

City of Clearwater
**BRIGHT AND
BEAUTIFUL
BAY TO BEACH**



2016 COMMUNITY PROFILE



CLEARWATER
ECONOMIC DEVELOPMENT & HOUSING

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QUALITY LIVING

RECREATION





Gulf of Mexico



0 0.9 1.8
1 inch = approx. 1.8 miles

- KEY**
- Interstate
 - U.S. Highway
 - State Highway
 - Points of Interest
 - Airport
 - Exit Number
 - Controlled Access Divided Highways
 - Divided Highways
 - Principal Highways
 - Other Roads
 - Pinellas Trail

FLORIDA

St. Petersburg/Clearwater • Orlando • Tampa • Ft. Myers • Ft. Lauderdale • Miami

DRIVING TIMES

- > **TAMPA** - 24 mi/39 km
Approx. 30 mins.
- > **ORLANDO** - 107 mi/172 km
Approx. 90 mins.
- > **FORT MYERS** - 118 mi/190 km
Approx. 1 hr., 50 mins.
- > **FORT LAUDERDALE** - 249 mi/401 km
Approx. 3 hr., 45 mins.
- > **MIAMI** - 269 mi/433 km
Approx. 4 hr., 10 mins.

Area of detail

- TAMPA**
- Busch Gardens
 - The Florida Aquarium
 - International Plaza
 - Lowry Park Zoo
 - The Museum of Science & Industry
 - Port of Tampa
 - Raymond James Stadium

0 0.9 1.8
1 inch = approx. 1.8 miles

For detailed and interactive maps, go to:
VisitSPC.com/Maps

ABOUT CLEARWATER



361

AVERAGE ANNUAL DAYS OF SUNSHINE

81.9°F

AVERAGE ANNUAL HIGH TEMPERATURE

54.7"

AVERAGE ANNUAL INCHES OF RAINFALL

65.4°F

AVERAGE ANNUAL LOW TEMPERATURE

73.7°F

AVERAGE TEMPERATURE

Located on Florida's Gulf Coast, Clearwater is known for its internationally famous beach, semitropical climate and cool breezes off the Gulf of Mexico. The city has a high coastal bluff which commands a picturesque view of the Intracoastal Waterway and the Gulf of Mexico. Clearwater is home to more than 110,000 residents. Centrally located on the Pinellas peninsula, Clearwater is only a 20-minute drive to Tampa International Airport (TPA) and near the cities of Tampa and St. Petersburg. Tourism is a major economic driver for Clearwater, with more than one million annual visitors enjoying our beach, boating, fishing, fine dining and luxury hotels. Clearwater is also home to a growing and diverse business climate with established businesses in finance, information technology, software, insurance, marine science, medical technology and manufacturing. The Tampa Bay region, which encompasses Clearwater, benefits from continued job growth and affordable quality of life, an abundant workforce and excellent educational opportunities.

We welcome you to explore!

CLEARWATER CITY COUNCIL AND MANAGEMENT



Mayor
George N. Cretekos



Councilmember
Doreen Caudell
(Seat 2)



Councilmember
Dr. Bob Cundiff
(Seat 3)



Councilmember
Bill Jonson
(Seat 4)



Councilmember
Hoyt Hamilton
(Seat 5)



City Manager
Bill Horne

Vision

Clearwater will be a uniquely beautiful and vibrant community
That is socially and economically diverse;
That invests for the future; and
That is a wonderful place to live, learn, work, visit and play.

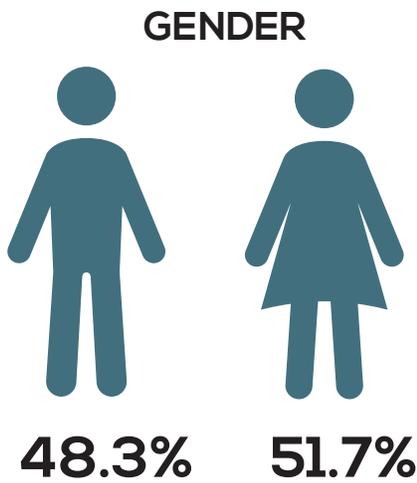
Mission

The Mission of the City of Clearwater is to
Provide cost effective municipal services and infrastructure;
Facilitate development of the economy; and
Support a high quality of life and experience.

