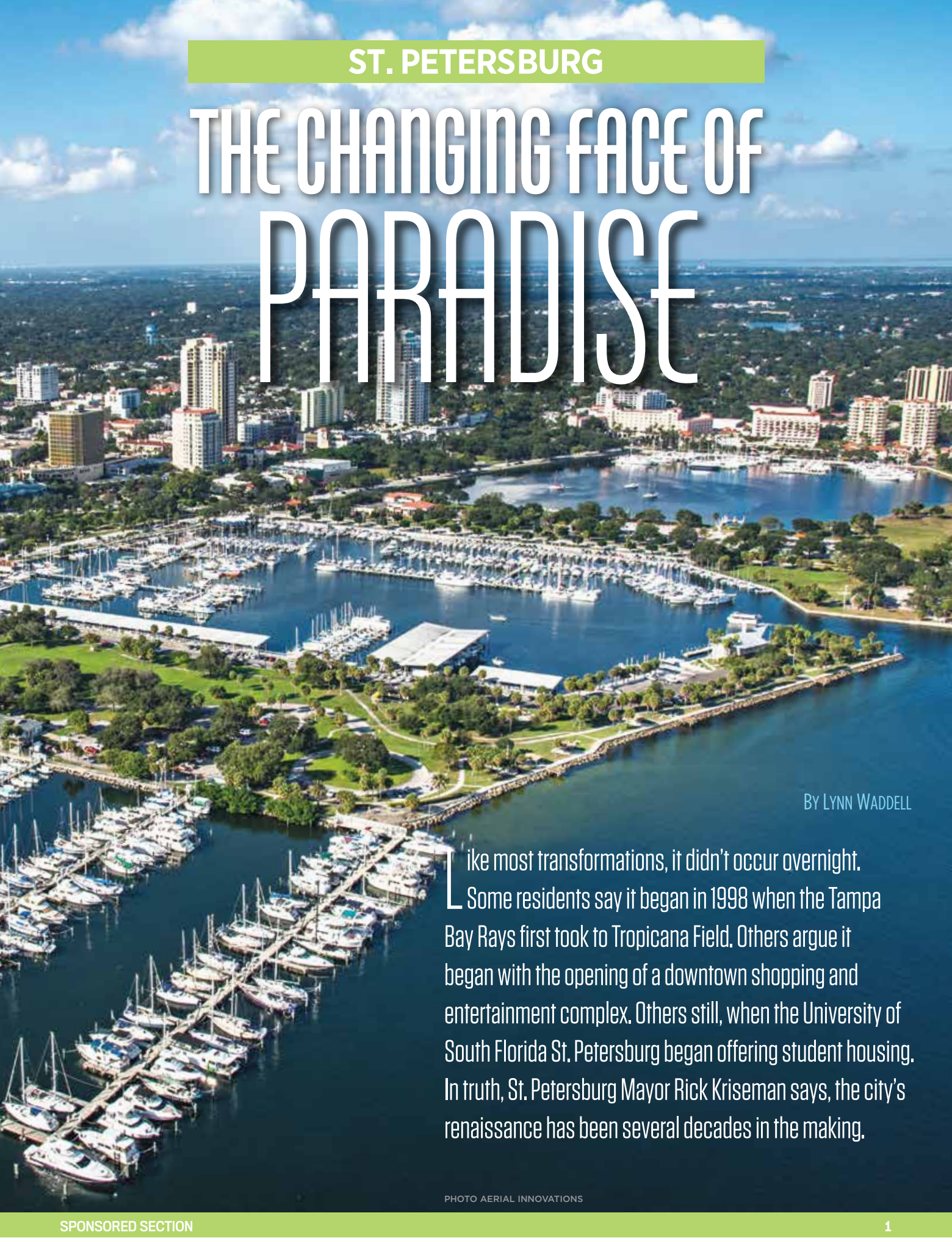




ST. PETERSBURG

THE CHANGING FACE OF PARADISE

BY LYNN WADDELL

Like most transformations, it didn't occur overnight. Some residents say it began in 1998 when the Tampa Bay Rays first took to Tropicana Field. Others argue it began with the opening of a downtown shopping and entertainment complex. Others still, when the University of South Florida St. Petersburg began offering student housing. In truth, St. Petersburg Mayor Rick Kriseman says, the city's renaissance has been several decades in the making.

PHOTO AERIAL INNOVATIONS



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ABOUT THE WRITER: Lynn Waddell is a St. Petersburg-based freelance journalist and author of *Fringe Florida*. Her work has appeared in publications from the *New York Times* to the *Wall Street Journal*.

For decades the city was known as a retirement haven, a place where seniors rested on green benches along Central Avenue, played shuffleboard under live oaks and danced to big band music in the Coliseum.

Today the Green Bench is a brewery with a beer garden regularly packed with millennials and young families. The city's historic shuffleboard club is run by volunteers in their 20s and 30s who organize tweed-wearing bicycle rides and weekly shuffles with food trucks and doses of alt rock. The city's 1924 Coliseum hosts brewfests where you are likely to see more purple hair than gray.

In short, St. Petersburg has gone from being just a beautiful city where people strive to end up, to a place where many want to start out. U.S. Census figures show that the city's median age dropped almost seven years to age 42.1 between 1970 and 2015, while the national median age has climbed. More telling is that the percentage of residents over 75 shrunk dramatically, while the percentage of residents age 20 to 40 increased.



"The sun is always shining here, and it is as bright as it has ever been."

— Rick Kriseman
Mayor
City of St. Petersburg

The changing face of St. Petersburg isn't limited to age. In recent years, more people from abroad, particularly Latin America, are making St. Petersburg their home. Recent census figures show that 10% of St. Petersburg residents were born outside the United States.

The foundation of the local economy has changed, too. Though tourism still helps fill city coffers, St. Petersburg is more diversified in the 21st century. Marine science, medical, specialty manufacturing, technology and financial services play significant and increasing roles in the local economy.

What hasn't changed are the things that drew St. Petersburg residents when the city was incorporated in 1903: Sunshine most every day of the year, weather that rarely requires a jacket, flora that's forever green and waterfront views in most every direction.

“Moving to **St. Pete** and growing our thriving business that is so warmly embraced by the community is

our sunshine.”

Raphael and Sarah Perrier • Owners, Kahwa Coffee in St. Petersburg, FL



A bright spot for business.

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“I’ve traveled the world - without question **St. Pete** is the most beautiful place. Just being here is

my sunshine.”

Hank Hine • Executive Director, Dali Museum in St. Petersburg, FL



The arts shine in St. Pete.

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Best of ...

#1 Fittest Metro

#1 Fittest Metro in Florida and #27 in the U.S. Based on healthy behaviors, walkability, parks, recreational facilities, school physical education policies and low rates of chronic health problems. *American College of Sports Medicine 2015*

#1 Best City for Millennial Job Seekers

#1 Best City for Millennial Job Seekers in Florida. With an average salary of \$47,471, median rent of \$924 a month, big employers such as Raymond James Financial, Catalina and Jabil, lively arts and entertainment districts and growing millennial population, St. Petersburg has a lot for millennials to love. *NerdWallet 2015*

#1 Town for Crafters

#1 Town in America for Craft Lovers. More than 15,000 artisan lovers voted St. Petersburg tops in the U.S. for all things handmade. *American Craft Week 2015*

#8 Best City for Hispanic Entrepreneurs

#8 Best City for Hispanic Entrepreneurs. Based on everything from percent of businesses owned by Hispanics to corporate tax rates, St. Petersburg is inviting to aspiring Hispanic and Latino entrepreneurs. *WalletHub 2014*

#2 Most Beautiful City

#2 Most Beautiful City in the U.S. With nearly year-round warm weather, nearby beaches and cultural attractions, "St. Petersburg perfectly embodies Florida's designation as the Sunshine State." *The Culture Trip 2015*

#12 Metro for Small Business

#12 U.S. Metro for Small Business. Local small business annual revenues average \$210,676 and credit scores average 635 — two of the primary factors that ranked the area one of the best for small business. *Biz2Credit 2014*



St. Anthony's Triathlon

Getting Around

With convenient access to two international airports and a bisecting interstate, St. Petersburg is an easy reach for national and international travelers. Getting around is simple. City streets are laid out on a grid, accessible by I-275, which has two feeders into downtown. Pinellas Suncoast Transit Authority offers public transportation throughout the county via bus; a trolley system runs through downtown and adjoining retail business districts. The city also encourages bicycling and has announced a bike share program.



Airports

- St. Pete-Clearwater International Airport
- Tampa International Airport
- Albert Whitted Municipal Airport

Bus and Trolley

- 40 bus routes
- Nearly 200 buses

Bicycles

- 35 miles of bike trails
- 75 miles of on-street bike lanes and growing

Sunshine City



“There’s no pretentiousness. There is a kind of friendly, laid-back, atmosphere that I think not many places have.”

— Sarah Perrier
Co-owner
Kahwa Coffee
Roasting Company

Outside Bella Brava restaurant on Beach Drive in downtown St. Petersburg, families stroll by laughing and talking in various languages. Across the street in Straub Park, children play underneath banyan trees the size of a small house. Just beyond, moored sailboats gently rock in Tampa Bay.

Beach Drive has become a visitor’s must-see. With restaurants and shops primarily on one side of the street and the city’s expansive waterfront parks on the other, you’re guaranteed a postcard view combined with gourmet tastes, culture and people watching. The glass art of Dale Chihuly is just up a few blocks.

The Museum of Fine Arts, a Smithsonian affiliate, is across the street. The Dali Museum, Mahaffey Theater and Al Lang Stadium, home of Tampa Bay Rowdies

soccer team, are just to the south.

Jonathan Ellen, M.D., president and physician-in-chief of All Children’s Hospital Johns Hopkins Medicine, recalls how much Beach Drive impressed him when he was being recruited to head the hospital. “At the end of the day, they took me to a restaurant on Beach Drive, and I was sold.” Now he takes

prospective employees there and has been successful in recruiting some of the world’s top surgeons.

