Citizens of Pinellas County:

It is my pleasure to present the Citizens’ Guide to County Finances (Citizens’ Guide) for the fiscal year ended September 30, 2014. As your elected Clerk, I serve as the Chief Financial Officer of the Board of County Commissioners and share fiscal responsibility for County funds with them. This report provides you, the citizens a brief analysis of where County revenues came from and where those dollars were spent during the last fiscal year. It also shows trend information on revenues and expenditures for the last three fiscal years. It is designed to give you an easy-to-read synopsis of the County’s financial health.

The Citizens’ Guide summarizes the financial activities of the primary government of Pinellas County. The reports included in the Citizens’ Guide condense and simplify the format used in our Comprehensive Annual Financial Report (CAFR) as of September 30, 2014 described below. The Citizens’ Guide does not conform to generally accepted accounting principles and governmental reporting standards. The report is prepared in this format so that the non-financial reader can easily understand it. The Government Finance Officers Association of the United States and Canada (GFOA) awarded Pinellas County the Award for Outstanding Achievement in Popular Annual Financial Reporting for the fiscal year ended September 30, 2013 for its Citizens’ Guide for the eighth consecutive year.

In addition to the Citizens’ Guide, the Finance Division produces the CAFR which contains more detailed financial information. The GFOA awarded a Certificate of Achievement for Excellence in Financial Reporting to Pinellas County for its CAFR for the fiscal year ended September 30, 2013, the 33rd consecutive year that we have achieved this prestigious award.

The CAFR as well as this report are accessible at the Clerk’s website at www.pinellasclerk.org and in the Finance Division. If you have any comments or suggestions on how we may improve this report, please contact my office at (727) 464-3341.

Thank you for the opportunity to serve as your Clerk and may you find this Citizens’ Guide informative and useful in enhancing your understanding of our County’s finances.

Sincerely,

Ken Burke, CPA
Clerk of the Circuit Court and Comptroller
About This Report

This Popular Report provides an overview of the areas of responsibility and the operations of Pinellas County’s Constitutional Officers and excludes component units:

- Board of County Commissioners (BCC)
- Property Appraiser
- Sheriff
- Clerk of the Circuit Court and Comptroller
- Supervisor of Elections
- Tax Collector

The financial information presented here is summarized and does not substitute for the County’s Comprehensive Annual Financial Report (CAFR). The CAFR outlines the County’s financial position and operating activities for the year in great detail and in conformity with generally accepted accounting principles.

This report reflects the Sources and Uses of County funds as well as a summary of the governmental activities and business-type activities. They are distinguished as follows:

- Governmental activities include most of the basic services offered to citizens, including tax assessment and collections, fire and law enforcement protection, judicial services, emergency medical services, civil emergency services, construction and maintenance of highways, streets and other infrastructure, economic development, social and human services, and cultural and recreational services. Property and sales and use taxes, intergovernmental revenues and various user fees finance these operations.

- Business-type activities include the water, sewer, solid waste and airport systems that are financed by fees charged to customers.

Information on revenues and expenditures of the general fund for the last three years are shown on pages 10 through 11 of this report. The County’s capital assets, and outstanding bond issues and investments is included on pages 15 through 16.
Pinellas is an urban county located on the western coast of Florida, on a peninsula, bounded on the east by Tampa Bay and on the west by the Gulf of Mexico. Pinellas County’s population density is the highest of all sixty-seven Florida counties. This County is also the second smallest in land mass in Florida; measuring up to thirty-eight miles long and fifteen miles wide. The sparkling water of the Gulf of Mexico, award winning beaches, stunning sunsets and balmy weather make Pinellas an inviting destination for visitors and home to a diverse population of residents. During 2014, over 933,000 residents called Pinellas County home and the unemployment rate was 5.8 percent.

Leisure and recreational activities abound for residents and visitors of Pinellas County. Baseball is one of Pinellas County’s favored attractions as the proud home of the major league baseball team, the Tampa Bay Rays in St. Petersburg. Both the Philadelphia Phillies and the Toronto Blue Jays maintain their spring training quarters in Pinellas County in the cities of Clearwater and Dunedin. With the County surrounded on three sides by water, opportunities for fishing, boating and outdoor park activities are plentiful.