**CITY OF CLEARWATER
INCORPORATED MAY 27, 1915**

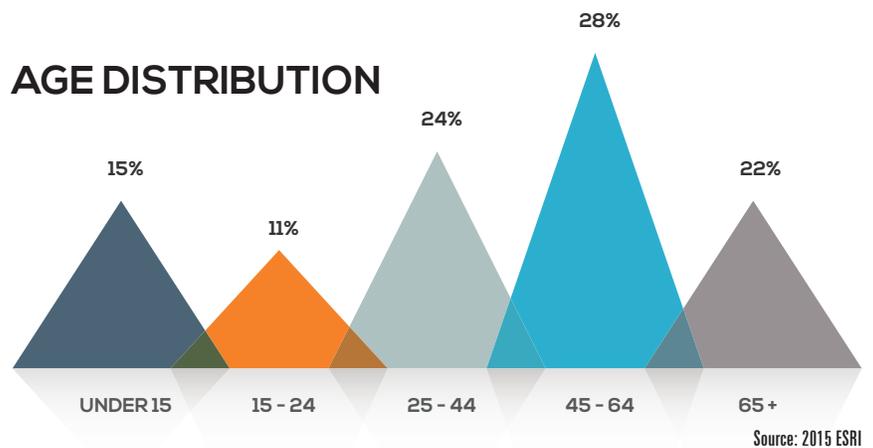
Economic Development & Housing Department
112 S. Osceola Ave.
Clearwater, FL 33756
Phone: (727) 562-4220 Fax: (727) 562-4075
myclearwater.com/econdev

