Building a Smart Connected City

March 19, 2020

St. Pete INNOVATION DISTRICT

Why?

- St. Pete has grown up!
- Innovation District's role is to foster economic activity
- Technology can help solve community challenges

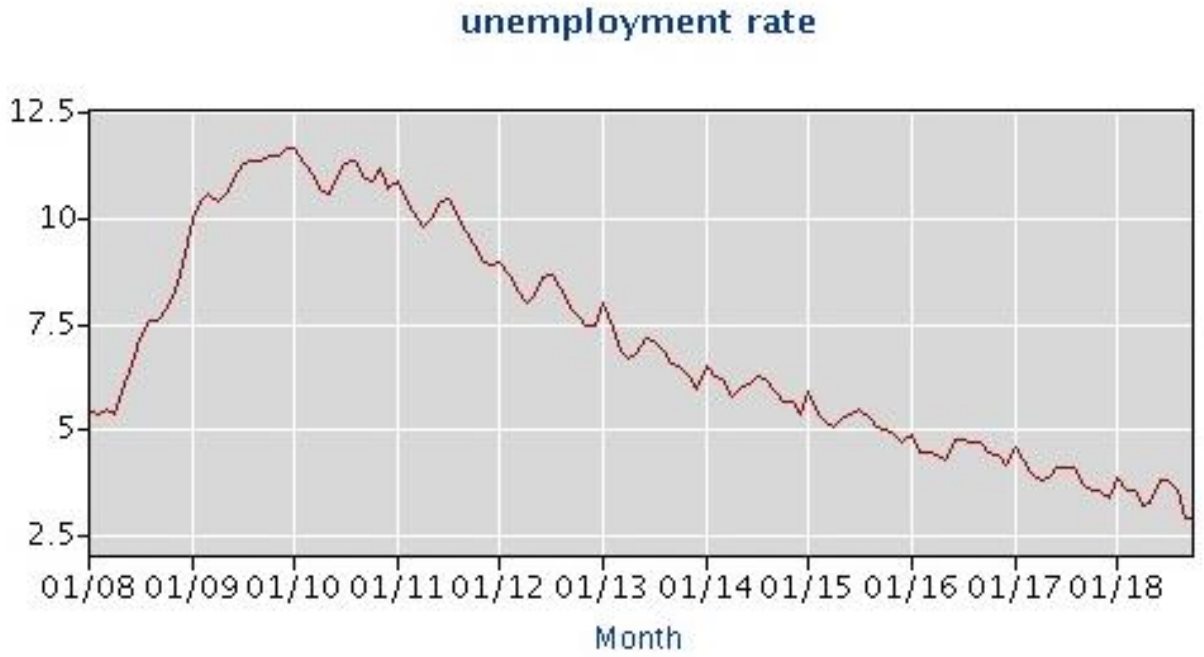
St. Petersburg, Florida

- Fifth largest city in Florida
- Located on a peninsula of 137.6 square miles
- One of 24 municipalities in Pinellas County
- Part of the Tampa-St. Petersburg-Clearwater region with a population of 2.8 million