St. Petersburg and Clearwater beaches have earned accolades throughout the years, featuring white soft sand, sparkling blue waters and activities to delight beachgoers of all ages and interest. In 2015, two of the area’s beaches were named to the TripAdvisor Travelers’ Choice Awards Top 25 U.S. Beaches. St. Petersburg Beach checked in at number 1 and Clearwater Beach at number 8, making St. Petersburg/Clearwater the only destination in America with two beaches in the Top 10 of Trip Advisor’s Travelers’ Choice Awards. Fort De Soto Beach was named by USA Today - Best Beach for Families and Best Hidden-Gem Beach in 2014.

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
<th>Rank</th>
<th>% of Total County Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinellas County School District</td>
<td>15,928</td>
<td>1</td>
<td>38.82%</td>
</tr>
<tr>
<td>Bay Pines VA Medical Center</td>
<td>4,406</td>
<td>2</td>
<td>10.74%</td>
</tr>
<tr>
<td>City of St. Petersburg</td>
<td>3,112</td>
<td>3</td>
<td>7.58%</td>
</tr>
<tr>
<td>All Children’s Hospital</td>
<td>2,950</td>
<td>4</td>
<td>7.19%</td>
</tr>
<tr>
<td>St. Petersburg College</td>
<td>2,744</td>
<td>5</td>
<td>6.69%</td>
</tr>
<tr>
<td>Pinellas County Sheriff</td>
<td>2,693</td>
<td>6</td>
<td>6.56%</td>
</tr>
<tr>
<td>Morton Plant Hospital</td>
<td>2,525</td>
<td>7</td>
<td>6.15%</td>
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<tr>
<td>Raymond James</td>
<td>2,475</td>
<td>8</td>
<td>6.03%</td>
</tr>
<tr>
<td>Home Shopping Network</td>
<td>2,150</td>
<td>9</td>
<td>5.24%</td>
</tr>
<tr>
<td>Mease Hospital</td>
<td>2,050</td>
<td>10</td>
<td>5.00%</td>
</tr>
</tbody>
</table>
Pinellas County is a charter county established under the Constitution and laws of the State of Florida in 1911. In 1968, the Florida Constitution was amended to provide home rule powers for counties and municipalities. The voters of Pinellas County approved the first home rule charter in 1980. Pinellas was the first county in Florida to operate under a Board of County Commissioners/Administrator form of government. The elected Constitutional Officers include the Clerk of the Circuit Court and Comptroller, Supervisor of Elections, Tax Collector, Property Appraiser and Sheriff. The seven member Board serves as the legislative body, and budgets and provides the funding for its departments, the entire operations of the Sheriff and the Supervisor of Elections and portions of the operations for the other Constitutional Officers.
The Government Finance Officers Association of the United States and Canada (GFOA) has given an Award for Outstanding Achievement in Popular Annual Financial Reporting to Pinellas County, Florida for its Popular Annual Financial Report for the fiscal year ended September 30, 2013. The Award for Outstanding Achievement in Popular Annual Financial Reporting is a prestigious national award recognizing conformance with the highest standards for preparation of state and local government popular reports.

In order to receive an Award for Outstanding Achievement in Popular Annual Financial Reporting, a government unit must publish a Popular Annual Financial Report, whose contents conform to program standards of creativity, presentation, understandability, and reader appeal.

An Award for Outstanding Achievement in Popular Annual Financial Reporting is valid for a period of one year only. We believe our current report continues to conform to the Popular Annual Financial Reporting requirements, and we are submitting it to GFOA.
Pinellas County receives its revenue to fund governmental activities from many sources. Revenue is generated from property taxes, charges for services, sales and other taxes, grants and interest income. Total revenues for the County increased 7 percent over last year. Approximately 34 percent of the County’s total revenues come from property taxes and 13 percent from other taxes. Fees, service charges, revenues from other governments and unrestricted interest earnings account for 53 percent of overall revenues. Total expenses increased 5 percent over the prior year.

Revenues in the County’s governmental activities increased $56.7 million or 7 percent over the prior year. The countywide millage rate was increased for the second time in two years from 5.01 to 5.28 mills, while property tax values increased by 2.5 percent. The millage rates for other property tax supported budgets remained the same with the exception of the Emergency Medical Services Fund and some special districts in which the millage rates were increased to cover contractual requirements. This resulted in an overall increase in property tax revenues of $24.9 million or 6.9 percent over last year for all governmental activities.

