



QUICK BRIEF:

Businesses Owned by People of Color in Pinellas County, Florida

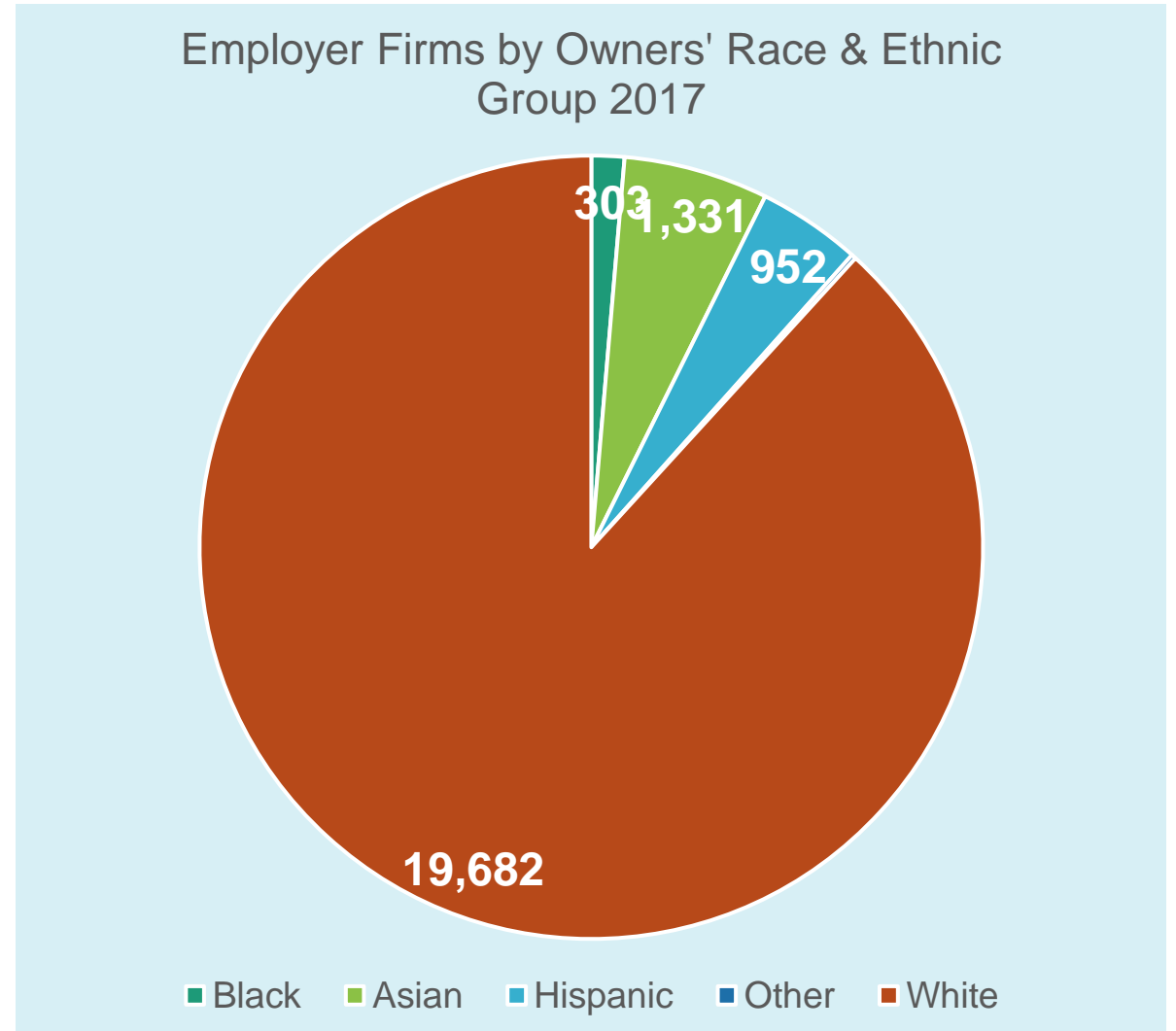


Number of Minority-Owned Firms

There are approximately **2,629** minority-owned employer firms in Pinellas County and as many as **17,894** minority-owned firms in all.