Quality of life ranks high among the reasons people give for moving to St. Petersburg. Whether it’s dining at a sidewalk café, kayaking Tampa Bay or bicycling to work, life in the “Burg,” as locals refer to it, is kissed by Mother Nature. On average the sun smiles on St. Petersburg 361 days a year and the daytime temp is 83 degrees.

The temperate climate allows the outdoors to become an extension of the indoors. Restaurants offer outdoor seating;

brew pubs have beer gardens; hotels and condo high-rises have rooftop patios. Most office parks have areas for employees to lunch outdoors, sometimes with waterfront views.

The climate has been a big selling point of the city

going back to 1885 when the American Medical Association convention tagged St. Petersburg the healthiest city in the nation due to its year-round sunshine and fresh breezes off Tampa Bay and the Gulf of Mexico.

Early city leaders had the foresight to preserve seven miles of downtown water-



Downtown shopping complex Sundial celebrated its first anniversary in October 2015.





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IN SALES FOR FISCAL 2015



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front along Tampa Bay for an expansive park system. They laid out wide streets and double-wide sidewalks that today allow for lush landscaping, sidewalk cafes and enjoyable strolls.

Subsequent leaders built upon that, adding the Million Dollar Pier, ball fields, marinas, public golf courses, public pools, paddling trails, a nature preserve, bike lanes and dog parks, including one with a solar-powered phone charging station. Every St. Petersburg neighborhood has a park and playground within walking distance.

Today the city has one of the most robust recreational systems in the nation, overseeing more than 2,700 acres and accommodating more than 1,000 events a year, including the Grand Prix of St. Petersburg and the St. Anthony's Triathlon.

Now the city is embarking on one of the most expensive projects in its history — a new \$46-million pier, which promises more excitement for years to come.



Biking along Tampa Bay in downtown St. Petersburg



American Stage in the Park



Tampa Bay Rowdies



USF St. Petersburg Sailing Team



A new, young generation enjoys the historic St. Pete Shuffleboard Club.

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ONESTPETERSBURG.COM



Destination Downtown



“The most exciting thing about St. Pete is the melding of these special elements. It’s the restaurants, it’s the arts scene, it’s the business climate. There are only a couple of places in the country like that, and St. Pete is one of them.”

— Trevor Burgess
President & CEO
C1 Bank

On an average Saturday afternoon in October, the vibrancy in downtown St. Petersburg is on full display. A lunch crowd fills in the recently renovated Sundial shopping, dining and entertainment center. A few blocks away, thousands of hip hop fans groove at the Beats by the Bay concert in Vinoy Park. Joggers finished from a charity run are refueling at sidewalk cafes and sandwich shops.

The Saturday Morning Market is in high gear with vendors selling everything from locally grown collard greens to handmade soap. There’s a line to get into the nearby Dali Museum, an enormous building that in itself rivals the creativity of the Spanish surrealist’s work inside. Steps away at the University of South Florida St. Petersburg, hundreds of book lovers gather to get best-selling author Judy Blume’s autograph at the *Tampa Bay Times* Festival of Reading.

St. Petersburg is not only flourishing, it’s booming in unprecedented ways.

Dialing it Up

The revitalization of downtown began in 1999 with the arrival of BayWalk, a downtown shopping and entertainment plaza, and continued with the rise of luxury condo towers, restaurants and bars near the waterfront.

Since 2000, apartment complexes, condo towers and clusters of townhouses have shot up all over downtown. About 3,000 housing units have been built since 2000.

“I don’t think people realize and understand what St. Pete is,” says Raphael Perrier, co-owner of Kahwa Coffee, which opened in 2006 and now has eight locations. “It’s changed so much in the last 10 years.”

Local businessman Bill Edwards brought some of the more obvious changes. He bought BayWalk and invested \$30 million in major renovations before reopening it as Sundial St. Pete in 2014. He also brought professional soccer — the



ONE St. Petersburg rendering

Tampa Bay Rowdies — to St. Petersburg, breathing life into downtown’s Al Lang Stadium, a former Spring Training field.

The vibrancy attracted new types of businesses. The city’s tallest office building now bears the name of Priatek, a young, interactive advertising company.

Two of the city’s largest hospitals, All Children’s Hospital Johns Hopkins Medicine and St. Anthony’s, expanded. Tech startups and marine science-related businesses set up in the city’s Innovation District.

The Dali Museum, housing the largest collection of the artist’s work outside of Spain, relocated to an iconic new home on the waterfront. Small, old hotels were made new and hip. Bodegas, Mexican cantinas, swanky steakhouses, multinational fusions, Thai, Italian, BBQ, whatever your appetite, there’s now a restaurant to sate it and a local brew to wash it down. Brew pubs and breweries have sprouted as fast as malt ferments.

Cranes on the Horizon

National media has noted the revitalization and infusion of youth. The *New York Times* ranked St. Petersburg as one of the 52 places in the world to visit in 2014. NerdWallet named it the “#1 Best City for Millennial Job Seekers”; *National Geographic* titled its travel spotlight “Move Over, Miami.”

Millennials and empty nesters are moving downtown to be near the action, says Dave Goodwin, St. Petersburg’s director of planning and economic development. Between 2010 and 2014, downtown’s residential population grew by more than 3,000 even as rents climbed. “It’s all ages,” he says. “It’s



Nightlife on Central Avenue



Saturday Morning Market



Hofbrauhaus St. Petersburg

young, middle age professionals, retired. Everyone wants to be downtown.”

And there appears no end in sight. Cranes dot the downtown skyline as workers construct 11 new housing properties, including what will be the downtown’s tallest building. Some 1,490 downtown residences are under construction and another 920 units are planned.

A second Publix grocery store is going up in the heart of downtown. On the waterfront, crews have demolished the aged city pier to make way for the \$46-million New St. Petersburg Pier and Pier Approach projects.

The nation’s largest Arts and Crafts Movement museum is under construction, and a 133,600-square-foot museum featuring a vast collection of Western and wildlife art is scheduled to open in 2017. These add to downtown’s existing Museum of Fine Arts, Holocaust Museum and Dali Museum.

In the Innovation District on the southern edge of downtown, the University of South Florida St. Petersburg is constructing a new building for its College of Business while neighboring All Children’s Hospital Johns Hopkins Medicine recently broke ground on a seven-story research and education building.

Mike Meidel, director of Pinellas County Economic Development, says downtown is the hotspot of the county. When companies scout the area, “the first thing they want to see is space in downtown St. Pete. When they see Beach Drive on a Monday night and there are all these people on the street, it’s exciting and they want to be a part of that.”



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Local and Proud



"I Love the 'Burg" captures the spirit of Localtopia.

Keeping St. Pete Real

Downtown St. Petersburg's revitalization has been largely organic, fueled by the quilt of small and locally owned businesses that attract millennials. Coffee shops, cafes, boutiques, print shops, art galleries, record shops, mid-century furniture stores, brewpubs; the list goes on and on.

Despite the variety of styles, the small business community is close-knit. Formal business alliances have formed along the Central Avenue corridor. The non-profit St. Petersburg Arts Alliance hosts monthly art walks and raises money for all creative arts. The Warehouse Arts District Association strives to maintain affordable work space for artists.

Other groups formed to keep the wider local scene authentic and vibrant. Keep St. Pete Local (KSPL), a grassroots non-profit, started in 2011 with the goal of encouraging residents to buy from locally-owned, independent businesses. Today KSPL has more than 500 business and non-profit members. It runs a jobs board and hosts the popular Localtopia, an annual celebration of all things local.

KSPL Founder and President Olga Bof says KSPL has worked with local businesses that have gone from a street market to a brick-and-mortar store and to even showing up on national retailers' shelves. "Many grow by collaborating with other members of the KSPL family," Bof says. "We're proud about the economic development role we play and the fierce city pride we've instilled in the community about all things local and made in St. Pete."

Meanwhile, two New York transplants who wove their love for the city into their media business, keep it real by accepting only local sponsors on their website ILovetheBurg.com.

Lending a Helping Hand

Recognizing the importance of small businesses, the city of St. Petersburg supports them through a couple of centers. In a partnership with the St. Petersburg Chamber of Commerce, the city runs The Greenhouse, a one-stop resource center that provides small businesses one-on-one consults, access to financing, mentoring and free seminars on everything from how to write a business plan to establishing a web presence.

To assist a growing number of tech startups, the city in partnership with the state of Florida operates the Technology and Entrepreneurship Center, commonly called the TEC Garage, at the St. Petersburg College downtown campus. The center gives entrepreneurs the tools to refine their innovations with the help of experts and offers shared workspace.



TEC Garage St. Petersburg

For the Love of Brew

St. Petersburg catapulted onto the craft brew scene seemingly overnight. The city went from having no craft breweries at the beginning of 2013 to having seven by the end 2015. The majority are within a two-mile stretch along the city's central corridor.

Recognizing the economic potential of craft breweries, the University of South Florida St. Petersburg teamed with local breweries to offer a program in the Brewing Arts. Sponsored by 3 Daughters Brewing and Great Bay Distributors, the program appeals to everyone from weekend hobbyists to brewer entrepreneurs.



Green Bench Brewing Co.

Our commitment to Florida, reflected in all we do.



We've invested **\$115 million** in smart grid technology in St. Petersburg – technology that senses outages before they happen.



In 2015, we contributed **\$3 million** to STEM education, workforce development and conservation of local natural resources.



Since 2001, our economic development efforts have attracted 230 companies to Florida, generating **33,300 jobs** and **\$2.8 billion** in capital investment.

We have a 117-year history and a bright future of service ahead in St. Petersburg. Here – and across the 35 Florida counties we serve – we're investing in new technologies and partnering with local and state economic development groups to recruit new businesses, create jobs and enhance the quality of life of our customers and our communities.