DEMOGRAPHICS



Source: 2015 U.S. Census Bureau

AGE DISTRIBUTION



VETERANS

9,071

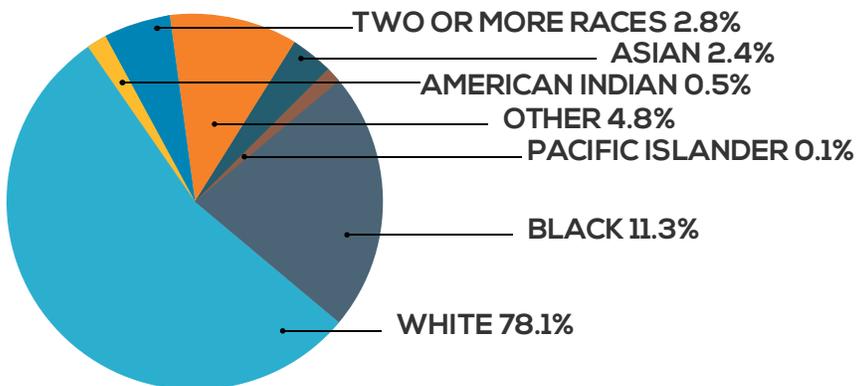
Source: 2015 U.S. Census Bureau



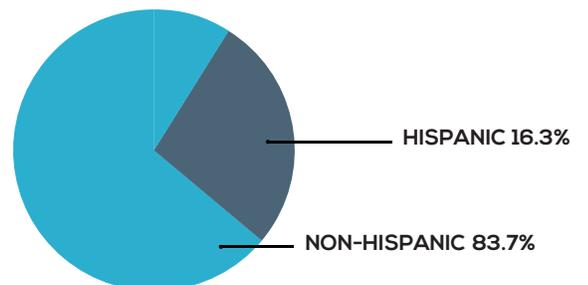
MEDIAN AGE

Source: 2015 ESRI

RACIAL DISTRIBUTION

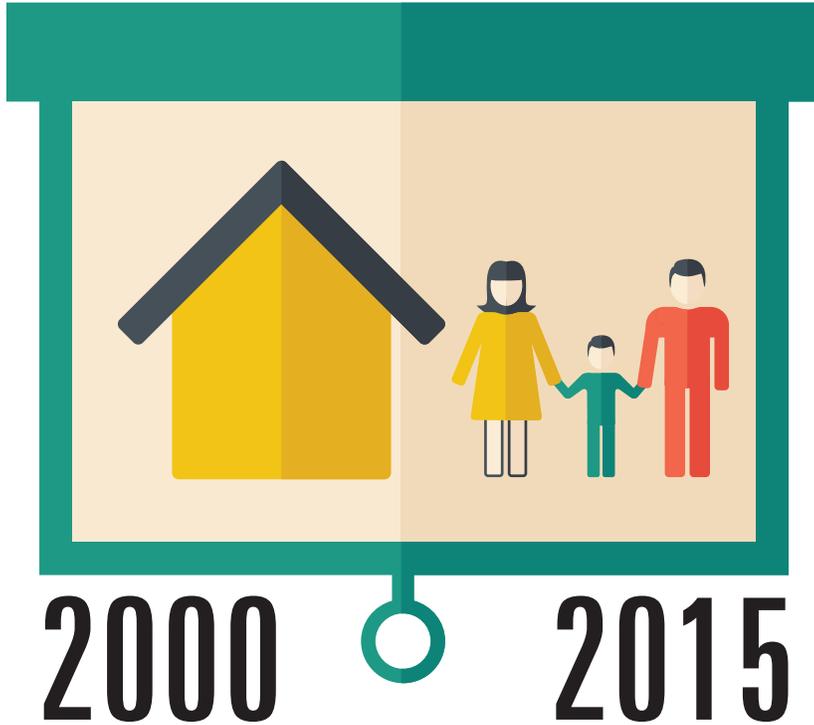


Source: 2015 ESRI



Source: 2015 ESRI

HOUSING AND PROPERTY TAXES



48,104	Households	48,169
2.17	Average Household Size	2.19
\$36,494	Median Household Income	\$41,999
56,338	Housing Units	60,597
53.2%	Owner Occupied	43.4%
32.1%	Renter Occupied	36.1%

Source: 2015 ESRI

\$ 60,416 Average Household Income
\$ 41,999 Median Household Income
\$ 26,965 Per Capita Income

Source: 2015 ESRI



Median value of owner-occupied housing units: \$172,154

Source: 2015 ESRI

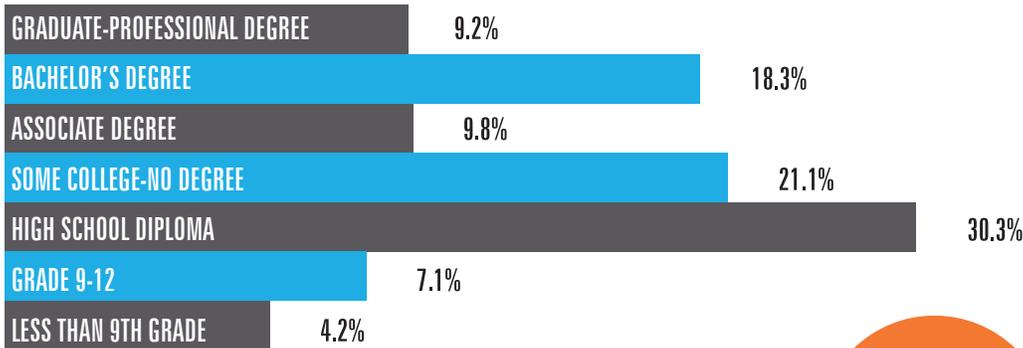
The approved millage rate of 5.1550 mills for 2015/2016 has remained the same for the last seven fiscal years. The 2015 taxable property values increased by approximately 6.5%, including new construction. The total value of new construction in 2015 is estimated at \$71.4 million in Clearwater.

CITY OF CLEARWATER TAXABLE VALUES	
2015	\$8.7 Billion
2014	\$8.2 Billion
Net Increase	\$533 Million

