



# Economic Development

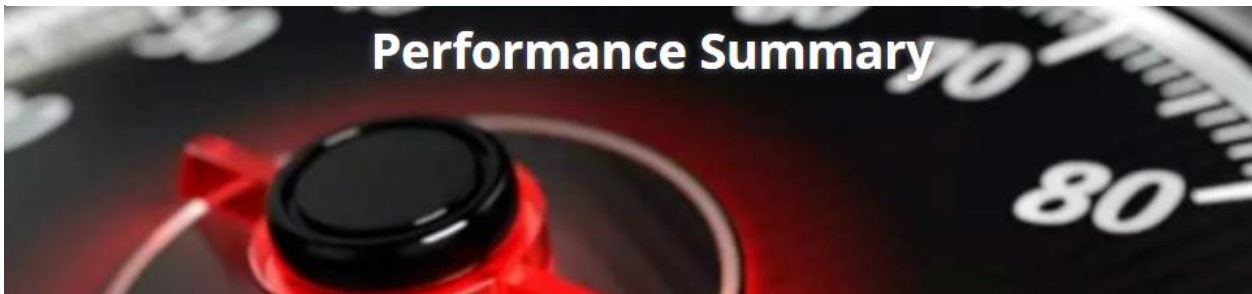
## Purpose

Pinellas County Economic Development (PCED) fosters high-quality economic growth and vitality through the attraction, expansion, retention, and start-up of businesses that bring new money into the local economy through sales of most of their products or services outside the state of Florida. The Department helps expand the tax base through the capital investment of the businesses they assist. Their work also helps diversify the county's employment base beyond the traditional sectors of tourism and construction, bringing more economic stability during economic downturns, natural disasters, or pandemics. PCED offers investment tools, connections to government contracting and purchasing, and business consulting to benefit companies large and small, while fostering a pro-business climate in Pinellas County through local, regional, and statewide partnerships. Beginning in FY21, PCED is also responsible for the operations of the Young-Rainey STAR Center, a business and industrial park that is home to over 1600 workers.



PINELLAS  
COUNTY  
ECONOMIC DEVELOPMENT

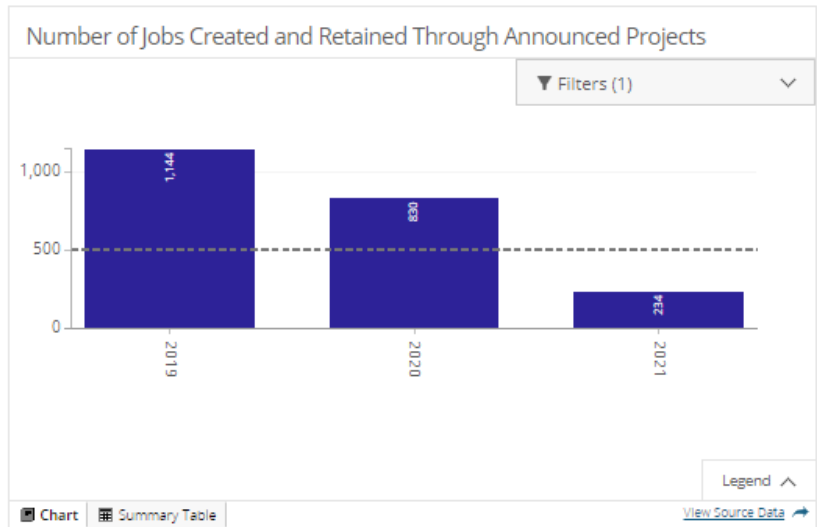
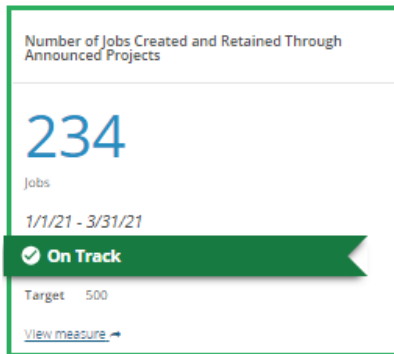
For additional information, please visit <http://www.pced.org/>

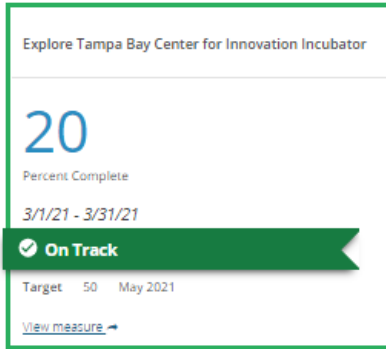


## Performance Summary

# Business Retention, Expansion, and Attraction Program

The Business Retention, Expansion, and Attraction Budget Program provides support for the expansion and retention of the existing industry base, and the attraction of targeted and primary industries to Pinellas County, including workforce development and the Industrial Development Authority.