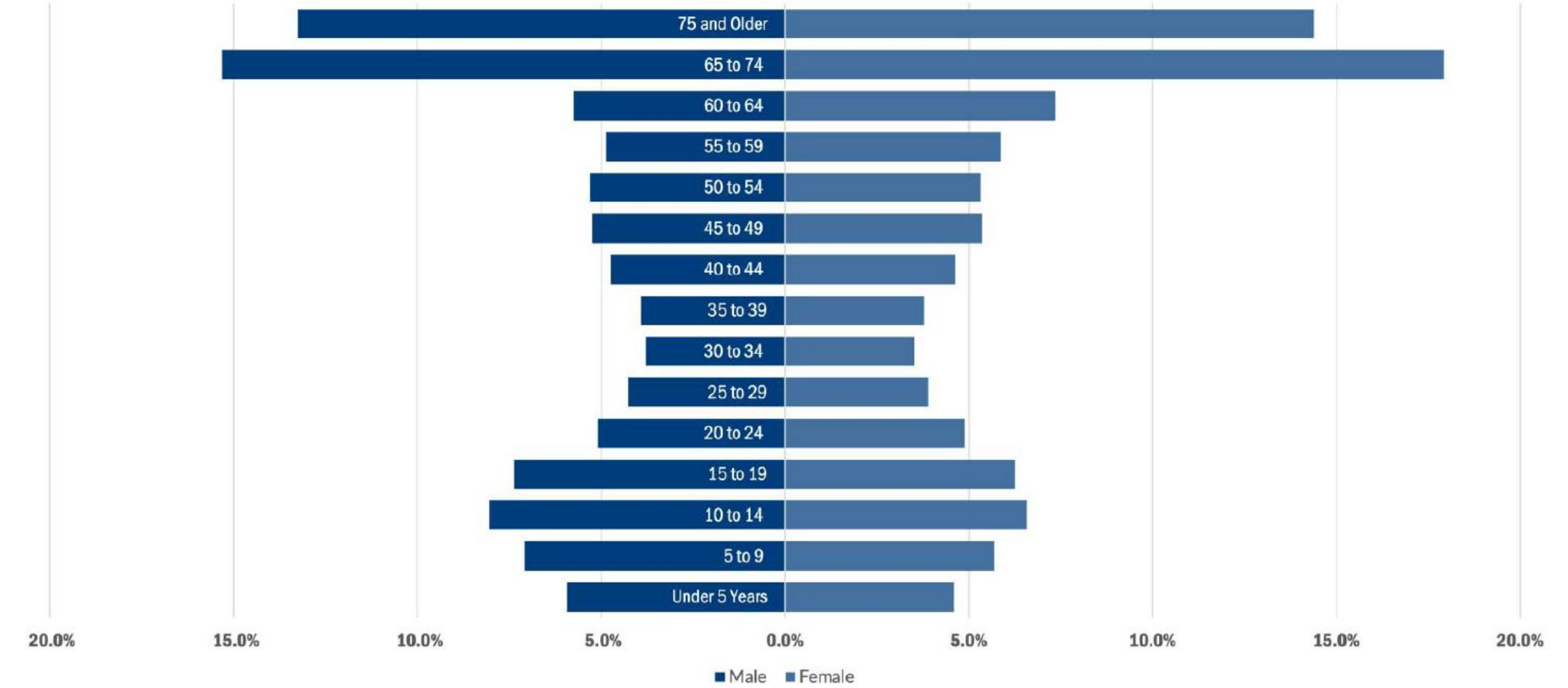
Our area was slow to recover from the Great Recession

"Unemployment in the Tampa-St. Petersburg-Clearwater metropolitan area has fallen from 11.7% in December 2009 to 2.9% as of October 2018, according to the Bureau of Labor Statistics."

