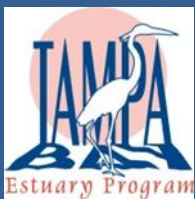
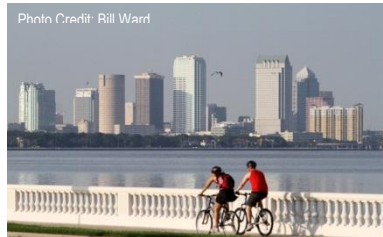


Economic Valuation of Tampa Bay



Report prepared by the Tampa Bay Estuary Program
and the Tampa Bay Regional Planning Council

2014





www.tbep.org



www.tbrpc.org

July, 2014

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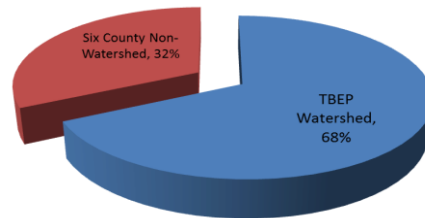
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EXECUTIVE SUMMARY

The Tampa Bay region was originally settled due to the Bay's strategic location for waterborne transportation. Most people understand the Bay is a valuable asset for much more than just transportation. The Bay has value for its habitats, ecosystem services, recreation such as boating and fishing, power plant heat exchange, and much more. This value has generally gone unquantified. It is important to have an estimate of the value of the Tampa Bay Estuary to assist policy makers and resource managers in decision making.

Additionally, the Bay unites the cities and counties into one region. This regional branding allows the individual communities to combine their efforts to create a stronger unified message. A strongly branded region is essential to compete with other regions, such as the Silicon Valley or the Research Triangle.

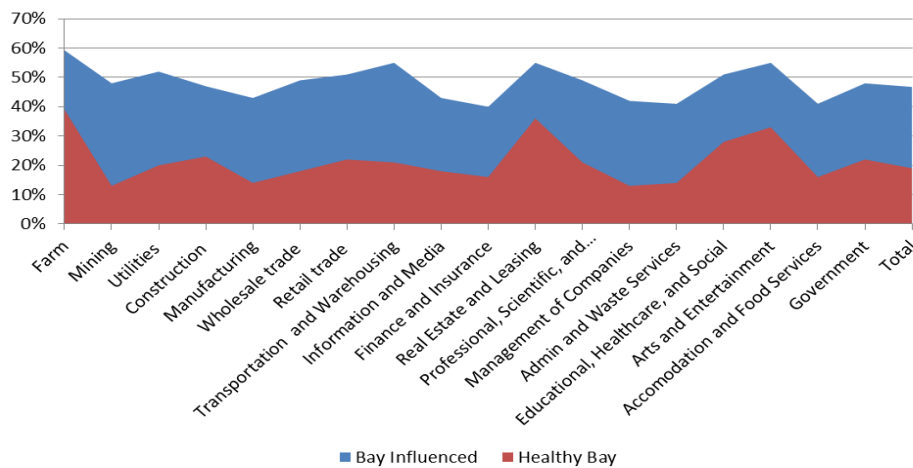
The Bay boundaries were defined by its watershed, as shown to the right. The watershed includes parts of six counties, but excludes the gulf. The watershed incorporates the three largest cities in the region and the majority of the employment. Almost 70% of the total employment within the six county region is located within the watershed. Almost 90% of the total employment within the three county region of Hillsborough, Manatee, and Pinellas is located within the watershed. The pie chart breakdown graphically depicts this information.



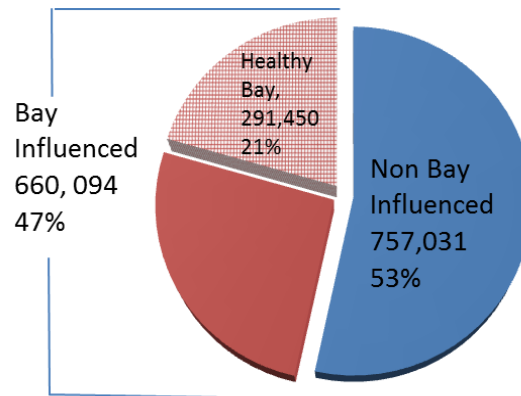
Identifying boating, shipping, or fishing uses on the Bay are easy to understand, however, defining business and residential decisions to locate or visit the area are more difficult to trace. If, for instance, an accountant moves to the area to start a business because the accountant enjoys the Bay, the accountant's economic activity is influenced

by the Bay. Any client overnight trips to meet with the accountant are driven by this Bay influence.

The attraction of the Bay as an economic driver to create or just enhance business in every industry was a critical reason to conduct an industry-wide survey. The survey was administered to 76 Industry, Economic, and Environmental affiliated professionals. The survey split the region into 23 Sectors and the Bay into two sections: Bay Influenced and Healthy Bay Dependent. The results shown below indicate a narrow channel of Bay Influenced ranging from 40% to 60% across all industries. Healthy Bay Dependent Industries ranged from 13% to 39%.



Applying the survey responses against watershed employment demographics, The Bay Influenced and Healthy Bay employment estimates were created. The chart to the right shows the breakdown between the Bay Influenced (47%) and the Healthy Bay (21%) components of the watershed's employment base.



The employment was used to create a total economic impact to understand how the different industries relate to the regional economy. Economic impact was modeled using REMI PI+. The table below is provided to help display the differences between all of the different economies, Six County Region, Watershed, Bay Influenced, and Healthy Bay.

Over 2 million people work in the six county region. 1.4 million of those employees work within the TBE Watershed. Roughly every other job within the watershed (or 660 thousand) is influenced by the Bay in some capacity. One out of every five jobs within the Watershed is dependent upon a Healthy Bay.




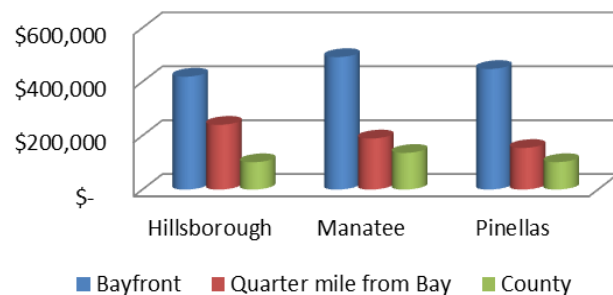
	<u>Six County Total</u>	<u>TBE Watershed</u>	<u>Bay Influenced</u>	<u>Healthy Bay</u>
Employment	2 Million	1.4 Million	660,000	300,000
		68% of Employment	Every other job in the TBE watershed is influenced by the Bay in some capacity	1 out of every 5 jobs in the TBE Watershed depend on a healthy Bay
				
GDP	\$170 B	\$127 B	\$51 B within all 6 counties	\$22 B within all six counties
		74% of six county GDP	1/3 of economy for all six counties	13% of economy for all six counties

TABLE 1: ECONOMIC IMPACT SUMMARY

In terms of total economic impact, the six counties generate \$170 Billion of GDP activity. The Bay Influenced economy represents \$51 Billion or 1/3 of that GDP, even though the Watershed represents only 68% of the total six county region. Likewise, having a Healthy Bay accounts for \$22 Billion of GDP throughout the 6 county region, even though the Watershed represents only 68% of the total six county region.

In order to further understand the real world examples of how the Bay affects

Average Value of Home



different industries, three case studies were created. The first case study focused on the difference in value between a waterfront vs a non-waterfront home in a similar neighborhood. The second study looked at one tangible benefit of reduced nutrient pollution (denitrification) that rate-payers receive by a healthy Bay. The last case study analyzed the additional premiums hotels and food services industries receive by being located on the Bay.

Recognizing the large premium the Bay brings to real estate helps ascertain the additional recurring revenues streams in ad valorem taxes recognized by the local counties and the state on an annual basis. A home on the Bay will generate on average roughly four times the amount of taxes than the county median home. A home not on the Bay, but within a quarter mile of the Bay will generate on average roughly two times the amount of ad valorem taxes than the county median home.

One primary ecosystem service is reducing the need for additional wastewater treatment to reduce nutrient pollution in the Bay. Healthier water and more seagrasses in the Bay means less reliance on additional wastewater treatment infrastructure to reduce nutrient pollution to the Bay.



Simply stated, more sea grasses reduce the need for additional wastewater treatment. This saves rate-payers money and the savings can be spent on other things.

Tampa Bay area residents combined would have to pay additional fees of between \$20 and \$100 million more per year to clean stormwater and wastewater if seagrasses in the bay were lost. The impacts of an additional Twenty-four (24) Million Dollars saved annually¹ in avoided wastewater treatment costs to reduce nitrogen levels in the Bay was analyzed and modeled using REMI. For Hillsborough, Pinellas, and Pasco Counties, this results in an estimated economic impact² of 478 jobs, \$223 Million in personal income, and \$206 Million gross regional product over a ten year period.

¹ This is the lower end of the estimate range and researchers suggest that the impact could be up to four times (4X) greater.

² The \$24M was modeled in REMI Policy Insight as reallocated consumer spending (Increased outside food and beverage expenditures).

Looking at the comparisons of 3 star and 4 star hotels depending on their location yielded similar results. The tables below show the average 3 star Bay hotel commands a 45% increase per night and a 4 star Bay hotel commands a 31% premium per night. Multiplying the premium times the number of hotel rooms and days of the year would undercount the additional upcharges associated with larger rooms and better views.

	Bay Hotels		Non Bay		Premium	
	Hotels	Average Price	Hotels	Average Price	Price Difference	Percent Increase
Total	12	\$ 158	17	\$ 102		
3 Star	7	\$ 141	15	\$ 97	\$ 44	45%
4 Star	5	\$ 182	2	\$ 139	\$ 43	31%

INTRODUCTION

The Tampa Bay region was originally settled due to the Bay's strategic location for waterborne transportation. Most people understand the Bay is a valuable asset for much more than just transportation. The Bay has value for its habitats, ecosystem services, recreational use such as boating and fishing, power plant heat exchange, and much more. This value has generally gone unquantified. However, due to the environment of careful allocation of limited financial resources, it is important to have an estimate of the value of the Tampa Bay Estuary to assist policy makers and resource managers in decision making.

The Tampa Bay Estuary Program has partnered with the Tampa Bay Regional Planning Council to conduct an economic valuation study of Tampa Bay watershed and its estuary. The study area includes the entire watershed of the Bay.

Tampa Bay Estuary

Spanning 400 square miles, with a drainage area nearly six times as large, Tampa Bay and its watershed stretch from the spring-fed headwaters of the Hillsborough River to the salty waters off Anna Maria Island. Florida's largest open-water estuary harbors a rich and diverse assemblage of plants and animals, along with a rapidly growing human population that has made the region the second largest metropolitan area in the state.

Despite of its size, the Bay is an average of only 11 feet deep - a troublesome figure to early commercial boosters who envisioned Tampa Bay as a great commercial harbor. Today, more than 80 miles of deep-water shipping channels - the largest 43 feet deep - have made these dreams a reality. Three seaports now flourish along the Bay's borders, in Tampa, St. Petersburg, and in northern Manatee County. The largest of these, Port Tampa Bay, consistently ranks among the busiest ports in the nation. Combined, the three ports contribute an estimated \$15 billion to the local economy and support 130,000 jobs.

Tampa Bay is also a focal point of the region's premier industry - tourism. The Bay and the sparkling beaches of the surrounding barrier islands attract nearly 5 million visitors a year. Fort DeSoto Park, at the mouth of Tampa Bay, was named the number one beach in the continental United States in a 2004 annual survey conducted by "Dr. Beach," Professor Stephen Leatherman of Florida International University.

Sport fishing, boating, kayaking and wildlife watching are increasingly popular activities among both visitors and residents - an interest fueled by steady improvements in water quality that continue to reap ecological benefits. Today, some 40,000 pairs of wading and shore birds of 25 species nest annually on protected islands in the Bay; one-sixth of the Gulf Coast population of Florida manatees spend the winter near power plants bordering the Bay; and more than 200 species of fish spend some part of their lives within the Tampa Bay estuary.

Estuaries like Tampa Bay, where salt water from the sea and fresh water from rivers and uplands mix, are nurseries for young fish, shrimp, and crabs. More than 70 percent of all fish, shellfish, and crustaceans spend some critical stage of their development in these nearshore waters, protected from larger predators that swim the open sea. Wildlife abounds along the shores of Tampa Bay. As many as 40,000 pairs of birds - from the familiar brown pelican to the colorful roseate spoonbill - nest in Tampa Bay every year. Others, including sandpipers and white pelicans, are seasonal visitors. The Bay is also home to silver tarpon, dolphins, sea turtles, and manatees.

More than 2.3 million people live in the three counties directly bordering Tampa Bay - Hillsborough, Manatee and Pinellas. That number is expected to grow by nearly 19 percent by the year 2015, as approximately 500 people move to one of those three counties each week.

Approach and Methodology

The primary approach used to determine the valuation of the Tampa Bay Estuary is a method called counterfactual analysis. The American Heritage dictionary defines counterfactual as “expressing what has not happened but could, would, or might under differing conditions.” In this case, that is to say, “what portion of the Tampa Bay economy would not exist *but for* the Bay and its estuary?” Going further, “what portion of the economy is reliant upon or would be eroded if the Bay and estuary were not healthy?” Stated more simply, we are trying to answer the question “What percentage of the Tampa Bay region’s (and more specifically the watershed) economy is dependent upon the Bay and estuary? Additionally, what percentage is dependent upon the Bay and estuary being healthy?”

In our region, we have a customized econometric model³ that tracks more than 6,000 economic variables that details the economic history of the region and a current snapshot of the economy. The model also provides a baseline forecast of the future economic conditions upon which simulations of economic “shocks” to the economy can be conducted. These simulations form the basis for economic impact studies. In our valuation study, we are interested in determining the portion of the economy dependent upon the Bay.

In order to derive the Bay dependency coefficients, we estimated industry by industry the percentage of their economic activity that was Bay dependent or Bay influenced. Identifying boating, shipping, or fishing uses on the Bay are easy to understand, however, defining business and residential decisions to locate or visit the area are more difficult to trace. If, for instance, an accountant moves to the area to start a business because the accountant enjoys the Bay, the accountant’s economic activity is influenced by the Bay. Any client overnight trips to meet with the accountant are driven by the Bay.

The attraction of the Bay as an economic driver to create or just enhance business in every industry was a critical reason to conduct an industry survey. The survey created a coefficient for each industry based upon their Bay Influence and Healthy Bay Dependence. The Bay distinction separated basic waterborne uses (e.g. shipping and underwater piping) from clean, healthy water demands (e.g. fishing and aquaculture).

Using QCEW⁴ and GIS⁵, the survey results were factored against the current employment within the watershed. The Bay Influenced employment and Healthy Bay employment categories created two subsectors of the total watershed economy. This direct employment within each subsector was then modeled using REMI PI+ to capture the indirect and induced multipliers to create two alternative baseline economic forecasts. These alternative forecasts may be used for future economic analysis related to the Bay.

³ Tampa Bay Regional Planning Council licenses REMI PI+ (www.remi.com). The model is described in detail elsewhere in this report.

⁴ Quarterly Census of Employment and Wages

⁵ Geographic Information System, TBRPC

How to Utilize and Interpret this Report

The primary purpose of this report is to estimate a quantifiable economic value to a natural resource asset, which is the Tampa Bay Estuary. The information in this report will define how valuable this natural asset is and justify its continued maintenance and enhancement. This report will help policy makers understand the economic importance of investing in the Tampa Bay Estuary as well as give insight into the return on investment of Bay restoration and enhancement activities.

Clearly the Bay is not for sale, however, what is it worth? There are two basic approaches to assigning a value. The Bay has both intrinsic and extrinsic value. One could value the Bay intrinsically based on its existence value or one's enjoyment of the resource as well as its basic value as a habitat. For example, it appears that the Bay has value because people will pay more to live on the Bay than inland. This premium is part of the Bay's intrinsic value. However, hypothetically, if one were to sell the Bay it would be valued as a business and its value would be the net present value of future cash flows (extrinsic value) derived over a period of years.

In the report, we provide case studies that illustrate the concepts presented above. The first case study focused on the difference in value between a waterfront home and a non-waterfront home in a similar neighborhood. Comparisons were then further analyzed by comparing waterfront homes, homes within a quarter mile of the Bay, and the county average. The second case study looked at one tangible benefit that a healthy Bay will bring. Sea grasses help keep the level of nitrogen in the Bay low, which sustains a balanced fish and plant community. When this is achieved naturally, additional wastewater treatment plants don't need to be created. This study looked at the savings to rate-payers if additional wastewater treatment plants are not constructed within the bay's watershed. The last case study analyzed the additional premiums hotels and food services industries receive by being located on the Bay. Comparisons were made of similar hotels and restaurants inland versus on the Bay. Careful consideration was used to ensure similar businesses with comparable population densities were utilized.

The employment breakdowns by industry depict how individual industry sectors are influenced or supported by the Bay and to what extent they require a healthy Bay. For example, in Hillsborough County alone there are an estimated 5,508 employees in the Accommodations Industry; 55% of the employment is supported by the Bay and 37% by a healthy Bay. From this perspective, one can ascertain that if the health of the Bay were to decline, 2,038 employees would be at risk.

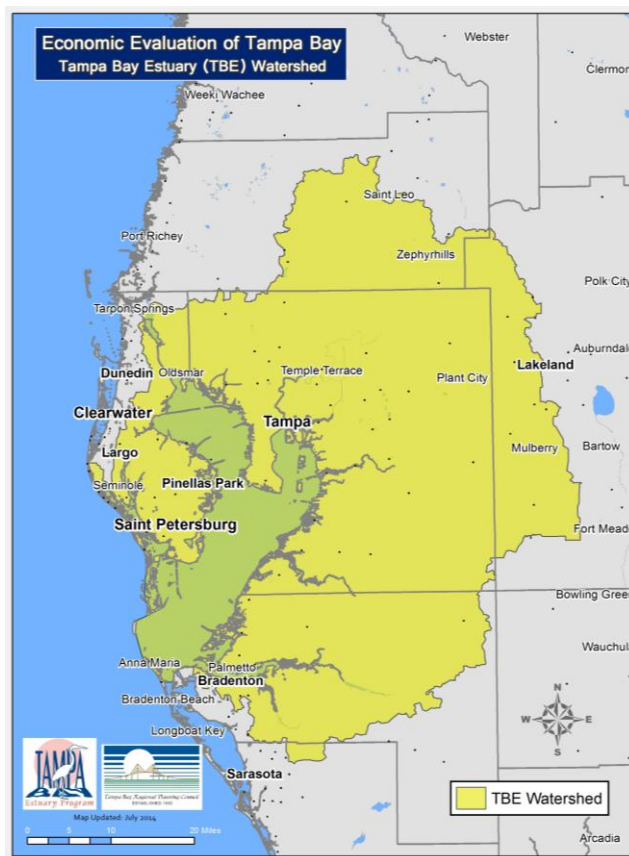
ANALYSIS - BASELINE

When determining the overall effect of the regional Tampa Bay economy, it is important to first understand what makes up the Bay dependent economy. This economy, or baseline, signifies the economy that is within the Tampa Bay Region because of the Bay.

Geography

The figure below shows the Tampa Bay Estuary Watershed, which is the study area. All baseline or TBE watershed employment references this geography. The watershed includes parts of six counties including Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota counties. The amount of land in the watershed of each county varies drastically.

The watershed includes almost all of Hillsborough County, except for a few small sections in the upper northwest and southeast portions of the county. Accounting for



the missing segments, the watershed includes 99.97% of the employment and population in Hillsborough County.

The majority of Pinellas County is in the watershed (81% of the employment). However, the watershed excludes the gulf side of Pinellas County north of St. Pete Beach.

A large area of Manatee County is included in the watershed, but Bradenton is split and the Manatee barrier islands are not included. Approximately 67% of the county employment is included.

The study area includes smaller portions of Pasco (33% of employment) and Polk (23% of employment) counties. A trace amount of Sarasota County is included, approximately 2% of the employment.

According to the latest employment and population estimates (BEBR, REMI PI+ 1.5, QCEW Estimates) for 2012, the six county region is host to a population of over 4 million persons. The employment within the total six county region is 2.1 million workers. Approximately 68%, or 1.4 million employees, of the entire workforce are located within the TBE Watershed. Graphically, this is shown below in the pie chart. It is an important distinction to remember since most of the impacts shown later in the report show county impacts, not watershed impacts. The percentage grows significantly when comparing the watershed employment versus the county employment in the three largest counties (Hillsborough, Manatee, and Pinellas). The watershed employment in the combined three counties makes up 89% of the three county total employment.

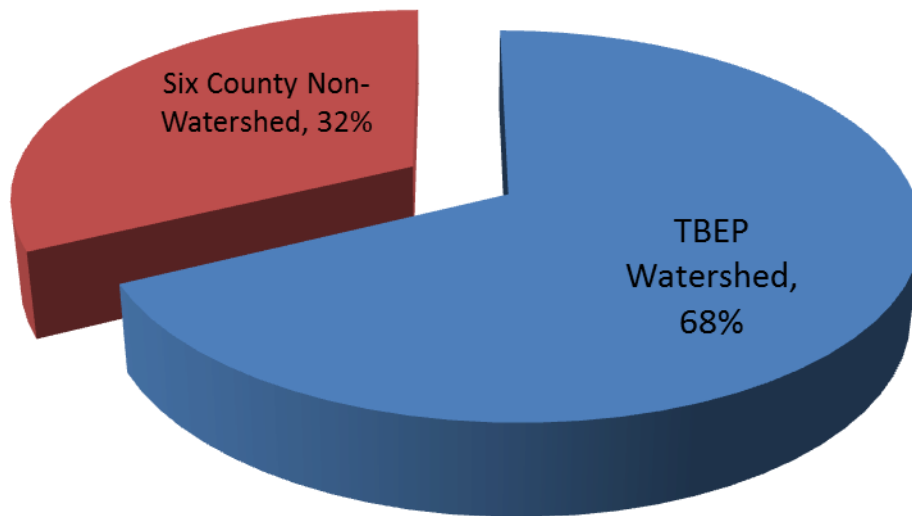
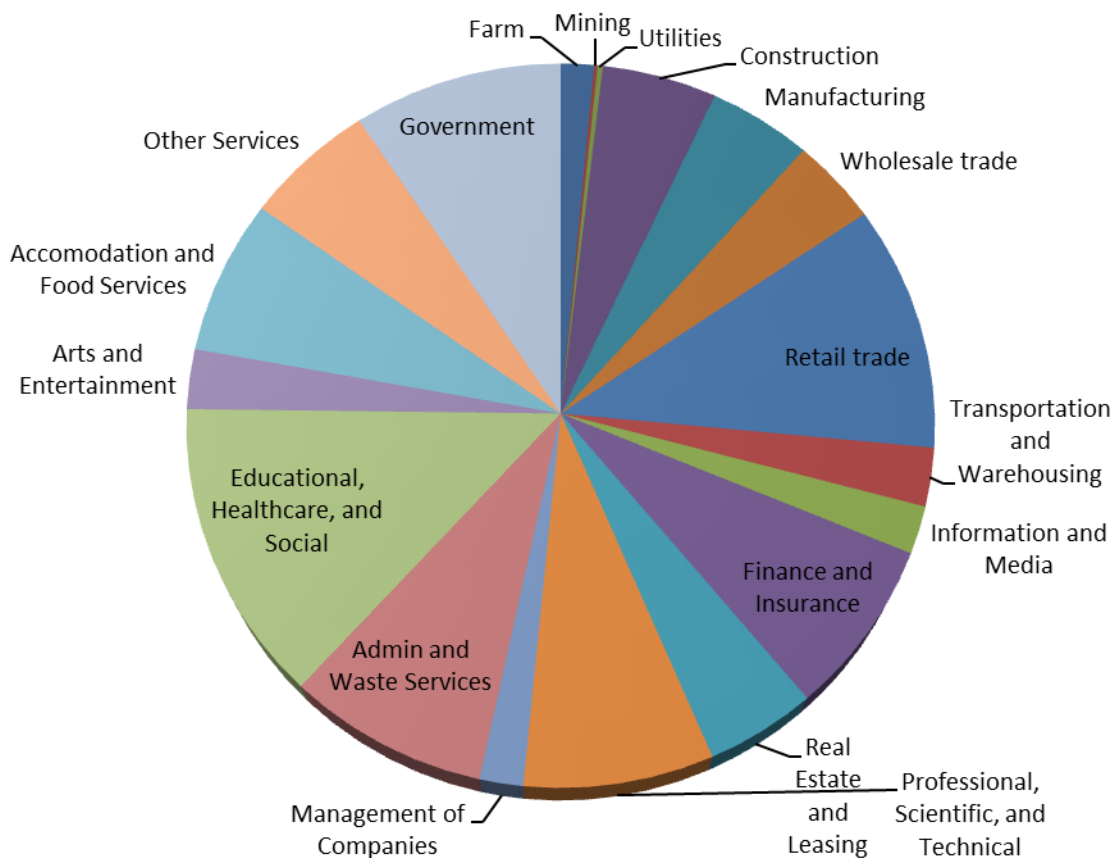


CHART 1: WATERSHED EMPLOYMENT SHARE OF TOTAL EMPLOYMENT

Analyzing the employment by industry shows a broad range of employment types. The chart below shows the employment by industry within the watershed. The six largest private sector industries include:

- Educational, Healthcare, and Social Assistance;
- Retail Trade;
- Professional, Scientific, and Technical;
- Administrative and Waste Services (97% of the employment is in Administrative Services);
- Finance and Insurance; and
- Accommodations and Food Services.