Minority-owned firms generated **\$2.91 billion** in revenues in 2017 and supported **20,076 jobs** with payroll totaling \$763.2 million.

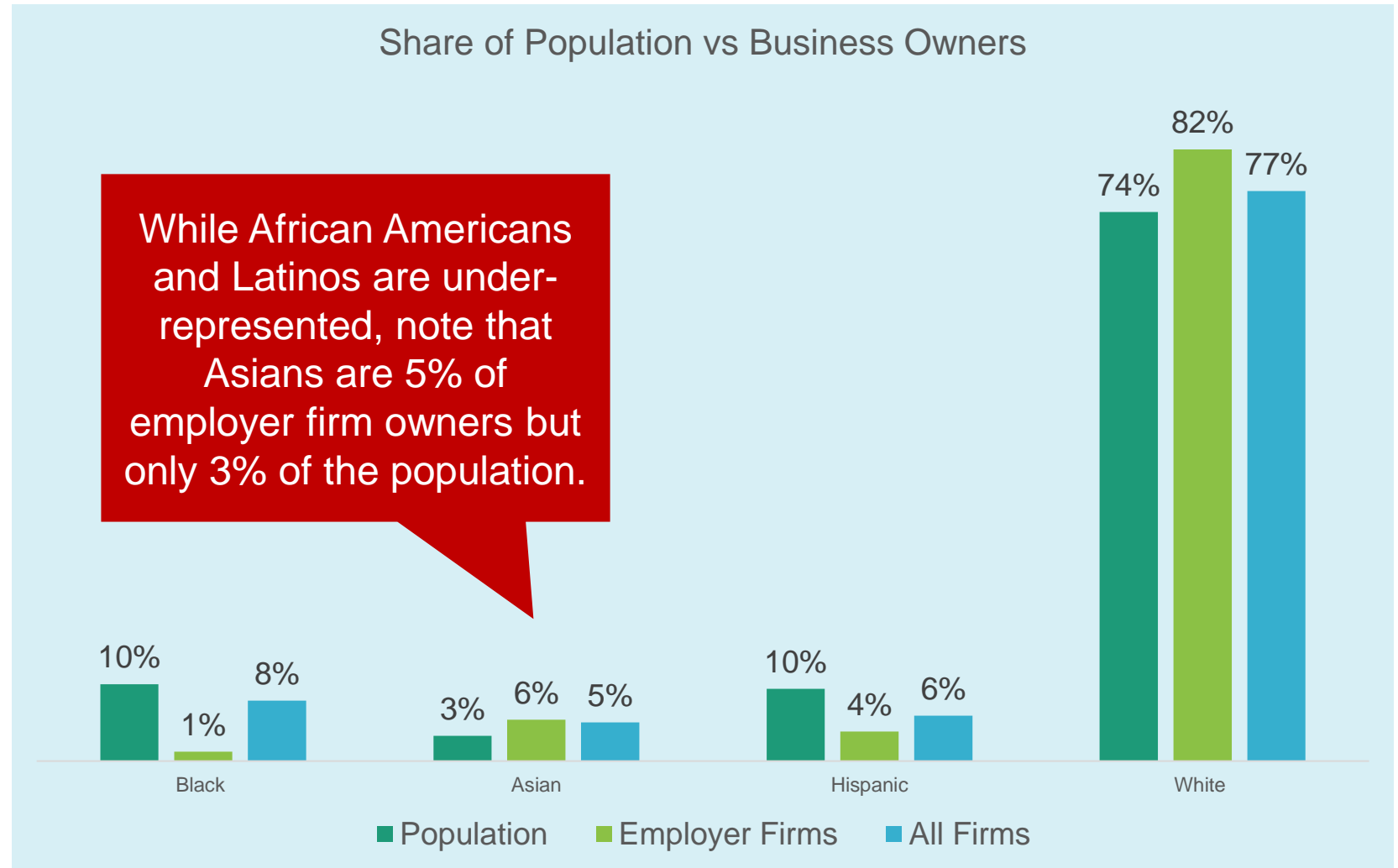
Minority-owned firms are 11% of employer firms in Pinellas County.