St. Pete Catalyst, 12/3/2018



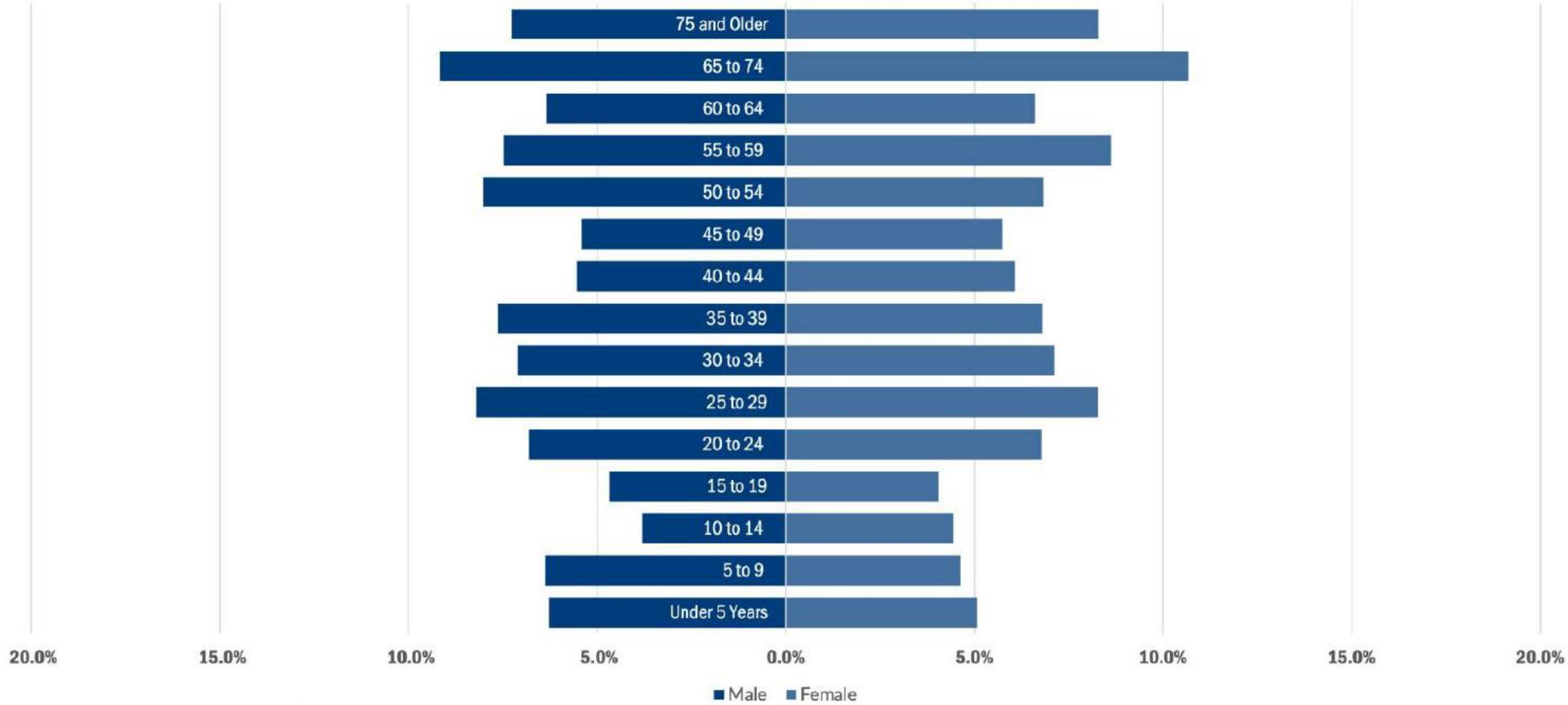
AGE BREAKDOWN (1970)