CHART 2: EMPLOYMENT DISTRIBUTION BY INDUSTRY



Identifying the type of job is essential to this study, because not all jobs are created equally. The figure below depicts the average industry wage on the vertical axis and the size of the industry in terms of employment in the size of the bubble. The industries are organized on the horizontal axis in the same order as the pie chart above going clockwise from the top.

Industry Employment and Wages

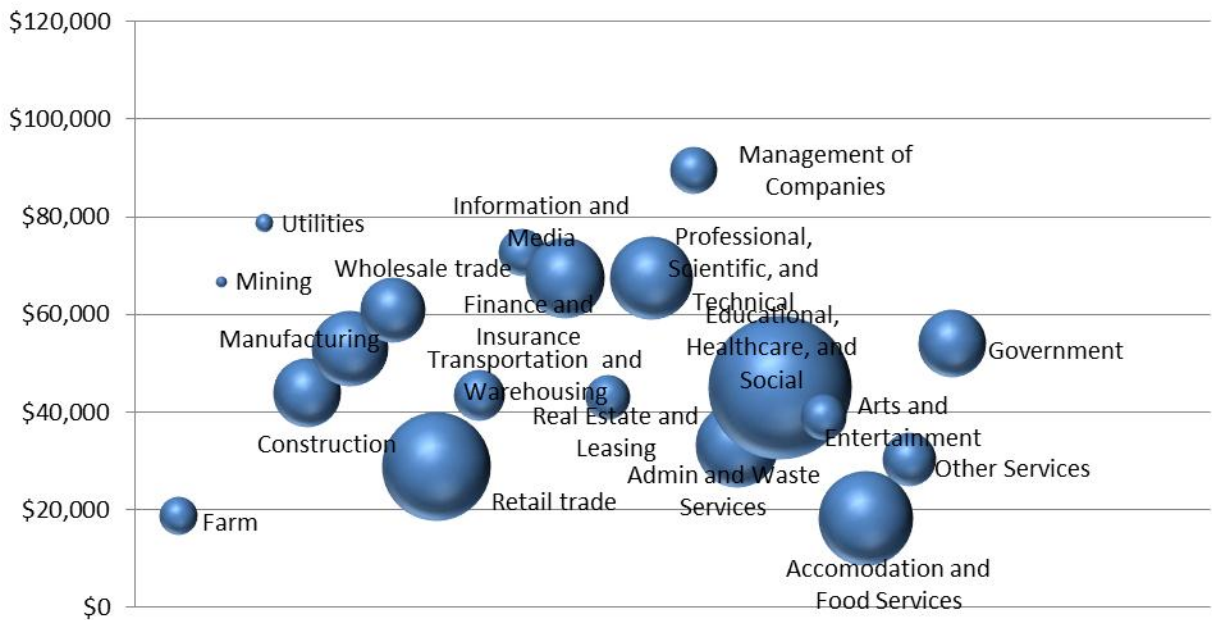


CHART 3: EMPLOYMENT INDUSTRY SIZE AND AVG WAGE

The chart shows a wide pay gap between a number of the industries. The Management of Companies industry leads the pack by a healthy margin in terms of average pay at around \$90,000, however, it is not a large industry in terms of number of employees in relation to the other industries. The Retail, Admin and Waste Services, and Accommodation and Food Service Industries represent three of the largest six industries in the watershed and are 3 of the 5 lowest average wages. Educational, Healthcare, and Social Assistance represents the average wage of roughly \$50,000 a year, whereas the Professional, Scientific, and Technical along with the Finance and Insurance sectors are toward the upper range of average wages at almost \$70,000 a year.

Survey

Understanding the employment within the watershed provides a baseline estimate of who works within the watershed, but it does not help identify what percent of each industry are located within the watershed because of the Bay. A survey was created in order to estimate the employment within the watershed that lives and works in the area because of the Bay. The survey was taken by 76 Industry, Economic, and Environmental affiliated professionals. The survey split the region into 23 Sectors (same as above) and the Bay into two sections: Bay Dependent and Healthy Bay Dependent.

The Bay Dependent economy is a subset of the Watershed Economy; it includes a percent of each industry that is located within the watershed because there is a Bay. The Bay does not necessarily have to be healthy, it just requires a Bay. Shipping or offshore oil rigs are good examples because both need water, but not healthy water. The Bay Dependent economy also includes the Healthy Bay Economy, which requires a healthy or clean Bay in order to be located in this area. Fishing and tourism are great examples because both require a healthy Bay in order for anyone in those industries to use the Bay. While these industries are easy to identify, other industries become more difficult.

5. Farm, Forestry, Fishing, and Related Activities Industry

NAICS codes – 111 - 115

Sub Industries:

Farm
Forestry and Logging, Fishing, Hunting, and Trapping
Agriculture and Forestry Support

Employment – 15,253

Annual Wages – \$283.5 Million

What percent of businesses within the Farm, Forestry, Fishing, and Related Activities Industry are dependent upon the bay (regardless of condition) and what percent require a healthy bay (must be equal to or less than Bay Dependent)?

	Bay Dependent (Regardless of Condition)	Healthy Bay Dependent
0%	<input type="radio"/>	<input type="radio"/>
10%	<input type="radio"/>	<input type="radio"/>
20%	<input type="radio"/>	<input type="radio"/>
30%	<input type="radio"/>	<input type="radio"/>
40%	<input type="radio"/>	<input type="radio"/>
50%	<input type="radio"/>	<input type="radio"/>
60%	<input type="radio"/>	<input type="radio"/>
70%	<input type="radio"/>	<input type="radio"/>
80%	<input type="radio"/>	<input type="radio"/>
90%	<input type="radio"/>	<input type="radio"/>
100%	<input type="radio"/>	<input type="radio"/>
Unsure or Not Comfortable Answering	<input type="radio"/>	<input type="radio"/>

FIGURE A: SURVEY QUESTION EXAMPLE

Real Estate, for example, would exist without a Healthy Bay, but it would be severely impacted.

The graphic to the right shows a sample survey question for the Farm, Forestry, Fishing, and Related Activities Industry. The survey provides a quick industry snapshot. The respondent would then identify the impact of the Bay (regardless of condition) and a Healthy Bay has on each industry.

The survey responses are shown in the chart below. The large blue mountains represent the influence of the Bay (regardless of condition) on each industry; the Healthy Bay Economy is included in the Bay Economy. The small red mountains are a subset of the Bay economy and show the necessity of a Healthy Bay by industry. The percent of each industry that is Bay influenced followed a narrow distribution ranging between 40% and 60%. The Healthy Bay economy varied more drastically by industry ranging from 13% to 40%.

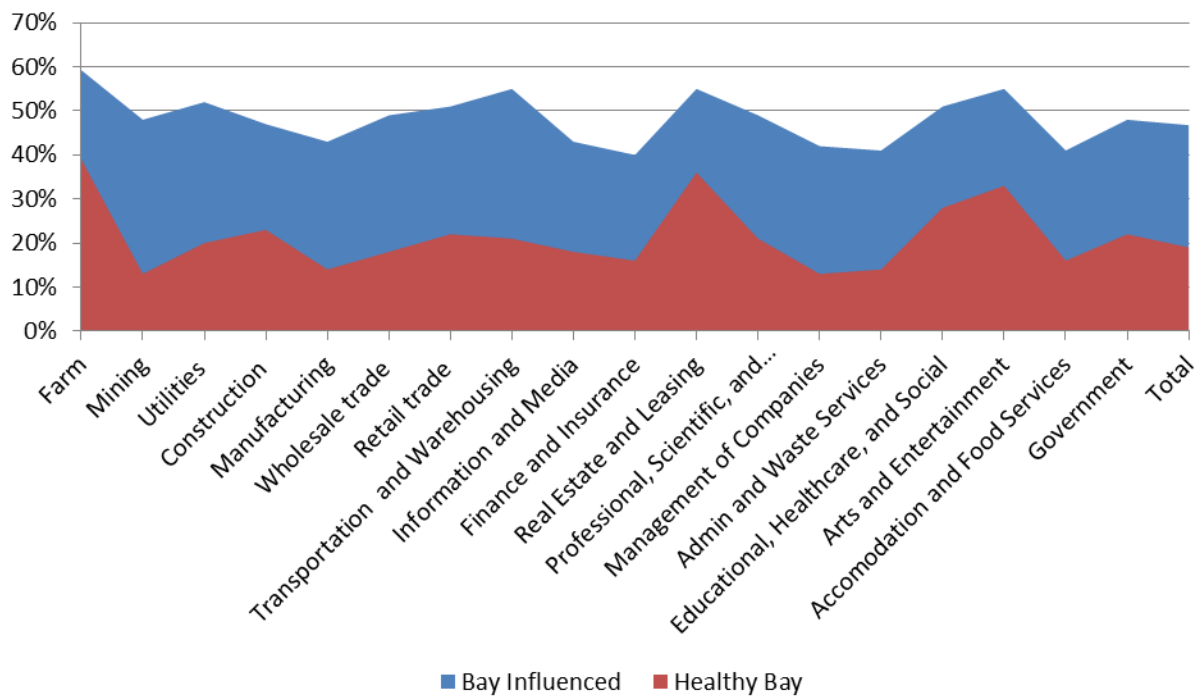


CHART 4: SURVEY RESPONSES BY INDUSTRY

Taking into account the varying size of the industries, the employment of each economy is shown in the chart below. The Bay Influenced Economy represents 47% of the watershed economy and the Healthy Bay Economy represents 21% of the watershed economy.

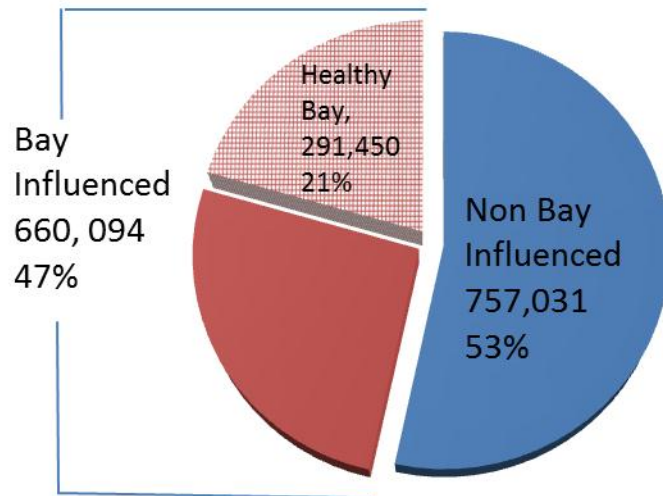


CHART 5: EMPLOYMENT BY BAY DESIGNATION

The employment is broken down in terms of actual employees by county in the chart below. The large blue cylinder represents the watershed employment. The middle red cylinder represents the Bay Influenced employment, which is a subset of the watershed employment. The small green cylinder represents the Healthy Bay employment, which is a subset of the Bay Influenced Employment. The chart clearly shows the large presence of Hillsborough County in terms of the watershed employment. Hillsborough County contains more than half of the watershed workforce. Pinellas County and Manatee County contain the majority of the rest of the watershed employment outside of Hillsborough County.

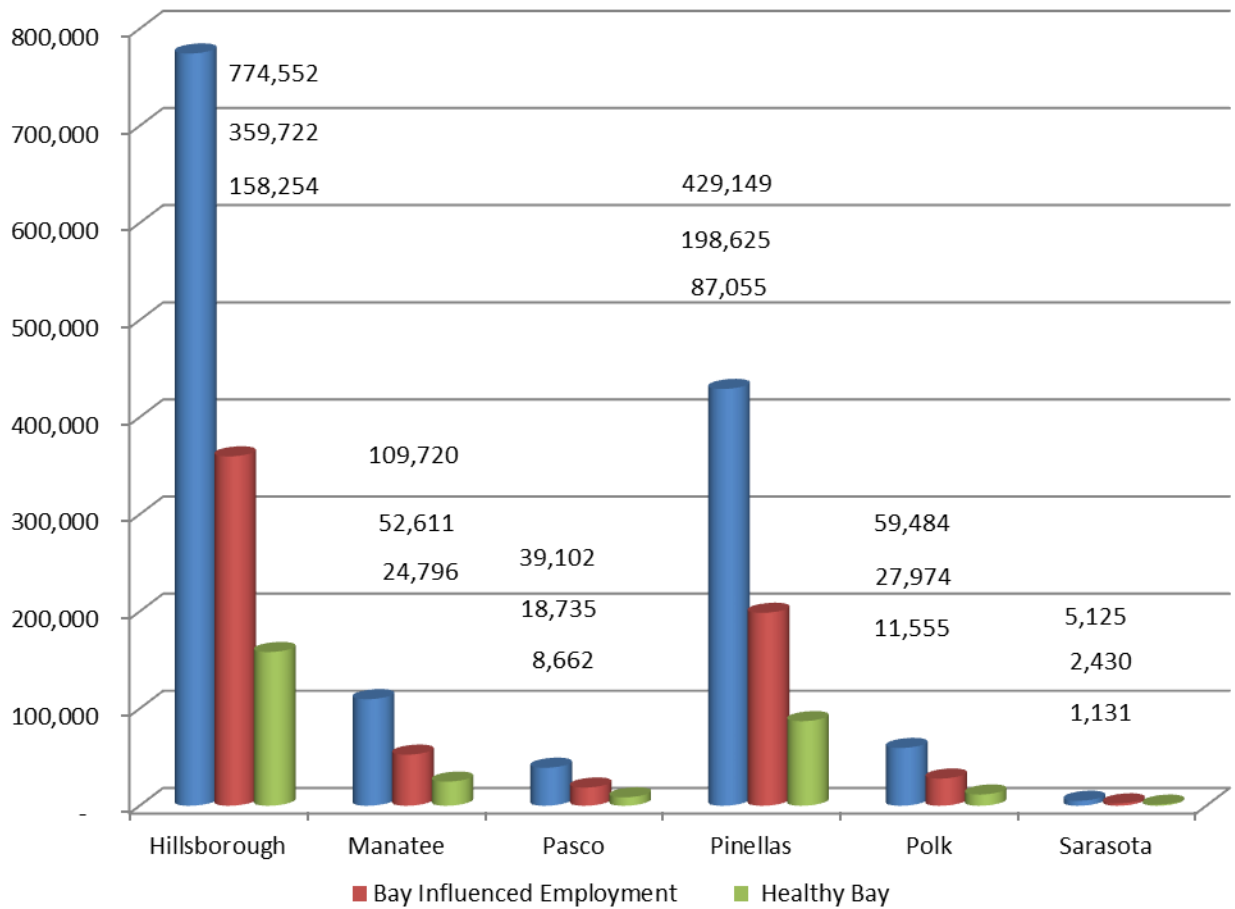


CHART 6: EMPLOYMENT BY BAY DESIGNATION

The employment by industry for the watershed, Bay Influenced, and Healthy Bay is provided in the table below. While the Educational, Healthcare, and Social Industry is the largest in the Watershed, it finished second in the Bay Influenced Economy and fourth in the Healthy Bay Economy, signifying its lesser dependence upon the Bay.

Industry	Watershed Employment	Bay Influenced Employment	Healthy Bay Employment
Farm	20,952	12,751	8,375
Mining	2,119	1,065	171
Utilities	3,362	1,849	773
Construction	72,448	36,224	18,836
Manufacturing	65,396	28,327	7,440
Wholesale trade	55,350	27,675	9,963
Retail trade	155,948	79,533	34,309
Transportation and Warehousing	36,946	19,064	6,872
Information and Media	30,037	11,749	4,549
Finance and Insurance	108,715	40,397	13,081
Real Estate and Leasing	66,052	36,328	24,981
Professional, Scientific, and Technical	113,132	56,566	27,152
Management of Companies	25,904	12,175	4,145
Admin and Waste Services	120,153	43,487	9,844
Educational, Healthcare, and Social	189,087	74,218	25,324
Arts and Entertainment	37,861	19,694	11,862
Accommodation and Food Services	98,511	57,613	33,875
Other Services	82,758	37,829	20,772
Government	132,395	63,549	29,127
Total	1,417,125	660,094	291,450

TABLE 2: INDUSTRY EMPLOYMENT BY BAY DESIGNATION

Employment Impacts

Understanding existing regional employment demographics is the first step in determining any policy level impacts to the region. Tampa Bay Regional Planning Council's 70 Sector REMI PI+ 1.5 was used to compute the impacts. The model simulates the economic variables in relation to the analysis. Each county has a baseline forecast and the model will simulate any changes to the forecast. The delta between the changed forecast versus the original forecast is the economic impact. The graphics below depict the delta along with the REMI model structure. The model structure is made up of 5 blocks. Each block contains thousands of variables to adjust. Each variable adjustment will impact every block as the model recalibrates itself to determine the impact.

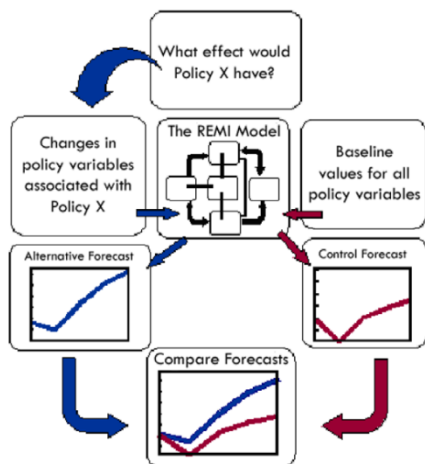


FIGURE B: REMI SCENARIO DIAGRAM

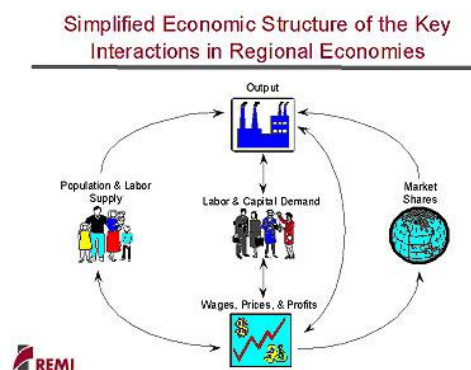


FIGURE C: REMI MODEL BLOCK DIAGRAM

A more in depth description of the REMI model is provided in the appendix.

Bay Influenced Economy

The following tables show the impact of the Bay Influenced Employment on the region in terms of actual job units and percentages (second table). Due to market efficiencies and substitutes, the 660,000 employees in the Bay Influenced Economy equate to 588,000 employees throughout the six county region. Percentages shown are percentages of the six county region, unless otherwise noted.

<u>County</u>	<u>Watershed Employment</u>	Estimated County Economic Impact		
		<u>Estimated Total Employment Impact</u>	<u>GDP \$B</u>	<u>Personal Income \$B</u>
Hillsborough	359,722	335,993	\$ 31.4	\$ 13.4
Manatee	52,611	47,300	\$ 3.3	\$ 1.8
Pasco	18,735	14,091	\$ 0.9	\$ 2.1
Pinellas	198,625	166,167	\$ 13.6	\$ 7.4
Polk	27,974	27,003	\$ 2.1	\$ 1.5
Sarasota	2,430	2,337	\$ 0.2	\$ 0.4
Total TBE	660,097	588,217	\$ 51.1	\$ 26.6

TABLE 3: BAY ECONOMY ECONOMIC IMPACT

<u>County</u>	<u>Employment Percent of TBE Watershed</u>	Estimated County Economic Impact		
		<u>Percent of Six County Employment</u>	<u>Percent of County GDP</u>	<u>Percent of County Personal Income</u>
Hillsborough	46%	43%	42%	26%
Manatee	48%	30%	30%	14%
Pasco	48%	10%	10%	14%
Pinellas	46%	31%	32%	18%
Polk	47%	10%	11%	7%
Sarasota	47%	1%	1%	2%
Total TBE	47%	28%	30%	16%

TABLE 4: BAY ECONOMY ECONOMIC IMPACT IN PERCENTAGES

Healthy Bay

The following tables show the impact of the Healthy Bay Employment on the region in terms of actual job units and percentages (second table). Due to market efficiencies and substitutes, the 291 thousand employees in the Healthy Bay Economy equate to 249 thousand employees throughout the six county region. Percentages shown are percentages of the six county region, unless otherwise noted.

