

## City of Tampa Information

### Community

Located along Florida's west coast, Tampa represents one of the fastest growing areas of the United States. The four-county metropolitan statistical area (MSA) of Hillsborough, Pinellas, Pasco, and Hernando counties has about 2.7 million people as of July 2007, making it the third largest MSA in the Southeast and the 19<sup>th</sup> largest MSA in the United States.

The region covers a physical environment containing miles of blue waterways and white shorelines, brilliant sunlit skies and a perfect average annual temperature of 72 degrees.

In Hillsborough County, downtown Tampa is at the region's center, about 30 minutes from Gulf of Mexico beaches to the west and one hour from Disney and Universal theme parks to the northeast. The City of Tampa is Florida's third largest city with 336,264 residents, while Hillsborough County has over 1.1 million residents.

Tampa Bay offers year-round cultural events and social activities for people of all ages and interests. From ballet to professional baseball, football and hockey, from golf to jazz, from beaches to art festivals, from the excitement of Ybor City night life to serene strolls along beautiful Bayshore Boulevard, Tampa and surrounding areas offer a multitude of opportunities for residents to live, learn, work, and play.

Major attractions in and around Tampa include: Busch Gardens and Adventure Island, The Florida Aquarium, Tampa Bay Performing Arts Center, Lowry Park Zoo, Salvador Dali Museum, Museum of Science and Industry, Tampa Museum of Art, Hillsborough River State Park, the downtown Tampa Channelside retail complex, and upscale shopping centers such as International Plaza and Westshore Mall.

Traditional events in the area include the Gasparilla Parade, a mock pirate invasion that has taken place in January or February for over a century. Also in February, the area hosts the Florida State Fair and the Sant'Yago Illuminated Night Parade in Ybor City. The Outback Bowl provides NCAA football in January, and Plant City's Florida Strawberry Festival in March provides world class entertainment.

Tampa Bay's active professional sports teams include: the Tampa Bay Buccaneers (2003 Super Bowl Champions); Tampa Bay Storm (1991, 1993, 1995, 1996, and 2003 Arena Bowl Champions); Tampa Bay Rays; Tampa Bay Lightning (2004 Stanley Cup Champions); and the New York Yankees' home for spring training. The University of South Florida Bulls and University of Tampa Spartans (5-time NCAA Division II Baseball Champions, including consecutive titles in 2006 and 2007 and women's soccer 2007 NCAA II national championship) provide NCAA sports. The area also includes dozens of golf courses along with boating and other outdoor activities. Tampa has hosted three Super Bowls (1984, 1991 and 2001) and will host Super Bowl XLIII on February 1<sup>st</sup>, 2009.

### History

In 1824, two months after the arrival of the first non-native settlers, the U.S. Army established Fort Brooke to protect the Tampa Bay harbor. Real development of the region did not begin until after the territory became part of the United States in 1845. Despite the Civil War, the area grew steadily.

The City of Tampa first incorporated in 1855 and again in 1887. Henry B. Plant's 1884 railroad extension to the Hillsborough River provided access to new areas. When phosphates were discovered in the late 1880's the resulting industries prompted a boom of growth and wealth that lasted through the 1890's.

In 1886 Vicente Martinez Ybor established a cigar factory in Tampa, founding Ybor City. By 1900 Ybor City was considered the "cigar capital of the world." Today Hispanic cultural events enliven Ybor City which covers about two square miles.

The military has also had an ongoing role in Tampa's development. The city was the primary port for troops bound for the Spanish-American War. Today, MacDill Air Force Base continues military presence in the Tampa area employing over 19,000 military and civilian personnel.

In 1914 Percival Fansler introduced the world's first scheduled commercial airline service with the St. Petersburg-Tampa Airboat Line. Piloting the "flying boat" was Tony Jannus, the namesake of the annual award given by the Tampa Chamber of Commerce for achievement in commercial aviation.

The automobile was responsible for a large settlement wave that occurred around 1923-1926. This included a man-made island created by D. P. Davis called Davis Islands.

The main Tampa downtown business district has grown phenomenally since the 1960's. Major banks and corporations occupy large buildings high above Hillsborough Bay. Tampa has evolved into a multi-cultural, diverse business center attracting people of all ages.