Planned New St. Petersburg Pier

A New View

From the 1889 Railroad Pier to the recent Inverted Pyramid, pier structures have been a focal point of the St. Petersburg waterfront and symbolized the city's creativity and residents' recreational desires. Plans for the New St. Petersburg Pier and the approach connecting it to the mainland reflect a city that is growing younger and more diverse. It is designed to be a modern icon packed with recreational opportunities for all ages.

Combined, the \$46-million pier and a \$20-million pier approach project represent the largest city building project in more than two decades. The projects will essentially add a multi-use park that extends 1,380 feet over Tampa Bay. The pier design features active, leisure and educational activities along its expanse. In addition to pathways for walking, jogging and bicycling, the pier is to have space for dry and wet environmental classrooms;

floating docks for fishing and temporary boat dockage; multiple levels for observation; an amphitheater; and an overlook bar and grill. Preliminary plans for the approach include a grand entry, pedestrian art promenade, an art bridge, open-air market and two restaurants.

The pier project went through extensive city review and intense public debate before the city selected a design by the architectural team of Tampa's ASD and New York firms Rogers Partners Architects + Urban Designers and Ken Smith Landscape Architect. The team won the bid over 28 others that submitted proposals. Local architectural firm Wannemacher Jensen and W Architecture and Landscape Architecture of New York won the design contract for the pier approach project. Crews demolished the existing pier structure last fall. The New St. Petersburg Pier is scheduled to open in the fall of 2018.



Projected street-level view



A bird's eye view



We bring innovation to St. Petersburg

All Children's Hospital Johns Hopkins Medicine cares for children with complex health conditions, seeks new therapies, treatments and cures, and teaches pediatric physician leaders. We have advanced the care of children in our region for 90 years. Today, we lead our children's care as an academic medical center dedicated to quality and innovation.

All Children's Hospital Johns Hopkins Medicine provides over \$619 million in annual economic impact to the state of Florida. With more than 3,100 employees, a 259-bed inpatient hospital and 10 regional outpatient centers throughout Florida's west coast, All Children's provides excellent, compassionate and precise care for children from across the state and around the globe.

Learn more at allkids.org



Real Estate Reaches for the Sky



“There’s really no other west coast Florida city offering what this one has in terms of waterfront parks and cultural amenities.”

— Robert Glaser
President & CEO
Smith & Associates
Real Estate

For more than a decade **St. Petersburg** has been where Tampa Bay comes to play, but it’s increasingly become where Tampa Bay wants to work and stay. Residential housing in downtown St. Petersburg has increased by 20% since 2010 and office space is growing tight.

Real estate is on the rise in St. Petersburg. Cranes are up, and retail and commercial vacancy rates are down. The bulk of recent new construction has been housing — luxury condominiums, townhomes and apartments — in downtown St. Petersburg. Another 1,490 units are under construction and 920 more are planned.

Dave Goodwin, St. Petersburg planning and economic development director, says the city has recovered from the housing slump of 2008. “We’re back on track. Development activity is happening in St. Pete and that’s where we need to be.”



The Salvador rendering

Condominium developers say that demand is high, and units are pre-selling like tickets to a Super Bowl. In November, the Kolter Group broke ground three months earlier than planned on ONE St. Petersburg, a 41-story luxury condominium tower in the heart of downtown. ONE is to be the

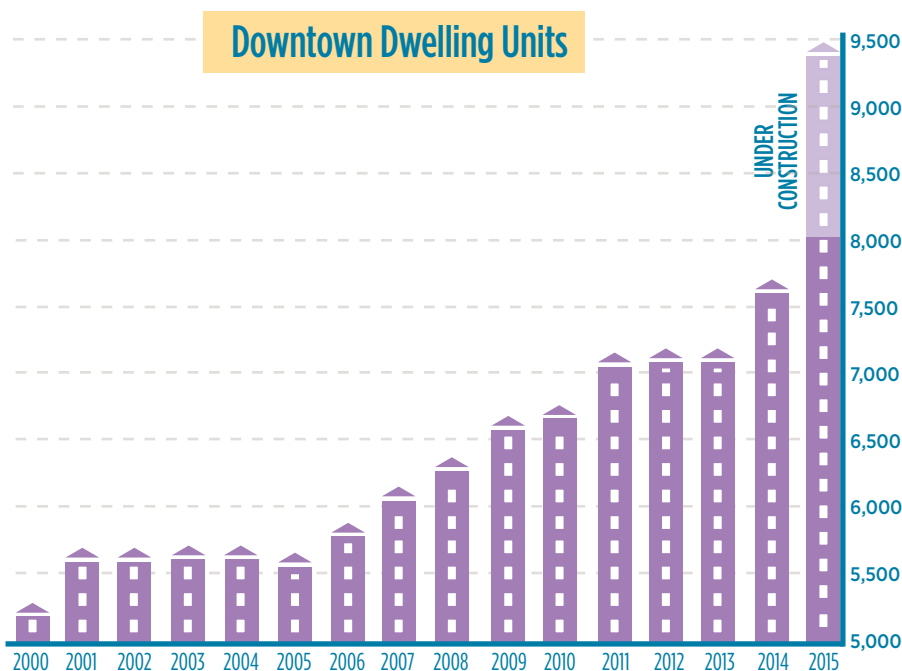
tallest building in downtown St. Petersburg, and units list from \$500,000 to \$3 million.

Developers of both ONE and The Salvador, a 74-unit tower going up just blocks away, say that roughly half of buyers live within the Tampa Bay area.

A few other downtown projects under construction include: The Hermitage luxury apartment complex, 330 Third Street South condo tower, a second Publix grocery store, the Museum of the American Arts and Crafts Movement, Kate Tiedemann College of Business at USF St. Petersburg, and All Children’s Hospital Johns Hopkins Medicine research and teaching center.

Downtown office vacancy rate was 7% in the fall of 2015, according to Colliers International Tampa Bay. That’s tight enough to encourage Kucera Properties, owner of the Priatek Plaza, to plan another office tower in what’s currently an adjacent parking lot.

A thriving economy and record number of visitors are keeping retail stores busy, and thus retail vacancy rates low. Retail vacancy rates hover at 7.8% citywide; 5% along the city’s Central Avenue.



SOURCE: ST. PETERSBURG STATE OF THE ECONOMY 2015



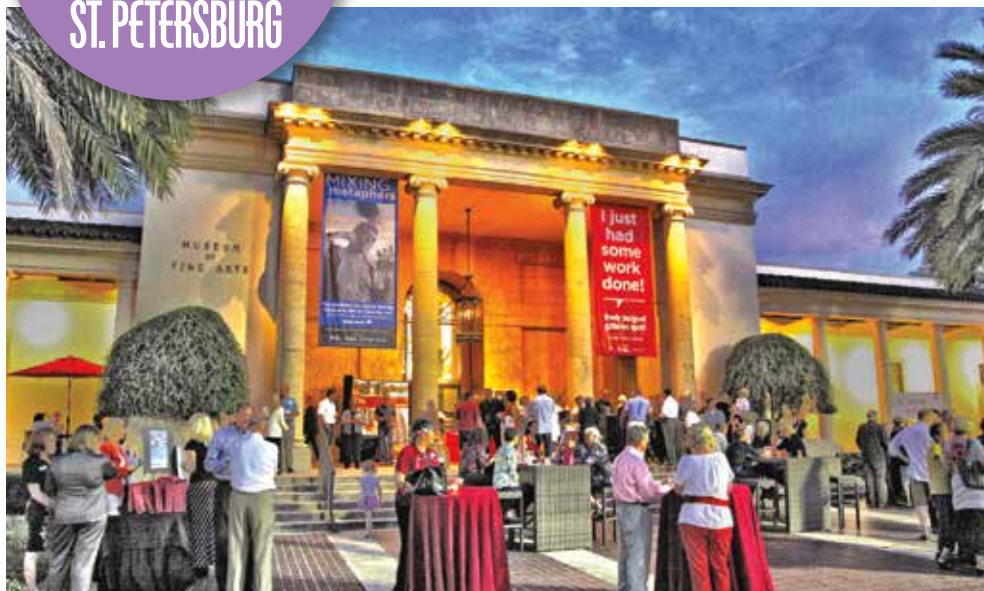
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Gulf-breezed beaches are just the beginning in St. Pete/Clearwater. We'll get you moving with action-packed hotspots like Clearwater Beach. And grooving, with an arts scene that includes St. Pete's Dalí Museum, featuring the must-see exhibit, "Disney and Dalí: Architects of the Imagination" through June 12. See all the possibilities at LiveAmplified.com.



Museum of Fine Arts monthly porch party



The Chihuly Collection at Morean Arts Center

City of Arts and Museums



“The thing that delights me about St. Petersburg is its aspirational nature. Whether people come here to retire or they grew up here, there’s this sense of them wanting to improve themselves and their community.”

— Hank Hine
Director
The Dali Museum

Life is art and art is business in St. Petersburg. The arts are part of the city’s fabric. You can find it even inside the city’s permitting department where metal insects made from hand tools dangle from the ceiling. St. Petersburg sculptor Paul Eppling titled his 1995 work “Contractor Bugs.”

The city is home to a cluster of art and history museums, including the world-famous Dali Museum, and a local arts scene that has become an attraction in itself. The city has more than 50 independent art galleries. So many, that the St. Petersburg Arts Alliance created districts to help art lovers navigate them. In 2015, artists made building exteriors their canvas during the first Shine St. Petersburg Mural Festival.

ArtPlace America voted the city the #1 arts destination for a city of its size in 2013, and in 2015, an *American Craft Week* poll voted it the #1 town in America for craft lovers.

“The city is on a great trajectory, and a big part of that is the arts,” says Rick Baker, president of the Edwards Group and former St. Petersburg mayor.

A 2015 study showed that the arts are significant players in the local economy. Underwritten by Bank of America, the study analyzed

receipts of 32 non-profit museums and theaters, and found that direct and indirect economic impact combined was \$212 million and engaged more than 5 million people.