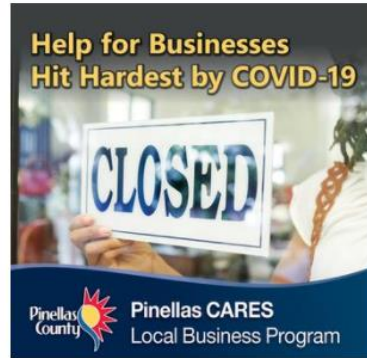


### COVID-19 and Business Support

Pinellas County Economic Development (PCED) has provided various COVID-19 support to local businesses, local municipalities, and Pinellas County internal departments since the start of the pandemic in Quarter III FY20.

PCED's web traffic and social media engagement increased significantly in FY20 and has continued to remain high because PCED has become a hub for businesses seeking support in navigating federal, state, and local aid.

Since May 2020, Pinellas County has experienced a faster unemployment recovery than State of Florida of average.



Social Media Engagements of PCED.org Channels

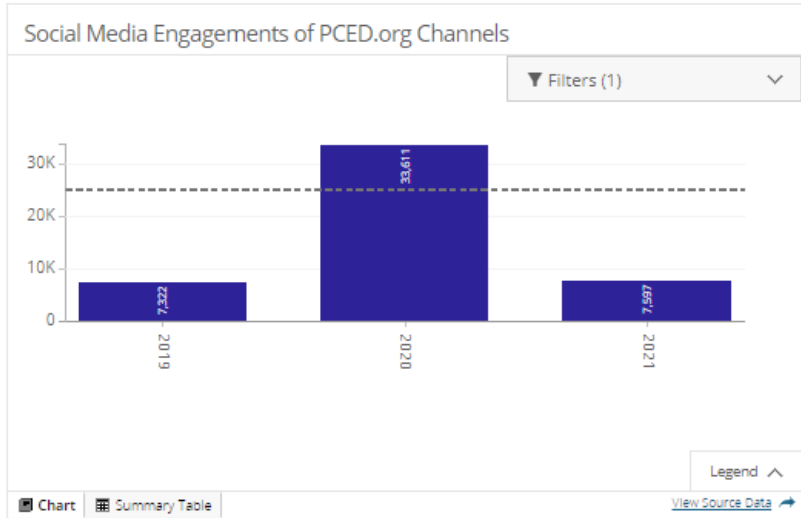
**1,837**  
Engagements

3/1/21 - 3/31/21

**On Track**

Target 25K

[View measure](#)



PCED.org Page Views of the Website

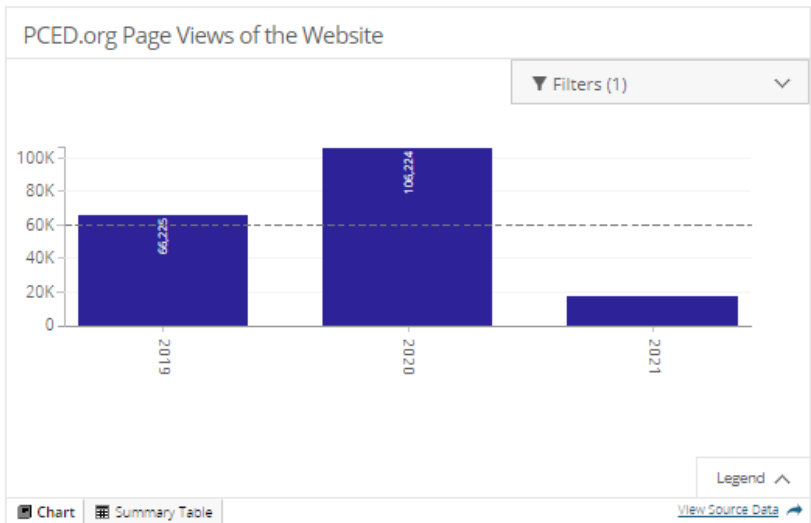
**6,143**  
Page Views

3/1/21 - 3/31/21

**On Track**

Target 60K

[View measure](#)



Unemployment Rate Relative to Florida Average

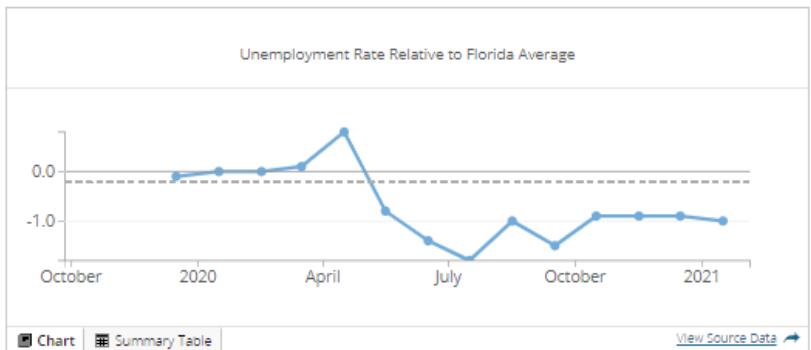
**-1.0**  
Points

1/1/21 - 1/31/21

**On Track**

Target -0.2

[View measure](#)



**STAR Center**

The Young-Rainey Science Technology and Research (STAR) Center is owned and operated by the government of Pinellas County, Florida.



