

All efforts for this three year plan stems from this guiding statement of work:

**FOSTERING THE DEVELOPMENT OF A PROSPEROUS LOCAL ECONOMY WHERE
ENTREPRENEURSHIP CAN START, GROW AND THRIVE.**

We do this by focusing our efforts on five primary objectives:

NAVIGATION

CONNECTION

AWARENESS

CAPACITY

COORDINATION

STRATEGIC FOUNDATION

MISSION

Serve as St. Pete's home of small business

empowerment to encourage the entrepreneurial

mindset and create opportunity for all

VISION

Fostering an equitable community where all

business owners have access to the resources

necessary to start, grow and thrive

VALUES

Culture of Collaboration and Service

Commitment to Connectivity and Engagement

Fostering Innovation and Entrepreneurship

Equity in All Things



A PARTNERSHIP OF THE CITY OF ST. PETERSBURG
AND THE ST. PETERSBURG AREA CHAMBER OF COMMERCE



2021 ACTION PLAN

"We are laser focused on being **the best city in America to start and grow your business**. We know that St. Pete succeeds when our small business community is thriving, and entrepreneurship - at every level - is supported and celebrated. And **we do this best when we work together** - that's why The Greenhouse partnership is truly one of a kind."

Mayor Rick Kriseman
City of St. Petersburg

"Small businesses and startups are the backbone of any economy. **Here at St. Petersburg we are committed to supporting** them through the Greenhouse, a partnership between the City and the Chamber of Commerce. This aligns with the City of St. Petersburg's Grow Smarter initiative that focuses on an **equitable economic development** strategy with a goal to reduce gaps by race and place."

Dr. Sridhar Sundaram
University of South Florida

2021 Board Chair, St. Petersburg Area Chamber of Commerce