“While an economic impact of \$212 million is astonishing, it does not even include the revenue and ripple effect that our artists and creative for-profit businesses contribute to our economy,” says John Collins, executive director of the St. Petersburg Arts Alliance.

The large museums in the waterfront district anchor the cultural scene. The Dali Museum overlooking Tampa Bay holds the largest collection of the Spanish artist’s work outside of his native country. Designed by local architect Yann Weymouth of HOK, the building, which opened in 2011, reflects the surrealist style of the price-less art collection inside.

The Museum of Fine Arts (MFA) displays masterpieces of Monet, Cézanne, Renoir and

others, along with Steuben glass and photography. MFA doubled the Palladian-style building’s size in 2008, adding a new wing and a restaurant.

The Chihuly Collection at the Morean Arts Center features the colorful glass art of Dale Chihuly, who is most famous for large installa-



The Dali Museum



Sundial



Tampa Bay Rowdies



Mahaffey Theater



Sundial



Big 3



Al Lang Stadium



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shine

SUNDIAL
BIG 3 ENTERTAINMENT
TAMPA BAY ROWDIES
MAHAFFEY THEATER
AL LANG STADIUM
LOCALE MARKET
ROWDIES DEN

and more

tions that incorporate multiple pieces of glass blown into organic forms. The Morean plans to move the Chihuly Collection in fall 2016 to a new building across from the center's main campus and nearer to the center's glass hot shop.

As downtown has grown, many galleries have moved west along the central corridor. Today, the overall arts district extends 31 blocks inland from Tampa Bay and as far as nine blocks south. The St. Petersburg Arts Alliance now runs three trolleys between the five districts during the 2nd Saturday ArtWalk when artists open up their workshops to patrons.



Children learn through play at the Great Explorations Children's Museum

Arts Alive

The performing and literary arts are a large part of the local culture and a growing part of St. Petersburg's economy.

The number of artists, writers and performers in the Tampa Bay area increased 44% from 2002 to 2012, according to U.S. Census records. You only have to walk downtown at night to see a large percentage of them are in St. Petersburg.

With 11 major theatrical and music venues and countless stages in parks, bars and restaurants, you can hear live music or catch a play any night of the week. The city's



Michael Francis, music director of the Florida Orchestra, at the Mahaffey Theater

Mahaffey Theater is home to the Florida Orchestra. The St. Petersburg Opera performs at the historic Palladium Theater at St. Petersburg College.

The annual *Tampa Bay Times* Festival of Reading features bestselling authors. Eckerd College hosts Writers in Paradise, a nationally renowned writers workshop. Wordier Than Thou hosts literary pub crawls and monthly open mics where writers read from their work. Keep St. Pete Lit hosts a city-wide book club and offers free writing courses at the Morean Arts Center.



Glass hot shop demonstration at Duncan McClellan Gallery

Boho Revival

The Warehouse Arts District is a rising star on St. Petersburg's art scene, and a tale of art's restorative power.

The grittier bohemian cousin to the Beach Drive museums, the Warehouse Arts District is southwest of downtown.

The area languished for decades after the freight depot closed in 1967 and the interstate opened. It wasn't until 2000 that St. Petersburg Clay Company converted the former freight depot into potters studios and became a lone flower in a desert of empty warehouses, weedy lots and abandoned manufacturing plants.

During the housing boom of the 2000s, the low rents and cavernous workspaces attracted a small number of artists and craftsmen from in and outside of Florida such as Eric Higgs, Mark Aeling and Catherine Woods. In 2010, Tampa glass artist Duncan McClellan transformed a former fish packing plant into a glass studio, gallery and a living space fit for *Architectural Digest*. He hosted demonstrations and charity events, bringing patrons into an area where people normally didn't walk at night.

Five years later, there are roughly 25 studios and more than 200 artists in the district creating everything from furniture to sculpture to jewelry.

The activity has drawn other businesses including the city's largest microbrewery, a 3-D printer manufacturer, a video production studio, a catering business, a custom furniture manufacturer, a liquor distillery and more. Brocante Vintage Market, a funky warehouse bazaar in the district, opens one weekend a month to throngs of millennials shopping for a Mid-Century piece.

"It's just become a hot neighborhood," says Dave Goodwin, the city's planning and economic development director. "So much is happening out there. It's creative and you have entrepreneurial companies."

To keep from being priced out of their new neighborhood, resident artists formed the Warehouse Arts District Association with the goal of creating a compound of live-work studio rentals, the ArtsXchange. Through charity events and a \$75,000 donation from the city, the non-profit has purchased a cluster of six buildings. Fundraising continues for the remodel, and the Arts Xchange is scheduled to open in 2017.

The buzz about the area has increased interest in the city's commerce center, where 14 acres are available for redevelopment. "We have good proposals to develop that," Goodwin says. "In what once was a very down-trodden area you now have a very hot area."



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Up and Coming

Museum for the American Arts and Crafts Movement

One of the world's finest private collections of art, furniture and crafted objects from 1900 to the 1930s is scheduled to come to St. Petersburg in 2018. The \$70-million Museum for the American Arts and Crafts Movement is under construction on the north side of downtown. At 110,000 square feet it will dwarf St. Petersburg's existing museums and will be the largest Arts and Crafts Movement museum of its caliber in the United States.

The museum is founded by Rudy Ciccarello, owner of Florida Infusion Services, which made the Inc. 500 list of fastest-growing companies for five years straight. Ciccarello collected the 1,300 pieces, which are held by the Two Red Roses Foundation.

Museum plans include an upscale destination restaurant with period pieces such as windows designed by Frank Lloyd Wright and furnishings by Stickley. It's also to feature a research library, a large banquet hall, bar, auditorium, atrium cafe and gift shop.



Rudy Ciccarello, founder of the Museum for the American Arts and Crafts Movement, with pieces of his collection

PHOTO: TAMPA BAY TIMES

TRIGAUX.



The James Museum

Tom James, executive chairman of Raymond James Financial, and his wife, Mary, have amassed a huge collection of Western and wildlife art since the late 1950s and now plan to share it in what will be the city's largest museum. James has not announced the museum's official name, but revealed that he is buying two lower floors in the city's most iconic office building to hold 500 to 600 pieces. At 133,600 square feet, it will be roughly twice size of the Dali Museum.



Tom and Mary James collection: "Sugar for the Trail," by Joe Beeler



Bloom Art Center camp, part of SPF15

St. Petersburg Festival

It all starts with art — art in all forms — then food, then the wine, then throw some yoga and movies into the mix. St. Petersburg's newest annual arts event is a multi-week September affair celebrating the creative spirit that makes St. Petersburg a city of the arts. Sponsored by the city, Suncoasters civic group and the St. Petersburg Arts Alliance, the inaugural event, SPF15, featured happenings in each of the city's five art districts. One day it started with yoga by the shores of Tampa Bay and ended with movies in the park. The city plans to make this a signature event in line with Art Basel Miami Beach. "We're building what we hope is a festival with worldwide recognition," Mayor Rick Kriseman says.

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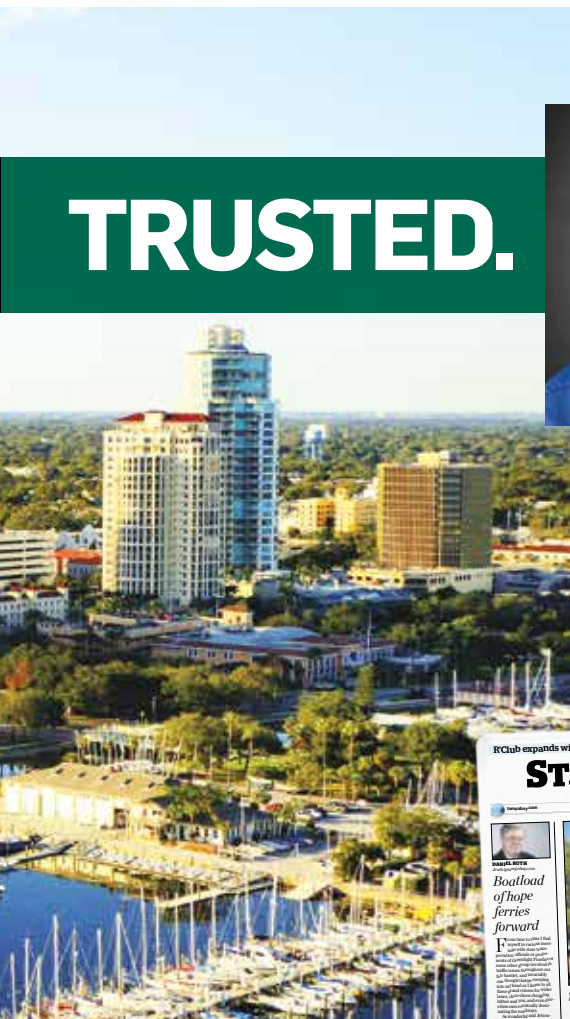


Business columnist Bob Trigaux writes exclusively for the *Tampa Bay Times*. St. Petersburg's hometown newspaper since 1884.

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Art Takes to the Streets

You don't have to step into a gallery or museum to sample St. Petersburg's art scene. You can find it covering the sides of buildings on Central Avenue, in downtown alleyways, covering a concrete tower — virtually anywhere there's a wall and a business owner willing to allow it to be covered. And there are quite a few.

The city has 34 documented murals and counting. There's even a group that meets regularly to tour and discuss the murals. The city had a few murals, but the scene took off in 2015 with the SHINE mural festival. The month-long event invited local and international mural artists to take their brushes to buildings all over downtown. The results are a wide range of pieces from historical to 3-D psychedelic to whimsical.

Local donations and \$25,000 from the city funded the festival. Prominent muralist and local graphic artist Leon Bedore, who goes by the professional name Tes One, organized and curated the show.

SHINE keeps shining. Murals continue to show up around town. Local coffee shop Kahwa slated a St. Pete Mini-Mural Show for January 2016 featuring photographs of murals and small paintings.



