St. Petersburg leaders are embarking on a comprehensive process to assess and enhance the City of St. Petersburg’s competitive position to support quality, diverse economic growth now and in the future. The Community and Economic Development Strategy will advance economic opportunity for all residents in the City of St. Petersburg. The process would be held over the next seven months, leveraging the thoughts and opinions of St. Petersburg’s residents and leaders. Public input and stakeholder perspectives, along with a thorough analysis of the City’s competitive position, will directly inform the process. The result will be a best-in-class strategic plan comprised of actionable, measurable goals set in a collaborative framework to ensure St. Petersburg thrives for decades to come.

Phase 1: Competitive Assessment
The Competitive Assessment will provide a detailed examination of St. Petersburg’s competitive position as a place to live, work, visit, and do business. Rather than simply describing data trends, the Competitive Assessment synthesizes key findings from the analysis and community input framing the discussion around key “stories” and competitive issues faced by the community.

Phase 2: Target Business Analysis
Using the findings from the first phase, we often then review and define the business sectors that most strongly align with St. Petersburg’s competitive strengths. The Target Business Analysis will begin with an evaluation of the region’s workforce and then reviews existing economic strengths, global trends, and both obvious and “aspirational” job sectors. The goal of the Target Business Analysis is to identify how to diversify and strengthen the economy through entrepreneurship, existing business expansion, and recruitment.

Phase 3: Community and Economic Development Strategy
The Strategy will be holistic and inclusive of the many components that affect St. Petersburg’s ability to be a prosperous community. From business retention, expansion, and small business support to quality of life needs and educational programs that strengthen the talent pipeline, the Strategy’s ultimate goal areas, objectives, and actions would build on the findings from the research.

Phase IV: Implementation Plan
While the Strategy represents “what” St. Petersburg needs to do, the Implementation Plan determines “how” to do it. The Implementation Plan will serve as the “road map” for putting the Strategy into motion. The Implementation Plan outlines the activities of the Strategy’s objectives on a day-by-day, month-by-month, and year-by-year basis.
Supporting this Process

In today's highly competitive world, the most successful communities and regions are those whose economic development strategies are **supported by a broad range of stakeholders from the public, private, and non-profit sectors**. Providing support for the planning process as well as the implementation of the strategy itself is seen as a critical investment in the long-term sustainability of the community.

Together we can move St. Petersburg forward and enhance our competitive position. As a leader in our community, your support and engagement in this process is crucial to our future.

**For More Information, Please Contact:**

**Chris Steinocher, President and CEO**  
St. Petersburg Area Chamber of Commerce  
Phone: 727-388-0000  
email: csteinocher@stpete.com

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*Market Street Services, Inc.* was founded in 1997 as an alternative to the traditional community and economic development consulting firm. *Market Street’s* staff has worked with clients throughout the country to devise measurable, achievable strategies, and clarify what is needed organizationally to successfully implement those strategies. The firm’s founder and CEO, J. Mac Holladay has more than 30 years of experience in community and economic development, both as a Chamber professional and as state economic development director for three different states. *Market Street’s* community clients are successful at creating stronger programs, increasing operational budgets, and creating new quality jobs that elevate prosperity and quality of life. We have worked in more than 160 communities across 33 different states.