<u>County</u>	<u>Watershed Employment</u>	Estimated County Economic Impact		
		<u>Estimated Total Employment Impact</u>	<u>GDP</u> \$B	<u>Personal Income</u> \$B
Hillsborough	158,254	144,220	\$ 13.7	\$ 5.6
Manatee	24,796	22,096	\$ 1.6	\$ 0.1
Pasco	8,662	6,194	\$ 0.3	\$ 0.9
Pinellas	87,055	67,723	\$ 5.6	\$ 2.9
Polk	11,555	10,281	\$ 0.8	\$ 0.6
Sarasota	1,131	1,218	\$ 0.1	\$ 0.1
Total TBE	291,452	249,297	\$ 21.9	\$ 11

TABLE 5: HEALTHY BAY ECONOMY ECONOMIC IMPACT

<u>County</u>	<u>Employment % of TBE Watershed</u>	Estimated County Economic Impact		
		<u>% of County Employment</u>	<u>% of County GDP</u>	<u>% of County Personal Income</u>
Hillsborough	20%	19%	18%	11%
Manatee	23%	14%	14%	6%
Pasco	22%	5%	4%	6%
Pinellas	20%	13%	13%	7%
Polk	19%	4%	4%	3%
Sarasota	22%	1%	1%	1%
Total TBE	21%	12%	13%	7%

TABLE 6: HEALTHY BAY ECONOMY ECONOMIC IMPACT IN PERCENTAGES

Economic Summary

The table below is provided to help display the differences between all of the different economies, Six County Region, Watershed, Bay Influenced, and Healthy Bay.

Over two million people work in the six county region. 1.4 million of those employees work within the TBE Watershed. Roughly every other job within the watershed (or 660,000) is influenced by the Bay in some capacity. One out of every five jobs within the Watershed is dependent upon a Healthy Bay.



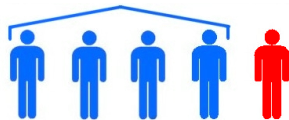
	<u>Six County Total</u>	<u>TBE Watershed</u>	<u>Bay Influenced</u>	<u>Healthy Bay</u>
Employment	2 Million	1.4 Million	660,000	300,000
		68% of Employment	Every other job in the TBE watershed is influenced by the Bay in some capacity	1 out of every 5 jobs in the TBE Watershed depend on a healthy Bay
				
GDP	\$170 B	\$127 B	\$51 B within all 6 counties	\$22 B within all six counties
		74% of six county GDP	1/3 of economy for all six counties	13% of economy for all six counties

TABLE 7: ECONOMIC IMPACT SUMMARY

In terms of total economic impact, the six counties generate \$170 Billion of GDP activity. The Bay Influenced economy represents \$51 Billion or 1/3 of that GDP, even though the Watershed represents only 68% of the total six county region. Likewise, a Healthy Bay accounts for \$22 Billion of GDP throughout the six county region, even though the Watershed represents only 68% of the total six county region.

CASE STUDIES

In the report, we provide case studies that illustrate the concepts presented above. The first case study focused on the difference in value between waterfront versus non-waterfront homes in similar neighborhoods. Comparisons were further analyzed by comparing waterfront homes, homes within a quarter mile of the Bay, and the county average. The second case study looked at one tangible benefit a healthy Bay provide to residents. A low level of nitrogen in the Bay sustains a healthy ecosystem, if this can be achieved naturally, engineered solutions (e.g. construct additional wastewater treatment plants) would not be needed. The study looked at the savings to rate-payers of not creating and maintaining a municipal wastewater plant. The last case study analyzed the additional premiums hotels and food service industries receive by being located on the Bay. Comparisons were made of similar hotels and restaurants inland versus on the Bay. Careful consideration was used to ensure similar businesses with comparable population densities were utilized.

Real Estate Case Study

Determining the additional value the Bay brings to the area is evident in real estate prices. When comparing a waterfront home to a non-waterfront home, one might expect a significant increase in value. This additional value ignores the fact that homes on the waterfront will have a higher insurance risk and pay additional insurance premiums to justify their increased flood and disaster risk. The additional value a waterfront home commands is acknowledged by the property appraiser, who will assess a higher taxable value and in turn collect more tax revenue.



The initial component of this focused study analyzes the premium between waterfront homes compared to similar non-waterfront homes across the street or nearby in the same neighborhood. This part selected 14 different neighborhoods in seven cities across Hillsborough, Manatee, and Pinellas Counties. The second component looks at the different averages and medians of waterfront homes, non-waterfront homes within a quarter mile of the Bay, and the County median averages. All information was obtained from publicly available data provided by the County property appraisers. The study areas and aerials are provided below.

Aerial Photograph of Study Area

(Green is Waterfront,
Yellow is non-waterfront)

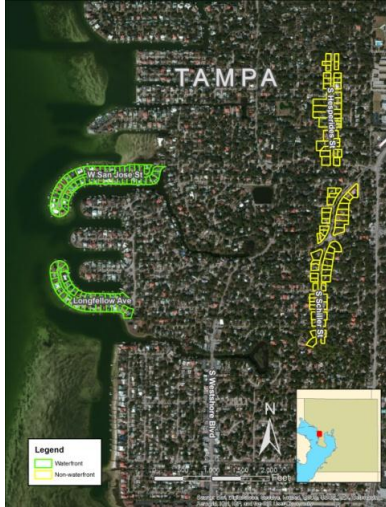
Area



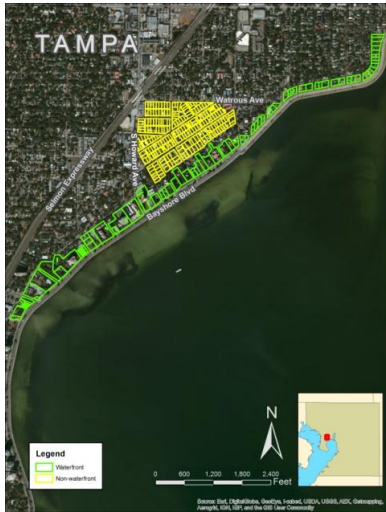
Apollo Beach, Hillsborough County



Davis Island, Tampa, Hillsborough County



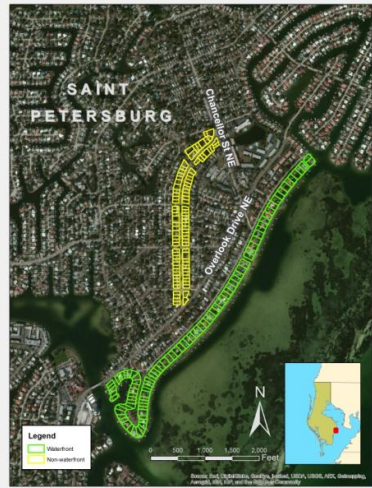
Westshore, Tampa, Hillsborough County



Bayshore Blvd, Tampa, Hillsborough County



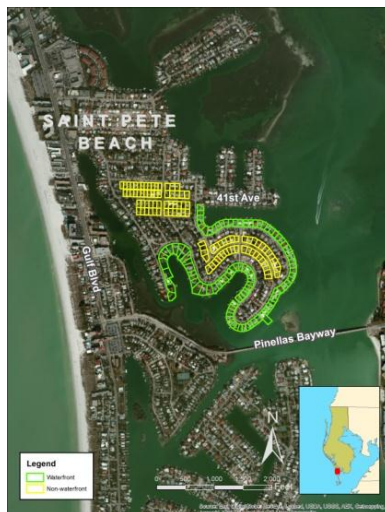
Seminole Heights, Hillsborough County



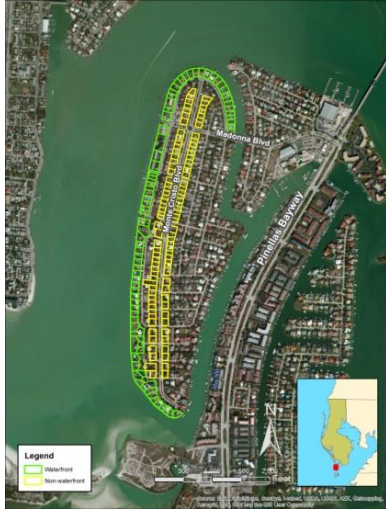
Shore Acres, St. Petersburg,
Pinellas County



Coffee Pot Bayou, St. Petersburg,
Pinellas County



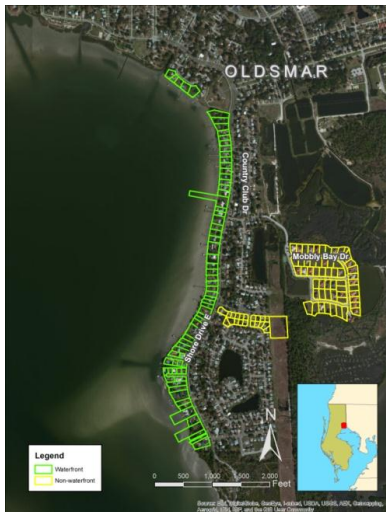
St. Pete Beach, Pinellas County



Tierra Verde, Pinellas County



Safety Harbor, Pinellas County



Oldsmar, Pinellas County

As expected, waterfront homes had greater valuations than non-waterfront homes. The findings were summarized by county and provided below. Detailed charts are provided in the appendix.

Hillsborough County

Study Area	Number of Homes	Average Value	Average Land Value	Average Sq Ft	Dollar per Sq Ft
Waterfront	359	\$ 852,397	\$ 460,757	4,002	\$ 213
Non-waterfront	568	\$ 383,547	\$ 169,578	2,937	\$ 131
Waterfront Premium		122%	172%	36%	63%

TABLE 8: HILLSBOROUGH CASE STUDY REAL ESTATE VALUE COMPARISON

Manatee County

Study Area	Number of Homes	Average Value	Average Land Value	Average Sq Ft	Dollar per Sq Ft
Waterfront	114	\$ 659,989	\$ 372,711	2,345	\$ 281
Non-waterfront	109	\$ 233,976	\$ 126,902	1,461	\$ 160
Waterfront Premium		182%	194%	61%	76%

TABLE 9: MANATEE CASE STUDY REAL ESTATE VALUE COMPARISON

Pinellas County

Study Area	Number of Homes	Average Value	Average Land Value	Average Sq Ft	Dollar per Sq Ft
Waterfront	524	\$ 510,938	\$ 274,669	3,023	\$ 169
Non-waterfront	477	\$ 295,621	\$ 123,205	2,150	\$ 137
Waterfront Premium		73%	123%	41%	23%

TABLE 10: PINELLAS CASE STUDY REAL ESTATE VALUE COMPARISON

All three counties show a greater premium for waterfront properties compared to nearby homes, often on the same street. According to the homes sampled on this case study, the average value of a waterfront home is over twice a non-waterfront home. It should be acknowledged that the greater value may be due in part to the fact that waterfront homes are larger on average than the non-waterfront homes. However, the Dollar per square foot ratio still shows a consistent \$50 premium or roughly 65% over the non-waterfront value.

Extending this analysis to the broader Bay, a comparison was made between all homes on the Bay, non-waterfront homes within a quarter mile of the Bay, and the county average. Over 65,000 housing units were included in this comparison. Housing designations were determined using the TBRPC GIS server. The first chart below depicts the clear difference in values between the Waterfront homes on the Bay, homes within a quarter mile of the Bay, and the County Average. Waterfront homes averaged between \$400,000 and \$500,000. Homes within a quarter mile of the Bay ranged between \$154,000 to \$240,000, or less than half of the waterfront homes. The county median home value was between \$100,000 and \$136,000, which is considerably less than the homes within a quarter mile of the Bay and represent a quarter of the value of waterfront homes.

Average Value of Home

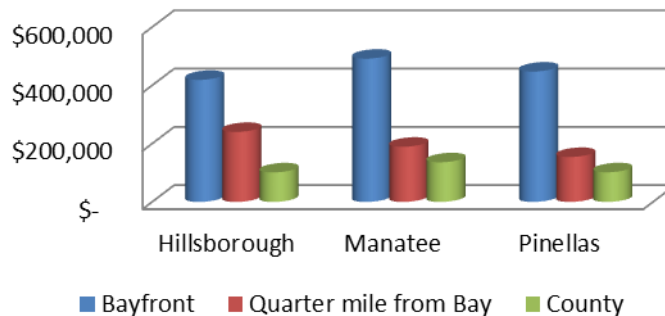


CHART 7: AVERAGE VALUE OF A HOUSE

Analyzing the size differences of housing units, the Waterfront homes on the Bay are clearly larger on average. Homes within a quarter mile of the Bay are slightly larger than the average sized home within the Pinellas and Hillsborough Counties, but smaller in Manatee County.

Average Size of Home

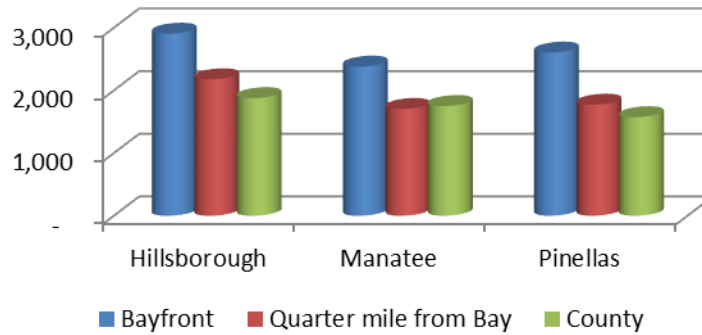


CHART 8: AVERAGE SIZE OF A HOUSE

Using the dollar per square foot ratio, a comparable average was obtained in order to further analyze the Bay's value on home premiums. As shown in the chart below, living on the Bay commands a much higher price tag (double in Pinellas and Manatee, 50% more in Hillsborough) than living within just a quarter mile of the Bay.

\$ Per Sq Ft

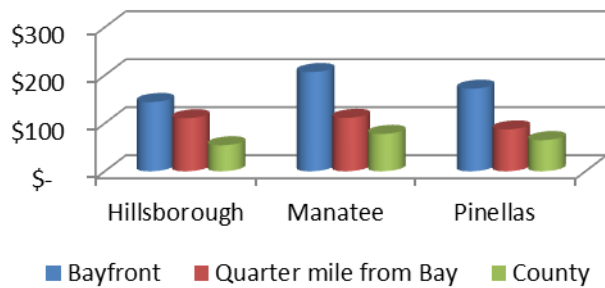


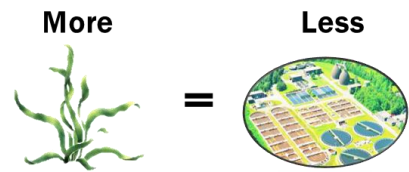
CHART 9: AVERAGE DOLLAR PER SQUARE FOOT

Recognizing the large premium the Bay brings to real estate helps ascertain the additional recurring revenues stream in ad valorem taxes recognized by the local counties and state on an annual basis. A home on the Bay will generate on average roughly four times the amount of taxes than the county median home. A home not on the Bay, but within a quarter mile of the Bay will generate on average roughly two times the amount of ad valorem taxes than the county median home.

Ecosystem Services

Regional stakeholders have a fundamental understanding that the ecosystem services performed by estuary resources such as sea grasses have pecuniary value. That is to say that these resources are assets that perform services that have value to the fiscal balance sheet as well as our ecological balance sheet. As a case study in support of the overall economic valuation of the Tampa Bay Estuary, we identified potential pecuniary benefits of the ecosystem processes provided by Bay estuary habitats.

One primary service is reducing the need for additional wastewater treatment to reduce nitrogen in the Bay. Sea grasses provide denitrification naturally and losing this resource would require additional wastewater treatment plants to be constructed to further clean Tampa Bay's water. Simply stated, more sea grasses reduce the need for additional wastewater treatment.



This reduces the costs to residents and the savings can be spent on other things.

Tampa Bay area residents combined would have to pay between \$20 and \$100 Million more per year (in 2008 dollars) in total additional fees of to make up for the loss of nitrogen removal by Bay habitats, if those habitats were removed or destroyed. The avoided fees wide range, \$24 million up to \$100 million per year, illustrates the compounding effects of added costs to remove increasing quantities of nitrogen.⁶

Twenty-four (24) Million dollars is saved annually⁷ in avoided wastewater treatment costs to reduce nitrogen levels in the Bay. For Hillsborough, Pinellas, and Pasco Counties, this results in an economic impact⁸ of 478 jobs, \$223 Million in personal income, and \$206 Million gross regional product over a ten-year period.

Impact of Sea Grass Denitrification Ecosystem Services (10 Years)		
Jobs	Gross Regional Product	Income
478 Avg Annual	\$206 MM	\$223MM

TABLE 11: IMPACT OF DENITRIFICATION

⁶ Russell and Greening, 2014

⁷ This is the lower end of the estimate range and researchers suggest that the impact could be up to four times (4X) greater.

⁸ The \$24M was modeled in REMI Policy Insight as reallocated consumer spending

Food Services Premiums

As the previous case studies have demonstrated, the Bay enhances real estate values and lodging facilities adjacent to the Bay pass along this premium to customers via higher room prices, but other types of businesses also use the Bay to attract customers. Souvenir shops, art shops, spas, restaurants, and other businesses use the Bay as an asset to help enhance their curb appeal. When customers choose a restaurant to visit, a number of factors guide the decision making process: price, type of food, service, location, and other amenities. Having a great view of the Bay or being located near enough to enjoy the Bay is a very appealing benefit to consumer and diner behavior.

This case study compared similar⁹ restaurants in the Tampa Bay Area to determine if there was a food premium charged to customers for simply being on the Bay. Eleven pairs of Bay (waterfront) versus Inland (non-Bay) restaurants were selected and a couple seemingly similar items from their menus were analyzed. Drink prices and specials were not compared. The table below depicts a consistent pattern of higher item prices due to the Bay amenity. The amount of the increase varies upon each item. The 11 pairs are not a statistically valid sample size and is anecdotal in nature; however, the comparisons do depict the price premium comparable restaurants charge due to their proximity or view of the Bay.

	Waterfront	Inland	Premiums Charged	
	Hula Bay	Babalou's	Actual	Percent
Burger	\$ 11.00	\$ 7.95	\$ 3.05	38%
Haddock Sandwich	\$ 15.00	\$ 13.95	\$ 1.05	8%
	Billy's (Stone Crab)	P.J.'s Oyster Bar	Actual	Percent
Grouper Dinner	\$ 19.95	\$ 17.99	\$ 1.96	11%
Calamari	\$ 8.95	\$ 8.99	\$ (0.04)	0%
	Rick's on the River	Skippers	Actual	Percent
Fish Filet Dinner	\$ 8.99	\$ 7.49	\$ 1.50	20%
Clams	\$ 7.79	\$ 7.99	\$ (0.20)	-3%

⁹ Restaurants were identified and selected solely based upon staff opinions, no solicitation or approval was requested.

	Waterfront	Inland	Premiums Charged	
	Resort Club at Little Harbor	Ybor Grille (Ruskin)	Actual	Percent
Cuban Grouper	\$ 9.45	\$ 5.95	\$ 3.50	59%
	\$ 13.95	\$ 8.95	\$ 5.00	56%
	Riverside Café (Palmetto)	Clam House Bar and Grill	Actual	Percent
Fish Tacos	\$ 16.00	\$ 12.00	\$ 4.00	33%
Red Fish Platter	\$ 18.00	\$ 12.50	\$ 5.50	44%
	Pier 22	Ortygia Restaurant	Actual	Percent
Chicken Cordon Bleu	\$ 21.00	\$ 18.50	\$ 2.50	14%
Chicken Penne Pasta	\$ 22.00	\$ 13.50	\$ 8.50	63%
	Armani's	Timpano's	Actual	Percent
Calamari	\$ 15.00	\$ 12.00	\$ 3.00	25%
Filet Mignon	\$ 37.00	\$ 35.00	\$ 2.00	6%
	Jackson's Bistro	Ceviche	Actual	Percent
Tuna Tartare	\$ 14.00	\$ 11.95	\$ 2.05	17%
Calamari	\$ 11.00	\$ 7.95	\$ 3.05	38%
	Café Dufrain	Tampa Refinery	Actual	Percent
Burger	\$ 12.50	\$ 13.00	\$ (0.50)	-4%
Skirt Steak	\$ 25.00	\$ 22.00	\$ 3.00	14%
	Whiskey Joes	Ballyhoos	Actual	Percent
Burger	\$ 12.99	\$ 7.99	\$ 5.00	63%
Salmon	\$ 19.99	\$ 18.99	\$ 1.00	5%
	Fresco's Waterfront	Ricky P's New Orleans	Actual	Percent
Chkn Saus Gumbo	\$ 8.00	\$ 7.00	\$ 1.00	14%
Shrimp Pasta	\$ 18.00	\$ 15.00	\$ 3.00	20%

TABLE 12: WATERFRONT VS INLAND RESTAURANT COMPARISON

Addresses and menu links for these dining establishments are provided in the appendix.

Determining the premium is not the only variable of the equation to determine how the higher prices affect an entire economy. A slight increase in food prices would likely not reimburse the Bay restaurant enough to pay for the higher rent, insurance, and taxes (higher land value). Presumably, the Bay restaurants experience more business due to a higher percent of tourism dollars being spent on their establishments and the location of the establishments being closer to where people are staying or visiting.

The number of employees and wages were compared and on average, the Bay restaurants had a larger number of employees and a higher average wage. Since the wage data is for reported wages covered by unemployment and worker compensation insurance, the wage reported could be different than the actual wage received. Additionally, one restaurant could have more part time workers than a restaurant employing only full time staff, which would lead to a higher employment count even if they have less employees working at the same time. While the numbers for a Bay restaurant show a higher wage and employment that on average would indicate an increase in sales over an inland restaurant, a conclusive comparison cannot be made based upon the employment data alone.

Accommodations

Accommodations including hotels, motels, and other lodging select their sites of where to build based upon a number of factors. Factors could include population density; proximity to attractions such as an airport, beach, university, highway, or theme park; market competition; tourism; lot price; etc. Typically a number of these factors need to be present in order for a hotel to begin construction. In the Tampa Bay area, a strong tourist market drives an abundance of lodging options. For evidence, one can look at the sprawling towers of hotels sitting on the Pinellas Gulf beaches. However, a total of \$167 million¹⁰ was spent on lodging in Hillsborough County in 2013 alone, which does not have access to the Gulf. This does not include the additional \$325 per party per night expenditure¹¹ of the average visitor in the area.



Holding all spending and activity variables constant and only looking at the room charge per night, this case study analyzed the additional revenue a hotel might collect due to its close proximity to the Bay. This revenue is extremely important to the local community due to the additional tax excised on hotel room nights, commonly referred to as a bed tax. This recurring tax collection surpassed \$22 million in 2013 in Hillsborough County alone.

¹⁰ Visit Tampa Bay 2013 Economic Impact Study & Visitor Profile

¹¹ Visit Tampa Bay 2013 Economic Impact Study & Visitor Profile

This analysis looks at the rates similar hotels charged the occupants within the same general region. Only 3 and 4 star hotels near large population centers in Hillsborough and Pinellas Counties were studied. Hotels were split between Bay and non-Bay categories. Bay Hotels offered at a minimum Bay views, some offered other amenities including small beaches or water activities. Non Bay hotels generally did not have a Bay view, but could still be close enough to walk to the Bay. Some hotels, such as the Intercontinental in Westshore, were too ambiguous to be delineated exclusively in either category and were excluded.