Source: Pinellas County Property Appraiser

EDUCATION

CLEARWATER EDUCATIONAL ATTAINMENT AGE 25 +



Source: 2015 ESRI

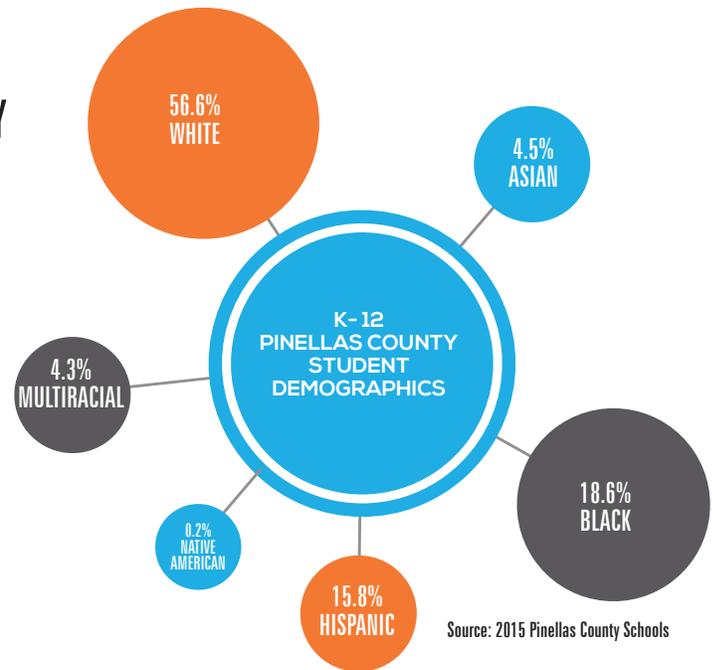
PINELLAS COUNTY SCHOOL SYSTEM

92

HIGHER EDUCATION ESTABLISHMENTS
LOCATED WITHIN A 30-MINUTE DRIVE

74

ELEMENTARY SCHOOLS



K-12 PINELLAS COUNTY SCHOOL ENROLLMENT			
	2011-2012	2012-2013	2013-2014
Public	103,776	103,590	103,391
Private	15,236	17,195	17,000
Home Schooled	2,564	2,730	2,653
Total	121,576	123,515	123,044

Source: 2015 Annie E. Casey Foundation

Seventy-six percent of Pinellas County schools received an "A" or "B" grade by the State of Florida grading system. Exceptional Centers offer specialty areas by which students can earn industry certification in addition to a high school diploma. This speeds the transition from high school to workforce and/or post-secondary education. Recognizing there is a need for skilled workers, the Pinellas County School District has partnered with local colleges and technical centers to provide an array of certification programs now offered to students.

2
ELEMENTARY / MIDDLE
SCHOOLS

21
MIDDLE SCHOOLS

5
EXCEPTIONAL CENTERS

18
HIGH SCHOOLS

23
CHARTER SCHOOLS

Source: 2015 Pinellas County Schools

WORKFORCE

EMPLOYED POPULATION AGED 16+ BY INDUSTRY

SERVICES



RETAIL



FINANCE/ INSURANCE/ REAL ESTATE



CONSTRUCTION



MANUFACTURING



AGRICULTURE/ MINING



PUBLIC ADMINISTRATION



TRANSPORTATION/ UTILITIES



WHOLESALE TRADE



INFORMATION



Source: 2015 ESRI

EMPLOYED 50,512

BLUE COLLAR

17.3%

WHITE COLLAR

82.7%

Source: 2015 ESRI



HOUSEHOLDS BY INCOME



Source: 2015 ESRI

TRANSPORTATION

LOCAL MAJOR ROADWAYS	
Fed. Interstates	I-75, I-275, I-375
Fed. Highways	US 19, Alt. US 19, US 92
State Highways	SR-60, SR-580, SR-590, SR-686

Source: Enterprise Florida



22
MINUTE AVERAGE
WORK COMMUTE
FOR CLEARWATER
RESIDENTS

731,486
INTERNATIONAL AIRLINE PASSENGERS
*Tampa International Airport, 1/1/15- 12/31/15

11,299
STREETLIGHTS IN CLEARWATER

PUBLIC TRANSPORTATION	
	Pinellas Suncoast Transit Authority (PSTA)
Buses	210
Bus Routes	40
Bus Stops	4,929
Annual Ridership	14,900,000

Source: FY 2015 PSTA

INTERNATIONAL AIRPORTS			
	St. Petersburg-Clearwater International (PIE)	Tampa International Airport (TPA)	Sarasota-Bradenton International (SRQ)
Passengers	1,645,402	18,815,425	1,213,804
Cargo (Tons)	24,028	93,678	
Mail (Tons)		101,633	
Gates	10	59	14

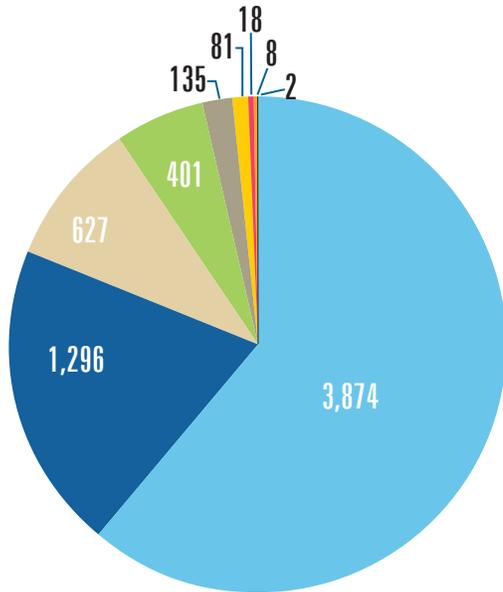
Source: St. Petersburg-Clearwater International Airport, 2015; Tampa International Airport, 2015 and Sarasota-Manatee Airport Authority, 2015