City annexations since 1961 expanded the city land area by 57%, from 74.4 to 116.7 square miles. The region has a diverse economic base that includes tourism, agriculture, construction, finance, insurance, healthcare, technology, and education, as well as the Port of Tampa and MacDill AFB. Major industries with headquarters or divisions located within the city's boundaries or in close proximity include telephone and electric service companies, computer hardware and electrical controls manufacturers, fertilizer manufacturers, insurance companies, and major tourist attractions. Institutions of higher learning located within the city include the University of South Florida, the University of Tampa, Hillsborough Community College, and Stetson University College of Law.

*Sources: The Greater Tampa Chamber of Commerce; US Census Bureau; Bureau of Economic and Business Research; Hillsborough County City-County Planning Commission*

**Economic Indicators**

The City of Tampa’s budget is affected by economic variables that are significant drivers of demand for city services and of major revenues. The following is a brief discussion of past and projected trends for key economic indicators including jobs, employment levels, population and construction.

The Tampa metro area had a loss of 23,100 jobs or -1.8% from June 2007 to June 2008. Tampa metro’s job count is about 1.3 million. Major losses occurred in construction (-7.6%), manufacturing (-4.6%), information (-6.1%) and administrative and waste services (-7.8%). Major employment gains occurred in real estate, rental and leasing (2.1%), management of companies and enterprises (2.3%), education and health services (2.4%).

Hillsborough County’s unemployment rate increased over the last 12 months from 4.0% to 5.7% in June 2008. Hillsborough’s unemployment not seasonally adjusted rate equals the State of Florida and United States with 5.7% and is lower than the 5.9% rate for the Tampa MSA.

While job growth is the single most important and visible economic indicator for a local area, other indicators play important roles as well. The University of Florida’s Bureau of Economic and Business Research forecasts Hillsborough County’s population growth from 2007 through 2010 will average almost 14,000 persons annually in Hillsborough County.

Property taxes on residential and commercial real estate provide the largest source of revenue. City of Tampa new housing units permitted have decreased from the peak year in 2005 with 5,487 to 3,720 new units permitted in 2007.

County-wide taxable values as of January 1<sup>st</sup>, 2008 decreased by 4.2% compared to the previous year from \$87.39 billion to \$83.69 billion. A main reason for the decrease was Amendment 1 which took more than \$6.5 billion in property off the tax rolls. Tampa’s taxable property value declined from \$29.45 billion to \$29.18, a decline of less than 1%.

*Sources: Labor Market Statistics, Bureau of Economic and Business Research, Tampa Tribune and Hillsborough County Property Appraiser*

**Hillsborough County Principle Property Taxpayers**  
(Thousands)

Taxpayer	Type of Business	2006 Taxes Levied	% of Total Taxes Levied
Tampa Electric Company / Peoples Gas	Electric Service	\$ 40,471	2.13%
Verizon Communications Corporation	Telecommunications Service	23,030	1.21%
Hillsborough County Aviation Authority	Government Service	12,034	0.63%
Mosaic	Phosphate Manufacturing	7,677	0.40%
Camden Property Trust	Real Estate Management	6,128	0.32%
Wal-Mart	Retail Service	4,801	0.25%
Post Apartment Homes LP	Real Estate Management	4,691	0.25%
Glimcher LTD Partnership	Real Estate Management	4,651	0.25%
Tampa Port Authority	Cargo/Cruise/Real Estate	4,438	0.23%
Teachers Insurance and Annuity Assoc.	Financial Service	3,302	0.17%
<b>Total</b>		<b>\$ 111,223</b>	<b>5.85%</b>

*Source: Office of the Tax Collector, Hillsborough County.  
The data presented above refers to Hillsborough County; such information is not available for the city only.*

**Major Employers in Hillsborough County, 2007**

Firm / Organization	Type of Operation	Employees
Hillsborough County School District	Public Education	25,487
MacDill Air Force Base	Military Base	19,000
Verizon Communications Corporation	Telecommunications Service	14,000
University of South Florida	Education Service	11,607
Hillsborough County Government	Government Service	10,886
Tampa International Airport	Airport Terminal, Retail Shops, Hotels	7,760
James A Haley Veterans Hospital	Medical Facility	5,900
St. Joseph’s Hospital	Medical Facility	5,242
JPMorgan Chase	Financial Services	5,237
Verizon Information Technologies	Telecommunications Service	5,000
City of Tampa	Government Service	4,500

*Source: Greater Tampa Chamber of Commerce Committee of 100 and MacDill AFB*