Bay Hotels	Hotel Class	Average Room Price* ¹²	Area	County
Sheraton Tampa Riverwalk	4	\$ 175	Downtown Tampa	Hillsborough
Westin Harbour Island	4	\$ 149	Downtown Tampa	Hillsborough
Grand Hyatt Tampa Bay	4	\$ 219	Rocky Point	Hillsborough
Westin Tampa Bay	4	\$ 129	Rocky Point	Hillsborough
Vinoy	4	\$ 239	Downtown St. Petersburg	Pinellas
Marriott Waterside	3	\$ 150	Downtown Tampa	Hillsborough
Hampton Inn - Rocky Point	3	\$ 80	Rocky Point	Hillsborough
Birchwood	3	\$ 270	Downtown St. Petersburg	Pinellas
Hilton St Petersburg Bayfront	3	\$ 144	Downtown St. Petersburg	Pinellas
Hampton Inn - St Petersburg	3	\$ 148	Downtown St. Petersburg	Pinellas
Safety Harbor Resort and Spa	3	\$ 101	Safety Harbor	Pinellas
Magnuson Hotel Marina Cove	3	\$ 93	Skyway	Pinellas

TABLE 13: BAY HOTEL SAMPLES

All hotels are within the Tampa Bay Estuary Watershed and demonstrate the additional premium an occupant is willing to pay to have a Bay view or access. The first set of

¹² *Hotel prices shown are an average of two specific set of dates approximately 4 and 6 months out to try to avoid any occupancy issues. Prices quoted were the lowest prices shown on Kayak.com to ensure consistency across the brands. Prices were then compared to the hotel website to confirm similar prices.

hotels are the Bay hotels, which shows the hotel, category, area, county, and price. The second set of hotels show the same information for the non-Bay hotels.

As shown in the tables above, the average 4 star Bay hotel commands an average of \$182 a night for the dates selected. A non-Bay hotel of the same class averages \$139 a night. The additional \$43 premium charged by the Bay hotel represents a 31% increase over a non-Bay hotel. Multiplying the premium times the number of hotel rooms and days of the year would come up with a good estimate of the annual additional revenue, but would undercount the additional upcharges associated with larger rooms and better views.

Non Bay Hotels	Hotel Class	Avg Room Price ¹³	Area	County
Epicurean	4	\$ 149	Soho/Hyde Park	Hillsborough
Renaissance Tampa	4	\$ 129	Westshore	Hillsborough
Holiday Inn - Westshore	3	\$ 93	Westshore	Hillsborough
Ramada Westshore	3	\$ 72	Westshore	Hillsborough
Crowne Plaza - Westshore	3	\$ 98	Westshore	Hillsborough
La Quinta Inn - Carrolwood	3	\$ 99	Carrolwood	Hillsborough
Courtyard Downtown	3	\$ 149	Downtown Tampa	Hillsborough
Hampton Inn Ybor	3	\$ 129	Ybor City	Hillsborough
Hampton Inn - Clearwater	3	\$ 84	Central Clearwater	Pinellas
Clarion - Clearwater	3	\$ 63	Central Clearwater	Pinellas
Country Inn - Pinellas Park	3	\$ 99	Pinellas Park	Pinellas
La Quinta Inn - St Pete	3	\$ 100	Central St. Petersburg	Pinellas
Hampton Inn - St Petersburg	3	\$ 101	Central St. Petersburg	Pinellas
Ramada Clearwater Airport	3	\$ 59	Feathersound	Pinellas
Comfort Inn	3	\$ 76	Central St. Petersburg	Pinellas
Hollander	3	\$ 115	Downtown St.	Pinellas
Courtyard Downtown St	3	\$ 116	Downtown St.	Pinellas

TABLE 14: NON BAY HOTEL SAMPLES

¹³ *Hotel prices shown are an average of two specific set of dates approximately 4 and 6 months out to try to avoid any occupancy issues. Prices quoted were the lowest prices shown on Kayak.com to ensure consistency across the brands. Prices were then compared to the hotel website to confirm similar prices.

Looking at the comparisons of 3 star hotels yields similar results. The tables above show the average 3 star Bay hotel commands an average of \$141 a night for the dates selected. A non-Bay hotel of the same class averages \$97 a night. The additional \$44 premium charged by the Bay hotel represents a 45% increase over a non-Bay hotel. Multiplying the premium times the number of hotel rooms and days of the year would come up with a good estimate of the annual additional revenue, but would undercount the additional upcharges associated with larger rooms and better views.

	Bay Hotels		Non Bay		Bay Hotel Premium	
	Hotels	Average Price	Hotels	Average Price	Price Difference	Percent Greater
Total	12	\$ 158	17	\$ 102		
3 Star	7	\$ 141	15	\$ 97	\$ 44	45%
4 Star	5	\$ 182	2	\$ 139	\$ 43	31%

TABLE 15: HOTEL COMPARISONS BY RATING AND BAY

Researching the Bay Premium even further, one can look at the additional charge a hotel assesses for a Bay view. The chart below compares identical rooms at the hotels which provided the choice. On average, of four hotels observed, a 16% premium was assessed for just having a nice view of the Bay. This represented an average of an additional \$30 per room per night in additional revenue for the hotel.

	Bay View Guest Room	Guest Room	Difference	Premium %
Vinoy	\$ 259	\$ 229	\$ 30	13%
Marriott Waterside	\$ 244	\$ 219	\$ 25	11%
Grand Hyatt	\$ 234	\$ 189	\$ 45	24%
Intercontinental	\$ 168	\$ 146	\$ 22	15%
Average	\$ 226	\$ 196	\$ 30	16%

TABLE 16: ROOM VIEW COMPARISONS

APPENDIX

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ABOUT THE TAMPA BAY ESTUARY PROGRAM

Tampa Bay was designated an "estuary of national significance" by Congress in 1990, paving the way for development of a long-term blueprint for Bay restoration through the Tampa Bay National Estuary Program. Tampa Bay is one of 28 estuaries in the National Estuary Program; others in Florida are Sarasota Bay, Charlotte Harbor and Indian River Lagoon.

The Tampa Bay National Estuary Program (TBNEP) was established in 1991 as a partnership of Hillsborough, Manatee and Pinellas counties; the cities of Tampa, St. Petersburg and Clearwater; the Southwest Florida Water Management District; the Florida Department of Environmental Protection; and the U.S. Environmental Protection Agency.

In 1998, these and six other partners signed a formal Interlocal Agreement, and ancillary agreements, pledging to achieve the goals of the newly completed Comprehensive Conservation and Management Plan (CCMP) for Tampa Bay, called Charting The Course. The Plan culminated nearly six years of scientific research into the Bay's most pressing problems, and reflected broad-based input from citizens, groups and communities with a common interest in a healthy Bay as the cornerstone of a prosperous economy.

Upon adoption of the Interlocal Agreement, the Tampa Bay National Estuary Program became simply the **Tampa Bay Estuary Program**, in recognition of its reorganization as a truly regional alliance.

TBEP continues to coordinate the overall protection and restoration of the Bay with assistance and support from its many formal and informal partners. TBEP monitors progress in achieving the goals of the CCMP by regularly summarizing and evaluating information provided by program participants. In 2006, TBEP released the first revision of Charting The Course, assessing progress in implementing the Plan's original goals, and incorporating new or emerging action areas.

TBEP leverages the resources of program partners by financing cutting-edge research into key problems impacting the Bay; sponsoring demonstration projects to test innovative solutions to these problems; providing "Mini-Grants" to community groups to engage the public in Bay restoration; and developing educational programs targeting key segments of the Bay community - including teachers, boaters and homeowners.

TBRPC and Agency on Bay Management

The tougher challenges of the 21st century will require regional thinkers, conveners and problem solvers. TBRPC was established as Florida's first regional planning council in 1962, when representatives from St. Petersburg, Clearwater and Tampa recognized the need for regional coordination. They believed growth and community issues extend beyond county and municipal boundaries, a concept that still defines the Council's purpose today. TBRPC is one of 11 regional planning councils in Florida.

The Tampa Bay Regional Planning Council has brought together local governments and gubernatorial appointees to coordinate planning for the Region's future, while providing a venue for analyzing issues, resolving problems, and sharing solutions among the 43 jurisdictions in Hillsborough, Manatee, Pasco and Pinellas Counties. TBRPC's specific duties include maintaining Future of the Region: A Strategic Regional Policy Plan for the Tampa Bay Region, environmental management, water quality and emergency preparedness planning, protection and restoration of the Tampa Bay estuary, economic analysis, coastal zone management, housing and infrastructure analysis, hurricane evacuation and recovery planning, development of regional impact review, local government comprehensive plan review, cross acceptance, dispute resolution, and review of transportation plans.

Agency on Bay Management

The Agency on Bay Management, the natural resources committee of the Tampa Bay Regional Council, remains the primary community organization focusing on the protection and management of the Tampa Bay estuary. This association of representatives from the recreational, commercial fisheries, industrial, regulatory, academic and scientific sectors, local, regional, state and federal governments, and legislators was instituted in 1985 to address issues and opportunities affecting the Bay. The Agency serves as a broad-based forum for open discussion of the myriad issues involving the estuary, and as a voice for protection, restoration and wise use of the Bay by the entire region.

Past accomplishments of the Agency on Bay Management include establishment of the Surface Water Improvement and Management (SWIM) program statewide as an important tool in habitat restoration and stormwater quality improvement, and designation of the Sarasota Bay and Tampa Bay National Estuary Programs.

The Agency is active in public outreach efforts. The State of Tampa Bay Report was published annually between 1985 and 2001, a compilation of reports on the wide variety of activities, programs and issues of the previous year. This was prepared for the Florida Legislature, but was widely distributed to the public and served as a source for further contact with the various entities involved in Bay matters. Starting in 2002, the Tampa Bay Regional Planning Council replaced the State of Tampa Bay Report with a quarterly environmental journal-*Tampa Bay Soundings*. This journal is an independent publication geared to complete and objective reporting on the challenges, programs, and successes involving the Tampa Bay estuary, its watershed, and the regional natural resources. In July 2003 the name of the journal changed to *Bay Soundings*.

The Agency continues to support the efforts of the Tampa Bay Estuary Program, which has developed a long-term restoration and management plan for the Bay; and the Southwest Florida Water Management District's SWIM program, an important component of the region's natural resource protection, restoration and management. Tampa Bay Regional Planning Council and its Agency on Bay Management Committee are responsible or have played a key role in the following accomplishments:

- 1970 Save Our Bay formed by citizens in response to planned ship channel dredging.
- 1982 ***Tampa Bay Area Scientific Information Symposium (BASIS)***
- 1985 The Future of Tampa Bay guidance document is completed.
- 1986 Published first annual State of the Bay Reports (1986-2000).
- 1987 Passage of Florida Surface Water Improvement and Management (SWIM) Act with Tampa Bay named as a priority water body.
- 1987 Passage of Grizzle-Figg Bill requiring advanced wastewater treatment of all discharges to Tampa Bay.
- 1988 Led effort to nominate Tampa Bay to the National Estuary Program.
- 1988 Formed the Resource-based Water Quality Assessment Task Force.
- 1990 **Tampa Bay designated as estuary of national significance.**
- 1991 ***BASIS 2 - The Watershed***
- 1993 Symposium of Human Impacts on the Environment of Tampa Bay.
- 1996 ***BASIS 3 - Putting Our Knowledge to Work***
- 1996 Formed the Manatee Protection Strategies Task Force.
- 1996 Completed Charting the Course: the Comprehensive Conservation Management Plan for Tampa Bay.
- 1999 Tampa Bay Estuary Specialty License Plate approved by Florida Legislature to raise funds for Bay-related restoration and education projects.
- 2002 **With funding from partners, TBRPC begins publishing Bay Soundings.**
- 2004 ***BASIS 4 - Linking Science to Management***
- 2009 ***BASIS 5 - Using Our Knowledge to Shape Our Future***
- 2011 Participated in oil spill preparedness and recovery planning in response to the Deepwater Horizon Disaster

TBRPC and the Economic Analysis Program

Tampa Bay Regional Planning Council's Economic Analysis Program (EAP) helps communities and organizations predict how policy decisions or economic events affect the economy. Economic impact analysis traces spending through the local economy and measures the cumulative effects of that spending. The most common measure of economic impact is the number of jobs created or lost, but other measures include personal income, business production, value added and tax collection. EAP provides critical information for governments, economic development agencies, chambers of commerce, service organizations, policy makers, public interest groups and businesses.

The Economic Analysis Program employs a number of tools to provide the Tampa Bay community with high quality and low cost analysis. Our tools include IMPLAN® (a input input/output model), REMI Policy Insight® (a highly sophisticated econometric model), the Economic Development Decision Support GIS, strong data sources in the Regional Information Center and extensive staff training.

The REMI PI+ is a 70 sector model encompassing thirteen counties, including the Council's four counties (Manatee, Hillsborough, Pasco and Pinellas), the additional counties of the Tampa Bay Partnership (Hernando, Polk, and Sarasota) along with the East Central Regional Planning Council's counties (Brevard, Lake, Orange, Osceola, Seminole, and Volusia). This provides an opportunity for collaboration on a multi-regional basis, such as the multi-regional High-Tech Corridor extending from the Tampa Bay region to the East Coast of Florida.

The EAP also supports the use of REMI Policy Insight by other regional planning councils in Florida through technical assistance. To complement these support activities, the Council maintains copies of the other models run in the state including a statewide model (state of Florida as one economy) and a 67 county model (with all counties treated separately).

REMI Model

Founded in 1980, Regional Economic Models, Inc. (REMI) constructs models that reveal the economic and demographic effects that policy initiatives or external events may cause on a local economy. REMI model users include national, regional, state and city governments, as well as universities, nonprofit organizations, public utilities and private consulting firms.

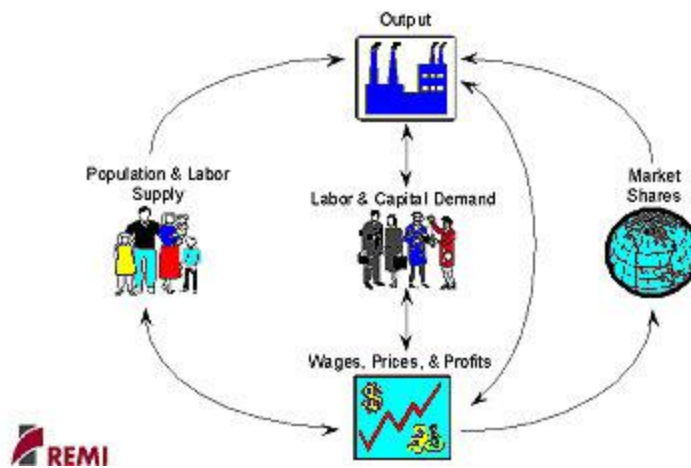
REMI Policy Insight®, combines years of economic experience with an easy-to-use software interface. A major feature of REMI is that it is a dynamic model which forecasts how changes in the economy and adjustments to those changes will occur on a year-by-year basis. The model is sensitive to a very wide range of policy and project alternatives and to interactions between the regional and national economies. By pointing and clicking, you can answer the toughest "What if...?" questions about federal, state, local or regional economies. REMI is dedicated to continuing economic research combined with quality customer service and support.

The REMI model incorporates aspects of four major modeling approaches: Input-Output, General Equilibrium, Econometric, and Economic Geography. Each of these methodologies has distinct advantages as well as limitations when used alone. The REMI integrated modeling approach builds on the strengths of each of these approaches.

The REMI model at its core, has the inter-industry relationships found in Input-Output models. As a result, the industry structure of a particular region is captured within the model, as well as transactions between industries. Changes that affect industry sectors that are highly interconnected to the rest of the economy will often have a greater economic impact than those for industries that are not closely linked to the regional economy.

General Equilibrium is reached when supply and demand are balanced. This tends to occur in the long run, as prices, production, consumption, imports, exports, and other changes occur to stabilize the economic system. For example, if real wages in a region rise relative to the U.S., this will tend to attract economic migrants to the region until relative real wage rates equalize. The general equilibrium properties are necessary to evaluate changes such as tax policies that may have an effect on regional prices and competitiveness.

Simplified Economic Structure of the Key Interactions in Regional Economies



REMI is sometimes called an “Econometric model,” as the underlying equations and responses are estimated using advanced statistical techniques. The estimates are used to quantify the structural relationships in the model. The speed of economic responses is also estimated, since different adjustment periods will result in different policy recommendations and even different economic outcomes.

The New Economic Geography features represent the spatial dimension of the economy. Transportation costs and accessibility are important economic determinants of interregional trade and the productivity benefits that occur due to industry clustering and labor market access. Firms benefit having access to a large, specialized labor pool and from having access to specialized intermediate inputs from supplying firms. The productivity and competitiveness benefits of labor and industry concentrations are called agglomeration economies, and are modeled in the economic geography equations.

PI+, the next generation of Policy Insight, generates realistic year-by-year estimates of the total regional effects of any specific policy initiative. A wide range of policy variables allows the user to represent the policy to be evaluated, while the explicit structure in the model helps the user to interpret the predicted economic and demographic effects. The model is calibrated to many sub-national areas for policy analysis and forecasting, and is available in single- and multi-area configurations. Each calibrated area (or region) has economic and demographic variables, as well as policy variables so that any policy that affects a local economy can be tested.

Quarterly Census and Wages (QCEW) Overview

Tampa Bay Regional Planning Council was able to estimate the subcounty employment utilizing the 2011 Quarterly Census of Employment and Wages (QCEW) dataset. The dataset is provided by quarter and all four quarters in 2011 were used to account for seasonality. The number of employees and entities were averaged across all four quarters, while the wages were totaled to arrive at the figures provided. QCEW employment data is considered a virtual census of employment, tracking 97.1% of the nonfarm private employment. A detailed description the QCEW dataset is provided at the end of this report.

The Quarterly Census of Employment and Wages Program is a cooperative program involving the Bureau of Labor Statistics (BLS) of the U.S. Department of Labor and the State Employment Security Agencies (SESAs). The QCEW program produces a comprehensive tabulation of employment and wage information for workers covered by State unemployment insurance (UI) laws and Federal workers covered by the Unemployment Compensation for Federal Employees (UCFE) program. Publicly available files include data on the number of establishments, monthly employment, and quarterly wages, by NAICS industry, by county, by ownership sector, for the entire United States. These data are aggregated to annual levels, to higher industry levels (NAICS industry groups, sectors, and supersectors), and to higher geographic levels (national, State, and Metropolitan Statistical Area (MSA)).

The QCEW program serves as a near census of monthly employment and quarterly wage information by 6-digit NAICS industry at the national, State, and county levels. At the national level, the QCEW program publishes employment and wage data for nearly every NAICS industry. At the State and area level, the QCEW program publishes employment and wage data down to the 6-digit NAICS industry level, if disclosure restrictions are met. In accordance with BLS policy, data provided to the Bureau in confidence are not published and are used only for specified statistical purposes. BLS withholds publication of UI-covered employment and wage data for any industry level when necessary to protect the identity of cooperating employers. Totals at the industry level for the States and the Nation include the nondisclosable data suppressed within the detailed tables. However, these totals cannot be used to reveal the suppressed data.

Employment data under the QCEW program represent the number of covered workers who worked during, or received pay for, the pay period including the 12th of the month. Excluded are members of the armed forces, the self-employed, proprietors, domestic workers, unpaid family workers, and railroad workers covered by the railroad

unemployment insurance system. Wages represent total compensation paid during the calendar quarter, regardless of when services were performed. Included in wages are pay for vacation and other paid leave, bonuses, stock options, tips, the cash value of meals and lodging, and in some States, contributions to deferred compensation plans (such as 401(k) plans). The QCEW program does provide partial information on agricultural industries and employees in private households.

Data from the QCEW program serve as an important input to many BLS programs. The QCEW data are used as the benchmark source for employment by the Current Employment Statistics program and the Occupational Employment Statistics program. The UI administrative records collected under the QCEW program serve as a sampling frame for BLS establishment surveys.

In addition, data from the QCEW program serve as an input to other Federal and State programs. The Bureau of Economic Analysis (BEA) of the Department of Commerce uses QCEW data as the base for developing the wage and salary component of personal income. The Employment and Training Administration (ETA) of the Department of Labor and the SESAs use QCEW data to administer the employment security program. The QCEW data accurately reflect the extent of coverage of the State UI laws and are used to measure UI revenues; national, State and local area employment; and total and UI taxable wage trends.

In 2010, BLS derived totals of 9.0 million establishments, 127.8 million employed, and \$6.0 trillion in wages, from reports submitted to State workforce agencies by every employer covered by UI or by UCFE. Of these employers, those in private industry provided State workforce agencies with quarterly tax reports on monthly employment, quarterly total and taxable wages, and contributions for an average of 106.2 million wage and salary employees in approximately 8.7 million business establishments. Similar reports of monthly employment and quarterly wages were submitted by the Federal Government for 3.0 million civilian employees, by State governments for 4.6 million employees, and by local governments for 14.0 million employees. UI-covered employment reported by these sources constituted a virtual census (97.1 percent) of employees on nonfarm payrolls.

The History of NAICS

The Standard Industrial Classification (SIC) was originally developed in the 1930's to classify establishments by the type of activity in which they are primarily engaged and to promote the comparability of establishment data describing various facets of the U.S. economy.

The SIC covers the entire field of economic activities by defining industries in accordance with the composition and structure of the economy. Over the years, it was revised periodically to reflect the economy's changing industry composition and organization. The Office of Management and Budget (OMB) last updated the SIC in 1987.

In recent years, rapid changes in both the U.S. and world economies brought the SIC under increasing criticism. The 1991 International Conference on the Classification of Economic Activities provided a forum for exploring the issues and for considering new approaches to classifying economic activity. In July 1992, the OMB established the Economic Classification Policy Committee chaired by the Bureau of Economic Analysis, U.S. Department of Commerce, with representatives from the Bureau of the Census, U.S. Department of Commerce, and the Bureau of Labor Statistics, U.S. Department of Labor. The OMB charged the ECPC with conducting a "fresh slate" examination of economic classifications for statistical purposes and determining the desirability of developing a new industry classification system for the United States based on a single economic concept. A March 31, 1993, Federal Register notice (pp. 16990-17004) announced OMB's intention to revise the SIC for 1997, the establishment of the Economic Classification Policy Committee, and the process for revising the SIC. The ECPC and Statistics Canada reviewed the existing structure of detailed "4-digit" industries in the 1987 U.S. SIC and the 1980 Canadian SIC for conformance to economic concepts.

NAICS Structure

NAICS industries are identified by a 6-digit code, in contrast to the 4-digit SIC code. The longer code accommodates the larger number of sectors and allows more flexibility in designating subsectors. It also provides for additional detail not necessarily appropriate for all three NAICS countries. The international NAICS agreement fixes only the first five digits of the code. The sixth digit, where used, identifies subdivisions of NAICS industries that accommodate user needs in individual countries. Thus, 6-digit U.S. codes may differ from counterparts in Canada or Mexico, but at the 5-digit level they are standardized.