1970 US Census

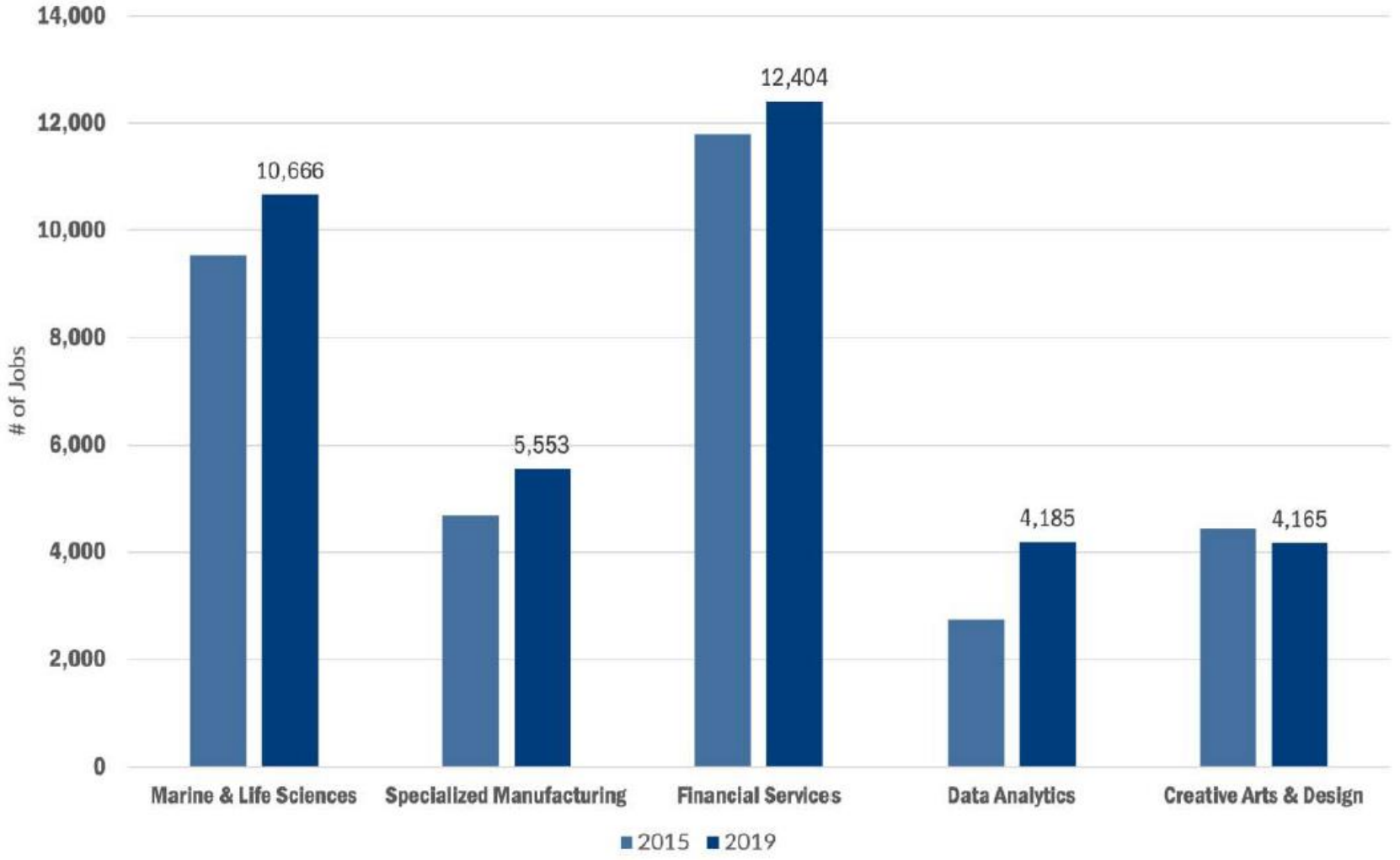
http://www.stpete.org/economic_development

