GROW SMARTER
St. Petersburg

ABOUT GROW SMARTER
Grow Smarter is a framework to promote equitable economic development in St. Petersburg. The initiative is based on the Grow Smarter Strategy: a data-driven community plan that brings together over 90 stakeholders from the business community, the arts, and social services through participation in seven targeted workgroups. The initiative exists to empower the community of St. Pete to create growth that benefits all of our citizens through equity and inclusivity.

MISSION
Grow Smarter is an inclusive, multi-sector initiative to create equitable economic growth in St. Petersburg.

VISION
St. Petersburg will grow equitably & have a vibrant, diversified economy that benefits all.

GOALS
- Economic Growth: Increase the overall economic prosperity of St. Petersburg
- Equitable: Narrow the economic gaps by race and place in St. Petersburg
- Inclusive, multi-sector engagement: Ensure a culture of inclusion & engagement for Grow Smarter

CORE VALUES
Equity: Equitable economic growth is a shared imperative for our community. Narrowing the economic gaps by race and place in St. Petersburg is critical for our future success.

Collaboration: Collaborative engagement among community members is essential to achieve the Grow Smarter Vision. The Steering Committee and Grow Smarter staff will actively work together with community partners (NGOs, funders, businesses, residents, etc.) to achieve our shared vision.

Accountability: Grow Smarter uses outcome measures to ensure efforts are on the right track and help identify necessary changes to the strategy.

Accessibility: Grow Smarter’s goal is for everyone in the community to know what Grow Smarter is and to have the opportunity to get involved. To this end, Grow Smarter uses a variety of communication methods to help community members stay engaged and informed.
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Grow Smarter Workgroups

**Awareness Building**
- Advising other workgroups around building awareness
- Overall marketing of Grow Smarter
- Projects: Tool kit 2.0, Employee welcome kit, etc.

**Coordinated Education & Training**
- Effort mapping around past GS market street study
- Convene groups to address identified gaps from a practice standpoint (I.e., racial gaps in HS graduation rates)
- Map the cradle to career pipeline for each of the target industries in GS

**Culture & Community**
- Showcasing diverse local grassroots efforts that are unique to the cultural and community fabric of St. Pete
- Continue the development and promotion of world-class recreation amenities and unique events and attractions that also raise the awareness of St. Petersburg's destination appeal.
- Develop and promote amenities-in-community as a strategy that embeds arts & culture into projects and programs-city wide.

**District & Corridor Development**
- Extend the success of downtown to other parts of St. Pete.
- Consider innovative transit related initiatives to link other areas with downtown.
- Encourage participation in city's review/debate about zoning in the coastal high hazard areas.
- Complete unified map and alignment of key events of all Districts & Corridors from 2018

**Entrepreneurial Growth**
- Mapping entrepreneurial ecosystem of St. Pete
- Develop agreed upon measurement of entrepreneurial activity in St. Pete
- Benchmarking with other cities (for benchmarking trip in 2020)

**Housing**
- Assess the overall Housing need in St. Petersburg
- Effort mapping for housing efforts in the City
- Accessory Dwelling Units

**Targeted Job Creation**
- Update and communicate the Target Industries
- Create a formalized business retention/expansion strategy and team
- Support the development of the workforce resource map and continued alignment of workforce development