The New Hierarchical Structure

- XX Industry Sector (20 broad sectors up from 10 SIC)
- XXX Industry Sub sector
- XXXX Industry Group
- XXXXX Industry
- XXXXXX U.S., Canadian or Mexican National specific

The following are the 20 broad sectors (up from the 10 divisions of the SIC system):

Code	NAICS Sectors	Count
11	Agriculture, Forestry, Fishing and Hunting	553,708
21	Mining	37,975
22	Utilities	37,237
23	Construction	1,837,084
31-33	Manufacturing	762,527
42	Wholesale Trade	929,149
44-45	Retail Trade	2,206,681
48-49	Transportation and Warehousing	564,026
51	Information	410,057
52	Finance and Insurance	817,617
53	Real Estate Rental and Leasing	929,217
54	Professional, Scientific, and Technical Services	2,648,062
55	Management of Companies and Enterprises	53,806
56	Administrative and Support, Waste Management and Remediation	3,372,309
61	Educational Services	402,000

62	Health Care and Social Assistance	1,611,468
71	Arts, Entertainment, and Recreation	359,010
72	Accommodation and Food Services	869,846
81	Other Services (except Public Administration)	2,174,657
92	Public Administration	299,778

Many of the new sectors reflect recognizable parts of SIC divisions, such as the Utilities and Transportation sectors, broken out from the SIC division Transportation, Communications, and Utilities. Similarly, the SIC division for Service Industries has been subdivided to form several new sectors, as shown in the chart below.




Other sectors represent combinations of pieces from more than one SIC division. The new Information sector includes major components from Transportation, Communications, and Utilities (broadcasting and telecommunications), Manufacturing (publishing), and Services Industries (software publishing, data processing, information services, motion picture and sound recording). The Accommodation and Foodservices sector puts together hotels and other lodging places from Service Industries and eating and drinking places from Retail Trade.

Comparison to the Sarasota Bay Economic Evaluation

Sarasota Bay Estuary Program launched a similar study to evaluate the Sarasota Bay Estuary a few years before this study. The two phased study completed the first phase in September 2012 and will finalize the second phase shortly after the completion of the Economic Evaluation of the Tampa Bay. While both studies have the same end goal, the route to cross the finish line was not identical. This section will identify the major similarities and differences between the two studies and also how to compare the studies to one another.

One of the biggest differences between the two studies was the geography. Sarasota Bay Estuary and Tampa Bay Estuary are not defined by county borders. The two Bays are located adjacent to each other, but the watershed is strictly defined, cutting through different parts of Manatee and Sarasota Counties. However, when visitors or residents travel to the area, they often select the destination based upon a number of factors, none of which is the estuary watershed they are actually utilizing. The Tampa Bay study was able to physically carve out the watershed and its respective employment and housing using the GIS mapping tools in house. These tools allow for sub county geography analysis. The Sarasota Study utilized the total county geography of both Manatee and Sarasota Counties, which slightly overlap into the Tampa Bay Estuary watershed in a few instances. Furthermore, the Tampa Bay study excluded the gulf beaches (and their hotels, tourism, and real estate values) that were not part of the watershed. This excluded everything north of St. Pete Beach and parts of everything south.

Additionally, when comparing geographies, the sheer size of the two areas vary considerably. The population of Sarasota and Manatee Counties is just over 600,000 residents, which is half of Hillsborough County's population alone. Pinellas County is fifty percent bigger than the combined Sarasota/Manatee county study area as well. Of the six counties studied, Sarasota and Manatee County are the smallest two counties in terms of population. Other metrics tell the same story, Sarasota and Manatee are two of the three smallest counties in terms of employment and GDP. Sarasota and Manatee compare proportionally similar in terms of employment, GDP, and population to Hillsborough and Pinellas Counties. When looking at the two studies, the easiest way to compare the impacts of each Bay is to determine the percent of GDP or percent of employment that each Bay represents. The summary chart from the analysis section is provided for Tampa Bay.

	<u>Six County Total</u>	<u>TBE Watershed</u>	<u>Bay Influenced</u>	<u>Healthy Bay</u>
Employment	2 Million	1.4 Million	660,000	300,000
		68% of Employment	Every other job in the TBE watershed is influenced by the Bay in some capacity	1 out of every 5 jobs in the TBE Watershed depend on a healthy Bay
				
GDP	\$170 B	\$127 B	\$51 B within all 6 counties	\$22 B within all six counties
		74% of six county GDP	1/3 of economy for all six counties	13% of economy for all six counties

Economic modeling to estimate the indirect and induced impacts were key in both studies. TBRPC and its Economic Analysis program have access to the highly sophisticated REMI PI+ Model. Sarasota used the IMPLAN economic model. Both provide an exhaustive amount of outputs that define the impacts that ripple through an economy. One of the key advantages REMI has over IMPLAN is a multiyear forecast and accounting for crowding out effects of over developed or mature industries.

In order to estimate how the estuaries resonate throughout the regions, both studies used surveys. TBRPC surveyed a number of interested professionals to gauge their opinion on how influential Tampa Bay is in decision making across industries. The Sarasota study surveyed residents and nearby visitors by phone and public, government, and nonprofit organizations via an internet survey.

Another large difference between the two studies was the approach. Tampa Bay's study employed a counterfactual approach by determining what the region would look like without the Bay. This was measured by analyzing how each industry was influenced by a Bay and by a healthy Bay. The delineation is critical to specific sectors. Shipping for

instance doesn't need a healthy Bay, but aquaculture and tourism need a healthy Bay. Additionally, Tampa Bay estimated the influence of the Bay across all industries, even if the industry didn't seem to need a Bay at all. An accounting firm might not need Bay access, however, the proximity to the Bay may be the reason the owner started or relocated the company here. Or perhaps, the owner relocated the company here due to the large population (i.e. client base) that resides here due to the Bay. The Sarasota study analyzed the direct use of the Bay via recreation, research, restoration, and commercial fishing to identify specific industries that need the Bay and then applied appropriate values and multipliers to gauge the impact.

Although there are slight nuances and approach differences between the studies, they are easy to compare and use to complement each other. Both studies were performed on limited budgets and different resources were used on different parts of each study. The hedonic property model used in the Sarasota Study analyzes the price differences of real estate based upon the type of water it is located on (river, gulf, canal, etc) and the distance from water. This detail could allow a user to expand Tampa Bay's waterfront vs non-waterfront findings. A similar case can be made based upon the willingness to pay for recreation research in the Sarasota Study. The Tampa Bay Study details the impacts by industry and their concentration within the watershed. The analysis showcases the overlooked reason to why companies locate in specific regions of the US. The case study on the financial benefits of a healthy Bay ecosystem that cleans itself as opposed to "taxing" residents for infrastructure improvements showcases the compounding impacts of additional disposable income spending throughout a region.

COUNTY EMPLOYMENT FIGURES

Regional (Six County) Employment by Industry

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	1,846
Agriculture and forestry support activities	12,771
Oil and gas extraction	3,173
Mining (except oil and gas)	1,267
Support activities for mining	63
Utilities	5,018
Construction	111,000
Wood product manufacturing	2,369
Nonmetallic mineral product manufacturing	2,884
Primary metal manufacturing	1,375
Fabricated metal product manufacturing	10,095
Machinery manufacturing	6,707
Computer and electronic product manufacturing	11,496
Electrical equipment and appliance manufacturing	3,017
Motor vehicles, bodies and trailers, and parts manufacturing	1,666
Other transportation equipment manufacturing	1,943
Furniture and related product manufacturing	1,913
Miscellaneous manufacturing	7,999
Food manufacturing	11,169
Beverage and tobacco product manufacturing	3,523
Textile mills; Textile product mills	1,310
Apparel manufacturing; Leather and allied product manufacturing	2,123
Paper manufacturing	1,534
Printing and related support activities	5,790
Petroleum and coal products manufacturing	999
Chemical manufacturing	6,637
Plastics and rubber products manufacturing	4,626
Wholesale trade	71,732
Retail trade	237,616
Air transportation	2,782
Rail transportation	610
Water transportation	1,665
Truck transportation	21,947
Couriers and messengers	8,434
Transit and ground passenger transportation	2,232
Pipeline transportation	116
Scenic and sightseeing transportation; Support activities for	7,009
Warehousing and storage	8,356
Publishing industries, except Internet	10,078

DESCRIPTION	Employment
Motion picture and sound recording industries	1,684
Internet publishing and broadcasting; ISPs, search portals, and data	6,376
Broadcasting, except Internet	2,306
Telecommunications	17,079
Monetary authorities – central bank; Credit intermediation and related	49,694
Securities, commodity contracts, investments	43,047
Insurance carriers and related activities	51,613
Real estate	97,087
Rental and leasing services; Lessors of nonfinancial intangible assets	8,309
Professional, scientific, and technical services	153,616
Management of companies and enterprises	29,801
Administrative and support services	164,541
Waste management and remediation services	4,299
Educational services	42,801
Ambulatory health care services	115,866
Hospitals	58,976
Nursing and residential care facilities	48,608
Social assistance	32,417
Performing arts and spectator sports	33,966
Museums, historical sites, zoos, and parks	1,136
Amusement, gambling, and recreation	22,708
Accommodation	19,006
Food services and drinking places	131,118
Repair and maintenance	29,131
Personal and laundry services	32,363
Membership associations and organizations	34,730
Private households	32,863
All Government	208,666
Farm (crop and animal production)	19,361
Unknown	10
TOTAL	2,090,061

Hillsborough County Employment by Industry

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	280
Agriculture and forestry support activities	2,797
Oil and gas extraction	473
Mining (except oil and gas)	279
Support activities for mining	21
Utilities	2,638
Construction	37,805
Wood product manufacturing	677
Nonmetallic mineral product manufacturing	1,250
Primary metal manufacturing	628
Fabricated metal product manufacturing	2,797
Machinery manufacturing	1,314
Computer and electronic product manufacturing	969
Electrical equipment and appliance manufacturing	1,208
Motor vehicles, bodies and trailers, and parts manufacturing	410
Other transportation equipment manufacturing	526
Furniture and related product manufacturing	458
Miscellaneous manufacturing	1,528
Food manufacturing	1,983
Beverage and tobacco product manufacturing	2,932
Textile mills; Textile product mills	195
Apparel manufacturing; Leather and allied product manufacturing	1,797
Paper manufacturing	672
Printing and related support activities	1,513
Petroleum and coal products manufacturing	671
Chemical manufacturing	2,096
Plastics and rubber products manufacturing	777
Wholesale trade	32,793
Retail trade	79,892
Air transportation	2,409
Rail transportation	364
Water transportation	1,514
Truck transportation	8,574
Couriers and messengers	3,287
Transit and ground passenger transportation	370
Pipeline transportation	71
Scenic and sightseeing transportation; Support activities for	2,798
Warehousing and storage	1,878
Publishing industries, except Internet	5,098
Motion picture and sound recording industries	476
Internet publishing and broadcasting; ISPs, search portals, and data	4,111

DESCRIPTION	Employment
Broadcasting, except Internet	811
Telecommunications	9,094
Monetary authorities – central bank; Credit intermediation and related	21,756
Securities, commodity contracts, investments	14,552
Insurance carriers and related activities	26,439
Real estate	27,486
Rental and leasing services; Lessors of nonfinancial intangible assets	3,677
Professional, scientific, and technical services	68,116
Management of companies and enterprises	7,592
Administrative and support services	71,209
Waste management and remediation services	1,282
Educational services	16,596
Ambulatory health care services	37,980
Hospitals	21,929
Nursing and residential care facilities	10,131
Social assistance	11,729
Performing arts and spectator sports	13,209
Museums, historical sites, zoos, and parks	426
Amusement, gambling, and recreation	6,430
Accommodation	5,508
Food services and drinking places	46,904
Repair and maintenance	9,857
Personal and laundry services	12,454
Membership associations and organizations	12,286
Private households	8,025
All Government	87,057
Farm (crop and animal production)	9,686
Unknown	2
TOTAL	774,552

Manatee County Employment by Industry

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	644
Agriculture and forestry support activities	1,953
Oil and gas extraction	472
Mining (except oil and gas)	2
Support activities for mining	1
Utilities	287
Construction	10,009
Wood product manufacturing	256
Nonmetallic mineral product manufacturing	198
Primary metal manufacturing	30
Fabricated metal product manufacturing	1,401
Machinery manufacturing	409
Computer and electronic product manufacturing	448
Electrical equipment and appliance manufacturing	333
Motor vehicles, bodies and trailers, and parts manufacturing	523
Other transportation equipment manufacturing	434
Furniture and related product manufacturing	345
Miscellaneous manufacturing	637
Food manufacturing	2,386
Beverage and tobacco product manufacturing	35
Textile mills; Textile product mills	210
Apparel manufacturing; Leather and allied product manufacturing	14
Paper manufacturing	101
Printing and related support activities	176
Petroleum and coal products manufacturing	2
Chemical manufacturing	321
Plastics and rubber products manufacturing	396
Wholesale trade	4,235
Retail trade	19,106
Air transportation	32
Rail transportation	35
Water transportation	45
Truck transportation	924
Couriers and messengers	640
Transit and ground passenger transportation	134
Pipeline transportation	1
Scenic and sightseeing transportation; Support activities for	610
Warehousing and storage	138
Publishing industries, except Internet	378
Motion picture and sound recording industries	179
Internet publishing and broadcasting; ISPs, search portals, and data	212

DESCRIPTION	Employment
Broadcasting, except Internet	168
Telecommunications	735
Monetary authorities – central bank; Credit intermediation and related	3,588
Securities, commodity contracts, investments	2,512
Insurance carriers and related activities	2,399
Real estate	10,378
Rental and leasing services; Lessors of nonfinancial intangible assets	524
Professional, scientific, and technical services	9,394
Management of companies and enterprises	2,958
Administrative and support services	12,050
Waste management and remediation services	126
Educational services	3,227
Ambulatory health care services	8,558
Hospitals	2,869
Nursing and residential care facilities	3,743
Social assistance	2,683
Performing arts and spectator sports	3,613
Museums, historical sites, zoos, and parks	30
Amusement, gambling, and recreation	2,107
Accommodation	954
Food services and drinking places	10,737
Repair and maintenance	2,217
Personal and laundry services	2,561
Membership associations and organizations	2,941
Private households	3,038
All Government	12,662
Farm (crop and animal production)	4,081
Unknown	6
TOTAL	159,551

Pasco County Employment by Industry

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	148
Agriculture and forestry support activities	582
Oil and gas extraction	-
Mining (except oil and gas)	269
Support activities for mining	1
Utilities	782
Construction	8,962
Wood product manufacturing	143
Nonmetallic mineral product manufacturing	414
Primary metal manufacturing	88
Fabricated metal product manufacturing	260
Machinery manufacturing	1,241
Computer and electronic product manufacturing	127
Electrical equipment and appliance manufacturing	26
Motor vehicles, bodies and trailers, and parts manufacturing	6
Other transportation equipment manufacturing	2
Furniture and related product manufacturing	80
Miscellaneous manufacturing	201
Food manufacturing	101
Beverage and tobacco product manufacturing	307
Textile mills; Textile product mills	55
Apparel manufacturing; Leather and allied product manufacturing	6
Paper manufacturing	-
Printing and related support activities	94
Petroleum and coal products manufacturing	1
Chemical manufacturing	116
Plastics and rubber products manufacturing	215
Wholesale trade	2,705
Retail trade	21,468
Air transportation	30
Rail transportation	8
Water transportation	4
Truck transportation	1,699
Couriers and messengers	220
Transit and ground passenger transportation	82
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	305
Warehousing and storage	41
Publishing industries, except Internet	134
Motion picture and sound recording industries	253
Internet publishing and broadcasting; ISPs, search portals, and data	112

DESCRIPTION	Employment
Broadcasting, except Internet	52
Telecommunications	622
Monetary authorities – central bank; Credit intermediation and related	2,413
Securities, commodity contracts, investments	1,372
Insurance carriers and related activities	1,863
Real estate	5,133
Rental and leasing services; Lessors of nonfinancial intangible assets	579
Professional, scientific, and technical services	6,223
Management of companies and enterprises	1,005
Administrative and support services	8,566
Waste management and remediation services	788
Educational services	2,887
Ambulatory health care services	9,027
Hospitals	3,828
Nursing and residential care facilities	4,358
Social assistance	2,646
Performing arts and spectator sports	315
Museums, historical sites, zoos, and parks	30
Amusement, gambling, and recreation	2,268
Accommodation	1,237
Food services and drinking places	9,861
Repair and maintenance	2,026
Personal and laundry services	1,956
Membership associations and organizations	3,497
Private households	2,061
All Government	17,473
Farm (crop and animal production)	1,340
Unknown	-
TOTAL	134,712

Pinellas County Employment by Industry

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	557
Agriculture and forestry support activities	92
Oil and gas extraction	349
Mining (except oil and gas)	619
Support activities for mining	38
Utilities	428
Construction	25,677
Wood product manufacturing	553
Nonmetallic mineral product manufacturing	303
Primary metal manufacturing	322
Fabricated metal product manufacturing	2,483
Machinery manufacturing	2,391
Computer and electronic product manufacturing	9,329
Electrical equipment and appliance manufacturing	1,356
Motor vehicles, bodies and trailers, and parts manufacturing	412
Other transportation equipment manufacturing	876
Furniture and related product manufacturing	609
Miscellaneous manufacturing	4,918
Food manufacturing	1,146
Beverage and tobacco product manufacturing	19
Textile mills; Textile product mills	636
Apparel manufacturing; Leather and allied product manufacturing	300
Paper manufacturing	140
Printing and related support activities	2,948
Petroleum and coal products manufacturing	119
Chemical manufacturing	1,312
Plastics and rubber products manufacturing	1,414
Wholesale trade	16,396
Retail trade	61,671
Air transportation	50
Rail transportation	51
Water transportation	62
Truck transportation	2,009
Couriers and messengers	2,395
Transit and ground passenger transportation	1,307
Pipeline transportation	11
Scenic and sightseeing transportation; Support activities for	2,185
Warehousing and storage	156
Publishing industries, except Internet	2,493
Motion picture and sound recording industries	391
Internet publishing and broadcasting; ISPs, search portals, and data	1,649

DESCRIPTION	Employment
Broadcasting, except Internet	857
Telecommunications	4,191
Monetary authorities – central bank; Credit intermediation and related	12,655
Securities, commodity contracts, investments	14,572
Insurance carriers and related activities	10,634
Real estate	27,207
Rental and leasing services; Lessors of nonfinancial intangible assets	1,969
Professional, scientific, and technical services	41,419
Management of companies and enterprises	11,956
Administrative and support services	37,939
Waste management and remediation services	720
Educational services	10,316
Ambulatory health care services	34,654
Hospitals	15,452
Nursing and residential care facilities	16,391
Social assistance	9,414
Performing arts and spectator sports	9,431
Museums, historical sites, zoos, and parks	317
Amusement, gambling, and recreation	4,770
Accommodation	7,531
Food services and drinking places	34,286
Repair and maintenance	7,146
Personal and laundry services	8,859
Membership associations and organizations	7,684
Private households	9,731
All Government	47,058
Farm (crop and animal production)	112
Unknown	-
TOTAL	537,442

Polk County Employment by Industry

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	141
Agriculture and forestry support activities	7,108
Oil and gas extraction	1,257
Mining (except oil and gas)	62
Support activities for mining	1
Utilities	421
Construction	14,419
Wood product manufacturing	694
Nonmetallic mineral product manufacturing	556
Primary metal manufacturing	294
Fabricated metal product manufacturing	1,261
Machinery manufacturing	921
Computer and electronic product manufacturing	115
Electrical equipment and appliance manufacturing	81
Motor vehicles, bodies and trailers, and parts manufacturing	220
Other transportation equipment manufacturing	10
Furniture and related product manufacturing	153
Miscellaneous manufacturing	187
Food manufacturing	5,527
Beverage and tobacco product manufacturing	162
Textile mills; Textile product mills	52
Apparel manufacturing; Leather and allied product manufacturing	3
Paper manufacturing	553
Printing and related support activities	570
Petroleum and coal products manufacturing	183
Chemical manufacturing	2,553
Plastics and rubber products manufacturing	868
Wholesale trade	10,341
Retail trade	30,095
Air transportation	104
Rail transportation	152
Water transportation	1
Truck transportation	8,147
Couriers and messengers	672
Transit and ground passenger transportation	80
Pipeline transportation	29
Scenic and sightseeing transportation; Support activities for	853
Warehousing and storage	5,423
Publishing industries, except Internet	616
Motion picture and sound recording industries	206
Internet publishing and broadcasting; ISPs, search portals, and data	50

DESCRIPTION	Employment
Broadcasting, except Internet	78
Telecommunications	1,256
Monetary authorities – central bank; Credit intermediation and related	5,859
Securities, commodity contracts, investments	2,885
Insurance carriers and related activities	5,049
Real estate	9,491
Rental and leasing services; Lessors of nonfinancial intangible assets	835
Professional, scientific, and technical services	10,611
Management of companies and enterprises	5,347
Administrative and support services	18,593
Waste management and remediation services	934
Educational services	5,671
Ambulatory health care services	12,629
Hospitals	7,799
Nursing and residential care facilities	6,230
Social assistance	3,126
Performing arts and spectator sports	3,324
Museums, historical sites, zoos, and parks	125
Amusement, gambling, and recreation	2,177
Accommodation	1,158
Food services and drinking places	15,244
Repair and maintenance	5,488
Personal and laundry services	2,452
Membership associations and organizations	4,720
Private households	3,411
All Government	29,788
Farm (crop and animal production)	3,720
Unknown	2
TOTAL	263,143

Sarasota County Employment by Industry

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	76
Agriculture and forestry support activities	232
Oil and gas extraction	622
Mining (except oil and gas)	36
Support activities for mining	1
Utilities	462
Construction	14,085
Wood product manufacturing	45
Nonmetallic mineral product manufacturing	163
Primary metal manufacturing	13
Fabricated metal product manufacturing	1,892
Machinery manufacturing	431
Computer and electronic product manufacturing	507
Electrical equipment and appliance manufacturing	13
Motor vehicles, bodies and trailers, and parts manufacturing	97
Other transportation equipment manufacturing	95
Furniture and related product manufacturing	267
Miscellaneous manufacturing	528
Food manufacturing	26
Beverage and tobacco product manufacturing	68
Textile mills; Textile product mills	162
Apparel manufacturing; Leather and allied product manufacturing	3
Paper manufacturing	69
Printing and related support activities	490
Petroleum and coal products manufacturing	23
Chemical manufacturing	239
Plastics and rubber products manufacturing	956
Wholesale trade	5,252
Retail trade	25,377
Air transportation	158
Rail transportation	-
Water transportation	39
Truck transportation	594
Couriers and messengers	1,222
Transit and ground passenger transportation	259
Pipeline transportation	4
Scenic and sightseeing transportation; Support activities for	258
Warehousing and storage	720
Publishing industries, except Internet	1,359
Motion picture and sound recording industries	178
Internet publishing and broadcasting; ISPs, search portals, and data	242

DESCRIPTION	Employment
Broadcasting, except Internet	340
Telecommunications	1,181
Monetary authorities – central bank; Credit intermediation and related	3,423
Securities, commodity contracts, investments	7,149
Insurance carriers and related activities	5,227
Real estate	17,389
Rental and leasing services; Lessors of nonfinancial intangible assets	725
Professional, scientific, and technical services	17,812
Management of companies and enterprises	943
Administrative and support services	16,173
Waste management and remediation services	449
Educational services	4,099
Ambulatory health care services	13,015
Hospitals	7,098
Nursing and residential care facilities	7,755
Social assistance	2,809
Performing arts and spectator sports	4,078
Museums, historical sites, zoos, and parks	208
Amusement, gambling, and recreation	4,921
Accommodation	2,618
Food services and drinking places	14,086
Repair and maintenance	2,391
Personal and laundry services	4,074
Membership associations and organizations	3,593
Private households	6,597
All Government	14,628
Farm (crop and animal production)	415
Unknown	-
TOTAL	220,455