Black & Latino-Owned Firms Under-Represented, White and Asian-Owned Firms Over-Represented

Racial & ethnic minorities are **26%** of Pinellas County's population, but only **18%** of owners of employer firms here.

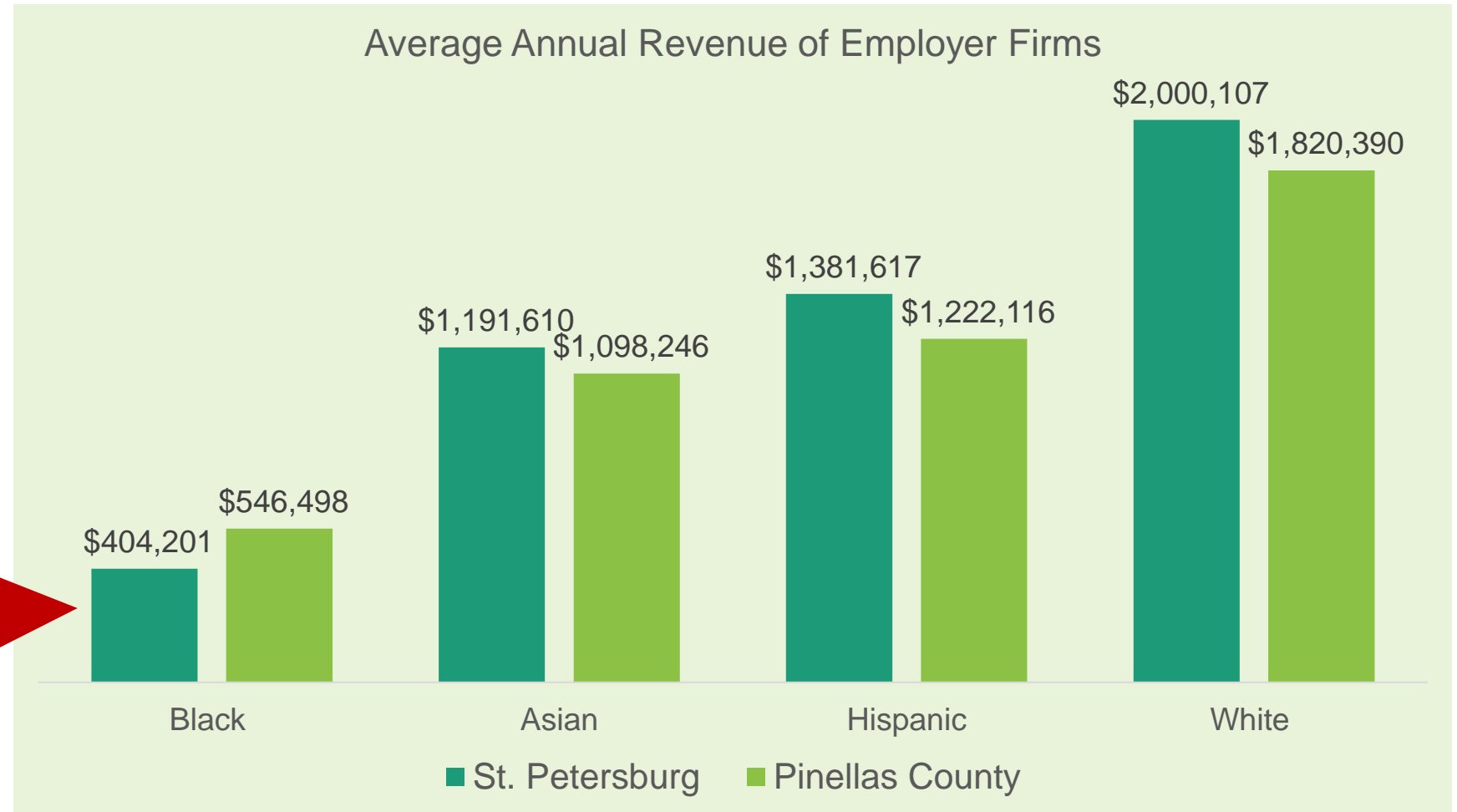
African Americans have the most extreme under-representation. They are **10%** of the County population but only **1%** of employer firms.