The STAR Center is located at the western gateway of Florida's High Tech Corridor and leases space to a diverse group of technology companies. It created a synergistic work environment in the areas of analytic and environmental testing, custom hybrid micro-electronics, circuit design and manufacturing, and forensic sciences among others.

Develop a Master Plan for Redevelopment of the STAR Center

**25**  
Percent Complete

3/1/21 - 3/31/21

**On Track**

Target 35 May 2021

[View measure](#)

Number of STAR Center Direct Employees

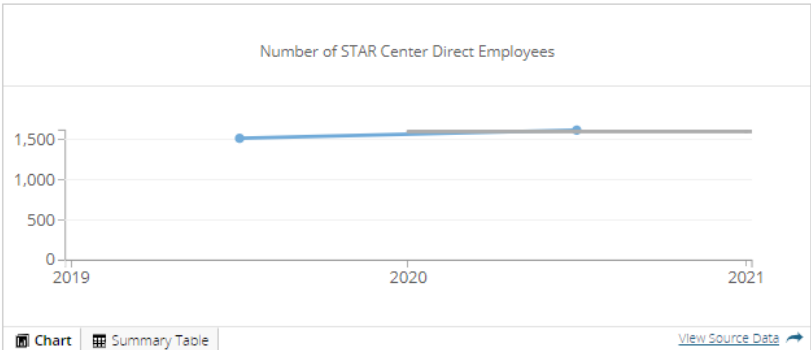
**1,617**  
Employees

1/1/20 - 12/31/20

**On Track**

Target 1,600 2020

[View measure](#)



