in part to PCED. PCED's Yolanda Goodloe was named Statewide Consultant of the Year for the second consecutive year

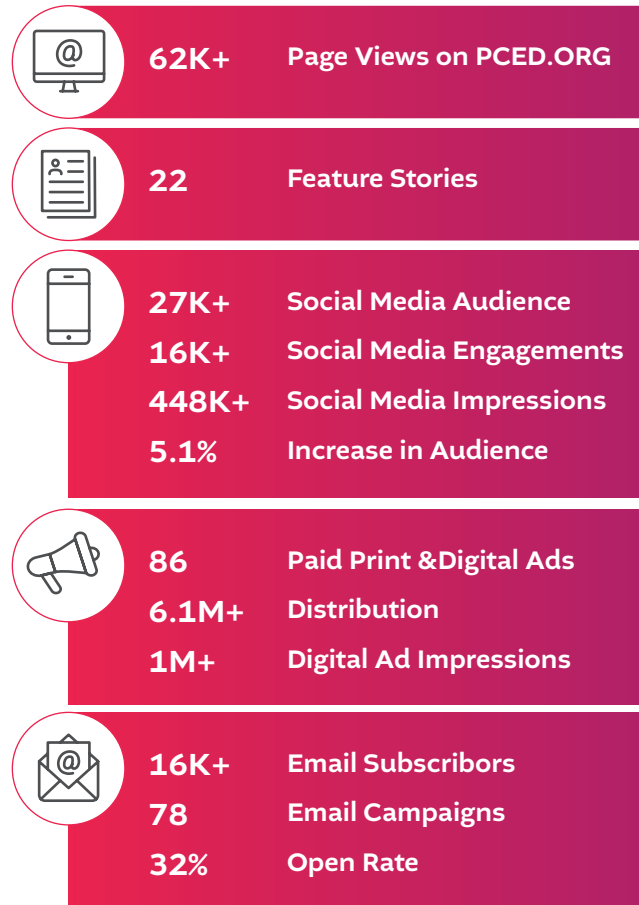


# MARKETING & PUBLIC RELATIONS

PCED's re-branding project that began in the previous fiscal year culminated this year in an exciting new logo, color scheme, and graphics that were used across a bevy of print and digital marketing campaigns to market Pinellas County as the #IdealBusinessClimate. With three roundtables in collaboration with members of the One Pinellas Business Alliance and Florida Trend Magazine, we published the Pinellas County Profile, and we produced a new marketing video to highlight target industries with CEO testimonials. With more than 60,000 page views in FY24, PCED.ORG exceeded our annual goal and increased our views by more than 26% over the previous fiscal year. When Hurricanes Debby and Helene struck Pinellas County, our Marketing and Public Relations team swiftly pivoted to providing emergency information to help businesses prepare and recover.

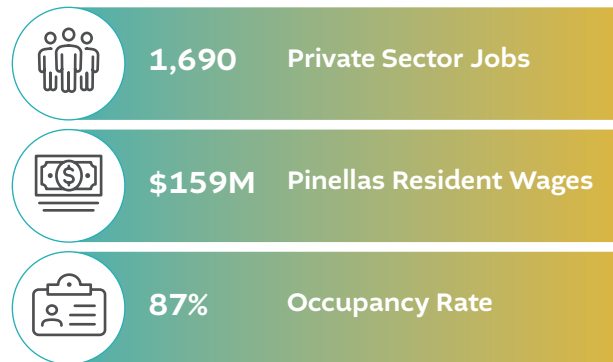


A sampling of PCED print and digital marketing



# STAR CENTER

In FY24, the STAR Center continued implementation of a new rent rate structure for lease agreements, which will increase revenues and compete with similar local facilities. Redevelopment plans are underway and a \$135,000 grant was obtained to assess the utility's capacity. Engagement with redevelopment experts is aimed to assist with the initial phases of planning to ensure the site continues to foster job creation and economic growth. The facility successfully retained its existing tenants and one tenant expanded its leased space by 45%.



STAR Center signage



Aerial view of STAR Center