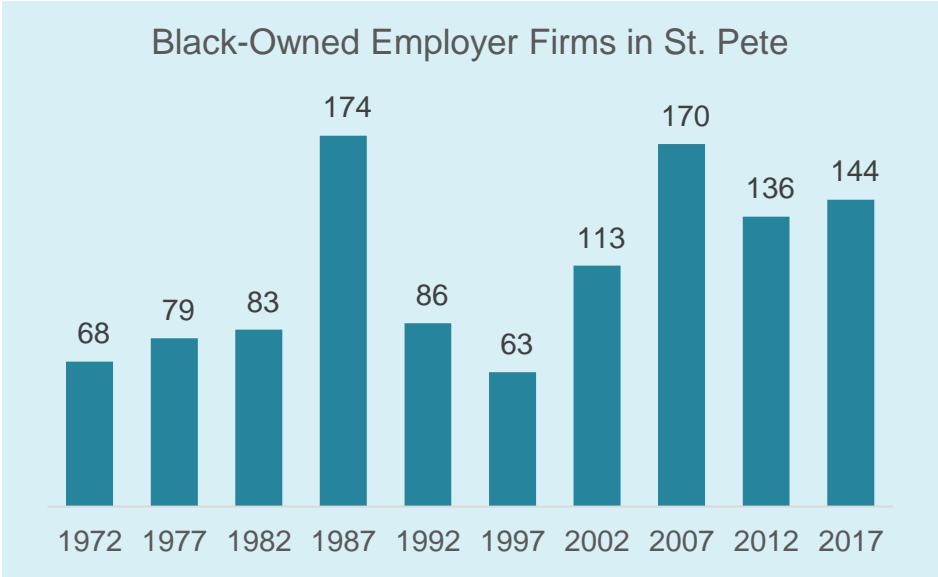
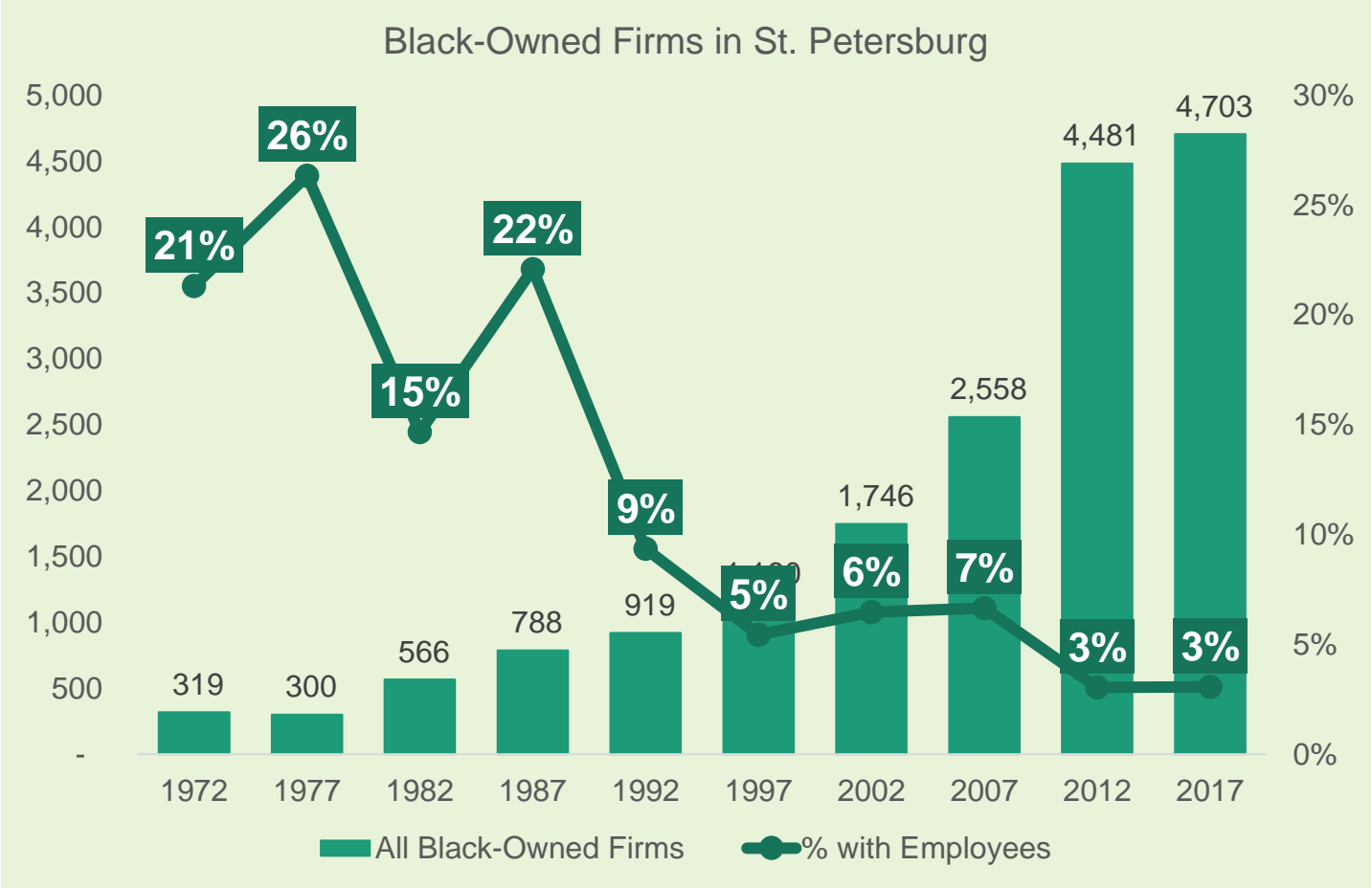
Annual Revenues