PHOTOS CITY OF ST. PETERSBURG AND TAMPA BAY TIMES

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Growing West



Grand Central District

Arty and Hip

While downtown areas near the waterfront are commanding high-dollars and make tourist must-see lists, recent business and residential growth extends west along the city's central corridor. Areas that once got little foot traffic are seeing crowds of locals flock to bohemian street fairs, casual restaurants, vintage shops and brew pubs.

"The Edge and Grand Central districts are really a hotbed of creative arts and new energy," says Dave Goodwin, St. Petersburg Planning and Economic Development director. "There are new kinds of businesses, bringing in new kinds of customers. There's great diversity in that area, so it's very exciting."

Both the Edge District and Grand Central District are designated as historic Florida Main Streets by the state of Florida. The Edge District between the downtown core and I-275

is anchored by Tropicana Field, home of Major League Baseball's Tampa Bay Rays since 1998. But big-time sports aside, the vitality of the area remains clear due to the explosion of restaurants, antique shops, bars, breweries and apartments that have come to life there in recent years.

The vitality continues another 15 blocks through the Grand Central District. The district is grounded by the Kenwood neighborhood, which has been recognized as one of Neighborhood USA's top two neighborhoods for physical revitalization and has been featured several times in *American Bungalow* magazine. The area retains a funky edge where older businesses such as Haslam's Bookstore meld with new ones such as Urban Comfort restaurant, which has a shuffleboard court to entertain patrons while they dine and sample the microbrew.

New Energy Comes to the Deuces

Adjoining the Warehouse Arts District, the Deuces Live district along 22nd Street South is also experiencing revitalization with the opening of new restaurants, an art gallery and a new St. Petersburg College campus and community center. The historic heart of the city's African American community, the corridor struggled for decades after it was splintered by I-275. In the past few years, it has benefited from growing grassroots support and private and government investments.

Community events such as the weekly Sunday Market at Deuces Live and cultural amenities such as the African American Heritage Trail and the Dr. Carter G. Woodson African American Museum are helping to energize the area while also paying tribute to its history.

The cultural jewel of the district, the Manhattan Casino, once again hosts jazz performances. In the venue's heyday, jazz and blues greats such as Duke Ellington, Ray Charles, Count Basie and James Brown played its stage.

Community Star

Craftsman House Gallery, Cafe and Studios was a pioneer in the resurgence of the Grand Central District and has blossomed into a leading gallery and a community gathering spot. Housed in a 1912 bungalow, the gallery features fine American crafts artwork from more than 300 artists. Its carriage house studio is home to potter Stephanie Schorr.

The gallery regularly hosts intimate musical performances by national performers such as The Neilds and Patty Larkin. It's won numerous state and national awards including a NICHE Top Retailer Award for "Best Charity



Craftsman House Pottery Studio

Event in the U.S." and a top award from the Florida Retail Federation.



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INNOVATION DISTRICT WHO'S WHO

- All Children's Hospital Johns Hopkins Medicine
- Bayfront Health St. Petersburg
- University of South Florida St. Petersburg
- University of South Florida College of Marine Science
- SRI International
- Florida Institute of Oceanography
- Secrets of the Sea Marine Exploration and Aquarium
- National Marine Fisheries Service
- National Oceanic and Atmospheric Administration
- U.S. Geological Survey
- Florida Fish & Wildlife Research Institute
- U.S. Coast Guard
- Tampa Bay Estuary Program
- International Oceanic Institute
- Innovation Lab@Poynter

It Takes a District

St. Petersburg Deputy Mayor Kanika Tomalin

refers to the city's Innovation District as the "cradle of creativity in our community;" it is driven by marine science and health.

The district is based around Bayboro Harbor, the University of South Florida and its College of Marine Science, which is home to the Ocean Team — the premier consortium of marine science, oceanographic and environmental research agencies and institutions in the South-eastern United States. It also includes the nearby Innovation Lab@Poynter and the research hospitals of All Children's Hospital Johns Hopkins Medicine and Bayfront Health.

Tomalin says a primary goal of the Innovation District is to provide an environment for research among industries, which the city hopes will lead to patents and ultimately product development, hence more jobs.

In St. Petersburg's case the district came largely pre-made as the science-related industries were already located there. The Poynter Institute for Media Studies made room for the tech lab for digital startups and has nine occupants.

"In most cities and communities you would have had to spend \$100 million to align like-minded, like-ambition organizations," Tomalin says. "Amazingly it happened organically in our community."

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Carillon Office Park is a hub of finance and commercial office space.

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“The thing that moves us forward is a talented workforce that is wired to be creative, wired to be entrepreneurial, and St. Pete is a magnet for that.”

— Michael Vivio
President
Cox Target Media
Valpak

The Gateway area in north St. Petersburg is home to the Tampa Bay region’s top employers and the bulk of the city’s commercial office space. More than 60,000 people work there, and a growing number live there, too.

At the crossroads of Tampa Bay, Gateway is centrally located between Tampa, Clearwater and downtown St. Petersburg. Nearly 1.5 million Tampa Bay residents can reach it within a 30-minute drive. With St. Petersburg/Clearwater International Airport five minutes away and Tampa International Airport a 15-minute-drive, the Gateway area is a strategic location for corporate headquarters.

More than 2,700 businesses operate there, including the region’s largest — Raymond James Financial, Home Shopping Network, Jabil and Valpak. The Gateway’s Carillon Office Park, which has 3.2 million square feet of office space, is a hub for the region’s financial services.

The location is also popular with defense contractors such as General Dynamics Ordnance and Tactical Systems. MacDill Air Force Base, which houses U.S. Central Command and Special Operations Command, is

just across the Gandy Bridge from the Gateway area.

Since 2012 several big businesses have relocated to the Gateway area. Great Bay Distributors, Florida’s largest distributor of Anheuser-Busch products, moved there and constructed the largest private solar energy field in Florida to power its refrigeration system. Triad Retail Media, which develops online shopping campaigns for retail giants from eBay to Wal-Mart, and Clarifire, which provides web-based workplace automation systems, both relocated their headquarters to the Gateway area.

Multifamily housing has increased, and projects are in the works to add more.

Echelon, developer and owner of Carillon Office Park, plans to build Echelon City Center, which will in essence be a small city. The 2.8-million-square-foot project is to include office space, apartments, retail and a boutique hotel. Echelon projects it will take five to seven years to fully build out City Center and expects it to cost \$600 million to \$700 million.

Just 10 minutes north of Gateway is Tech Data Corporation, one of the world’s largest wholesale distributors of IT products, services and solutions. Pinellas County’s largest employer, Tech Data generated \$27.7 billion in net sales in 2014 and is ranked as one of *Fortune’s* “World’s Most Admired Companies.”



The planned Echelon City Center

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Education

St. Petersburg offers exceptional educational opportunities from kindergarten through graduate school.

While the Pinellas County School District operates public schools in St. Petersburg — several of which have been cited for innovative programs — the city of St. Petersburg provides additional support for disadvantaged students. Former U.S. Secretary of State Colin Powell called St. Pete's Promise the nation's most successful community-based program in improving graduation rates.

St. Petersburg has many private and prep schools that rank among the nation's best. Canterbury School of Florida, a PK3-12 school, is regarded for its marine science program. It's the only school in the world to be a Cousteau Divers partner and has a state-of-the-art 2,800-square-foot marine studies center. At Shorecrest, also PK3-12, 100% of its graduates are accepted into college.

Research University

The University of South Florida St. Petersburg and USF College of Marine Science have a vibrant and growing campus on the edge of downtown. Although part of the University of South Florida system, which includes campuses in Tampa and Sarasota, USFSP is independently accredited and is Pinellas County's only research university. As part of the city's Innovation District on the south end of downtown, USFSP and the College of Marine Science sometimes work in partnership with their neighbors. The College of Marine Science is a partner in the St. Petersburg Ocean Team, the largest consortium of marine scientists in the Southeast.

USF St. Petersburg has grown larger — and younger — since becoming a residential campus in 2005. The campus spans 48 acres and offers



University of South Florida St. Petersburg

about 40 bachelor's and master's degrees. In 2015 it had 5,000 undergraduate students and 600 graduate students. In addition to dorms, in recent years USF St. Petersburg has built a new student center and acquired and renovated a building that houses its Verbal & Visual Arts department. It is currently building the Kate Tiedemann College of Business, a four-story building.

Private College

Eckerd College is one of the youngest to be awarded a Phi Beta Kappa chapter for the quality of its undergraduate education. It is known for its studies of marine and environmental science, creative writing, international relations and foreign affairs and management. Roughly 1,850 students pursue 38 majors leading to bachelor's degrees. Nearly 40% of its graduates go on to pursue advanced degrees.

The 188-acre campus has one mile of water frontage on Boca Ciega Bay, which enhances its marine science studies; the department is also a member of the St. Petersburg Ocean Team. Classes at Eckerd are small, and the college emphasizes civic service.

Law School

Stetson University College of Law is Florida's oldest law school and one of the nation's most respected. *U.S. News & World Report* ranked it #1 in trial advocacy law and #2 in legal writing. Its three-story law library is one of the most advanced legal research centers in the Southeast. It has about 850 students.

State College

St. Petersburg College (SPC) plays an important role in area workforce training. Part of Florida's State College System, SPC has 10 campuses in Pinellas County, four of which are in St. Petersburg, including its new Midtown Center campus, which opened in 2015. For the second year, SPC has won two U.S. Labor Department grants to develop innovative training in conjunction with local employers. The college has more than 57,000 credit and non-credit seeking students and offers academic programs for undergraduate degrees.

