

	South Pasadena	St. Pete Beach	Treasure Island	Madeira Beach	Redington Beach	North Redington Beach
Population Out of Season	5,344	9,779	7,253	4,677	1,469	1,447
Population In Season	7,751	13,439	9,854	5,383	4,284	1,572
Visitor Percentages	0%	14.8%	4.8%	1.6%	0.53%	0.53%
Bed Tax Collections	\$0	\$9,960,400	\$3,230,400	\$1,076,800	\$336,500	\$336,500
Households	3,439	5,260	4,081	2,478	678	750
Families	1,193	2,615	1,907	1,153	415	447
Average Household Size	1.48	1.86	1.78	1.89	2.17	1.93
Owner Occupied Housing	1,918	3,505	2,597	1,456	479	494
Renter Occupied Housing	1,521	1,757	1,485	1,022	201	257
Millage Rate	3.5	3.15	3.61	2.75	1.81	1
Median Age	70.4	60.3	60.4	56.9	60.5	60.1
Average Income	\$40,433	\$107,452	\$108,323	\$103,075	\$136,739	\$121,647
Median Household Income	\$35,426	\$73,315	\$75,083	\$64,259	\$88,851	\$79,651
Median Disposable Income	\$35,506	\$59,099	\$59,381	\$54,700	\$72,666	\$64,575
Median House or Condo	\$153,758	\$397,135	\$298,226	\$307,061	\$335,390	\$447,976
Traffic Count:	28,000	22,000	18,880	26,000	16,700	16,700
Number of Businesses	304	693	359	403	26	65
Number of Employees	3,220	10,432	2,478	2,687	1609	733
Number of Restaurants	21	92	28	46	1	7
Number of Hotels	0	54	59	14	0	11
Number of Rooms	0	3087	1193	528	0	500

	Redington Shores	Indian Shores	Indian Rocks Beach	Belleair Shores	Belleair Beach	Belleair Bluffs
Population Out of Season	2,256	1,510	4,386	106	1,524	2,167
Population In Season	2,534	3,837	7,209	N/A	N/A	N/A
Number of Visitors	0.53%	0.7%	1.2%	0.13%	0.13%	0.13%
Bed Tax Collections	\$336,500	\$471,100	\$807,600	\$87,490	\$87,490	\$87,490
Households	1,168	847	2,301	43	722	1,191
Families	621	457	1,140	29	488	602
Average Household Size	1.93	1.78	1.91	2.47	2.11	1.82
Owner Occupied Housing	806	631	1,399	39	642	847
Renter Occupied Housing	362	217	900	5	78	344
Millage Rate	1.8	1.87	1.83	0.63	2.03	5.35
Median Age	58.9	64.1	55.9	61.1	61	57.5
Average Income	\$99,014	\$121,960	\$105,673	\$159,134	\$161,565	\$72,008
Median Household Income	\$67,390	\$68,698	\$77,842	\$105,092	\$106,778	\$52,377
Median Disposable Income	\$56,033	\$58,301	\$62,489	\$85,880	\$86,944	\$43,628
Median House or Condo	\$283,287	\$251,770	\$375,434	\$2,307,644	\$487,782	\$151,208
Traffic Count:	17,013	17,013	17,000	17,000	15,000	18,700
Number of Businesses	67	110	189	2	31	167
Number of Employees	232	724	1,167	3	111	1,260
Number of Restaurants	10	8	24	0	0	12
Number of Hotels	3	7	11	0	1	0
Number of Rooms	82	167	347	0	40	0

	Tierra Verde	Clearwater	Total Beaches
Population Out of Season	3,731	117,560	159,205
Population In Season	9,863	N/A	173,423
Visitor Percentages	N/A	32.3%	89.7%
Bed Tax Collections	N/A	\$21,737,900	\$38,556,170
Households	1,661	51,260	
Families	1,132	27,879	
Average Household Size	2.10	2.23	1.96
Owner Occupied Housing	1,397	29,319	
Renter Occupied Housing	255	21,974	
Millage Rate	5.35	5.95	2.90
Median Age	55.6	46.3	59.21
Average Income		\$72,509	
Median Household Income	\$91,678	\$48,675	\$73,937
Median Disposable Income	N/A	\$41,543	\$60,057
Median House or Condo	\$337,303	\$152,800	
Traffic Count:	4,400	34,500	
Number of Businesses	81	6,591	9,088
Number of Employees	N/A	66,501	91,157
Number of Restaurants	N/A	422	
Number of Hotels	0	118	
Number of Rooms	0	3,341	