Clearwater serves as an employment center within the Tampa Bay metro area, generating more daily inbound traffic than outbound traffic. Most commuters to Clearwater are Pinellas County residents. The city is committed to making Clearwater a safe and convenient place to live, work and play by consistently investing in our infrastructure. Walking, riding or driving, from bay to beach, is easy and enjoyable in Clearwater. Take the Jolley Trolley along the beach or head over to downtown on the Clearwater Ferry for a truly unique ride.

PORTS		
	Port Manatee	Port Tampa Bay
Cruise Passengers		867,114
Dry Bulk Cargo (Tons)	806,018	14,674,000
Liquid Bulk Cargo (Tons)	4,886,083	21,527,567
General Cargo	605,247	1,172,723

Source: Manatee County Port Authority and Tampa Port Authority, 2015

CLEARWATER BUSINESSES BY EMPLOYMENT SIZE



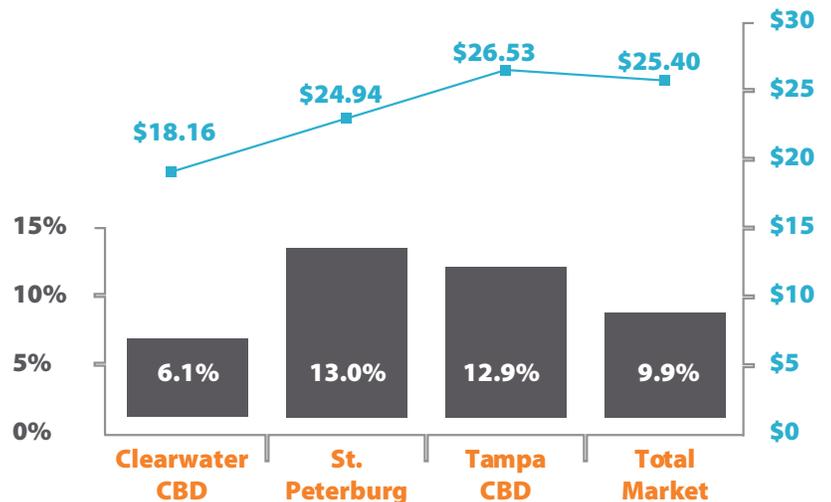
EMPLOYEES



Clearwater loves business—big or small, new or expanding, the city provides a wide variety of office, industrial, retail and flex spaces to meet your business needs. Offices, industrial areas and retail centers are just minutes to international airports, ports and interstates. In the downtown clearwater central business district, you'll find attractive lease rates and even more attractive views of the Intracoastal Waterway and Gulf of Mexico. From bay to beach, Clearwater offers the ultimate business climate.

PINELLAS COUNTY'S LARGEST TARGET INDUSTRY EMPLOYERS* (1,000+ EMPLOYEES)	
Business Name	Local Employees (Approx.)
Raymond James Financial	3,500
Home Shopping Network	2,800
Bright House Networks	2,000
Fidelity Information Services	1,800
Nielson Media Research	1,800
Jabil Circuit, Inc.	1,600
Tech Data Corp.	1,500
Honeywell Aerospace	1,500
ThinkDirect Marketing Group	1,000
Ceridian Benefits Services	1,000
Cox Target Media, Inc.	1,000
Macy's Credit Operations, Inc.	1,000
Duke Energy	1,000

*Non-governmental, Non-institutional
Source: Pinellas County Economic Development



Source: CoStar Group, Year-End 2015, Tampa/St. Petersburg Market

PINELLAS COUNTY RENTABLE BUILDING AREA (RBA)			
	Total RBA	Vacancy Rate	Average Lease Rate Per Sq. Ft.
Office	40,912,381	11.5%	\$18.50
Class A	8,735,299	9.0%	\$22.62
Class B	14,673,594	17.5%	\$18.22
Class C	17,512,488	7.6%	\$14.70
Industrial	59,204,312	5.1%	\$5.38
Flex	9,896,029	13.0%	\$7.74
Retail	54,296,521	6.6%	\$13.57