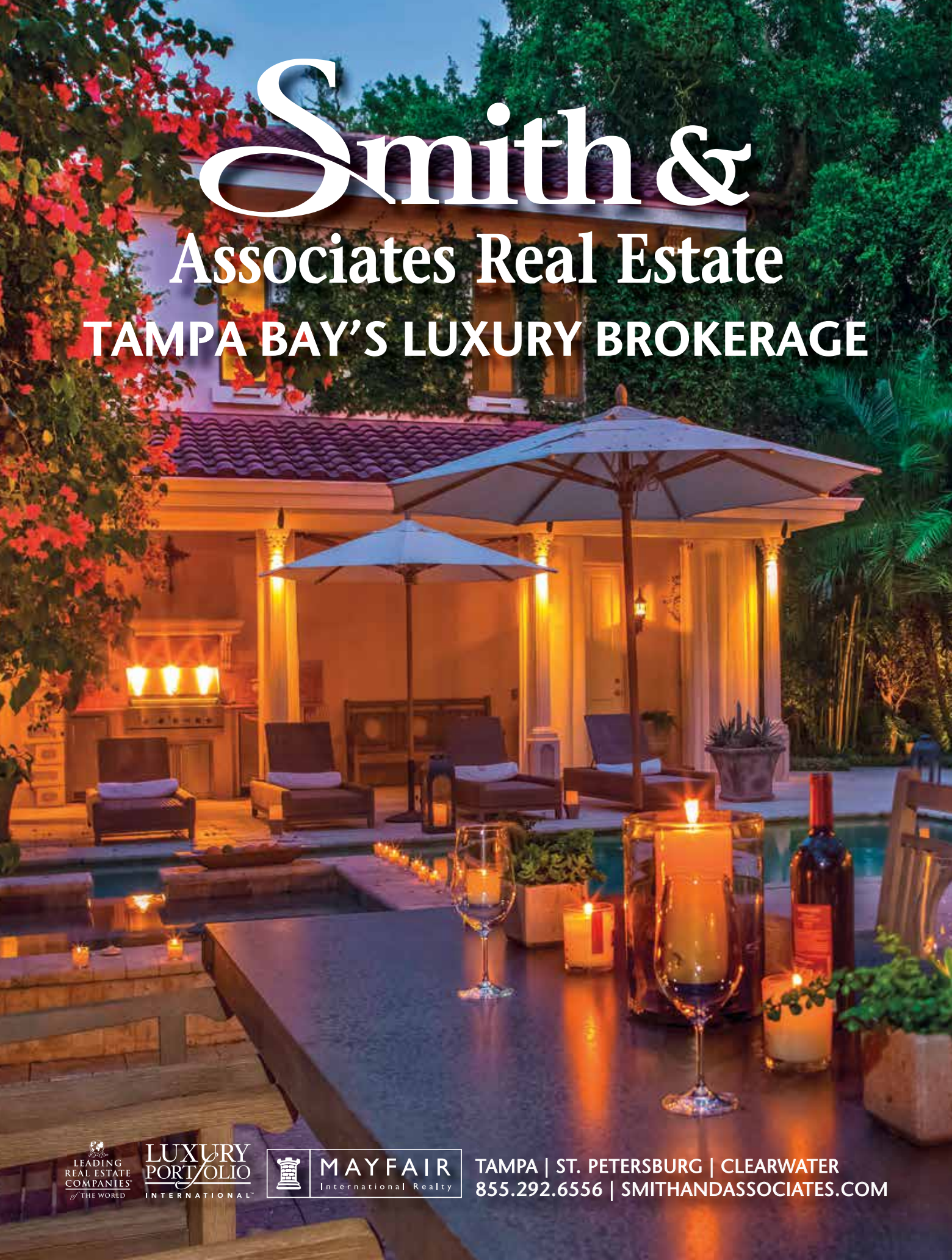
Professional Training

The Poynter Institute for Media Studies across the street from USF St. Petersburg is a national leader in journalism education. Professional journalists from around the globe take seminars there in everything from writing to digital storytelling to ethics.



"We tell our students, 'You don't just enroll in USF, you enroll in St. Petersburg.'"

— Sophia Wisniewska
Regional Chancellor
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Medical and Life Sciences

When a 2-year-old girl started showing signs of a serious heart condition, a pediatric cardiologist at All Children's Hospital Johns Hopkins Medicine inserted a tiny cardiac monitor into the smallest patient in Florida to ever receive the cutting-edge device. The procedure — and data that was later collected — led doctors to discover the girl had a genetic heart defect

and needed surgery.

"This is just one more tool to help us, especially when it's not clear what the right course of action is," says Jamie Decker, M.D., the pediatric cardiologist who implanted the device. "This allows us to do things in a 'stealth-like' fashion so we're not doing invasive surgeries that may not be necessary."

All Children's Hospital Johns Hopkins Medicine is known for innovative healthcare. All Children's was the leading pediatric hospital on Florida's west coast when it merged with Johns Hopkins Medicine. With the 2011 merger the St. Petersburg facility gained access to the prestigious hospital's expertise and brand.

It is growing. In the fall of 2015, the hospital broke ground on a \$85-million education and research building. The 225,000-sq.-ft. building will house a 250-seat auditorium, state-of-the-art labs and simulation space. The hospital is but the latest star in St. Petersburg's medical and life sciences industry.

Bayfront Health

Nearby Bayfront Health St. Petersburg is now affiliated with the USF Health Morsani College of Medicine. The hub of the Bayfront Health Network, the St. Petersburg hospital is a 480-bed academic medical center with more than 550 affiliated physicians. It is a certified Level II trauma center and home to the Bayflite aeromedical transport program.

St. Anthony's

Just north of downtown is St. Anthony's Hospital, a part of the BayCare Health System. In recent years St. Anthony's added heart and breast treatment centers, purchased powerful new imaging and diagnostic equipment, and opened a new emergency center and patient care tower.

Life Sciences

The city also has a growing number of life sciences companies, including Informed DNA, Dermazone Solutions, Cognitive Research Corp. and the Children's Research Group.



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- USFSP's **Online MBA Program** is ranked among the nation's top 10-percent by U.S. News & World Report and among the state's best.
- USFSP's faculty/student ratio of 1:19 provides students **unparalleled access to world-class researchers and professors.**
- USFSP students benefit from a wide range of research and internship opportunities, which include positions with the **Smithsonian Institute, NASA, and the White House**, as well as local corporate and community leaders.
- In 2011, USFSP earned the university-wide classification for **Community Engagement by the Carnegie Foundation** for the Advancement of Teaching.



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Marine Science

When the BP Deepwater Horizon oil rig exploded, spilling millions of gallons of oil into the Gulf of Mexico in 2010, it was a research vessel from Bayboro Harbor in St. Petersburg that discovered plumes of oil beneath the ocean's surface. The University of South Florida College of Marine Science has played a leading role in researching the spill's impact on Gulf waters.

In 2014 BP awarded the marine science program \$20.2 million to continue its research.

Although not as visible as St. Petersburg's leading art institutions or as interactive with the public as the city's hospitals, the marine science industry plays a significant and growing part in the city's economy.

St. Petersburg's Bayboro Harbor is home to the largest marine research community in the Southeast and roughly \$1 billion in associated infrastructure. More than 850 scientists work there spread across 10 state and federal government agencies, private industry and the USF College of Marine Science.

SRI International, the Center for Ocean Technology, the Florida Institute of Oceanography, U.S. Geological Survey Center for Coastal & Wetland Studies, Tampa Bay Estuary Program, Fish and Wildlife Research Institute, National Oceanic and Atmospheric Administration, National Marine Fisheries Service and the

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USF Research Vessel: Weatherbird II

U.S. Coast Guard are clustered at or near Bayboro Harbor which is a part of the city's Innovation District.

The St. Petersburg Ocean Team, a consortium of the various groups, plans to spotlight its research at Port St. Pete. The city and state will spend \$200,000 to renovate the port's terminal for "Secrets of the Sea," an educational attraction with an aquarium that was at the former St. Petersburg Pier. The attraction will house educational exhibits such as NOAA's "Science on a Sphere" and show clips from the Blue Ocean Film Festival & Conservation Summit.

The film festival, now headquartered in St. Petersburg, further establishes the city's reputation for marine science. It's one of the largest international environmental documentary film festivals and attracts about 20,000 filmmakers and scientists. The festival rotates between Monaco and St. Petersburg in alternate years.



PHOTOS: MONICA HERNDON / TAMPA BAY TIMES (BOTTOM); SCOTT KEELER / TAMPA BAY TIMES (TOP)

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* According to the Brookings Institution LinkedIn data for community colleges.

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Sheree Clark, SPC graduate and entrepreneur



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“Banking benefits when the economy grows. Right now the St. Petersburg economy is doing quite well.”

— David P. Feaster
President/CEO
Cornerstone
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Financial Services

More than 10,600 people work in St. Petersburg’s financial services industry, making it one of the city’s largest employment sectors and a financial hotspot of Florida.

St. Petersburg is one of the South’s major financial services hubs with a high concentration of jobs in finance and asset management, insurance and customer care services.

St. Petersburg’s financial services companies exported a healthy \$2.2 billion in services in 2011 alone.

The area is popular for big finance due to not only the size of the Tampa Bay market, but also to St. Petersburg’s quality of life, robust broadband network and educated local workforce. Meanwhile, the strong local economy makes the city attractive to smaller banks and credit unions.

Big Finance

One of St. Petersburg’s biggest success stories is Raymond James Financial. Headquartered in St. Petersburg, it is the largest financial service company

outside Wall Street. The company started in 1962 with one financial advisor in a small office in St. Petersburg and now employs 6,600 advisors at more than 2,700 locations worldwide.

Many other national and international financial service firms are also headquartered or have major offices in the city’s Gateway district. They include, but aren’t limited to: Transamerica, a national insurance and investment services company; Franklin Templeton Investments; Castle Key Insurance Company and Castle Key Indemnity Company (Allstate subsidiaries); ASI; PSCU; and FIS.

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Community Banking

Smaller banks and financial service firms say they find St. Petersburg a welcoming and thriving market. “There’s a distinct culture of humility. When new businesses come here, they are embraced” says Anne Drake McMullen, executive vice president of business development at Doyle Wealth Management. “I was amazed as a small firm to see explosive growth in 10 years time. There is plenty of space here for all of us.”

