

THE GREENHOUSE

2022 ANNUAL REVIEW



St. Pete's Front Door to Business Growth

Providing education, resources, and assistance necessary to thrive in the local economy

2022 HIGHLIGHTED ACHIEVEMENTS

A full-time Business Navigator was added to the Chamber Team in fall 2022 to improve support and reporting of client life cycle for 2023 and beyond.

Launched One Pinellas, a collaborative effort with the Greenhouse, the Chamber and USF St Pete, providing an online platform for entrepreneurs to access resources, celebrate business creation, and bring people together to build a stronger business community

Client Grant Achievements

St Pete Pitch Night

- Shmrck - \$5,000
- ARackAbove - \$5,000

American Rescue Plan Act

- Tweety B's - \$150,000

Pinellas Community Foundation

- Quis for Life, Inc - \$28,000

Academy of Business In Childcare Development

- 5 Grants for \$10,000 each - \$50,000 total



TOTAL ENGAGEMENTS

4,494

The total count of interactions when clients were engaged through The Greenhouse's services and events.



UNIQUE CLIENTS SERVED

1,581

Individual entrepreneurs that were serviced through consultation sessions, capacity building opportunities, and business visits.



TOTAL EVENTS

301

Capacity building workshops and connection related events held in 2022 by The Greenhouse.

stpetegreenhouse.com

440 Second Ave. N. • St. Petersburg, FL 33701 • T: 727-893-7146



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The Greenhouse focus's our efforts on five primary objectives: Navigation, Connection, Awareness, Capacity Building, and Coordination. 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.

NAVIGATION

Business Assistance, Liaison Services + Corridor Development
Greenhouse Staff Liaison Services

940 Clients 3,429 Sessions

Greenhouse Team Support at Business Associations

- 16th Street Business Association
- Central Avenue Council
- MLK Business District

Entrepreneurial Mindset Profiles

60 Clients

CONNECTION

Link to Entrepreneurial Ecosystem

1 Million Cups

1,090 Attendances 39 Events

AWARENESS

Promotion and storytelling of St. Pete entrepreneurs

Ribbon Cuttings

5 Clients

Social Promotion

20 Business Highlights

CAPACITY BUILDING

Business Consultation, Mentorship + Training

Partner Business Consulting/Mentoring (SBDC, SCORE)

169 Clients 522 Engagements

Workshops and Training

2,712 Attendances 254 Events

Goal Achievement Program (GAP)

14 Graduates

Entrepreneurial Academy

15 Spring Graduates 20 Fall Graduates

COORDINATION

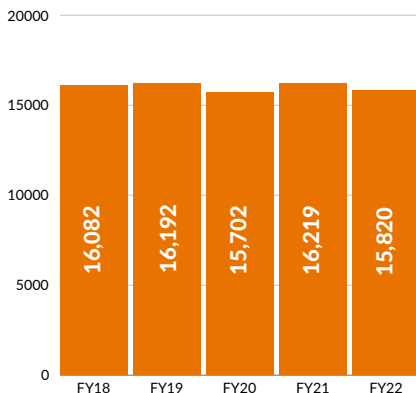
Oversight and advocacy of local business initiatives and grant programs

South St. Pete CRA Microfund Program

Developed Program Guidelines for 2023 Launch

BUSINESS TAX CERTIFICATES

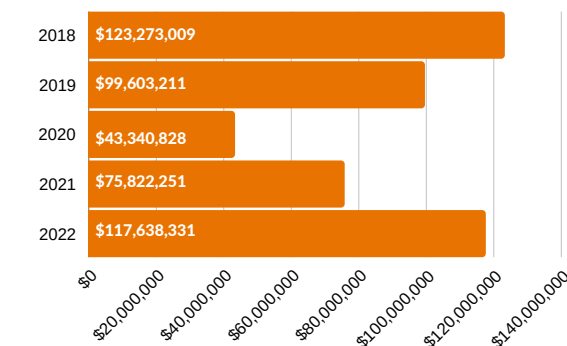
Any business located in St. Petersburg are required to possess a Business Tax Certificate Receipt. In Fiscal Year 2022 **15,820** separate businesses obtained a Business Tax Certificate



City of St. Petersburg Business Tax Division

NEW COMMERCIAL CONSTRUCTION VALUE

New Construction value is a project's cost excluding land and is determined at the time of permit review. This value provides a designated principal economic indicator and a major source of data for annual estimates of fixed capital commercial investment in St. Petersburg.



City of St. Petersburg Construction Services & Permitting Division

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