AGE BREAKDOWN (2018)



American Community Survey 1-Year Estimates, 2019

GROW SMARTER INDUSTRIES (2015-2019)



City of St. Petersburg Economic & Workforce Development, 2019

THE NUMBERS

2015: **29.8%** of total city employment in Grow Smarter industries (33,173 jobs)

2019: **32.0%** of total city employment in Grow Smarter industries (36,973 jobs)

2015-2019: overall increase of **11.5%** employment in Grow Smarter industry employment

Average wage of Accommodation & Food Services:
$21,232

Average wage of Finance & Insurance:
$69,550

Florida DEO Quarterly Census of Employment & Wages, 2018 data for Pinellas County

District Mission

St. Pete INNOVATION DISTRICT

Discover, Imagine, Do

To develop St. Petersburg into an environment that fosters job growth, economic development, learning and inspiration by bringing innovative people and organizations together.

Public-Private Partnership

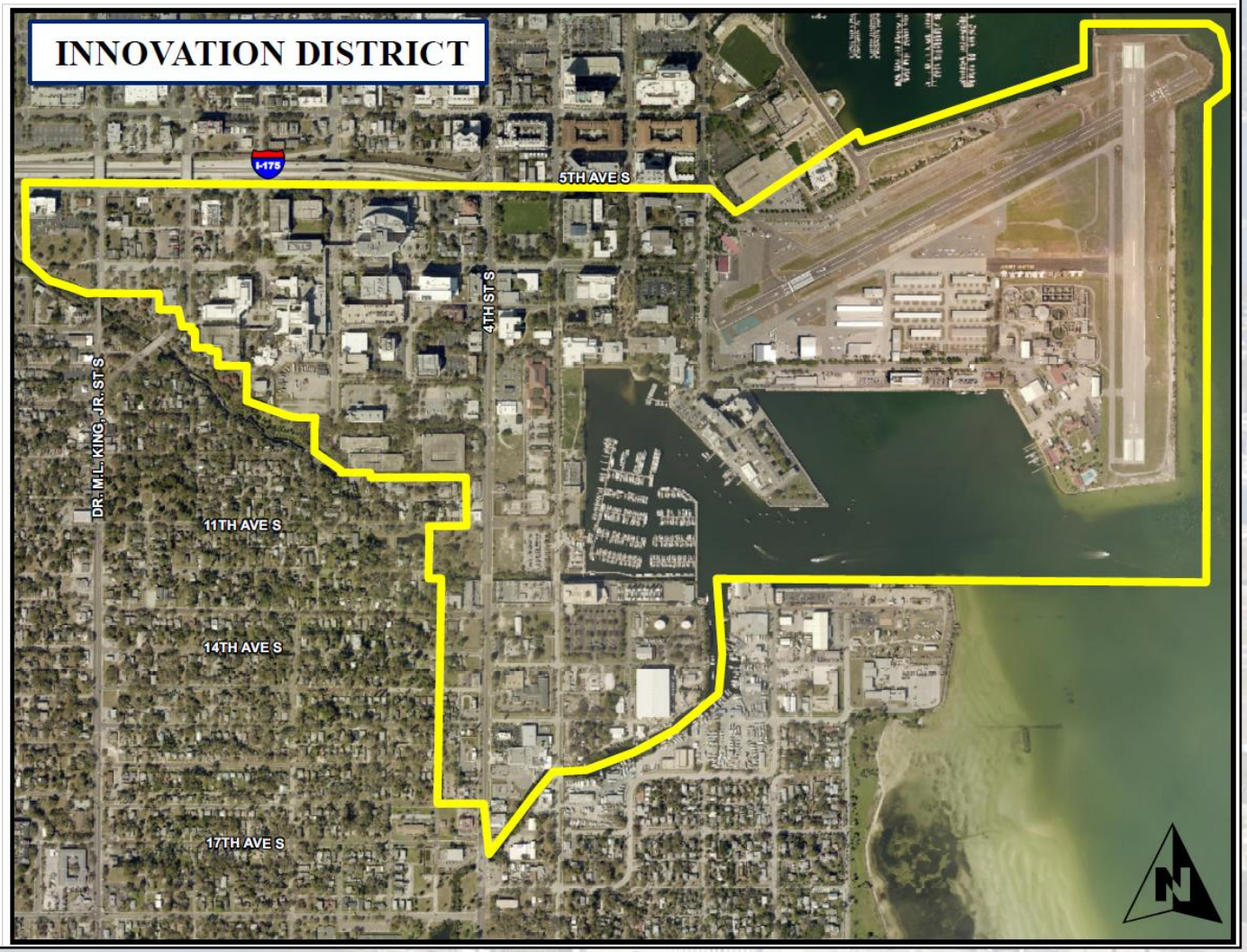
7 anchor institutions

40+ organizations

(nonprofit, for profit, education, state & federal govt)

60% are in the District

40% are outside the District



Our Smart City Premise

Use technology and data analytics to

- Solve Community Challenges -

- Incubate Entrepreneurs -

- Foster Economic Development -

Community Challenges - Technology Could Help Solve

1. Increase understanding of our youth of coastal issues
2. Elevate our schools thru STEM tools/education
3. Improve our infrastructure
4. Increase bike and pedestrian safety
5. Address the digital divide
6. Grow small businesses and entrepreneurs (access, data)
7. Improve wayfinding (particularly for visitors)
8. Improve transportation

Community Challenges - Technology Could Help Solve

1. Increase understanding of our youth of coastal issues
2. Elevate our schools thru STEM tools/education
3. Improve our infrastructure
4. Increase bike and pedestrian safety
5. Address the digital divide
6. Grow small businesses and entrepreneurs (access, data)
7. Improve wayfinding (particularly for visitors)
8. Improve transportation