The Bank of Tampa opened its first office outside neighboring Hillsborough County in downtown St. Petersburg in 2012. “We were planning on it taking three years, but we turned a profit within the first six months,” says Scott Gault, president of Bank of Tampa’s Pinellas County market. “A lot of it has to do with the walkability index.”

Your CONNECTION To Exceptional Care



At St. Anthony's Hospital, we are dedicated to improving the health of the St. Petersburg community. We provide you with an all-private 32-room Emergency Center, sports medicine specialists who help you get back in the game, compassionate breast care at the Susan Sheppard McGillicuddy Breast Center, multiple primary care and specialist locations for you and your family, and outpatient imaging and laboratory services for your convenience.

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*Locations throughout
Pinellas County*



Specialty Manufacturing

Often overshadowed by other sectors of the economy, specialty manufacturing is big business in St. Petersburg. It employs 3,170 people and generates \$843 million in exports — 7.7% of the city's total. That's nearly three times the state average for specialty manufacturing.

Electronic and medical manufacturing are two of the area's primary specialties. The city also boasts unique homegrown manufacturing operations such as LumaStream, an LED lighting company. Founded by tech innovator Eric Higgs, the successful startup company is known for its intelligent lighting systems that use less electricity than typical LED lights.

Electronics

St. Petersburg is headquarters to one of the largest electronics manufacturers in the world, Jabil. The multinational company employs 180,000 worldwide, and 2,500 of them work at the company's headquarters and manufacturing plant in St. Petersburg.

In addition to corporate functions at its headquarters, Jabil's local operations include the assembly of printed circuit boards and research and design. Jabil recently announced it will add a local research lab to further develop its new smart clothing product, Peak+™. The clothing technology monitors biometrics such as heart rate.

Although Jabil dominates local electronics manufacturing in output, it is not the only player. Elreha Printed Circuit Boards, established in St. Petersburg, makes printed circuit boards for auto manufacturers and the military. Plasma-Therm, a leading global supplier of semiconductors, manufactures plasma processing equipment. Sensitive Technology develops electronic components. Tricom Technology produces fiber optics and networking devices for telecommunication companies and the military.

Medical Manufacturing

St. Petersburg also is home to many medical manufacturers. The largest specialty products are ophthalmic goods such as prescription eyeglasses, contact lenses, reading glasses and protective and magnifying eyewear. Second to that are electromedical and electrotherapeutic devices — imaging

and ultrasound equipment, pacemakers, hearing aids, prosthetics and others.

A few medical manufacturers stand out due to local impact and worldwide prominence. Headquartered in St. Petersburg, MTS Medication Technologies, owned by Omnicell, produces medication packing systems used around the world for dispensing medication. Also headquartered in St. Petersburg, Halkey-Roberts manufactures plastic components for medical devices and automotive and marine equipment. The company employs about 200 people at its 250,000-square-foot facility in the Gateway area.

Eyewear manufacturer IcareLabs develops a wide range of lenses. In 2012, *Vision Monday* ranked it the fifth largest independently owned prescription eyewear manufacturer in the nation. Aurora Surgical produces sculptors for ophthalmic surgeons.



Jabil is moving quickly into wearable technology.

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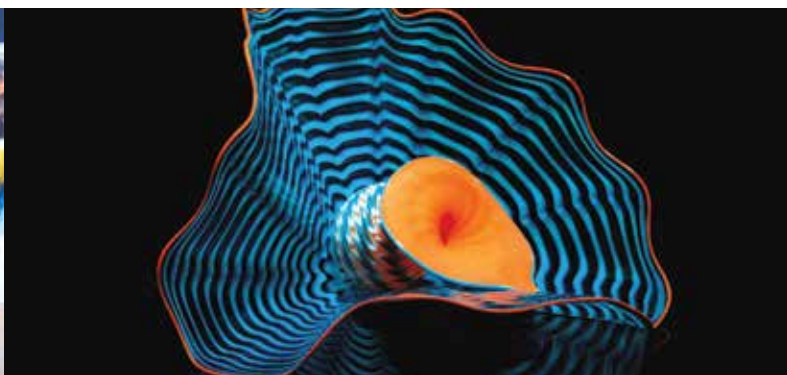


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A Community with Heart

St. Petersburg Free Clinic

St. Petersburg has many philanthropic organizations, but the St. Petersburg Free Clinic's roots run deep and wide. The organization is a lifeline to thousands of Pinellas County residents each day. With a budget that is 99% privately funded, the independent multi-service nonprofit provided shelter to over 150 single men and women and 100 families, fed more than 50,000 people per month via 60-plus partner agencies and provided medical and dental services to around 3,000 patients last year.

The Free Clinic is comprised of eight programs that are a beacon of hope for families and individuals who fall through the crack of existing systems and services. It succeeds through the generosity of city residents and businesses, who donate time and money. Nearly 80% of its \$8.7 million operating revenue comes from individual philanthropy.

Residents donate items and hold fundraisers. They volunteer to organize donated goods,



Volunteers pack food at the St. Petersburg Free Clinic.

paint and landscape facilities and a host of other projects. Local businesses contribute money, food and logistical support. Publix Super Markets, for example, donated more than 800,000 pounds of food in 2015.



First Tee helps youth build character through golf.

First Tee of St. Petersburg

A youth development program using golf is a natural fit for a city like St. Petersburg. First Tee of St. Petersburg utilizes three city courses and has plans to build a youth mentoring and learning center at Twin Brooks Golf Course. Instructors and volunteers use golf as a vehicle for teaching life and leadership skills on the golf course as well as through clinics in local public schools.

Duke Energy's Army of Blue

They call them the army of blue due to their matching "Duke Energy in Action" shirts and their unified efforts to improve the community throughout the year. Last fall a force of about 80 Duke Energy employees helped out at the Bay Pines VA Healthcare campus. Some prepared lunch for patients, others delivered meals, and some cleared debris from the waterfront. Based in St. Petersburg, Duke Energy Florida also donated \$2.5 million to Florida charities in 2015.



Duke Energy's Army of Blue logged 45,000 hours since 2010.

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A Packed Calendar of Events

St. Petersburg's 1,000 events annually attract more than 10 million visitors to its thriving waterfront entertainment and cultural district. Below is just a sampling ...

JANUARY

The **Under Armour All-America Football Game** features some of the nation's top high school players; the **East-West Shrine Game** showcases college football's best players and NFL prospects at Tropicana Field.

One of the largest Martin Luther King Jr. celebrations in the U.S. features a **Drum Major for Justice national parade**, marching bands and drum-line extravaganza.



Battle of the Bands MLK Parade

FEBRUARY / MARCH

Midwinters and various championship sailing regattas hosted by the St. Petersburg Yacht Club draw Lightning, Sonar and Laser class watercraft.

Teams from around the globe compete in the **International Baseball spring series**.



Grand Prix racing in downtown St. Petersburg

The **Festival of States**, one of the South's premier civic celebrations, is anchored by the Illuminated Night Parade.

The **IndyCar Racing Series Firestone Grand Prix** takes a 1.8-mile, 14-turn waterfront circuit through downtown.

APRIL

Rays baseball opens its MLB regular season at Tropicana Field.

The **St. Anthony's Triathlon** draws nearly 4,000 of the sport's finest for this Olympic-distance event and weekend-long health festival.

St. Petersburg's cultural community blooms with the popular **Mainsail Art Festival** and **American Stage in the Park**.

The **Tampa Bay Rowdies** bring NASL action to the waterfront at historic Al Lang Stadium April through October.

The city pays tribute to Arbor Day, Earth Day and its designation as a Tree City USA with the annual **Green Thumb Festival**.

Inspired by the historic 456-mile yacht race from St. Petersburg to Isla Mujeres, the **Regata del Sol al Sol fiesta** celebrates the art, food, music, business, trade, sun, water and people of Florida and Mexico.

MAY / JUNE / JULY

TASCO Summer Extreme offers teens extreme sports, pool and beach parties, dances, basketball leagues and the "Mud Wars" obstacle course.

Juneteenth family festival celebrates the freedom of Americans of all colors and the legal end to slavery in our nation.

St. Pete Pride is a weekend-long celebration highlighted by a night parade that draws more than 120,000 people, making it the largest LGBT Pride Parade in Florida.

St. Petersburg explodes with color and waterfront concerts during its **Fourth of July celebration**.

AUGUST / SEPTEMBER

The downtown **Gallery Hop** shows why St. Petersburg is the number one mid-sized city among Top 25 arts destinations.

Get Downtown street parties feature free live music on the first Friday of the month; beverage sales benefit local charities.

Every Friday night year-round, the **St. Pete Shuffle** offers a hip new twist on an old game at the historic St. Pete Shuffleboard Courts.

OCTOBER

The largest one-day-a-week fresh market in the Southeast U.S., **Saturday Morning Market** offers food and plant booths, craft vendors, organic produce and live music October through May.

The **Florida Orchestra** launches its season with a free concert and fireworks in the park; **Masterworks** and **Super Pops concerts** at the Mahaffey Theater continue throughout the season.

Meet some of your favorite authors during the **Tampa Bay Times Festival of Reading**.



St. Pete Pride Parade



Tampa Bay Rays

NOVEMBER

Historic Kenwood residents open their homes for the annual **BungalowFest** tour and celebration.



Kenwood bungalow

Ribfest, a three-day charity fundraiser, features barbeque along with national recording artists playing classic and Southern rock and country hits in Vinoy Park.

Womens's Running magazine Half Marathon takes runners along a 13.1-mile waterfront course.

CraftArt celebrates contemporary fine arts and crafts during its Central Avenue winter street fair.

The **St. Petersburg Power & Sailboat Show** draws watercraft enthusiasts from all over the world to the Mahaffey Theater / Bayfront South Yacht Basin and Albert Whitted Park.

