

THE GREENHOUSE

2023 ANNUAL REPORT



St. Pete's Front Door to Business Growth

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

2023
HIGHLIGHTED
ACHIEVEMENTS

The Greenhouse team values creating an environment where clients can make connections that are pivotal to the start and growth of their businesses. We are the place where entrepreneurs launch “big ideas to advance our local economy.” We also recognize the importance of sharing information about opportunities for entrepreneurs throughout the community and seek out avenues for sharing the stories of Greenhouse clients as they start, grow and thrive.



TOTAL ENGAGEMENTS

3,506

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



UNIQUE CLIENTS SERVED

1,062

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



TOTAL EVENTS

350

Capacity building workshops and connection related events held in 2024 by The Greenhouse.

stpetegreenhouse.com

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



THE GREENHOUSE

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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

211 Clients **498** Sessions

Greenhouse Team Support at Business Associations

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

Entrepreneurial Mindset Profiles

35 Clients

CONNECTION

Link to Entrepreneurial Ecosystem

1 Million Cups

999 Attendances **41** Events

AWARENESS

Promotion and storytelling of St. Pete
entrepreneurs

Ribbon Cuttings

15 Clients

Social Promotion

20 Business Highlights

CAPACITY BUILDING

Business Consultation, Mentorship + Training

Partner Business Consulting/Mentoring (SBDC, SCORE)

211 Clients **3,506** Engagements

Workshops and Training

2,780 Attendees **350** Events

Goal Achievement Program (GAP)

10 Graduates

Entrepreneurial Academy

15 Spring Graduates **20** Fall Graduates

COORDINATION

Oversight and advocacy of local business
initiatives and grant programs

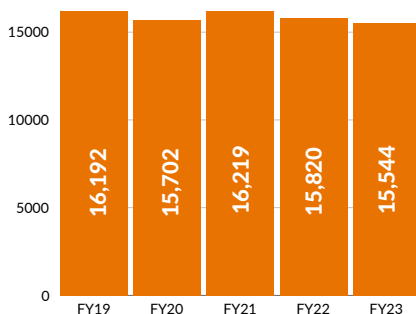
South St. Pete CRA Microfund Program

53 businesses awarded funding for a total of \$440,000

BUSINESS TAX CERTIFICATES

Any business located in St. Petersburg are
required to possess a Business Tax Certificate
Receipt. In Fiscal Year 2023, **15,544** separate
businesses obtained a Business Tax Certificate

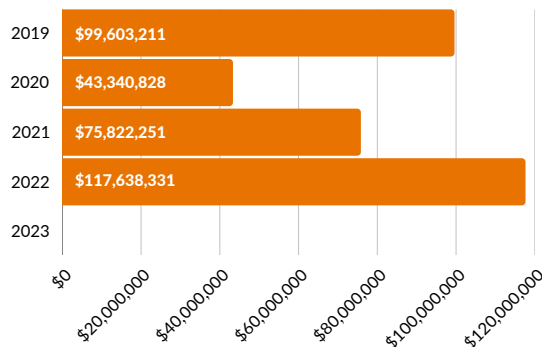
20000



City of St. Petersburg Business Tax Division

NEW COMMERCIAL CONSTRUCTION VALUE

The 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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