Minority-owned firms are responsible for **3%** of business revenues generated by firms in Pinellas County. The largest racial gaps (in comparison to white-owned firms) is among black-owned and Asian-owned firms.

Take note that the white-black gap is bigger for African Americans in St. Pete, which is home to roughly 60% of the County's black population.



Over the Decades, Employer Firms Became a Tiny Share of Black-Owned Firms in St. Pete, While Non-Employer Firms Multiplied



What We're Doing to Change the World



We are in year 7 of an unprecedented collaboration to strengthen minority owned firms in Pinellas County and St. Petersburg, with well over \$6 million in new investments to:

- New public procurement programs
- New training & technical assistance programs
- Historic levels of capital available

The result – record levels of minority business formation, public procurement with minority-owned firms, and participation in business growth programs.

Special Thanks to All of Today's Participating Buyers

This work is important; please know that you are making a difference toward our shared goals for equity in Pinellas County!

ABOUT US: The One Community Plan is a 10-year initiative to “grow the paychecks, bank accounts and balance sheets of African Americans in St. Petersburg.” The One Community team supports entrepreneurship and wealth building initiatives such as the 1Pier Project supporting 9 diverse retailers to operate at the St. Petersburg Pier; the Sankofa Project, a mixed-income, mixed-use housing and commercial development project on the historic Deuces corridor in St. Pete; and the Inclusive St. Pete MBE Accelerator, to develop the capacity of minority-owned firms to participate in government and corporate procurement programs.