Living Lab: Guardians of the Gulf

St. Pete INNOVATION DISTRICT
Discover, Imagine, Do

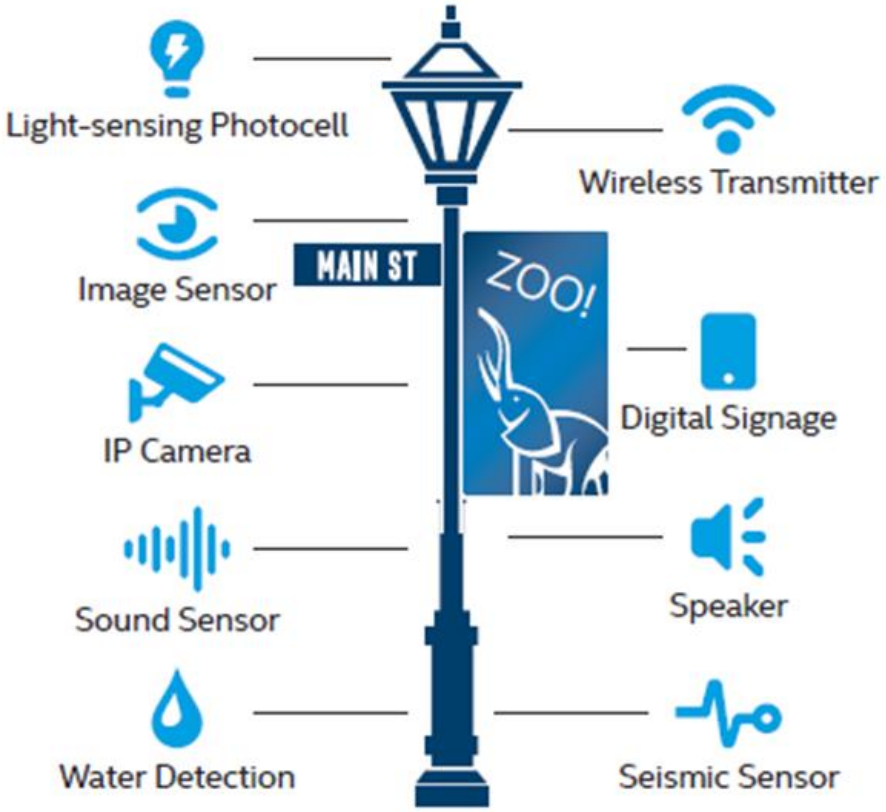
https://www.youtube.com/watch?v=oxx5ZwBXuBc

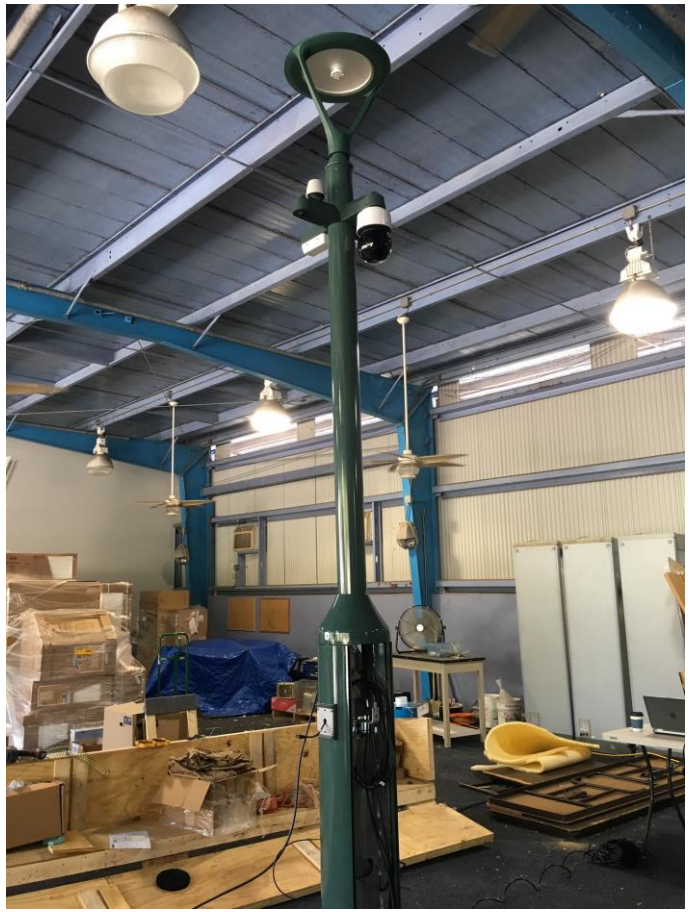
Community Challenges - Technology Could Help Solve

1. Increase understanding of our youth of coastal issues
2. Elevate our schools thru STEM tools/education
3. Improve our infrastructure
4. Increase bike and pedestrian safety
5. Address the digital divide
6. Grow small businesses and entrepreneurs (access, data)
7. Improve wayfinding (particularly for visitors)
8. Improve transportation

Living Lab: Smart Street Lights & Traffic

St. Pete INNOVATION DISTRICT
Discover, Imagine, Do





Smart City Tools Can Connect & Accelerate Efforts

Economic Growth
+ Sustainability and Resiliency Planning
x Smart City Tools

_____
= Future of St. Petersburg

St. Pete
INNOVATION
DISTRICT