Charges for services, increased substantially during the year by $31.3 million or 17.9 percent, attributable mostly to two factors: 1) surface water assessment revenue authorized in the new Surface Water Utility fund to provide surface water management services in the unincorporated areas of the county totaling $16.2 and 2) the change in Florida Statutes effective July 2013 authorizing the Clerk to retain certain court related fees to fund court related operations rather than receiving all funding from the state, resulting in an increase of $14 million. Operating grants and contributions decreased by $16 million from the prior year primarily due to the $14 million reduction in funding from the state to cover the Clerk’s court related functions and other reductions in grant funding. Sales tax revenue increased by $7.9 million, 7 percent, reflecting signs of continued economic improvement in the area.
Property taxes help support programs and services that do not have offsetting revenues or pay for themselves. Examples include law enforcement, social services, parks and environmental programs. Other tax rates controlled by the county include Emergency Medical Services and fire districts in unincorporated areas.

### Your Property Taxes

**Taxable Assessed Values**

- (dollars in thousands)
- 2012: $54,500,000
- 2013: $55,000,000
- 2014: $56,500,000

Taxable assessed values increased by 3.1 percent countywide for FY2014 and .12 percent from FY2012.

### Property Tax Revenues

- (dollars in thousands)
- 2012: $350,000
- 2013: $355,000
- 2014: $360,000
- 2015: $365,000

Property tax revenues increased by $24.8 million (6.5 percent) for FY2014, and increased by $31.2 million (8.1 percent) from FY2012.
GENERAL REVENUES

Property taxes are ad valorem taxes levied on an assessed valuation of real and/or personal property. These taxes are collected annually and are computed as a percentage of the fair market value of locally assessed real estate, and tangible personal property. Property taxes are considered general revenue for the county.

Sales taxes and other taxes are comprised of the following:
The 1 cent infrastructure sales tax or the Penny for Pinellas is imposed for funding infrastructure projects that normally would have to be funded by increased property taxes or other revenue sources. The Penny for Pinellas is earmarked for capital improvement projects for roads, flood control, park improvements, preservation of endangered lands and public safety. The Penny for Pinellas is paid by all who spend money in the county, including tourists and visitors.

The tourist development tax is a local tax imposed on most rentals or leases, which have been contracted for periods of (6) months or less, or living accommodations in hotels, motels, apartment houses, rooming houses, and mobile home parks. The revenues are used for tourist development, beach re-nourishment, debt service and promoting and advertising tourism internationally, nationally and in the State of Florida.

Fuel tax (local option gas tax) is a tax on every net gallon of motor and diesel fuel sold in Pinellas County. It is a county imposed tax for the purpose of paying the cost of establishing, operating and maintaining a transportation system and related facilities and the cost of acquisition, construction, reconstruction and maintenance of roads and streets.

Communication service tax is comprised of two components: a state communications services tax and a local communication services tax. The tax is imposed on retail sales of communications services which originate and terminate in the state, or originate or terminate in the state and are billed to an address within the state. Tax proceeds are transferred to the county. Communications services are defined as voice, data, audio, video or any other information or signals, including cable services.

Unrestricted interest is the revenue earned from investments.

PROGRAM REVENUES

Charges for services are made up of fees collected from the public for services rendered (e.g. court costs, building permits, park fees, animal licenses, etc.)

Operating grants and contributions are monies received to fund the operating expenses of a specific program or project. Operating expenses can include salaries and wages, rent, utilities and more.

Capital grants and contributions are monies received for the acquisition of capital assets, such as buildings, land or equipment.
Governmental activities include most of the basic services offered to citizens, including tax assessment and collections, election services, fire and law enforcement protection, judicial services, emergency medical services, civil emergency services, construction and maintenance of highways, streets and other infrastructure, natural resources conservation, economic and community development, social and human services, and cultural and recreational services. Property and sales and use taxes, intergovernmental revenues and various user fees finance these operations.

The cost of governmental activities increased 4.7 percent or $36.4 million from the prior year. The largest increase was in the public safety function representing $20.9 million, due primarily to a $21 million increase in the other postemployment healthcare costs (OPEB) obligation, while other public safety expenses remained flat overall. Physical environment expenditures were up by $11.2 million due primarily to expenses in the new Surface Water Utility fund of $12.8 million to provide surface water management services to the unincorporated areas of the county offset by reductions in other areas. Revenues exceeded expenses for the year by $38.4 million, compared to an excess of $18.1 million in the prior year.
The general fund is the primary operating fund of the county that accounts for all financial resources of the general government, except for those that are required to be accounted for in another fund. Appropriations for the General Fund for FY2014 including reserves totaled $570 million.