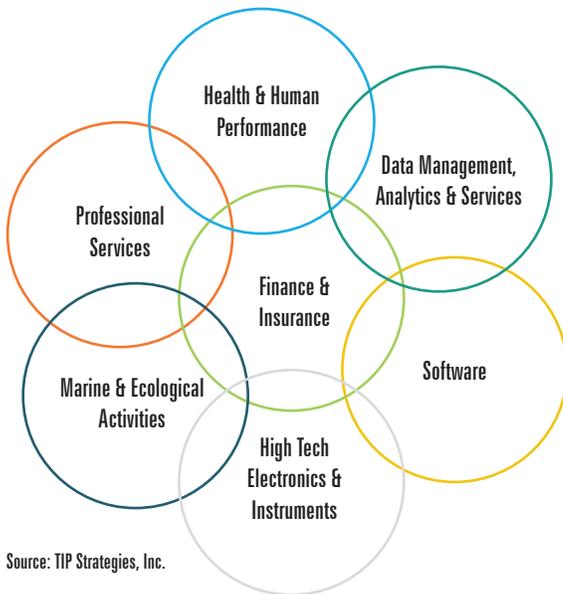
Source: 2015 CoStar Group

ECONOMIC DEVELOPMENT

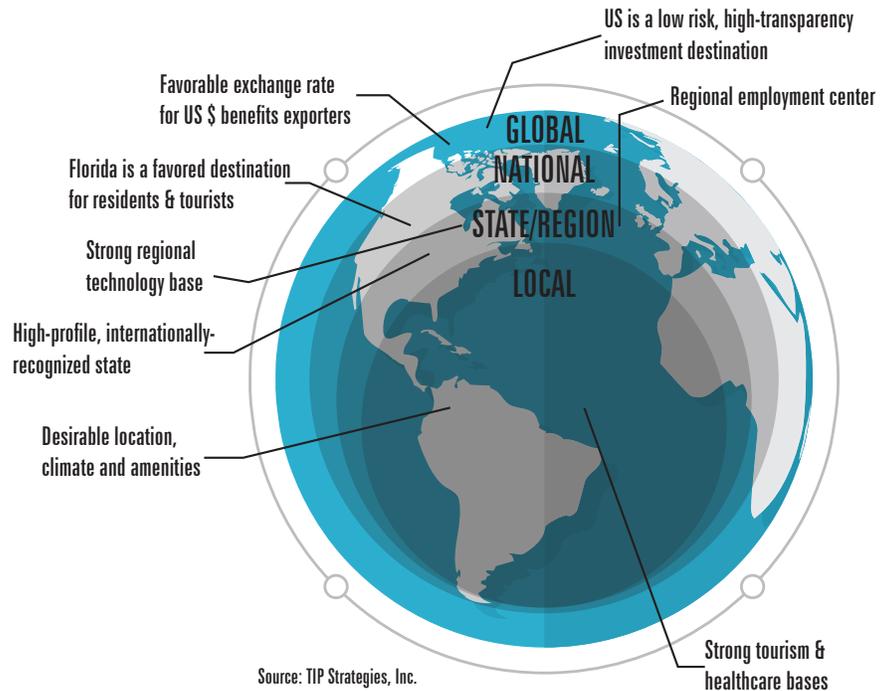
BUSINESS & ECONOMIC DEVELOPMENT STRENGTHS

TARGET INDUSTRIES

Industries well-suited for Clearwater's capacity and potential



Source: TIP Strategies, Inc.



Businesses succeed in Clearwater. The state's favorable business tax structure, government policies and no state personal income tax make planning for growth in Clearwater easy. Florida consistently ranks among the best states for business thanks to its pro-business tax policies, competitive cost of doing business and streamlined regulatory environment. Land, labor and capital are more affordable than in other states, making business dollars go further in Florida. As a regional employment center providing nearly 13,000 more jobs than its resident labor force, Clearwater provides opportunities across a broad spectrum of industries.

