1				
T	AMPA B	BAY BE	ACHES	5
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CHAMBER of COMMERCE						
The Beach is our Business			Treasure Island	Madeira Beach	Redington Beach	orth Redington Beacl
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
Nulliber of Rooms	U	3067	1193	320	U	300
	-		Indian Rocks Beach		_	Belleair Bluffs
	-	<b>Indian Shores</b>	Indian Rocks Beach		Belleair Beach	Belleair Bluffs
	Redington Shores 2,256		Indian Rocks Beach 4,386	Belleair Shores 106	_	Belleair Bluffs 2,167
Population Out of Season	Redington Shores	Indian Shores 1,510	Indian Rocks Beach	<b>Belleair Shores</b>	Belleair Beach 1,524	Belleair Bluffs
Population Out of Season Population In Season	Redington Shores 2,256 2,534	Indian Shores 1,510 3,837	Indian Rocks Beach 4,386 7,209 1.2%	Belleair Shores 106 N/A	Belleair Beach 1,524 N/A	Belleair Bluffs 2,167 N/A
Population Out of Season Population In Season Number of Visitors	Redington Shores 2,256 2,534 0.53%	Indian Shores 1,510 3,837 0.7%	Indian Rocks Beach 4,386 7,209	Belleair Shores 106 N/A 0.13%	Belleair Beach 1,524 N/A 0.13%	Belleair Bluffs 2,167 N/A 0.13%
Population Out of Season Population In Season Number of Visitors Bed Tax Collections	Redington Shores 2,256 2,534 0.53% \$336,500	1,510 3,837 0.7% \$471,100	Indian Rocks Beach 4,386 7,209 1.2% \$807,600	106 N/A 0.13% \$87,490	1,524 N/A 0.13% \$87,490	8elleair Bluffs 2,167 N/A 0.13% \$87,490
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households	Redington Shores 2,256 2,534 0.53% \$336,500 1,168	1,510 3,837 0.7% \$471,100 847	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301	106 N/A 0.13% \$87,490 43	1,524 N/A 0.13% \$87,490 722	2,167 N/A 0.13% \$87,490 1,191
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families	2,256 2,534 0.53% \$336,500 1,168 621	1,510 3,837 0.7% \$471,100 847 457	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140	106 N/A 0.13% \$87,490 43 29	1,524 N/A 0.13% \$87,490 722 488	2,167 N/A 0.13% \$87,490 1,191 602
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size	2,256 2,534 0.53% \$336,500 1,168 621 1.93	1,510 3,837 0.7% \$471,100 847 457 1.78	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91	106 N/A 0.13% \$87,490 43 29 2.47	1,524 N/A 0.13% \$87,490 722 488 2.11	8elleair Bluffs 2,167 N/A 0.13% \$87,490 1,191 602 1.82
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing	2,256 2,534 0.53% \$336,500 1,168 621 1.93 806	1,510 3,837 0.7% \$471,100 847 457 1.78 631	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399	106 N/A 0.13% \$87,490 43 29 2.47 39	1,524 N/A 0.13% \$87,490 722 488 2.11 642	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing	2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362	1,510 3,837 0.7% \$471,100 847 457 1.78 631 217	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900	106 N/A 0.13% \$87,490 43 29 2.47 39 5	1,524 N/A 0.13% \$87,490 722 488 2.11 642 78	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate	2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8	1,510 3,837 0.7% \$471,100 847 457 1.78 631 217 1.87	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83	8elleair Shores 106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63	1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age	2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9	1,510 3,837 0.7% \$471,100 847 457 1.78 631 217 1.87 64.1	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9	106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1	1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age Average Income	2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9 \$99,014	1,510 3,837 0.7% \$471,100 847 457 1.78 631 217 1.87 64.1 \$121,960	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9 \$105,673	8elleair Shores 106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1 \$159,134	1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61 \$161,565	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5 \$72,008
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age Average Income Median Household Income	2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9 \$99,014	1,510 3,837 0,7% \$471,100 847 457 1.78 631 217 1.87 64.1 \$121,960 \$68,698	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9 \$105,673 \$77,842	8elleair Shores 106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1 \$159,134 \$105,092	1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61 \$161,565 \$106,778	8elleair Bluffs 2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5 \$72,008 \$52,377