**Key financial factors for the year were as follows:**

- Overall General Fund revenues and other financing sources increased by $34.4 million (7.8 percent) from last year. From FY2012 to FY2014, general fund revenues increased by $27.5 million (5.8 percent).

- Tax revenue increased by $23.5 million from last year, due primarily to increased property tax rates. Tax revenues have increased $27.4 million (8.4 percent) since FY2012 primarily due to increased property taxes.

- Intergovernmental revenues were up by $4.5 million (7.3 percent). The increase was due mostly to increases in state shared revenues from the revenue sharing trust fund and sales taxes due to continued economic improvement. This revenue source was also up by $1.2 million (1.7 percent) since FY2012.

- Charges for services were up by $3.1 million over the prior fiscal year and $4.4 million (10 percent) since FY2012.

- Transfers in increased by $1.3 million (11.9 percent) in FY2014 and $27.5 million (5.8 percent) since FY2012. This increase was primarily due to the excess fees from the constitutional officers were greater than budgeted due to a cost savings in their operations during the year.
The General Fund is used to pay the regular operating and administrative expenditures not accounted for in other funds. General fund expenditures rose by $11.2 million (2.5 percent) in FY2014. From FY2012 to FY2014, general fund expenditures increased $22.9 million (5.1 percent). The following expenditures for the departments are paid from the General Fund (including transfers of funds):

**GENERAL GOVERNMENT**
- Board of County Commissioners, County Administrator, Public Defender, State Attorney, County Attorney, Court Technology, Court Related Programs, Information Services, Communications, Office of Management and Budget, Real Estate and Facility Management, Law Libraries, Telecommunications, Planning, Developmental Review Services, Purchasing, Building Design Division

**PUBLIC SAFETY**
- Medical Examiner, Emergency Communications (911), Fire Operations, Justice and Consumer Services

**PHYSICAL ENVIRONMENT**
- County Extension, Conservation & Resource Management, Environmental Management, Air Quality, Coastal and Navigation Management

**TRANSPORTATION**
- Public Works, Engineering, Transportation Planning, Structures Division, Civil Site Division, Surface Water Management, Construction Administration and Inspection and Survey Division

**ECONOMIC ENVIRONMENT**
- Veteran’s Services, Community Development Programs, Community Housing Trust Fund, Neighborhood Programs, Economic Development and Human Rights

**HUMAN SERVICES**
- Social Services, Animal Services, State Mandates-Medicaid, Community Funded Programs, Social Work and Support Units, Outreach Units and Mosquito Control

**CULTURE AND RECREATION**
- Parks and Recreation, Libraries, Museums, Cultural Affairs, Horticultural Operations and the Florida Botanical Gardens

**TRANSFERS OUT**
- Appropriated fees to fund Constitutional Officer budgets and other funds
- Financial support to other funds
Enterprise fund or business-type activities offer goods and services to the citizens of the county and are intended to be self-supporting. In FY2014, revenues and expenses in business-type activities increased $17.9 million (7 percent) and $17.8 million (7.7 percent), respectively. From FY2012 to FY2014, revenues increased $22.1 million (8.8 percent) and expenses increased $49 million (24.4 percent). The following charts reflect the enterprise fund revenues and expenses for the last three years.
The Business-type activities of the county are:

**WATER SYSTEM**
- Total program revenues for the Water System, including interest revenue, miscellaneous revenue and capital contributions, increased by $3.8 million (4 percent).
- Charges for services to retail and wholesale customers were up $3.8 million due to 4 percent increase in wholesale rates.
- Operating expenses of the Water System decreased by $4.3 million (5 percent) from last year due to a reduction in $3 million in consulting expenses and a reduction in the costs of water purchases from Tampa Bay Water of $1.2 million.
- Consistent with the prior year, the Water System reimbursed the Sewer System $1 million during the year in support of the reclaimed water system operations.

**SEWER SYSTEM**
- During FY2014, total program revenues increased by $4.6 million (6.9 percent).
- Charges for services to customers increased by $4.7 million (7.2 percent). This was attributable to a retail sewer rate increase of 6 percent, wholesale rate increase of 9 percent and various increases in reclaimed water rates.
- Annual operating expenses increased by $1 million (1.8 percent) due to increases in the cost of operating the facilities.
- The Sewer System received $1 million from the Water System during the year in support of the reclaimed water system.
- Interest expense was down by $1.3 million as a result of less interest being capitalized on construction projects.

