

The graphic features a background image of a brick building under a bright sky. At the top left, the text 'GREENHOUSE' is in green with a small house icon, followed by 'STRATEGIC PLAN' in black and '2024-2026' in white on an orange bar. Below this, a grey box contains the text 'All efforts for this three-year plan stem from this guiding statement of work:'. In the center, a white box contains the guiding statement: 'FOSTERING THE DEVELOPMENT OF A PROSPEROUS LOCAL ECONOMY WHERE AN ENTREPRENEUR CAN START, GROW AND THRIVE'. Below the white box, another grey box contains the text 'We focus our efforts on five primary objectives:'. At the bottom, five hexagons are arranged in a row, alternating in color between orange and green, each containing one of the five objectives: NAVIGATION, CONNECTION, AWARENESS, CAPACITY, and COORDINATION.

GREENHOUSE STRATEGIC PLAN 2024-2026

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

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

We focus our efforts on five primary objectives:

NAVIGATION

CONNECTION

AWARENESS

CAPACITY

COORDINATION

Greenhouse Strategic Foundation

MISSION

Serve as St. Pete's home to 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

Navigation

CURATE BUSINESS ASSISTANCE WITH RESULTS-BASED SOLUTIONS

Connection

LINK ST. PETE'S ENTREPRENEURIAL ECOSYSTEM THROUGH PROGRAMS AND EVENTS

Awareness

PROMOTE, TELL THE STORY, AND ADVOCATE FOR SMALL BUSINESS AND ENTREPRENEURSHIP



Capacity

PROVIDE CAPACITY DEVELOPMENT AND EQUITABLE ACCESS TO THE TOOLS, KNOWLEDGE AND RESOURCES NECESSARY FOR BUSINESS SUCCESS

Coordination

ADMINISTER LOCAL BUSINESS INCENTIVES AND PROGRAMS TO HELP BUSINESSES START, GROW AND THRIVE

Greenhouse 2024 Action Plan

Our goal is to deliver programs, services and resources centered on mission-driven impact that encompasses all touch points of the business life cycle.

The team is committed to cultivating information and fostering connections with the focus on assisting businesses across the spectrum achieve success based on their unique opportunity of access and capacity building.

Through the lens of our five objectives, we seek to inspire and ignite the innovative entrepreneurial spirit that creates the vibrant economic development landscape in our sunshine city.

Tracey Smith + Ronnell Montgomery, Greenhouse Co-Managers

Navigation

CLIENT LIFE CYCLE GAP ANALYSIS
TARGETED BUSINESS NAVIGATION SERVICES
NAVIGATORS IN COUNCIL DISTRICTS

Connection

CONVENER & CONNECTOR TO SUPPORT
SMALL BUSINESS
EXPLORE & ENGAGE INTENTIONAL INCLUSIVE
PARTNERSHIPS

Awareness

DEVELOP COMMUNICATIONS STRATEGY FOR
COMPELLING, COLLECTIVE STORYTELLING
BUILD ON TRANSPARENT DATA REPORTING
COMMUNITY ENGAGEMENT AND OUTREACH
EXPAND EQUITY SCORECARD REPORTING



Capacity

COHORT PROGRAM EXPANSION
ADVANCED TRAINING AND CERTIFICATION FOR
BUSINESS GROWTH, INNOVATION AND
WORKFORCE NEEDS
COLLABORATE ON SUPPLIER DIVERSITY OUTREACH
AND CAPACITY BUILDING

Coordination

CREATE OPPORTUNITIES FOR ACCESS TO CAPITAL
AND ACTIVATE LOCAL INCENTIVE PROGRAM
CURATE AND DISSEMINATE EXTERNAL FUNDING
OPPORTUNITIES