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age Average Income Median Household Income Median House or Condo Traffic Count:	Redington Shores 2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9 \$99,014 \$67,390 \$56,033 \$283,287 17,013	1,510 3,837 0,7% \$471,100 847 457 1.78 631 217 1.87 64.1 \$121,960 \$68,698 \$58,301	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9 \$105,673 \$77,842 \$62,489 \$375,434 17,000	106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1 \$159,134 \$105,092 \$85,880	1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61 \$161,565 \$106,778 \$86,944 \$487,782 15,000	8elleair Bluffs 2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5 \$72,008 \$52,377 \$43,628
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age Average Income Median Household Income Median Disposable Income Median House or Condo	Redington Shores 2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9 \$99,014 \$67,390 \$56,033 \$283,287 17,013 67	1,510 3,837 0.7% \$471,100 847 457 1.78 631 217 1.87 64.1 \$121,960 \$68,698 \$58,301 \$251,770 17,013 110	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9 \$105,673 \$77,842 \$62,489 \$375,434	8elleair Shores 106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1 \$159,134 \$105,092 \$85,880 \$2,307,644 17,000 2	8elleair Beach 1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61 \$161,565 \$106,778 \$86,944 \$487,782	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5 \$72,008 \$52,377 \$43,628 \$151,208
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age Average Income Median Household Income Median House or Condo Traffic Count: Number of Businesses Number of Employees	Redington Shores 2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9 \$99,014 \$67,390 \$56,033 \$283,287 17,013 67 232	1,510 3,837 0.7% \$471,100 847 457 1.78 631 217 1.87 64.1 \$121,960 \$68,698 \$58,301 \$251,770 17,013 110 724	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9 \$105,673 \$77,842 \$62,489 \$375,434 17,000 189 1,167	8elleair Shores 106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1 \$159,134 \$105,092 \$85,880 \$2,307,644 17,000 2 3	8elleair Beach 1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61 \$161,565 \$106,778 \$86,944 \$487,782 15,000 31 111	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5 \$72,008 \$52,377 \$43,628 \$151,208 18,700 167 1,260
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age Average Income Median Household Income Median Disposable Income Median House or Condo Traffic Count: Number of Businesses Number of Employees Number of Restaurants	Redington Shores 2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9 \$99,014 \$67,390 \$56,033 \$283,287 17,013 67 232 10	1,510 3,837 0,7% \$471,100 847 457 1,78 631 217 1,87 64,1 \$121,960 \$68,698 \$58,301 \$251,770 17,013 110 724 8	Indian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9 \$105,673 \$77,842 \$62,489 \$375,434 17,000 189 1,167 24	8elleair Shores 106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1 \$159,134 \$105,092 \$85,880 \$2,307,644 17,000 2 3 0	1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61 \$161,565 \$106,778 \$86,944 \$487,782 15,000 31 111 0	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5 \$72,008 \$52,377 \$43,628 \$151,208 18,700 167 1,260 12
Population Out of Season Population In Season Number of Visitors Bed Tax Collections Households Families Average Household Size Owner Occupied Housing Renter Occupied Housing Millage Rate Median Age Average Income Median Household Income Median House or Condo Traffic Count: Number of Businesses Number of Employees	Redington Shores 2,256 2,534 0.53% \$336,500 1,168 621 1.93 806 362 1.8 58.9 \$99,014 \$67,390 \$56,033 \$283,287 17,013 67 232	1,510 3,837 0.7% \$471,100 847 457 1.78 631 217 1.87 64.1 \$121,960 \$68,698 \$58,301 \$251,770 17,013 110 724	1ndian Rocks Beach 4,386 7,209 1.2% \$807,600 2,301 1,140 1.91 1,399 900 1.83 55.9 \$105,673 \$77,842 \$62,489 \$375,434 17,000 189 1,167	8elleair Shores 106 N/A 0.13% \$87,490 43 29 2.47 39 5 0.63 61.1 \$159,134 \$105,092 \$85,880 \$2,307,644 17,000 2 3	8elleair Beach 1,524 N/A 0.13% \$87,490 722 488 2.11 642 78 2.03 61 \$161,565 \$106,778 \$86,944 \$487,782 15,000 31 111	2,167 N/A 0.13% \$87,490 1,191 602 1.82 847 344 5.35 57.5 \$72,008 \$52,377 \$43,628 \$151,208 18,700 167 1,260

	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	

<b>Beach Top Employers</b>	
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+

## Continued on page 4

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 Disposible 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	
Vsitors 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 indusrty supporting \$2.7 billion in area wa	ages
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	

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
<b>Business Climate</b>
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
Floirda'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

<b>Cost of Living Index</b>				
	Pinellas County	Tampa Bay	Florida	Nation
<b>Studio Apartment</b>	\$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
<b>Median Home Cost</b>	\$235,300	N/A	\$225,200	\$219,700