WATERSHED EMPLOYMENT FIGURES

Regional (Six County) Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	1,138
Agriculture and forestry support activities	5,598
Oil and gas extraction	945
Mining (except oil and gas)	1,122
Support activities for mining	52
Utilities	3,362
Construction	72,448
Wood product manufacturing	1,644
Nonmetallic mineral product manufacturing	1,910
Primary metal manufacturing	1,236
Fabricated metal product manufacturing	6,094
Machinery manufacturing	3,987
Computer and electronic product manufacturing	10,424
Electrical equipment and appliance manufacturing	2,569
Motor vehicles, bodies and trailers, and parts manufacturing	1,069
Other transportation equipment manufacturing	1,487
Furniture and related product manufacturing	1,039
Miscellaneous manufacturing	6,235
Food manufacturing	7,334
Beverage and tobacco product manufacturing	3,261
Textile mills; Textile product mills	1,033
Apparel manufacturing; Leather and allied product manufacturing	2,106
Paper manufacturing	1,007
Printing and related support activities	4,818
Petroleum and coal products manufacturing	680
Chemical manufacturing	4,491
Plastics and rubber products manufacturing	2,971
Wholesale trade	55,350
Retail trade	155,948
Air transportation	2,588
Rail transportation	425
Water transportation	1,586
Truck transportation	13,808
Couriers and messengers	6,005
Transit and ground passenger transportation	1,742
Pipeline transportation	83
Scenic and sightseeing transportation; Support activities for	5,212
Warehousing and storage	5,497
Publishing industries, except Internet	8,228

DESCRIPTION	Employment
Motion picture and sound recording industries	1,236
Internet publishing and broadcasting; ISPs, search portals, and data	5,758
Broadcasting, except Internet	1,747
Telecommunications	13,068
Monetary authorities – central bank; Credit intermediation and related	37,309
Securities, commodity contracts, investments	30,584
Insurance carriers and related activities	40,822
Real estate	60,129
Rental and leasing services; Lessors of nonfinancial intangible assets	5,923
Professional, scientific, and technical services	113,132
Management of companies and enterprises	25,904
Administrative and support services	117,832
Waste management and remediation services	2,321
Educational services	31,209
Ambulatory health care services	72,718
Hospitals	35,810
Nursing and residential care facilities	27,461
Social assistance	21,889
Performing arts and spectator sports	25,306
Museums, historical sites, zoos, and parks	800
Amusement, gambling, and recreation	11,754
Accommodation	12,709
Food services and drinking places	85,802
Repair and maintenance	19,094
Personal and laundry services	22,954
Membership associations and organizations	22,205
Private households	18,505
All Government	132,395
Farm (crop and animal production)	14,216
Unknown	7
TOTAL	1,429,584

Hillsborough County Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	280
Agriculture and forestry support activities	2,797
Oil and gas extraction	473
Mining (except oil and gas)	279
Support activities for mining	21
Utilities	2,638
Construction	37,805
Wood product manufacturing	677
Nonmetallic mineral product manufacturing	1,250
Primary metal manufacturing	628
Fabricated metal product manufacturing	2,797
Machinery manufacturing	1,314
Computer and electronic product manufacturing	969
Electrical equipment and appliance manufacturing	1,208
Motor vehicles, bodies and trailers, and parts manufacturing	410
Other transportation equipment manufacturing	526
Furniture and related product manufacturing	458
Miscellaneous manufacturing	1,528
Food manufacturing	1,983
Beverage and tobacco product manufacturing	2,932
Textile mills; Textile product mills	195
Apparel manufacturing; Leather and allied product manufacturing	1,797
Paper manufacturing	672
Printing and related support activities	1,513
Petroleum and coal products manufacturing	671
Chemical manufacturing	2,096
Plastics and rubber products manufacturing	777
Wholesale trade	32,793
Retail trade	79,892
Air transportation	2,409
Rail transportation	364
Water transportation	1,514
Truck transportation	8,574
Couriers and messengers	3,287
Transit and ground passenger transportation	370
Pipeline transportation	71
Scenic and sightseeing transportation; Support activities for	2,798
Warehousing and storage	1,878
Publishing industries, except Internet	5,098
Motion picture and sound recording industries	476
Internet publishing and broadcasting; ISPs, search portals, and data	4,111

DESCRIPTION	Employment
Broadcasting, except Internet	811
Telecommunications	9,094
Monetary authorities – central bank; Credit intermediation and related	21,756
Securities, commodity contracts, investments	14,552
Insurance carriers and related activities	26,439
Real estate	27,486
Rental and leasing services; Lessors of nonfinancial intangible assets	3,677
Professional, scientific, and technical services	68,116
Management of companies and enterprises	7,592
Administrative and support services	71,209
Waste management and remediation services	1,282
Educational services	16,596
Ambulatory health care services	37,980
Hospitals	21,929
Nursing and residential care facilities	10,131
Social assistance	11,729
Performing arts and spectator sports	13,209
Museums, historical sites, zoos, and parks	426
Amusement, gambling, and recreation	6,430
Accommodation	5,508
Food services and drinking places	46,904
Repair and maintenance	9,857
Personal and laundry services	12,454
Membership associations and organizations	12,286
Private households	8,025
All Government	87,057
Farm (crop and animal production)	9,686
Unknown	2
TOTAL	774,552

Manatee County Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	505
Agriculture and forestry support activities	1,919
Oil and gas extraction	472
Mining (except oil and gas)	2
Support activities for mining	1
Utilities	181
Construction	6,467
Wood product manufacturing	84
Nonmetallic mineral product manufacturing	136
Primary metal manufacturing	8
Fabricated metal product manufacturing	387
Machinery manufacturing	273
Computer and electronic product manufacturing	179
Electrical equipment and appliance manufacturing	9
Motor vehicles, bodies and trailers, and parts manufacturing	70
Other transportation equipment manufacturing	138
Furniture and related product manufacturing	37
Miscellaneous manufacturing	86
Food manufacturing	2,051
Beverage and tobacco product manufacturing	9
Textile mills; Textile product mills	170
Apparel manufacturing; Leather and allied product manufacturing	13
Paper manufacturing	98
Printing and related support activities	74
Petroleum and coal products manufacturing	-
Chemical manufacturing	64
Plastics and rubber products manufacturing	360
Wholesale trade	2,706
Retail trade	13,007
Air transportation	-
Rail transportation	35
Water transportation	45
Truck transportation	474
Couriers and messengers	441
Transit and ground passenger transportation	63
Pipeline transportation	1
Scenic and sightseeing transportation; Support activities for	216
Warehousing and storage	136
Publishing industries, except Internet	231
Motion picture and sound recording industries	109
Internet publishing and broadcasting; ISPs, search portals, and data	196

DESCRIPTION	Employment
Broadcasting, except Internet	25
Telecommunications	466
Monetary authorities – central bank; Credit intermediation and related	2,715
Securities, commodity contracts, investments	2,092
Insurance carriers and related activities	2,049
Real estate	6,915
Rental and leasing services; Lessors of nonfinancial intangible assets	252
Professional, scientific, and technical services	6,985
Management of companies and enterprises	2,542
Administrative and support services	6,558
Waste management and remediation services	8
Educational services	2,536
Ambulatory health care services	5,425
Hospitals	1,724
Nursing and residential care facilities	1,980
Social assistance	1,290
Performing arts and spectator sports	3,357
Museums, historical sites, zoos, and parks	23
Amusement, gambling, and recreation	1,328
Accommodation	478
Food services and drinking places	7,081
Repair and maintenance	1,377
Personal and laundry services	1,947
Membership associations and organizations	1,885
Private households	1,832
All Government	11,736
Farm (crop and animal production)	3,658
Unknown	5
TOTAL	109,720

Pasco County Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	3
Agriculture and forestry support activities	-
Oil and gas extraction	-
Mining (except oil and gas)	269
Support activities for mining	-
Utilities	66
Construction	2,512
Wood product manufacturing	76
Nonmetallic mineral product manufacturing	110
Primary metal manufacturing	-
Fabricated metal product manufacturing	73
Machinery manufacturing	25
Computer and electronic product manufacturing	9
Electrical equipment and appliance manufacturing	5
Motor vehicles, bodies and trailers, and parts manufacturing	5
Other transportation equipment manufacturing	1
Furniture and related product manufacturing	5
Miscellaneous manufacturing	68
Food manufacturing	37
Beverage and tobacco product manufacturing	301
Textile mills; Textile product mills	45
Apparel manufacturing; Leather and allied product manufacturing	2
Paper manufacturing	-
Printing and related support activities	10
Petroleum and coal products manufacturing	-
Chemical manufacturing	34
Plastics and rubber products manufacturing	9
Wholesale trade	523
Retail trade	8,439
Air transportation	30
Rail transportation	-
Water transportation	-
Truck transportation	501
Couriers and messengers	45
Transit and ground passenger transportation	-
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	68
Warehousing and storage	21
Publishing industries, except Internet	66
Motion picture and sound recording industries	164
Internet publishing and broadcasting; ISPs, search portals, and data	65

DESCRIPTION	Employment
Broadcasting, except Internet	1
Telecommunications	252
Monetary authorities – central bank; Credit intermediation and related	647
Securities, commodity contracts, investments	287
Insurance carriers and related activities	545
Real estate	1,475
Rental and leasing services; Lessors of nonfinancial intangible assets	99
Professional, scientific, and technical services	1,847
Management of companies and enterprises	461
Administrative and support services	2,125
Waste management and remediation services	249
Educational services	2,351
Ambulatory health care services	2,183
Hospitals	878
Nursing and residential care facilities	1,092
Social assistance	636
Performing arts and spectator sports	45
Museums, historical sites, zoos, and parks	26
Amusement, gambling, and recreation	968
Accommodation	1,033
Food services and drinking places	3,653
Repair and maintenance	471
Personal and laundry services	720
Membership associations and organizations	954
Private households	748
All Government	1,247
Farm (crop and animal production)	522
Unknown	-
TOTAL	39,102

Pinellas County Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	209
Agriculture and forestry support activities	42
Oil and gas extraction	-
Mining (except oil and gas)	481
Support activities for mining	30
Utilities	421
Construction	20,510
Wood product manufacturing	545
Nonmetallic mineral product manufacturing	246
Primary metal manufacturing	319
Fabricated metal product manufacturing	2,341
Machinery manufacturing	2,171
Computer and electronic product manufacturing	9,230
Electrical equipment and appliance manufacturing	1,345
Motor vehicles, bodies and trailers, and parts manufacturing	412
Other transportation equipment manufacturing	819
Furniture and related product manufacturing	525
Miscellaneous manufacturing	4,472
Food manufacturing	796
Beverage and tobacco product manufacturing	19
Textile mills; Textile product mills	609
Apparel manufacturing; Leather and allied product manufacturing	294
Paper manufacturing	140
Printing and related support activities	2,879
Petroleum and coal products manufacturing	9
Chemical manufacturing	1,285
Plastics and rubber products manufacturing	1,353
Wholesale trade	14,774
Retail trade	48,123
Air transportation	47
Rail transportation	26
Water transportation	27
Truck transportation	1,902
Couriers and messengers	2,184
Transit and ground passenger transportation	1,241
Pipeline transportation	11
Scenic and sightseeing transportation; Support activities for	1,797
Warehousing and storage	156
Publishing industries, except Internet	2,240
Motion picture and sound recording industries	325
Internet publishing and broadcasting; ISPs, search portals, and data	1,375

DESCRIPTION	Employment
Broadcasting, except Internet	857
Telecommunications	3,220
Monetary authorities – central bank; Credit intermediation and related	11,117
Securities, commodity contracts, investments	12,629
Insurance carriers and related activities	9,205
Real estate	21,663
Rental and leasing services; Lessors of nonfinancial intangible assets	1,602
Professional, scientific, and technical services	31,237
Management of companies and enterprises	10,996
Administrative and support services	32,344
Waste management and remediation services	699
Educational services	9,555
Ambulatory health care services	25,604
Hospitals	11,271
Nursing and residential care facilities	13,642
Social assistance	7,182
Performing arts and spectator sports	8,145
Museums, historical sites, zoos, and parks	302
Amusement, gambling, and recreation	2,837
Accommodation	5,508
Food services and drinking places	25,191
Repair and maintenance	5,904
Personal and laundry services	7,254
Membership associations and organizations	6,447
Private households	7,138
All Government	31,780
Farm (crop and animal production)	88
Unknown	-
TOTAL	429,149

Polk County Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	141
Agriculture and forestry support activities	838
Oil and gas extraction	-
Mining (except oil and gas)	58
Support activities for mining	-
Utilities	56
Construction	4,823
Wood product manufacturing	262
Nonmetallic mineral product manufacturing	169
Primary metal manufacturing	281
Fabricated metal product manufacturing	496
Machinery manufacturing	204
Computer and electronic product manufacturing	36
Electrical equipment and appliance manufacturing	2
Motor vehicles, bodies and trailers, and parts manufacturing	172
Other transportation equipment manufacturing	3
Furniture and related product manufacturing	15
Miscellaneous manufacturing	58
Food manufacturing	2,467
Beverage and tobacco product manufacturing	-
Textile mills; Textile product mills	14
Apparel manufacturing; Leather and allied product manufacturing	-
Paper manufacturing	98
Printing and related support activities	320
Petroleum and coal products manufacturing	-
Chemical manufacturing	971
Plastics and rubber products manufacturing	471
Wholesale trade	4,248
Retail trade	6,126
Air transportation	103
Rail transportation	-
Water transportation	-
Truck transportation	2,352
Couriers and messengers	48
Transit and ground passenger transportation	68
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	333
Warehousing and storage	3,306
Publishing industries, except Internet	319
Motion picture and sound recording industries	130
Internet publishing and broadcasting; ISPs, search portals, and data	10

DESCRIPTION	Employment
Broadcasting, except Internet	54
Telecommunications	36
Monetary authorities – central bank; Credit intermediation and related	925
Securities, commodity contracts, investments	831
Insurance carriers and related activities	2,458
Real estate	2,036
Rental and leasing services; Lessors of nonfinancial intangible assets	275
Professional, scientific, and technical services	3,776
Management of companies and enterprises	4,299
Administrative and support services	5,088
Waste management and remediation services	79
Educational services	157
Ambulatory health care services	1,406
Hospitals	8
Nursing and residential care facilities	527
Social assistance	969
Performing arts and spectator sports	550
Museums, historical sites, zoos, and parks	23
Amusement, gambling, and recreation	190
Accommodation	182
Food services and drinking places	2,436
Repair and maintenance	1,446
Personal and laundry services	541
Membership associations and organizations	619
Private households	743
All Government	575
Farm (crop and animal production)	261
Unknown	0
TOTAL	59,484

Sarasota County Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	-
Agriculture and forestry support activities	2
Oil and gas extraction	-
Mining (except oil and gas)	33
Support activities for mining	-
Utilities	-
Construction	332
Wood product manufacturing	-
Nonmetallic mineral product manufacturing	-
Primary metal manufacturing	-
Fabricated metal product manufacturing	-
Machinery manufacturing	-
Computer and electronic product manufacturing	3
Electrical equipment and appliance manufacturing	-
Motor vehicles, bodies and trailers, and parts manufacturing	-
Other transportation equipment manufacturing	-
Furniture and related product manufacturing	-
Miscellaneous manufacturing	23
Food manufacturing	-
Beverage and tobacco product manufacturing	-
Textile mills; Textile product mills	-
Apparel manufacturing; Leather and allied product manufacturing	-
Paper manufacturing	-
Printing and related support activities	21
Petroleum and coal products manufacturing	-
Chemical manufacturing	41
Plastics and rubber products manufacturing	-
Wholesale trade	306
Retail trade	362
Air transportation	-
Rail transportation	-
Water transportation	-
Truck transportation	4
Couriers and messengers	-
Transit and ground passenger transportation	-
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	1
Warehousing and storage	-
Publishing industries, except Internet	273
Motion picture and sound recording industries	32
Internet publishing and broadcasting; ISPs, search portals, and data	-

DESCRIPTION	Employment
Broadcasting, except Internet	-
Telecommunications	-
Monetary authorities – central bank; Credit intermediation and related	149
Securities, commodity contracts, investments	193
Insurance carriers and related activities	126
Real estate	555
Rental and leasing services; Lessors of nonfinancial intangible assets	17
Professional, scientific, and technical services	1,171
Management of companies and enterprises	14
Administrative and support services	509
Waste management and remediation services	3
Educational services	13
Ambulatory health care services	119
Hospitals	-
Nursing and residential care facilities	89
Social assistance	84
Performing arts and spectator sports	-
Museums, historical sites, zoos, and parks	-
Amusement, gambling, and recreation	1
Accommodation	-
Food services and drinking places	537
Repair and maintenance	39
Personal and laundry services	38
Membership associations and organizations	14
Private households	19
All Government	-
Farm (crop and animal production)	2
Unknown	-
TOTAL	5,125

SURVEY RESPONSES BY INDUSTRY

	Industry	Bay	Healthy
1	Forestry and logging; Fishing, hunting, and trapping	64%	44%
2	Agriculture and forestry support activities	64%	34%
3	Oil and gas extraction	53%	8%
4	Mining (except oil and gas)	48%	8%
5	Support activities for mining	50%	11%
6	Utilities	55%	23%
7	Construction	50%	26%
8	Wood product manufacturing	46%	18%
9	Nonmetallic mineral product manufacturing	43%	10%
10	Primary metal manufacturing	44%	11%
11	Fabricated metal product manufacturing	45%	10%
12	Machinery manufacturing	40%	12%
13	Computer and electronic product manufacturing	46%	14%
14	Electrical equipment and appliance manufacturing	43%	11%
15	Motor vehicles, bodies and trailers, and parts manufacturing	46%	14%
16	Other transportation equipment manufacturing	48%	17%
17	Furniture and related product manufacturing	42%	10%
18	Miscellaneous manufacturing	44%	9%
19	Food manufacturing	40%	11%
20	Beverage and tobacco product manufacturing	41%	10%
21	Textile mills; Textile product mills	45%	11%
22	Apparel manufacturing; Leather and allied product	44%	9%
23	Paper manufacturing	40%	12%
24	Printing and related support activities	43%	10%
25	Petroleum and coal products manufacturing	46%	9%
26	Chemical manufacturing	40%	9%
27	Plastics and rubber products manufacturing	45%	14%
28	Wholesale trade	50%	18%
29	Retail trade	51%	22%
30	Air transportation	55%	21%
31	Rail transportation	55%	21%
32	Water transportation	60%	26%
33	Truck transportation	50%	16%
34	Couriers and messengers	50%	17%
35	Transit and ground passenger transportation	51%	20%
36	Pipeline transportation	55%	16%
37	Scenic and sightseeing transportation; Support activities for	55%	26%
38	Warehousing and storage	50%	16%
39	Publishing industries, except Internet	38%	16%

	Industry	Bay	Healthy
40	Motion picture and sound recording industries	39%	19%
41	Internet publishing and broadcasting; ISPs, search portals, and	43%	18%
42	Broadcasting, except Internet	40%	15%
43	Telecommunications	38%	13%
44	Monetary authorities – central bank; Credit intermediation and	35%	11%
45	Securities, commodity contracts, investments	36%	12%
46	Insurance carriers and related activities	40%	13%
47	Real estate	55%	38%
48	Rental and leasing services; Lessors of nonfinancial intangible	55%	36%
49	Professional, scientific, and technical services	50%	24%
50	Management of companies and enterprises	47%	16%
51	Administrative and support services	36%	8%
52	Waste management and remediation services	46%	18%
53	Educational services	44%	17%
54	Ambulatory health care services	36%	10%
55	Hospitals	37%	14%
56	Nursing and residential care facilities	44%	17%
57	Social assistance	41%	14%
58	Performing arts and spectator sports	51%	31%
59	Museums, historical sites, zoos, and parks	55%	32%
60	Amusement, gambling, and recreation	54%	32%
61	Accommodation	55%	37%
62	Food services and drinking places	59%	34%
63	Repair and maintenance	43%	19%
64	Personal and laundry services	41%	16%
65	Membership associations and organizations	41%	19%
66	Private households	60%	50%
67	All Government	48%	22%
70	Farm (crop and animal production)	59%	42%

BAY EMPLOYMENT BY INDUSTRY

Regional (Six County) Bay Influenced Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	731
Agriculture and forestry support activities	3,596
Oil and gas extraction	501
Mining (except oil and gas)	538
Support activities for mining	26
Utilities	1,849
Construction	36,224
Wood product manufacturing	756
Nonmetallic mineral product manufacturing	821
Primary metal manufacturing	544
Fabricated metal product manufacturing	2,742
Machinery manufacturing	1,595
Computer and electronic product manufacturing	4,795
Electrical equipment and appliance manufacturing	1,105
Motor vehicles, bodies and trailers, and parts manufacturing	492
Other transportation equipment manufacturing	714
Furniture and related product manufacturing	436
Miscellaneous manufacturing	2,743
Food manufacturing	2,934
Beverage and tobacco product manufacturing	1,337
Textile mills; Textile product mills	465
Apparel manufacturing; Leather and allied product manufacturing	927
Paper manufacturing	403
Printing and related support activities	2,072
Petroleum and coal products manufacturing	313
Chemical manufacturing	1,797
Plastics and rubber products manufacturing	1,337
Wholesale trade	27,675
Retail trade	79,533
Air transportation	1,423
Rail transportation	233
Water transportation	952
Truck transportation	6,904
Couriers and messengers	3,002
Transit and ground passenger transportation	888
Pipeline transportation	46
Scenic and sightseeing transportation; Support activities for	2,867
Warehousing and storage	2,749

DESCRIPTION	Employment
Publishing industries, except Internet	3,127
Motion picture and sound recording industries	482
Internet publishing and broadcasting; ISPs, search portals, and data	2,476
Broadcasting, except Internet	699
Telecommunications	4,966
Monetary authorities – central bank; Credit intermediation and related	13,058
Securities, commodity contracts, investments	11,010
Insurance carriers and related activities	16,329
Real estate	33,071
Rental and leasing services; Lessors of nonfinancial intangible assets	3,258
Professional, scientific, and technical services	56,566
Management of companies and enterprises	12,175
Administrative and support services	42,420
Waste management and remediation services	1,068
Educational services	13,732
Ambulatory health care services	26,178
Hospitals	13,250
Nursing and residential care facilities	12,083
Social assistance	8,975
Performing arts and spectator sports	12,906
Museums, historical sites, zoos, and parks	440
Amusement, gambling, and recreation	6,347
Accommodation	6,990
Food services and drinking places	50,623
Repair and maintenance	8,211
Personal and laundry services	9,411
Membership associations and organizations	9,104
Private households	11,103
All Government	63,549
Farm (crop and animal production)	8,423
Unknown	3
TOTAL	660,097