*ACCRA 2015 COST OF LIVING INDEX COMPARISON							
	Composite Index	Grocery	Housing	Utilities	Transportation	Health	Misc.
Tampa, FL	92.5	98.7	77.2	103.5	101.8	91.4	96.2
Atlanta, GA	100.3	105.1	97.8	90.9	103.9	101.9	101.7
Austin, TX	95.1	86.0	87.8	101.8	97.4	100.9	101.6
Charleston, SC	100.9	108.6	95.0	112.5	94.7	105.9	100.6
Denver, CO	107.7	98.7	125.7	96.6	101.0	104.4	102.6

* Tampa is the closest participation city
 Index and average prices are based on data gathered between 2nd Quarter 2014 and 1st Quarter 2015
 Source: The Council For Community and Economic Research (CZER), formerly the *American Chamber of Commerce Research Association (ACCRA)

QUALITY LIVING

Clearwater is planting the seeds for a greener, cleaner city. We collaborate with city agencies, business groups, not-for-profit organizations, and other partners to protect and enhance Clearwater’s sustainability, beauty, environmental quality, and livability. As part of our ongoing commitment, Clearwater is becoming more energy efficient, while saving money and conserving natural resources. Clearwater Greenprint, a community action plan for sustainability, provides the path to achieve these goals.

9

LOCAL PRODUCE STANDS PROVIDE FRESH AND HEALTHY EATING OPTIONS

40,294

ACRES OF SEA GRASS IN TAMPA BAY, SURPASSING 1950s LEVELS

5,655

TONS OF RECYCLABLES COLLECTED IN FY14/15

5

COMMUNITY PARKS

800

MILES OF UNDERGROUND GAS MAINS DISTRIBUTING NATURAL AND PROPANE GAS

28,000

MULTI-FAMILY SOLID WASTE CUSTOMERS

27,000

RESIDENTIAL SOLID WASTE CUSTOMERS

23

OPEN SPACE PARKS

4.2 Billion

GALLONS OF WATER SUPPLIED ANNUALLY TO OUR CUSTOMERS

26

NEIGHBORHOOD PARKS

234

SWORN POLICE OFFICERS SERVICING 25.6 SQUARE MILES

193

UNIFORM FIRE PERSONNEL SERVICING 40.7 SQUARE MILES (INCLUDES UNINCORPORATED CLEARWATER)

29

ENVIRONMENTAL PARKS

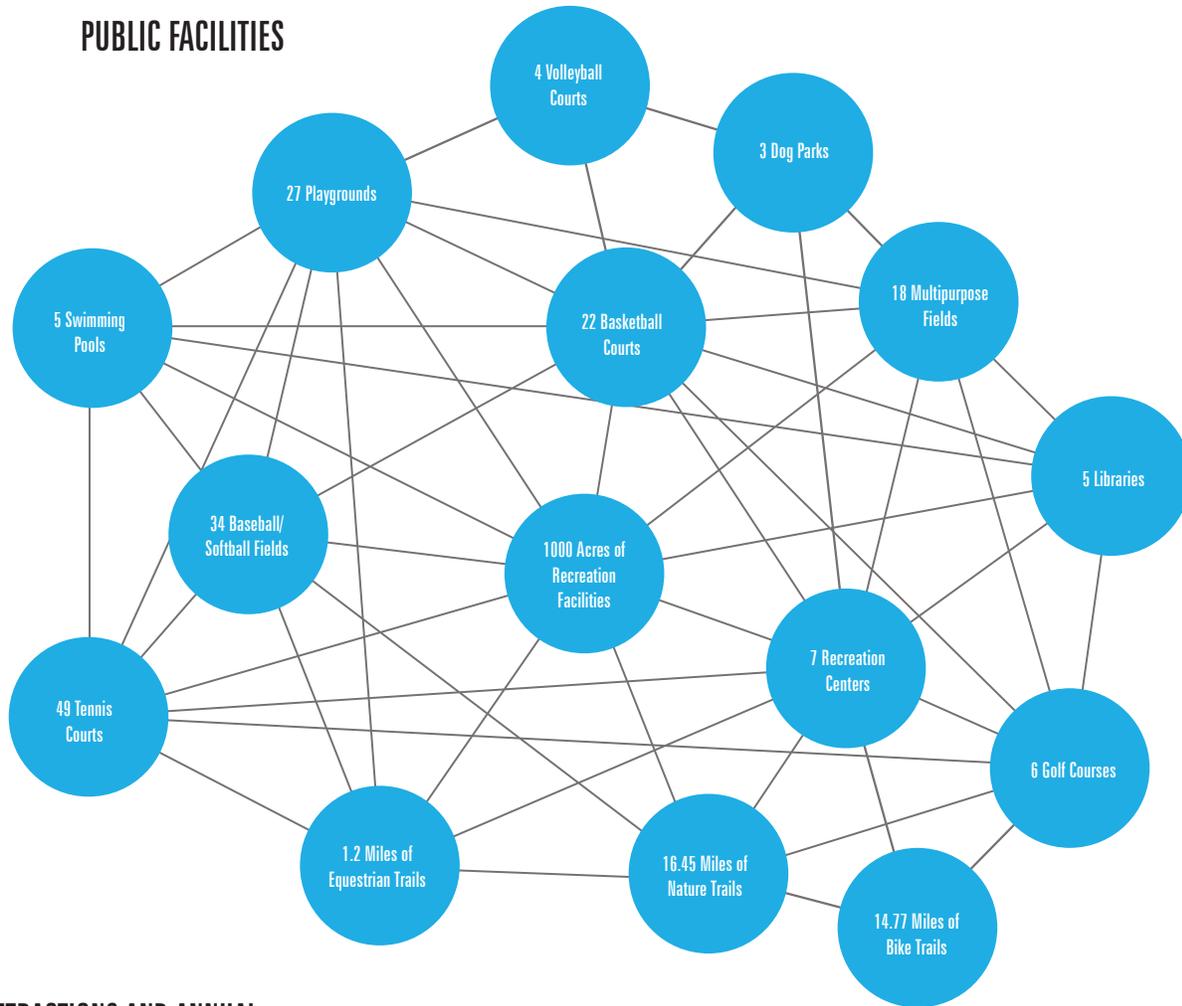
RENOWNED TAMPA BAY MEDICAL CENTERS AND HOSPITALS
All Children’s Hospital
Bay Pines Veterans Affairs Healthcare System
Bayfront Medical Center
Florida Hospital
HealthSouth Rehabilitation Hospital
HCA Medical Center
H. Lee Moffitt Cancer Center
Morton Plant Hospital
Mease Countryside Hospital
Northside Hospital & Tampa Bay Heart Institute
St. Anthony’s Hospital
St. Joseph’s Hospital
Shriners Hospital for Children
University Community Hospital