DECEMBER

A dazzling light display is anchored by the **Santa Parade** and **Snowfest**, tobogganing, Glisc skating and visits with Santa in the park, the **Jingle Bell Run**, craft shows and the **Holiday Lighted Boat Parade**.

The **St. Petersburg Bowl** transforms Tropicana Field into a college football gridiron.

First Night features fireworks, entertainment and fun at more than 25 venues, including museums and waterfront parks.



First Night St. Petersburg



Snowfest

A new era of healthcare has begun in Pinellas County.

Bayfront Health St. Petersburg is now affiliated with USF Health Morsani College of Medicine. This collaboration means expanded care, close to home, from USF faculty physicians with specialized medical and surgical skills. We will work together to advance medical knowledge and patient-centered care. And you'll have access to additional services, from cardiology to endocrinology, right here in our community.

Find out more about what it means to have an academic medical center close to you.

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Physicians are Employees of the University of South Florida and Independent Members of the Medical Staff of Bayfront Health St. Petersburg.

People to Know

St. Petersburg has an impressive list of leaders in business, government service and academic institutions. Here are some key people who help keep the city's future bright.

Bowen Arnold

Principal
DDA Development (The Salvador)



Brian Auld

President
Tampa Bay Rays



Rick Baker

President
The Edwards Group

David Box

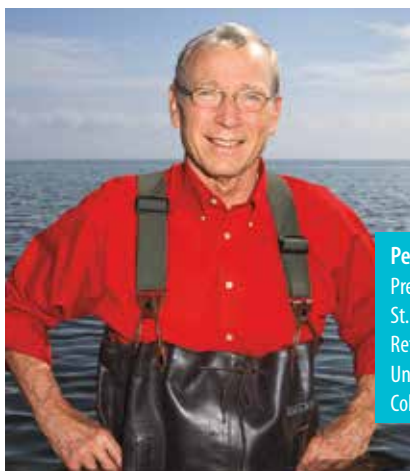
President
Box Realty Advisors

Trevor Burgess

President & CEO
C1 Bank

Rudy Ciccarello

Founder
Museum of the American Arts & Crafts
Movement



Peter R. Betzer

President
St. Petersburg Downtown Partnership;
Retired-Emeritus, Professor
University of South Florida
College of Marine Science

William T. Conroy

Partner
Johnson, Pope, Bokor, Ruppel & Burns



Tim Coop

Regional President, Tampa Bay
Hancock Bank

Alan DeLisle

Development Administrator
City of St. Petersburg

Dominic A. Dimaio

President & CEO
Synovus Bank of Florida

Jacqueline E. Dixon

Dean
University of South Florida
College of Marine Science

Jim Donatelli

City President
Regions Bank, St. Petersburg



David Downing

Executive Director
Visit St. Pete/Clearwater



Robert M. Dutkowsky

Chief Executive Officer
Tech Data Corporation



Koco Eaton, M.D.

Orthopaedic Surgeon
Eaton Orthopaedics



Bill Edwards

Chief Executive Officer
The Edwards Group;
Owner & CEO, Tampa Bay Rowdies



Jonathan M. Ellen, M.D.

President & Physician-in-Chief
All Children's Hospital
Johns Hopkins Medicine

David P. Feaster

President / CEO
Cornerstone Community Bank



Donald R. Eastman III

President
Eckerd College



Tim Franklin

President
The Poynter Institute



Scott C. Gault

Market President
Bank of Tampa



Kathryn J. Gillette

Market President & CEO
Bayfront Health St. Petersburg

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TESTIMONIALS

"It has been a pleasure doing business with you and Box Realty Advisors. Your professionalism and guidance was critical in us getting a space that worked for our organization. Our short- and long-term goals as well as our strategy seemed to have been a moving target; your patience and persistence were more than welcome. The amount of effort and dedication you gave us was above and beyond the call of duty! Your commitment to Kobie Marketing during this process has been outstanding."

- Ashby Green, VP of Finance & Administration, Kobie Marketing, St. Petersburg

"I appreciate the strategy of understanding our needs and showing us 'everything.' Your process was very organized and kept us focused. It was obvious you enjoy a good reputation your industry. I appreciate that you listened and provided guidance. You make a fairly tedious task fun. We are happy with our deal. We ended up with a space that will serve us well."

- Jay Calhoun, PE, Principal, VIBEngineering, Tampa

"David willingly and patiently worked with us to define our needs and spent a great deal of time learning about us and understanding our long-term needs. This building, which David found for us, could not have worked out more perfectly; his continued interest, guidance and advice have been invaluable."

- Anne E. Thal, ACSW, LCSW, Executive Director (prior), Hospice of Hillsborough (now LifePath)

BOX REALTY ADVISORS — TAMPA BAY

People to Know

Robert Glaser

President & CEO
Smith & Associates Real Estate


Alex Glenn

State President
Duke Energy Florida


Stephanie E. Goforth

President-West Florida Region
Northern Trust


Marcus Greene

Senior Vice President
BB&T

Mike Harpole

Area President
Wells Fargo

Hank Hine

Executive Director
The Dali Museum

Bill Hogarth

Director
Florida Institute of Oceanography


Beth Houghton

Executive Director
St. Petersburg Free Clinic


Tommy Inzina

President & COO
BayCare

George Jallo, M.D.

Director & Pediatric Neurosurgeon
All Children's Hospital
Johns Hopkins Medicine


Thomas A. James

Executive Chairman
Raymond James Financial

Joni James

Chief Executive Officer
St. Petersburg Downtown Partnership


Tom Jewsbury

Director
St. Pete-Clearwater
International Airport


Jeff Johnson

Florida State Director
AARP

Bobby Julien

Chief Executive Officer
The Kolter Group


Rob Kapusta

Managing Partner
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Rick Kriseman

Mayor
City of St. Petersburg

Rhea F. Law

Chair, Florida Offices
Buchanan, Ingersol & Rooney


William D. Law Jr.

President
St. Petersburg College

Daryl LeClair

CEO, President & Chairman
Echelon


Kent Lydecker

Director
Museum of Fine Arts

Joe Matuschka

President
Hofbrauhaus St. Petersburg


Duncan McClellan

Glass Artist



Mindy Grossman
Chief Executive Officer
HSN (Home Shopping
Network)


Mike Meidel

Director
Pinellas County
Economic Development


Mark T. Mondello

Chief Executive Officer
Jabil

Christopher M. Pietruszkiewicz

Dean and Professor of Law
Stetson University College of Law

Barbara Readey

General Manager
Vinyo Renaissance Resort


Paul Reilly

Chief Executive Officer
Raymond James Financial

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People to Know



Mike Robertson

President, Tampa Bay Division
Bright House Networks



Darryl Rouson

Florida State Representative
District 70

Randy H. Russell

President & CEO
Foundation for a Healthy St. Petersburg

Kevin Savoree

Co-Owner, President & COO
Green Savoree Racing Promotions
(Grand Prix)



Craig Sher

Executive Chairman
The Sembler Company



Matt Silverman

President of Baseball Operations
Tampa Bay Rays



Chris Steinocher

President & CEO
St. Petersburg Chamber of Commerce



Paul C. Tash

Chairman & CEO
Tampa Bay Times / Times Publishing Co.

Kanika Tomalin
Deputy Mayor
City of St. Petersburg



William Ulbricht

President
St. Anthony's Hospital

Michael Vivio

President
Cox Target Media / Valpak



Kenneth T. Welch

Commissioner, District 7
Pinellas County Commission



Yann Weymouth

Architect, Designer of the Dali Museum



Jill Wilkinson

St. Petersburg City President
SunTrust Bank

Sophia T. Wisniewska

Regional Chancellor
University of South Florida, St. Petersburg



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St. Petersburg by the Numbers

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PSCU
Raymond James Financial
Transamerica Life Insurance

Communications/Media

Bright House Networks
Tampa Bay Times/Times Publishing Co.

Data Analytics

Catalina
Kobie Marketing

Electric Utility

Duke Energy Florida

Life Sciences/Healthcare

All Children's Hospital
Johns Hopkins Medicine

Bayfront Health St. Petersburg

Catalent Pharma Solutions

St. Anthony's Hospital

Retail Services

HSN
Triad Retail Media

Security & Detection

L-3 Communications

Specialized Distribution

America II Electronics

Specialized Manufacturing

CompuLink
Jabil

TOP TIER INDUSTRIES

Employment

Healthcare	21,686
Retail Trade	16,050
Finance & Insurance	10,683
Hospitality	9,611
Manufacturing	7,708
Information	4,164
Arts, Culture, Tourism	2,924

HOUSING

Median Sales Price

Single-Family Home	\$180,000
Condo / Townhouse	\$124,590

INCOME

Average Household	\$64,335
Median Household	\$45,483

POPULATION

Total City	256,681
Households	105,040
MSA	2,934,941
Median Age	42.1

TOURISM (PINELLAS COUNTY)

Visitors Annually	5.6 mil.
Average Visit Length	5.9 days
Average Party Size	2.8
Annual Visitor Spending	\$3.9 bil.

SOURCES: ECONOMIC DEVELOPMENT DIVISION, CITY OF ST. PETERSBURG; PINELLAS REALTOR ORGANIZATION OCTOBER 2015; VISIT ST. PETERSBURG/CLEARWATER AREA CVB; BEBR 2015 ESTIMATES; ACIS 5-YEAR ESTIMATES 2014

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St. Petersburg is the 5th largest city in Florida, home to over 250,000 residents and part of a 2.9 million person MSA. St. Petersburg combines the amenities and variety that a great city has to offer, while providing a small-town neighborhood feel in an affordable setting. St. Petersburg has become one of the brightest spots in the Southeast, not only as a headquarters for new businesses, but as a home for a growing, talented workforce. The city also has a superb transportation, telecommunication, and utility infrastructure all designed to support business growth and workforce commutes.

FOR MORE INFORMATION

City of St. Petersburg
Planning and Economic
Development
Dave Goodwin, Director

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St. Petersburg, FL 33731

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business@stpete.org
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