Hillsborough County Bay Influenced Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	180
Agriculture and forestry support activities	1,797
Oil and gas extraction	251
Mining (except oil and gas)	134
Support activities for mining	11
Utilities	1,451
Construction	18,902
Wood product manufacturing	311
Nonmetallic mineral product manufacturing	538
Primary metal manufacturing	276
Fabricated metal product manufacturing	1,259
Machinery manufacturing	526
Computer and electronic product manufacturing	446
Electrical equipment and appliance manufacturing	519
Motor vehicles, bodies and trailers, and parts manufacturing	189
Other transportation equipment manufacturing	252
Furniture and related product manufacturing	192
Miscellaneous manufacturing	672
Food manufacturing	793
Beverage and tobacco product manufacturing	1,202
Textile mills; Textile product mills	88
Apparel manufacturing; Leather and allied product manufacturing	791
Paper manufacturing	269
Printing and related support activities	651
Petroleum and coal products manufacturing	309
Chemical manufacturing	838
Plastics and rubber products manufacturing	350
Wholesale trade	16,397
Retail trade	40,745
Air transportation	1,325
Rail transportation	200
Water transportation	908
Truck transportation	4,287
Couriers and messengers	1,643
Transit and ground passenger transportation	189
Pipeline transportation	39
Scenic and sightseeing transportation; Support activities for	1,539
Warehousing and storage	939
Publishing industries, except Internet	1,937
Motion picture and sound recording industries	185

DESCRIPTION	Employment
Internet publishing and broadcasting; ISPs, search portals, and data	1,768
Broadcasting, except Internet	324
Telecommunications	3,456
Monetary authorities – central bank; Credit intermediation and related	7,615
Securities, commodity contracts, investments	5,239
Insurance carriers and related activities	10,575
Real estate	15,117
Rental and leasing services; Lessors of nonfinancial intangible assets	2,022
Professional, scientific, and technical services	34,058
Management of companies and enterprises	3,568
Administrative and support services	25,635
Waste management and remediation services	590
Educational services	7,302
Ambulatory health care services	13,673
Hospitals	8,114
Nursing and residential care facilities	4,458
Social assistance	4,809
Performing arts and spectator sports	6,737
Museums, historical sites, zoos, and parks	234
Amusement, gambling, and recreation	3,472
Accommodation	3,029
Food services and drinking places	27,673
Repair and maintenance	4,239
Personal and laundry services	5,106
Membership associations and organizations	5,037
Private households	4,815
All Government	41,787
Farm (crop and animal production)	5,739
Unknown	1
TOTAL	359,722

Manatee County Bay Influenced Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	324
Agriculture and forestry support activities	1,233
Oil and gas extraction	250
Mining (except oil and gas)	1
Support activities for mining	1
Utilities	100
Construction	3,233
Wood product manufacturing	38
Nonmetallic mineral product manufacturing	58
Primary metal manufacturing	4
Fabricated metal product manufacturing	174
Machinery manufacturing	109
Computer and electronic product manufacturing	82
Electrical equipment and appliance manufacturing	4
Motor vehicles, bodies and trailers, and parts manufacturing	32
Other transportation equipment manufacturing	66
Furniture and related product manufacturing	15
Miscellaneous manufacturing	38
Food manufacturing	821
Beverage and tobacco product manufacturing	4
Textile mills; Textile product mills	76
Apparel manufacturing; Leather and allied product manufacturing	6
Paper manufacturing	39
Printing and related support activities	32
Petroleum and coal products manufacturing	-
Chemical manufacturing	26
Plastics and rubber products manufacturing	162
Wholesale trade	1,353
Retail trade	6,633
Air transportation	-
Rail transportation	19
Water transportation	27
Truck transportation	237
Couriers and messengers	220
Transit and ground passenger transportation	32
Pipeline transportation	1
Scenic and sightseeing transportation; Support activities for	119
Warehousing and storage	68
Publishing industries, except Internet	88
Motion picture and sound recording industries	43
Internet publishing and broadcasting; ISPs, search portals, and data	84

DESCRIPTION	Employment
Broadcasting, except Internet	10
Telecommunications	177
Monetary authorities – central bank; Credit intermediation and related	950
Securities, commodity contracts, investments	753
Insurance carriers and related activities	820
Real estate	3,803
Rental and leasing services; Lessors of nonfinancial intangible assets	139
Professional, scientific, and technical services	3,493
Management of companies and enterprises	1,195
Administrative and support services	2,361
Waste management and remediation services	4
Educational services	1,116
Ambulatory health care services	1,953
Hospitals	638
Nursing and residential care facilities	871
Social assistance	529
Performing arts and spectator sports	1,712
Museums, historical sites, zoos, and parks	13
Amusement, gambling, and recreation	717
Accommodation	263
Food services and drinking places	4,178
Repair and maintenance	592
Personal and laundry services	798
Membership associations and organizations	773
Private households	1,099
All Government	5,633
Farm (crop and animal production)	2,167
Unknown	2
TOTAL	52,611

Pasco County **Bay Influenced** Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	2
Agriculture and forestry support activities	-
Oil and gas extraction	-
Mining (except oil and gas)	129
Support activities for mining	-
Utilities	36
Construction	1,256
Wood product manufacturing	35
Nonmetallic mineral product manufacturing	47
Primary metal manufacturing	-
Fabricated metal product manufacturing	33
Machinery manufacturing	10
Computer and electronic product manufacturing	4
Electrical equipment and appliance manufacturing	2
Motor vehicles, bodies and trailers, and parts manufacturing	2
Other transportation equipment manufacturing	0
Furniture and related product manufacturing	2
Miscellaneous manufacturing	30
Food manufacturing	15
Beverage and tobacco product manufacturing	124
Textile mills; Textile product mills	20
Apparel manufacturing; Leather and allied product manufacturing	1
Paper manufacturing	-
Printing and related support activities	4
Petroleum and coal products manufacturing	-
Chemical manufacturing	14
Plastics and rubber products manufacturing	4
Wholesale trade	261
Retail trade	4,304
Air transportation	17
Rail transportation	-
Water transportation	-
Truck transportation	251
Couriers and messengers	23
Transit and ground passenger transportation	-
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	38
Warehousing and storage	11
Publishing industries, except Internet	25
Motion picture and sound recording industries	64
Internet publishing and broadcasting; ISPs, search portals, and data	28

DESCRIPTION	Employment
Broadcasting, except Internet	1
Telecommunications	96
Monetary authorities – central bank; Credit intermediation and related	226
Securities, commodity contracts, investments	103
Insurance carriers and related activities	218
Real estate	811
Rental and leasing services; Lessors of nonfinancial intangible assets	54
Professional, scientific, and technical services	923
Management of companies and enterprises	217
Administrative and support services	765
Waste management and remediation services	114
Educational services	1,035
Ambulatory health care services	786
Hospitals	325
Nursing and residential care facilities	480
Social assistance	261
Performing arts and spectator sports	23
Museums, historical sites, zoos, and parks	14
Amusement, gambling, and recreation	523
Accommodation	568
Food services and drinking places	2,155
Repair and maintenance	202
Personal and laundry services	295
Membership associations and organizations	391
Private households	449
All Government	599
Farm (crop and animal production)	309
Unknown	-
TOTAL	18,735

Pinellas County **Bay Influenced** Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	134
Agriculture and forestry support activities	27
Oil and gas extraction	-
Mining (except oil and gas)	231
Support activities for mining	15
Utilities	232
Construction	10,255
Wood product manufacturing	251
Nonmetallic mineral product manufacturing	106
Primary metal manufacturing	140
Fabricated metal product manufacturing	1,053
Machinery manufacturing	868
Computer and electronic product manufacturing	4,246
Electrical equipment and appliance manufacturing	579
Motor vehicles, bodies and trailers, and parts manufacturing	190
Other transportation equipment manufacturing	393
Furniture and related product manufacturing	220
Miscellaneous manufacturing	1,968
Food manufacturing	318
Beverage and tobacco product manufacturing	8
Textile mills; Textile product mills	274
Apparel manufacturing; Leather and allied product manufacturing	130
Paper manufacturing	56
Printing and related support activities	1,238
Petroleum and coal products manufacturing	4
Chemical manufacturing	514
Plastics and rubber products manufacturing	609
Wholesale trade	7,387
Retail trade	24,543
Air transportation	26
Rail transportation	14
Water transportation	16
Truck transportation	951
Couriers and messengers	1,092
Transit and ground passenger transportation	633
Pipeline transportation	6
Scenic and sightseeing transportation; Support activities for	988
Warehousing and storage	78
Publishing industries, except Internet	851
Motion picture and sound recording industries	127
Internet publishing and broadcasting; ISPs, search portals, and data	591

DESCRIPTION	Employment
Broadcasting, except Internet	343
Telecommunications	1,224
Monetary authorities – central bank; Credit intermediation and related	3,891
Securities, commodity contracts, investments	4,546
Insurance carriers and related activities	3,682
Real estate	11,914
Rental and leasing services; Lessors of nonfinancial intangible assets	881
Professional, scientific, and technical services	15,619
Management of companies and enterprises	5,168
Administrative and support services	11,644
Waste management and remediation services	322
Educational services	4,204
Ambulatory health care services	9,217
Hospitals	4,170
Nursing and residential care facilities	6,003
Social assistance	2,945
Performing arts and spectator sports	4,154
Museums, historical sites, zoos, and parks	166
Amusement, gambling, and recreation	1,532
Accommodation	3,030
Food services and drinking places	14,863
Repair and maintenance	2,539
Personal and laundry services	2,974
Membership associations and organizations	2,643
Private households	4,283
All Government	15,254
Farm (crop and animal production)	52
Unknown	-
TOTAL	198,625

Polk County Bay Influenced Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	91
Agriculture and forestry support activities	538
Oil and gas extraction	-
Mining (except oil and gas)	28
Support activities for mining	-
Utilities	31
Construction	2,411
Wood product manufacturing	121
Nonmetallic mineral product manufacturing	73
Primary metal manufacturing	124
Fabricated metal product manufacturing	223
Machinery manufacturing	82
Computer and electronic product manufacturing	17
Electrical equipment and appliance manufacturing	1
Motor vehicles, bodies and trailers, and parts manufacturing	79
Other transportation equipment manufacturing	1
Furniture and related product manufacturing	6
Miscellaneous manufacturing	25
Food manufacturing	987
Beverage and tobacco product manufacturing	-
Textile mills; Textile product mills	6
Apparel manufacturing; Leather and allied product manufacturing	-
Paper manufacturing	39
Printing and related support activities	138
Petroleum and coal products manufacturing	-
Chemical manufacturing	388
Plastics and rubber products manufacturing	212
Wholesale trade	2,124
Retail trade	3,124
Air transportation	56
Rail transportation	-
Water transportation	-
Truck transportation	1,176
Couriers and messengers	24
Transit and ground passenger transportation	35
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	183
Warehousing and storage	1,653
Publishing industries, except Internet	121
Motion picture and sound recording industries	51
Internet publishing and broadcasting; ISPs, search portals, and data	4

DESCRIPTION	Employment
Broadcasting, except Internet	21
Telecommunications	14
Monetary authorities – central bank; Credit intermediation and related	324
Securities, commodity contracts, investments	299
Insurance carriers and related activities	983
Real estate	1,120
Rental and leasing services; Lessors of nonfinancial intangible assets	151
Professional, scientific, and technical services	1,888
Management of companies and enterprises	2,020
Administrative and support services	1,832
Waste management and remediation services	36
Educational services	69
Ambulatory health care services	506
Hospitals	3
Nursing and residential care facilities	232
Social assistance	397
Performing arts and spectator sports	280
Museums, historical sites, zoos, and parks	12
Amusement, gambling, and recreation	102
Accommodation	100
Food services and drinking places	1,437
Repair and maintenance	622
Personal and laundry services	222
Membership associations and organizations	254
Private households	446
All Government	276
Farm (crop and animal production)	155
Unknown	0
TOTAL	27,974

Sarasota County **Bay Influenced** Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	-
Agriculture and forestry support activities	1
Oil and gas extraction	-
Mining (except oil and gas)	16
Support activities for mining	-
Utilities	-
Construction	166
Wood product manufacturing	-
Nonmetallic mineral product manufacturing	-
Primary metal manufacturing	-
Fabricated metal product manufacturing	-
Machinery manufacturing	-
Computer and electronic product manufacturing	1
Electrical equipment and appliance manufacturing	-
Motor vehicles, bodies and trailers, and parts manufacturing	-
Other transportation equipment manufacturing	-
Furniture and related product manufacturing	-
Miscellaneous manufacturing	10
Food manufacturing	-
Beverage and tobacco product manufacturing	-
Textile mills; Textile product mills	-
Apparel manufacturing; Leather and allied product manufacturing	-
Paper manufacturing	-
Printing and related support activities	9
Petroleum and coal products manufacturing	-
Chemical manufacturing	16
Plastics and rubber products manufacturing	-
Wholesale trade	153
Retail trade	185
Air transportation	-
Rail transportation	-
Water transportation	-
Truck transportation	2
Couriers and messengers	-
Transit and ground passenger transportation	-
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	0
Warehousing and storage	-
Publishing industries, except Internet	104
Motion picture and sound recording industries	13
Internet publishing and broadcasting; ISPs, search portals, and data	-

DESCRIPTION	Employment
Broadcasting, except Internet	-
Telecommunications	-
Monetary authorities – central bank; Credit intermediation and related	52
Securities, commodity contracts, investments	70
Insurance carriers and related activities	50
Real estate	305
Rental and leasing services; Lessors of nonfinancial intangible assets	9
Professional, scientific, and technical services	585
Management of companies and enterprises	7
Administrative and support services	183
Waste management and remediation services	1
Educational services	6
Ambulatory health care services	43
Hospitals	-
Nursing and residential care facilities	39
Social assistance	34
Performing arts and spectator sports	-
Museums, historical sites, zoos, and parks	-
Amusement, gambling, and recreation	1
Accommodation	-
Food services and drinking places	317
Repair and maintenance	17
Personal and laundry services	16
Membership associations and organizations	6
Private households	11
All Government	-
Farm (crop and animal production)	1
Unknown	-
TOTAL	2,430

HEALTHY BAY EMPLOYMENT BY INDUSTRY

Regional (Six County) Healthy Bay Dependent Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	501
Agriculture and forestry support activities	1,903
Oil and gas extraction	76
Mining (except oil and gas)	90
Support activities for mining	6
Utilities	773
Construction	18,836
Wood product manufacturing	296
Nonmetallic mineral product manufacturing	191
Primary metal manufacturing	136
Fabricated metal product manufacturing	609
Machinery manufacturing	478
Computer and electronic product manufacturing	1,459
Electrical equipment and appliance manufacturing	283
Motor vehicles, bodies and trailers, and parts manufacturing	150
Other transportation equipment manufacturing	253
Furniture and related product manufacturing	104
Miscellaneous manufacturing	561
Food manufacturing	807
Beverage and tobacco product manufacturing	326
Textile mills; Textile product mills	114
Apparel manufacturing; Leather and allied product manufacturing	190
Paper manufacturing	121
Printing and related support activities	482
Petroleum and coal products manufacturing	61
Chemical manufacturing	404
Plastics and rubber products manufacturing	416
Wholesale trade	9,963
Retail trade	34,309
Air transportation	544
Rail transportation	89
Water transportation	412
Truck transportation	2,209
Couriers and messengers	1,021
Transit and ground passenger transportation	348
Pipeline transportation	13

DESCRIPTION	Employment
Scenic and sightseeing transportation; Support activities for	1,355
Warehousing and storage	880
Publishing industries, except Internet	1,316
Motion picture and sound recording industries	235
Internet publishing and broadcasting; ISPs, search portals, and data	1,036
Broadcasting, except Internet	262
Telecommunications	1,699
Monetary authorities – central bank; Credit intermediation and related	4,104
Securities, commodity contracts, investments	3,670
Insurance carriers and related activities	5,307
Real estate	22,849
Rental and leasing services; Lessors of nonfinancial intangible assets	2,132
Professional, scientific, and technical services	27,152
Management of companies and enterprises	4,145
Administrative and support services	9,427
Waste management and remediation services	418
Educational services	5,306
Ambulatory health care services	7,272
Hospitals	5,013
Nursing and residential care facilities	4,668
Social assistance	3,065
Performing arts and spectator sports	7,845
Museums, historical sites, zoos, and parks	256
Amusement, gambling, and recreation	3,761
Accommodation	4,702
Food services and drinking places	29,173
Repair and maintenance	3,628
Personal and laundry services	3,673
Membership associations and organizations	4,219
Private households	9,253
All Government	29,127
Farm (crop and animal production)	5,971
Unknown	2
TOTAL	291,452

Hillsborough County Healthy Bay Dependent Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	123
Agriculture and forestry support activities	951
Oil and gas extraction	38
Mining (except oil and gas)	22
Support activities for mining	2
Utilities	607
Construction	9,829
Wood product manufacturing	122
Nonmetallic mineral product manufacturing	125
Primary metal manufacturing	69
Fabricated metal product manufacturing	280
Machinery manufacturing	158
Computer and electronic product manufacturing	136
Electrical equipment and appliance manufacturing	133
Motor vehicles, bodies and trailers, and parts manufacturing	57
Other transportation equipment manufacturing	89
Furniture and related product manufacturing	46
Miscellaneous manufacturing	138
Food manufacturing	218
Beverage and tobacco product manufacturing	293
Textile mills; Textile product mills	21
Apparel manufacturing; Leather and allied product manufacturing	162
Paper manufacturing	81
Printing and related support activities	151
Petroleum and coal products manufacturing	60
Chemical manufacturing	189
Plastics and rubber products manufacturing	109
Wholesale trade	5,903
Retail trade	17,576
Air transportation	506
Rail transportation	76
Water transportation	394
Truck transportation	1,372
Couriers and messengers	559
Transit and ground passenger transportation	74
Pipeline transportation	11
Scenic and sightseeing transportation; Support activities for	727
Warehousing and storage	300
Publishing industries, except Internet	816
Motion picture and sound recording industries	90

DESCRIPTION	Employment
Internet publishing and broadcasting; ISPs, search portals, and data	740
Broadcasting, except Internet	122
Telecommunications	1,182
Monetary authorities – central bank; Credit intermediation and related	2,393
Securities, commodity contracts, investments	1,746
Insurance carriers and related activities	3,437
Real estate	10,445
Rental and leasing services; Lessors of nonfinancial intangible assets	1,324
Professional, scientific, and technical services	16,348
Management of companies and enterprises	1,215
Administrative and support services	5,697
Waste management and remediation services	231
Educational services	2,821
Ambulatory health care services	3,798
Hospitals	3,070
Nursing and residential care facilities	1,722
Social assistance	1,642
Performing arts and spectator sports	4,095
Museums, historical sites, zoos, and parks	136
Amusement, gambling, and recreation	2,058
Accommodation	2,038
Food services and drinking places	15,947
Repair and maintenance	1,873
Personal and laundry services	1,993
Membership associations and organizations	2,334
Private households	4,013
All Government	19,153
Farm (crop and animal production)	4,068
Unknown	0
TOTAL	158,254

Manatee County **Healthy Bay Dependent** Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	505
Agriculture and forestry support activities	1,919
Oil and gas extraction	472
Mining (except oil and gas)	2
Support activities for mining	1
Utilities	181
Construction	6,467
Wood product manufacturing	84
Nonmetallic mineral product manufacturing	136
Primary metal manufacturing	8
Fabricated metal product manufacturing	387
Machinery manufacturing	273
Computer and electronic product manufacturing	179
Electrical equipment and appliance manufacturing	9
Motor vehicles, bodies and trailers, and parts manufacturing	70
Other transportation equipment manufacturing	138
Furniture and related product manufacturing	37
Miscellaneous manufacturing	86
Food manufacturing	2,051
Beverage and tobacco product manufacturing	9
Textile mills; Textile product mills	170
Apparel manufacturing; Leather and allied product manufacturing	13
Paper manufacturing	98
Printing and related support activities	74
Petroleum and coal products manufacturing	-
Chemical manufacturing	64
Plastics and rubber products manufacturing	360
Wholesale trade	2,706
Retail trade	13,007
Air transportation	-
Rail transportation	35
Water transportation	45
Truck transportation	474
Couriers and messengers	441
Transit and ground passenger transportation	63
Pipeline transportation	1
Scenic and sightseeing transportation; Support activities for	216
Warehousing and storage	136
Publishing industries, except Internet	231
Motion picture and sound recording industries	109

DESCRIPTION	Employment
Internet publishing and broadcasting; ISPs, search portals, and data	196
Broadcasting, except Internet	25
Telecommunications	466
Monetary authorities – central bank; Credit intermediation and related	2,715
Securities, commodity contracts, investments	2,092
Insurance carriers and related activities	2,049
Real estate	6,915
Rental and leasing services; Lessors of nonfinancial intangible assets	252
Professional, scientific, and technical services	6,985
Management of companies and enterprises	2,542
Administrative and support services	6,558
Waste management and remediation services	8
Educational services	2,536
Ambulatory health care services	5,425
Hospitals	1,724
Nursing and residential care facilities	1,980
Social assistance	1,290
Performing arts and spectator sports	3,357
Museums, historical sites, zoos, and parks	23
Amusement, gambling, and recreation	1,328
Accommodation	478
Food services and drinking places	7,081
Repair and maintenance	1,377
Personal and laundry services	1,947
Membership associations and organizations	1,885
Private households	1,832
All Government	11,736
Farm (crop and animal production)	3,658
Unknown	5
TOTAL	109,720

Pasco County **Healthy Bay Dependent** Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	1
Agriculture and forestry support activities	-
Oil and gas extraction	-
Mining (except oil and gas)	22
Support activities for mining	-
Utilities	15
Construction	653
Wood product manufacturing	14
Nonmetallic mineral product manufacturing	11
Primary metal manufacturing	-
Fabricated metal product manufacturing	7
Machinery manufacturing	3
Computer and electronic product manufacturing	1
Electrical equipment and appliance manufacturing	1
Motor vehicles, bodies and trailers, and parts manufacturing	1
Other transportation equipment manufacturing	0
Furniture and related product manufacturing	0
Miscellaneous manufacturing	6
Food manufacturing	4
Beverage and tobacco product manufacturing	30
Textile mills; Textile product mills	5
Apparel manufacturing; Leather and allied product manufacturing	0
Paper manufacturing	-
Printing and related support activities	1
Petroleum and coal products manufacturing	-
Chemical manufacturing	3
Plastics and rubber products manufacturing	1
Wholesale trade	94
Retail trade	1,857
Air transportation	6
Rail transportation	-
Water transportation	-
Truck transportation	80
Couriers and messengers	8
Transit and ground passenger transportation	-
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	18
Warehousing and storage	3
Publishing industries, except Internet	11
Motion picture and sound recording industries	31

DESCRIPTION	Employment
Internet publishing and broadcasting; ISPs, search portals, and data	12
Broadcasting, except Internet	0
Telecommunications	33
Monetary authorities – central bank; Credit intermediation and related	71
Securities, commodity contracts, investments	34
Insurance carriers and related activities	71
Real estate	560
Rental and leasing services; Lessors of nonfinancial intangible assets	36
Professional, scientific, and technical services	443
Management of companies and enterprises	74
Administrative and support services	170
Waste management and remediation services	45
Educational services	400
Ambulatory health care services	218
Hospitals	123
Nursing and residential care facilities	186
Social assistance	89
Performing arts and spectator sports	14
Museums, historical sites, zoos, and parks	8
Amusement, gambling, and recreation	310
Accommodation	382
Food services and drinking places	1,242
Repair and maintenance	89
Personal and laundry services	115
Membership associations and organizations	181
Private households	374
All Government	274
Farm (crop and animal production)	219
Unknown	-
TOTAL	8,662

