

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

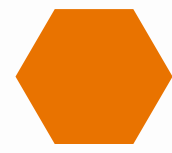
Fostering an equitable community where all business owners have access to the resources necessary to start, grow and thrive.

VALUES

Culture of Collaboration and Service; Commitment to Connectivity and Engagement; Fostering Innovation and Entrepreneurship; Equity in All Things

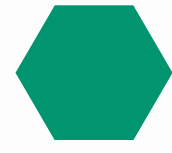
Navigation

CURATE BUSINESS ASSISTANCE WITH RESULTS-BASED SOLUTIONS



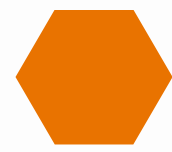
Connection

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



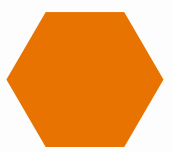
Awareness

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



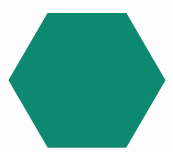
Capacity

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, Small Business Liaison and The Greenhouse Manager

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

Greenhouse 2025 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.

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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.

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Coordination
 CREATE OPPORTUNITIES FOR ACCESS TO CAPITAL
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 CURATE AND DISSEMINATE EXTERNAL FUNDING
 OPPORTUNITIES

*2025 Focus Area

Greenhouse 2026 Action Plan

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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

- 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



Capacity

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

Coordination

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

*2026 Focus Area