STAR Center Direct Earnings

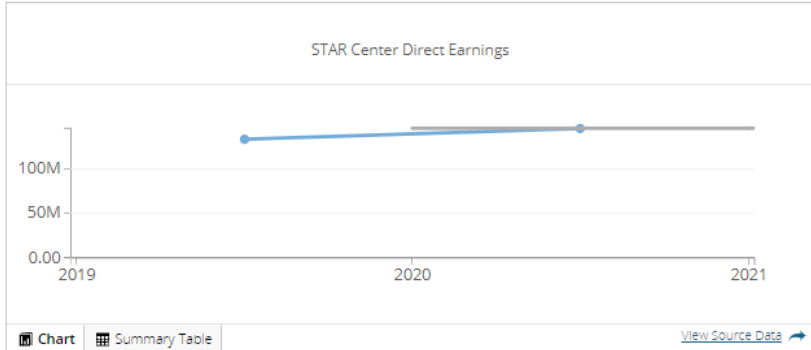
**145M**  
Dollars

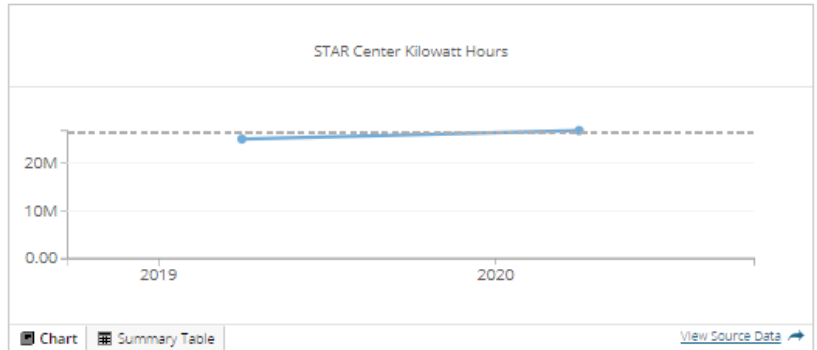
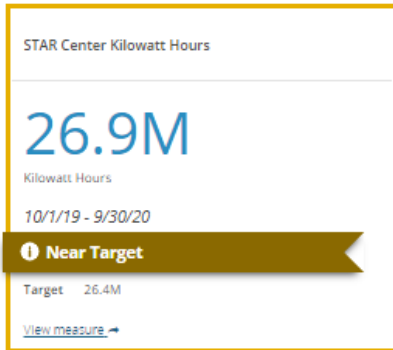
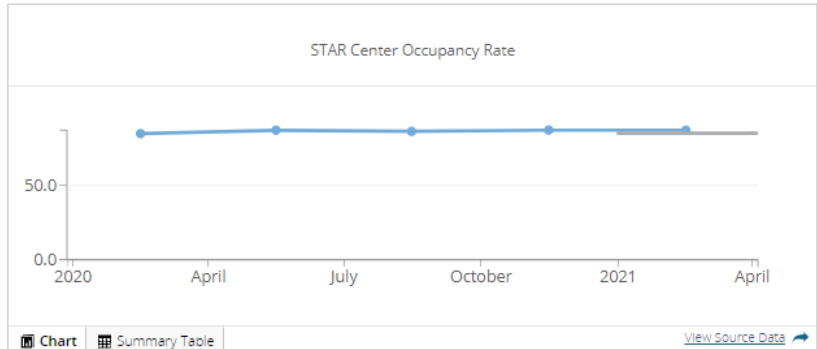
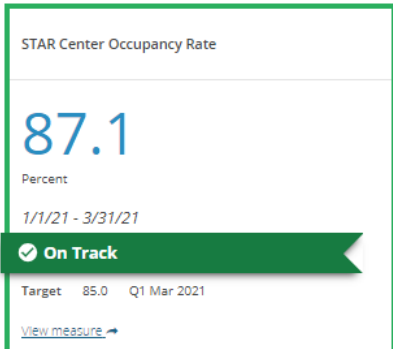
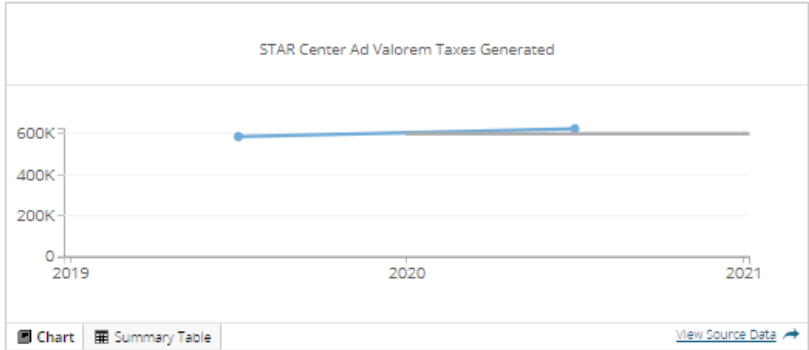
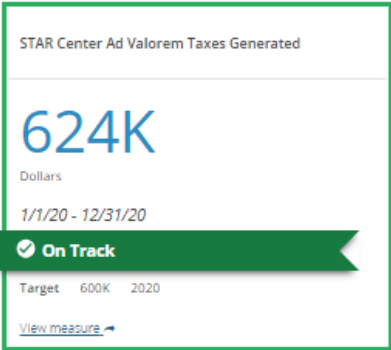
1/1/20 - 12/31/20

**On Track**

Target 145M 2020

[View measure](#)

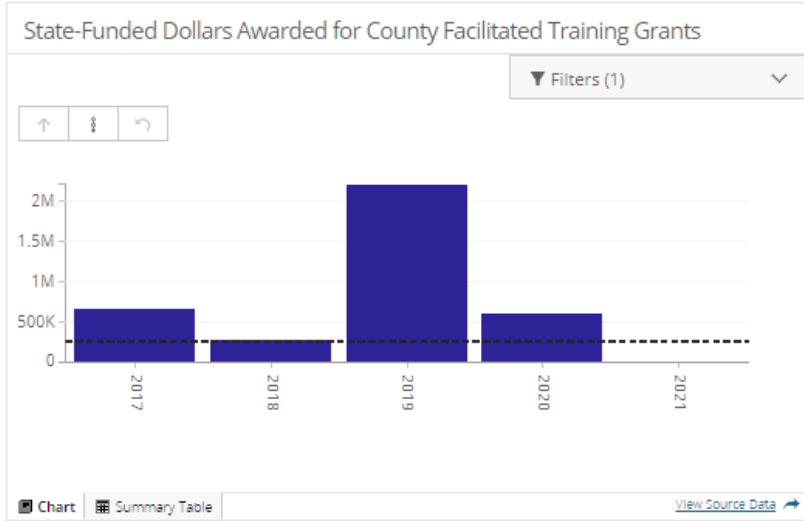




## Economic Development Incentive Grants

The Economic Development Incentive Budget Program supports the funding for incentive programs.





## Small Business Assistance Program

The Small Business Assistance Program supports the funding for small business assistance including the Small Business Development Center (SBDC) and the Small Business Enterprise (SBE) program. This includes classes, workshops, individual counseling, and technical assistance with financing and other needs.