Pinellas County **Healthy Bay Dependent** Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	92
Agriculture and forestry support activities	14
Oil and gas extraction	-
Mining (except oil and gas)	39
Support activities for mining	3
Utilities	97
Construction	5,333
Wood product manufacturing	98
Nonmetallic mineral product manufacturing	25
Primary metal manufacturing	35
Fabricated metal product manufacturing	234
Machinery manufacturing	261
Computer and electronic product manufacturing	1,292
Electrical equipment and appliance manufacturing	148
Motor vehicles, bodies and trailers, and parts manufacturing	58
Other transportation equipment manufacturing	139
Furniture and related product manufacturing	52
Miscellaneous manufacturing	402
Food manufacturing	88
Beverage and tobacco product manufacturing	2
Textile mills; Textile product mills	67
Apparel manufacturing; Leather and allied product manufacturing	26
Paper manufacturing	17
Printing and related support activities	288
Petroleum and coal products manufacturing	1
Chemical manufacturing	116
Plastics and rubber products manufacturing	189
Wholesale trade	2,659
Retail trade	10,587
Air transportation	10
Rail transportation	5
Water transportation	7
Truck transportation	304
Couriers and messengers	371
Transit and ground passenger transportation	248
Pipeline transportation	2
Scenic and sightseeing transportation; Support activities for	467
Warehousing and storage	25
Publishing industries, except Internet	358
Motion picture and sound recording industries	62

DESCRIPTION	Employment
Internet publishing and broadcasting; ISPs, search portals, and data	247
Broadcasting, except Internet	129
Telecommunications	419
Monetary authorities – central bank; Credit intermediation and related	1,223
Securities, commodity contracts, investments	1,515
Insurance carriers and related activities	1,197
Real estate	8,232
Rental and leasing services; Lessors of nonfinancial intangible assets	577
Professional, scientific, and technical services	7,497
Management of companies and enterprises	1,759
Administrative and support services	2,587
Waste management and remediation services	126
Educational services	1,624
Ambulatory health care services	2,560
Hospitals	1,578
Nursing and residential care facilities	2,319
Social assistance	1,005
Performing arts and spectator sports	2,525
Museums, historical sites, zoos, and parks	97
Amusement, gambling, and recreation	908
Accommodation	2,038
Food services and drinking places	8,565
Repair and maintenance	1,122
Personal and laundry services	1,161
Membership associations and organizations	1,225
Private households	3,569
All Government	6,992
Farm (crop and animal production)	37
Unknown	-
TOTAL	87,055

Polk County Healthy Bay Dependent Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	62
Agriculture and forestry support activities	285
Oil and gas extraction	-
Mining (except oil and gas)	5
Support activities for mining	-
Utilities	13
Construction	1,254
Wood product manufacturing	47
Nonmetallic mineral product manufacturing	17
Primary metal manufacturing	31
Fabricated metal product manufacturing	50
Machinery manufacturing	24
Computer and electronic product manufacturing	5
Electrical equipment and appliance manufacturing	0
Motor vehicles, bodies and trailers, and parts manufacturing	24
Other transportation equipment manufacturing	0
Furniture and related product manufacturing	1
Miscellaneous manufacturing	5
Food manufacturing	271
Beverage and tobacco product manufacturing	-
Textile mills; Textile product mills	2
Apparel manufacturing; Leather and allied product manufacturing	-
Paper manufacturing	12
Printing and related support activities	32
Petroleum and coal products manufacturing	-
Chemical manufacturing	87
Plastics and rubber products manufacturing	66
Wholesale trade	765
Retail trade	1,348
Air transportation	22
Rail transportation	-
Water transportation	-
Truck transportation	376
Couriers and messengers	8
Transit and ground passenger transportation	14
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	87
Warehousing and storage	529
Publishing industries, except Internet	51
Motion picture and sound recording industries	25

DESCRIPTION	Employment
Internet publishing and broadcasting; ISPs, search portals, and data	2
Broadcasting, except Internet	8
Telecommunications	5
Monetary authorities – central bank; Credit intermediation and related	102
Securities, commodity contracts, investments	100
Insurance carriers and related activities	320
Real estate	774
Rental and leasing services; Lessors of nonfinancial intangible assets	99
Professional, scientific, and technical services	906
Management of companies and enterprises	688
Administrative and support services	407
Waste management and remediation services	14
Educational services	27
Ambulatory health care services	141
Hospitals	1
Nursing and residential care facilities	90
Social assistance	136
Performing arts and spectator sports	170
Museums, historical sites, zoos, and parks	7
Amusement, gambling, and recreation	61
Accommodation	67
Food services and drinking places	828
Repair and maintenance	275
Personal and laundry services	87
Membership associations and organizations	118
Private households	371
All Government	127
Farm (crop and animal production)	110
Unknown	0
TOTAL	11,555

Sarasota County **Healthy Bay Dependent** Employment by Industry in Watershed

DESCRIPTION	Employment
Forestry and logging; Fishing, hunting, and trapping	-
Agriculture and forestry support activities	1
Oil and gas extraction	-
Mining (except oil and gas)	3
Support activities for mining	-
Utilities	-
Construction	86
Wood product manufacturing	-
Nonmetallic mineral product manufacturing	-
Primary metal manufacturing	-
Fabricated metal product manufacturing	-
Machinery manufacturing	-
Computer and electronic product manufacturing	0
Electrical equipment and appliance manufacturing	-
Motor vehicles, bodies and trailers, and parts manufacturing	-
Other transportation equipment manufacturing	-
Furniture and related product manufacturing	-
Miscellaneous manufacturing	2
Food manufacturing	-
Beverage and tobacco product manufacturing	-
Textile mills; Textile product mills	-
Apparel manufacturing; Leather and allied product manufacturing	-
Paper manufacturing	-
Printing and related support activities	2
Petroleum and coal products manufacturing	-
Chemical manufacturing	4
Plastics and rubber products manufacturing	-
Wholesale trade	55
Retail trade	80
Air transportation	-
Rail transportation	-
Water transportation	-
Truck transportation	1
Couriers and messengers	-
Transit and ground passenger transportation	-
Pipeline transportation	-
Scenic and sightseeing transportation; Support activities for	0
Warehousing and storage	-
Publishing industries, except Internet	44
Motion picture and sound recording industries	6

DESCRIPTION	Employment
Internet publishing and broadcasting; ISPs, search portals, and data	-
Broadcasting, except Internet	-
Telecommunications	-
Monetary authorities – central bank; Credit intermediation and related	16
Securities, commodity contracts, investments	23
Insurance carriers and related activities	16
Real estate	211
Rental and leasing services; Lessors of nonfinancial intangible assets	6
Professional, scientific, and technical services	281
Management of companies and enterprises	2
Administrative and support services	41
Waste management and remediation services	1
Educational services	2
Ambulatory health care services	12
Hospitals	-
Nursing and residential care facilities	15
Social assistance	12
Performing arts and spectator sports	-
Museums, historical sites, zoos, and parks	-
Amusement, gambling, and recreation	0
Accommodation	-
Food services and drinking places	183
Repair and maintenance	7
Personal and laundry services	6
Membership associations and organizations	3
Private households	9
All Government	-
Farm (crop and animal production)	1
Unknown	-
TOTAL	1,131

BAY IMPACT SUMMARY TBE COUNTIES

Regional (Six County) Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	588.217
Private Non-Farm Employment	Thousands (Jobs)	477.902
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 47.702
Output	Billions of Fixed (2005) Dollars	\$ 80.332
Value Added	Billions of Fixed (2005) Dollars	\$ 47.703
Personal Income	Billions of Current Dollars	\$ 26.563
Population	Thousands	177.805

Hillsborough County Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	335.993
Private Non-Farm Employment	Thousands (Jobs)	266.082
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 29.365
Output	Billions of Fixed (2005) Dollars	\$ 48.935
Value Added	Billions of Fixed (2005) Dollars	\$ 29.365
Personal Income	Billions of Current Dollars	\$ 13.378
Population	Thousands	94.9

Manatee County Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	47.3
Private Non-Farm Employment	Thousands (Jobs)	36.863
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 3.098
Output	Billions of Fixed (2005) Dollars	\$ 5.349
Value Added	Billions of Fixed (2005) Dollars	\$ 3.098
Personal Income	Billions of Current Dollars	\$ 1.880
Population	Thousands	10.996

Pasco County Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	14.091
Private Non-Farm Employment	Thousands (Jobs)	11.894
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 0.763
Output	Billions of Fixed (2005) Dollars	\$ 1.269
Value Added	Billions of Fixed (2005) Dollars	\$ 0.763
Personal Income	Billions of Current Dollars	\$ 2.097
Population	Thousands	15.638

Pinellas County Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	166.167
Private Non-Farm Employment	Thousands (Jobs)	141.312
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 12.708
Output	Billions of Fixed (2005) Dollars	\$ 21.486
Value Added	Billions of Fixed (2005) Dollars	\$ 12.708
Personal Income	Billions of Current Dollars	\$ 7.352
Population	Thousands	45.848

Polk County Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	27.003
Private Non-Farm Employment	Thousands (Jobs)	23.974
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 1.938
Output	Billions of Fixed (2005) Dollars	\$ 3.521
Value Added	Billions of Fixed (2005) Dollars	\$ 1.938
Personal Income	Billions of Current Dollars	\$ 1.486
Population	Thousands	8.957

Sarasota County Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	2.337
Private Non-Farm Employment	Thousands (Jobs)	2.223
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 0.170
Output	Billions of Fixed (2005) Dollars	\$ 0.229
Value Added	Billions of Fixed (2005) Dollars	\$ 0.170
Personal Income	Billions of Current Dollars	\$ 0.370
Population	Thousands	0.465

HEALTHY BAY IMPACT SUMMARY TBE COUNTIES

Regional (Six County) Healthy Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	249.297
Private Non-Farm Employment	Thousands (Jobs)	198.226
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 20.422
Output	Billions of Fixed (2005) Dollars	\$ 33.730
Value Added	Billions of Fixed (2005) Dollars	\$ 20.422
Personal Income	Billions of Current Dollars	\$ 11.016
Population	Thousands	66.392

Hillsborough County Healthy Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	144.22
Private Non-Farm Employment	Thousands (Jobs)	111.509
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 12.803
Output	Billions of Fixed (2005) Dollars	\$ 20.971
Value Added	Billions of Fixed (2005) Dollars	\$ 12.803
Personal Income	Billions of Current Dollars	\$ 5.611
Population	Thousands	34.743

Manatee County Healthy Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	22.096
Private Non-Farm Employment	Thousands (Jobs)	16.737
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 1.477
Output	Billions of Fixed (2005) Dollars	\$ 2.532
Value Added	Billions of Fixed (2005) Dollars	\$ 1.477
Personal Income	Billions of Current Dollars	\$ 0.854
Population	Thousands	4.869

Pasco County Healthy Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	6.194
Private Non-Farm Employment	Thousands (Jobs)	5.164
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 0.321
Output	Billions of Fixed (2005) Dollars	\$ 0.531
Value Added	Billions of Fixed (2005) Dollars	\$ 0.321
Personal Income	Billions of Current Dollars	\$ 0.885
Population	Thousands	6.052

Pinellas County Healthy Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	67.723
Private Non-Farm Employment	Thousands (Jobs)	56.898
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 5.184
Output	Billions of Fixed (2005) Dollars	\$ 8.544
Value Added	Billions of Fixed (2005) Dollars	\$ 5.184
Personal Income	Billions of Current Dollars	\$ 2.943
Population	Thousands	16.844

Polk County Healthy Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	10.281
Private Non-Farm Employment	Thousands (Jobs)	9.073
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 0.730
Output	Billions of Fixed (2005) Dollars	\$ 1.280
Value Added	Billions of Fixed (2005) Dollars	\$ 0.730
Personal Income	Billions of Current Dollars	\$ 0.565
Population	Thousands	3.321

Sarasota County Healthy Bay Impact Summary

Category	Units	2012
Total Employment	Thousands (Jobs)	1.218
Private Non-Farm Employment	Thousands (Jobs)	1.154
Gross Domestic Product	Billions of Fixed (2005) Dollars	\$ 0.094
Output	Billions of Fixed (2005) Dollars	\$ 0.127
Value Added	Billions of Fixed (2005) Dollars	\$ 0.094
Personal Income	Billions of Current Dollars	\$ 0.159
Population	Thousands	0.563

REAL ESTATE VALUES

Hillsborough County Sampling

		No of Recordss	Average Just Value	Home - stead %	Land Average	\$/Sq Ft	Avg Sq Ft
WF	Apollo	57	\$ 930,974	81%	\$ 343,905	\$ 173	5,386
IN	Apollo	199	\$ 359,801	66%	\$ 119,007	\$ 103	3,480
	Premium		159%	23%	189%	67%	55%
WF	Davis Island	37	\$ 1,927,374	84%	\$1,129,477	\$ 350	5,507
IN	Davis Island	69	\$ 514,987	87%	\$ 269,755	\$ 165	3,120
	Premium		274%	-4%	319%	112%	77%
WF	Westshore	78	\$ 1,112,713	88%	\$ 748,917	\$ 279	3,984
IN	Westshore	78	\$ 444,213	86%	\$ 210,983	\$ 142	3,118
	Premium		150%	3%	255%	96%	28%
WF	Bayshore	138	\$ 559,948	72%	\$ 270,086	\$ 175	3,203
IN	Bayshore	168	\$ 420,541	83%	\$ 216,661	\$ 171	2,455
	Premium		33%	-13%	25%	2%	30%
WF	Sem	49	\$ 358,525	82%	\$ 170,025	\$ 102	3,529
IN	Sem	54	\$ 100,383	74%	\$ 21,647	\$ 52	1,938
	Premium		257%	10%	685%	96%	82%
Hillsborough Samples Total							
WF	Hills Sample	359	\$ 852,397	79%	\$ 460,757	\$ 213	4,002
IN	Hills Sample	568	\$ 383,547	77%	\$ 169,578	\$ 131	2,937
	Premium		122%	3%	172%	63%	36%

Manatee County Sampling

		No of Record	Average Just Value	Home - stead	Land Average	\$/Sq Ft	Avg Sq Ft
WF	Anna Maria	70	\$ 763,897	51%	\$	\$ 381	
IN	Anna Maria	62	\$ 345,781	39%	\$	\$ 257	
	Premium		121%	33%	143%	48%	49%
WF	Palmetto	44	\$ 494,682	80%	\$	\$ 172	
IN	Palmetto	47	\$ 86,489	68%	\$	\$ 54	
	Premium		472%	17%	573%	220%	79%
Manatee Samples Total							
WF	Man	114	\$ 659,989	62%	\$	\$ 281	
IN	Man	109	\$ 233,976	51%	\$	\$ 160	
	Premium		182%	21%	194%	76%	61%

Pinellas County Sampling

		No of Records	Average Value	Land Average	\$/Sq Ft	Avg Sq Ft
WF	Bahama	60	\$ 526,394	\$ 269,630	\$ 158	3,325
IN	Bahama	65	\$ 67,125	\$ 11,918	\$ 48	1,407
	Premium		684%	2162%	232%	136%
WF	Shore Acres	86	\$ 760,672	\$ 446,116	\$ 227	3,344
IN	Shore Acres	80	\$ 101,521	\$ 23,173	\$ 67	1,525
	Premium		649%	1825%	242%	119%
WF	Coffee Pot	50	\$ 766,257	\$ 373,703	\$ 194	3,955
IN	Coffee Pot	43	\$ 289,552	\$ 159,301	\$ 147	1,970
	Premium		165%	135%	32%	101%
WF	St Pete Beach	93	\$ 453,414	\$ 290,476	\$ 200	2,263
IN	St Pete Beach	96	\$ 196,435	\$ 111,873	\$ 123	1,595
	Premium		131%	160%	63%	42%
WF	Tierra Verde	89	\$ 364,013	\$ 101,489	\$ 128	2,834
IN	Tierra Verde	63	\$ 1,106,459	\$ 503,609	\$ 239	4,628
	Premium		-67%	-80%	-46%	-39%
WF	Safety Harbor	79	\$ 412,580	\$ 240,289	\$ 136	3,030
IN	Safety Harbor	82	\$ 127,214	\$ 56,809	\$ 88	1,437
	Premium		224%	323%	54%	111%
WF	Oldsmar	67	\$ 376,992	\$ 233,851	\$ 128	2,941
IN	Oldsmar	48	\$ 355,826	\$ 45,101	\$ 104	3,438
	Premium		6%	419%	24%	-14%
Pinellas Samples Total						
WF	Pin Sample	524	\$ 510,938	\$ 274,669	\$ 169	3,023
IN	Pin Sample	477	\$ 295,621	\$ 123,205	\$ 137	2,150
			73%	123%	23%	41%

Watershed Properties Summary

		No of Records	Average Value	Land Average	\$/Sq Ft	Avg Sq Ft
WF	Hillsborough	7360	\$ 418,962	\$ 198,554	\$ 144	2,905
1/4	Hillsborough	11,942	\$ 240,328	\$ 89,165	\$ 110	2,177
	Premium		74%	123%	31%	33%
WF	Manatee	2,628	\$ 491,713	\$ 268,246	\$ 207	2,380
1/4	Manatee	5,491	\$ 189,521	\$ 83,596	\$ 111	1,705
	Premium		159%	221%	86%	40%
WF	Pinellas	12,502	\$ 447,559	\$ 223,379	\$ 172	2,603
1/4	Pinellas	25,034	\$ 154,399	\$ 48,146	\$ 87	1,773
	Premium		190%	364%	97%	47%

FOOD SERVICES

Restaurant Directory - Bayfront

	Restaurant	Website	Address
1	Hula Bay	http://hulaBayclub.com	5210 West Tyson Avenue, Tampa, FL 33611
2	Billys (Stone Crab)	http://www.billysstonecrab.com	1 Collany Road, Tierra Verde, FL 33715
3	Rick's on the River	http://www.ricksontheriver.com	2305 N Willow Ave, Tampa, FL 33606
4	Resort Club at Little Harbor	http://www.staylittleharbor.com	536 Bahia Beach Blvd, Ruskin, FL 33570
5	Riverside Café	http://www.riverhoukereefandgrill.com	955 Riverside Dr, Palmetto FL 34221
6	Pier 22	http://pier22dining.com/	1200 1st Avenue West, Bradenton, FL 34205
7	Armanis	http://hyatthotels.com	2900 Bayport Drive, Tampa, FL , 33607
8	Jacksons Bistro	http://www.jacksonsbistro.com	601 S. Harbour Island Blvd. Tampa, FL 33602
9	Café Dufrain	http://www.cafedufrain.com	707 Harbour Post Drive, Tampa, FL 33602
10	Whiskey Joes	http://www.whiskeyjoestampa.com/	7720 W. Courtney Campbell Causeway, Tampa, FL 33607
11	Frescos Waterfront	http://www.frescoswaterfront.com/	300 2nd Ave NE, St. Petersburg, FL 33701

Restaurant Directory – Non-waterfront

	Restaurant	Website	Address
1	Babalou's	http://www.babalueats.com	9246 4th Street North, St. Petersburg, FL 33702
2	P.J.'s Oyster Bar	http://www.pjsoysterbar.net	595 Corey Avenue, St. Pete Beach, Florida 33706
3	Skippers	http://www.skipperssmokehouse.com	910 Skipper Road, Tampa, FL 33613
4	Ybor Grille (Ruskin)	http://www.yborgrillefl.com/	105 E Shell Point Road, Ruskin, FL 33570
5	Clam House Bar and Grill	http://www.theclamhouse.com	304 7th St W, Palmetto FL
6	Ortygia Restaurant	http://www.ortygiarestaurant.com	1418 13th Street West, Bradenton, FL 34205
7	Timpanos	http://timpanochophouse.net	1610 W Swann Ave, Tampa, FL 33606
8	Ceviche	http://ceviche.com	2500 West Azeele Street, Tampa, FL 33609
9	Tampa Refinery	http://thetamparefinery.com	5137 North Florida Avenue Tampa, FL 33603
10	Ballyhoos	http://www.ballyhootampa.com	7604 Ehrlich Road, Tampa, FL 33625
11	Ricky P's New Orleans Restaurant	http://www.rickyps.com	1113 Central Ave, St Petersburg, FL

ACCOMMODATION LISTINGS

Bay Hotel Listings

Bay Hotels	Hotel Class	Avg Room Price*	Area	County
Sheraton Tampa Riverwalk	4	175	Downtown Tampa	Hillsborough
Westin Harbour Island	4	149	Downtown Tampa	Hillsborough
Grand Hyatt Tampa Bay	4	219	Rocky Point	Hillsborough
Westin Tampa Bay	4	129	Rocky Point	Hillsborough
Vinoy	4	239	Downtown St. Petersburg	Pinellas
Marriott Waterside	3	150	Downtown Tampa	Hillsborough
Hampton Inn - Rocky Point	3	80	Rocky Point	Hillsborough
Birchwood	3	270	Downtown St. Petersburg	Pinellas
Hilton St Petersburg Bayfront	3	144	Downtown St. Petersburg	Pinellas
Hampton Inn - St Petersburg	3	148	Downtown St. Petersburg	Pinellas
Safety Harbor Resort and Spa	3	101	Safety Harbor	Pinellas
Magnuson Hotel Marina Cove	3	93	Magnuson - Skyway	Pinellas

Non Bay Hotel Listing

Non Bay Hotels	Hotel Class	Avg Room Price*	Area	County
Epicurean	4	\$ 149	Soho/Hyde Park	Hillsborough
Renaissance Tampa Intl	4	\$ 129	Westshore	Hillsborough
Holiday Inn - Westshore	3	\$ 93	Westshore	Hillsborough
Ramada Westshore	3	\$ 72	Westshore	Hillsborough
Crowne Plaza - Westshore	3	\$ 98	Westshore	Hillsborough
La Quinta Inn - Carrolwood	3	\$ 99	Carrolwood	Hillsborough
Courtyard Downtown Tampa	3	\$ 149	Downtown Tampa	Hillsborough
Hampton Inn Ybor	3	\$ 129	Ybor City	Hillsborough
Hampton Inn - Clearwater	3	\$ 84	Central Clearwater	Pinellas
Clarion - Clearwater	3	\$ 63	Central Clearwater	Pinellas
Country Inn - Pinellas Park	3	\$ 99	Pinellas Park	Pinellas
La Quinta Inn - St Pete	3	\$ 100	Central St. Petersburg	Pinellas
Hampton Inn - St Petersburg	3	\$ 101	Central St. Petersburg	Pinellas
Ramada Clearwater Airport	3	\$ 59	Feathersound	Pinellas

Non Bay Hotels	Hotel Class	Avg Room Price*	Area	County
Comfort Inn	3	\$ 76	Central St. Petersburg	Pinellas
Hollander	3	\$ 115	Downtown St. Petersburg	Pinellas
Courtyard Downtown St Pete	3	\$ 116	Downtown St. Petersburg	Pinellas

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