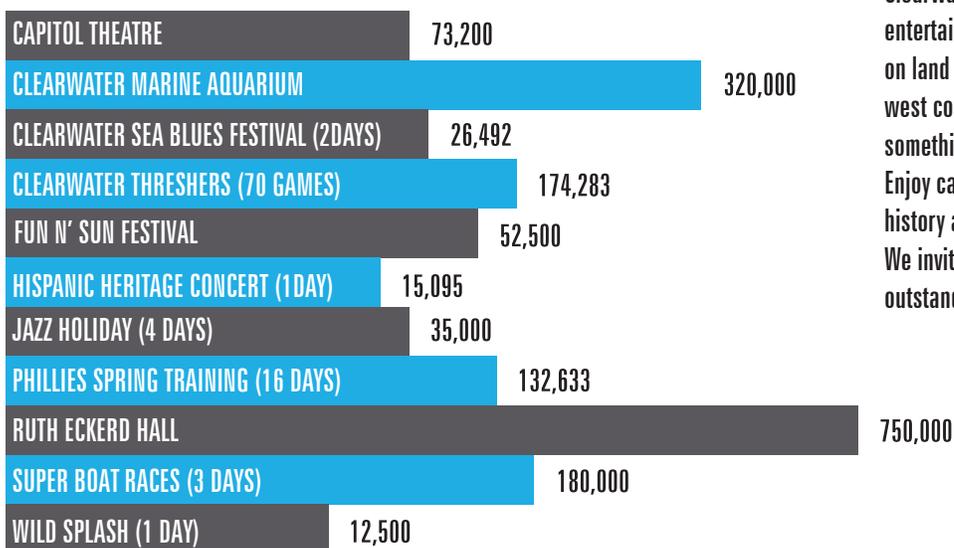
Source: healthgrades.com

RECREATION

PUBLIC FACILITIES



LOCAL ATTRACTIONS AND ANNUAL SIGNATURE EVENT ATTENDANCE



Clearwater offers a seemingly endless supply of entertainment, natural beauty, and outdoor activities both on land and water. Ideally situated on Florida's stunning west coast, Clearwater is the ultimate destination, offering something for every resident and visitor and every budget. Enjoy casual and fine dining, vibrant activities and the rich history and heritage of our gorgeous coastal community. We invite you to soak up the fun and sun of Clearwater's outstanding coastline.

MYCLEARWATER.COM