<- Average

<- Average

<- Average

<- Average

<- Average

Nearest College Institutions with over 2,000 Full-Time Enrolled	Miles From Beach	Full-Time Enrolled
Eckerd College	4	2,437
University of Florida - St.	8	4,459
St. Petersburg College	13	21,467
Strayer University-Florida	22	2,723
State College of Florida	22	8,012
The University of Tampa	23	7,216

Continued on page 3

Pinellas County Top	
Raymond James Financial	4,000+
Home Shopping Network	2000+
Tech Data Corp	2000+
Specturm	2000+
Fidelity Information Services	1,500+
The Nielsen Company	1,500+
Jabil Circuit	1,500+
Honeywell Aerospace	1,500+
Valpak	1,500+
Superior Uniform Group	1,000+
Duke Energy Florida	1,000+
Ceridian Benefits Services	1,000+
SKUlocal	1,000+
Franklin Templeton Investments	501-1,000
Transamerica Life Insurance	501-1,000
Raytheon Co	501-1,000
ConMed Linvatec	501-1,000
PSCU	501-1,000
Times Publishing Company	501-1,000
Power Design	501-1,000

Beach Top Employers	
TradeWinds Island Resorts	900+
Don CeSar Hotel	400+
Sheraton Sand Key	300+
Wyndham Celarwater Beach	290+
Sirata Beach Resort	225+
Opl Hotels	200+
Marriott Suites	185+

Pinellas County Stats
Population: 980,444
Households: 439047
Families: 244,536
Average Household Size: 2.19
Owner Occupied Housing Units: 288,690
Renter Occupied Housing: 150,370
Median Age: 49.2
Median Household Income: \$53,083
Median Disposable Income: \$45,266
Average Income: \$77,179
Number of Businesses: 43,428
Number of Employees: 466,428
Visitors: 15,539,597
Over Night Visitors: 10.5 Million
Daytrippers: 5 Million
Visitors created a \$8.3 billion economic impact
Tourism contributes \$269 to our local economy every second of every day
Over \$67 million in Bed Tax Collections
The average hotel stay is 5.9 nights
Over 81,000 residents work in the tourism industry supporting \$2.7 billion in area wages
Almost \$5 million in sales tax collected
#1 Gulf Coast tourist destination in the nation
75% full-time employment
66% have children
77% married
82% own their home
28% Boomers, 45% GenX, 27% Millennials

Continued on page 4

Florida Stats
Population 2017: 20.3 Million
Population 2030: 26 Million+
Households: 7.9 Million
An average of 1,036 new residents move to Florida each day
Florida has no state income tax
Education
Florida's high school graduation rate is at an 11 year high
Florida's 4th grade reading scores are #1 in the nation
Florida has record funding for k-12 schools
Florida has the highest quality of teachers in the nation
Energy
Record funding for environmental projects
Florida's Energy bills lowed by 14%
Tourism
Annual Visitors: 106 Million+
Daily Visitors: 1.2 Million+
Every 85 visitors to Florida equals one job
1.1 million employed in Florida's tourism industry
Tourism generates 23% of the states sales tax revenue
Business Climate
Florida is ranked the best state for business
Florida's infrastructure is ranked 2nd in the nation
Florida has 2.3 million small businesses
Florida's small businesses employ 3.1 million people
Small business make up 98.9% of Florida's employers
17 Fortune 500 companies are headquartered in Florida
Florida has the 18th largest economy in the world
Florida's 3rd in the nation for future job growth
Florida's labor force is 3rd largest in the nation
200,000+ Job Openings; average opening \$27 an hour
79.1% of businesses opened in 2014 survived through 2015

Cost of Living Index	Pinellas County	Tampa Bay	Florida	Nation
Studio Apartment	\$860	\$860	\$832	\$821
One Bedroom	\$916	\$916	\$945	\$930
Two Bedroom	\$1,133	\$1,133	\$1,174	\$1,148
Three Bedroom	\$1,485	\$1,485	\$1,584	\$1,537
Four Bedroom	\$1,794	\$1,794	\$1,903	\$1,791
Median Home Cost	\$235,300	N/A	\$225,200	\$219,700