**SOLID WASTE SYSTEM**
- Total program revenues of the solid waste system increased by $6.1 million (7.1 percent) over last year.
- Charges for services increased $5.8 million (6.8 percent) due primarily to annual rate increases in electric capacity revenue contract.
- Operating expenses for the system were up by $19.9 million (30.6 percent) from the prior year. This was primarily as a result of a $14 million (50 percent) increase in expenses for the operation of the waste to energy plant due to a renegotiated contract and a $2.2 million (27 percent) increase in the cost of operating the landfill due to a change in operating procedures requiring additional services from the landfill operator. The estimate of the liability for landfill closure costs was also increased by $2.7 million.

**ST. PETERSBURG/CLEARWATER INTERNATIONAL AIRPORT**
- Total program revenues for the Airport increased by $3.3 million (19.5 percent) over the prior year.
- Charges for services were up by $.3 million (2.3 percent) over the prior year.
- Capital contributions were up by $2.7 million (45 percent) due to an increase in federal and state grants.
- Operating expenses increased by $.4 million (3.1 percent) due to an increase in personal services, contractual services, utility services, supplies and depreciation expense.
The Clerk of the Circuit Court and Comptroller, through the Finance Division, conducts all investment activity of the Board of County Commissioners in accordance with Section 218.415, Florida Statutes, Local Government Investment Policies, as well as the investment ordinance adopted by the Board (Pinellas County Code, Investment of Surplus Public Funds, Section 2-144) and Board Resolution 10-2 adopting investment policies. The investment policy and the ordinance can be found at:

http://www.pinellasclerk.org/aspInclude2/ASPInclude.asp?pageName=investmentreports.htm

The Board’s investment policy applies to all funds in excess of those required to meet current expenses for the Board of County Commissioners. The Association of Public Treasurers of the United States and Canada (APT US&C) awarded Pinellas County in July 2013 with the Certification of Excellence for its investment policy for the second time. This certification should be renewed every three years. Receiving this certification denotes the County has a sound investment policy founded upon professional standards to assist in ensuring prudent management of public funds.

INVESTMENT OBJECTIVES
- Safety - Protection of the County funds.
- Liquidity - Provide sufficient liquidity to meet the County’s operating, payroll and capital expenses.
- Income - Maximize the return but avoid assuming unreasonable risk.

PINELLAS COUNTY
BOARD OF COUNTY COMMISSIONERS
INVESTMENT PORTFOLIO
(dollars in thousands)

INVESTMENTS

<table>
<thead>
<tr>
<th>Investments</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treasury Securities</td>
<td>$ 71,075</td>
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<tr>
<td>Federal Agency Issues</td>
<td>$ 378,221</td>
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<tr>
<td>Public Funds Depository Accounts</td>
<td>$ 180,509</td>
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<tr>
<td>Local Government Investment Pools (LGIP)</td>
<td>$ 20,129</td>
</tr>
<tr>
<td>Cash Pools</td>
<td>$ 114,050</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$ 763,984</strong></td>
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</tbody>
</table>
Pinellas County’s investment in capital assets for governmental and business-type activities is $3.2 billion, net of accumulated depreciation. This includes land, buildings, improvements, equipment, road, bridges, drainage systems, intangible assets and construction in progress. The total increase in capital assets was 1.7 percent over the prior year (3.4 percent increase governmental activities and .6 percent decrease in business-type activities).
Pinellas County issues bonds in order to fund major capital projects or purchases. A major liability of the County is the amount of outstanding bonds. In recent years the county has been successful in reducing its debt. The County’s total bonds outstanding as of September 30, 2014, were approximately $170 million.

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>DESCRIPTION</th>
<th>ORIGINAL ISSUED AMOUNT</th>
<th>AMOUNT OUTSTANDING AT YEAR END</th>
<th>CURRENT MATURITIES¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2003</td>
<td>Sewer Revenue Bonds, Series 2003</td>
<td>$ 86,580</td>
<td>$ 5,215</td>
<td>$ -</td>
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<tr>
<td>November 2006</td>
<td>Sewer Revenue Refunding Bonds, Series 2006</td>
<td>25,205</td>
<td>18,845</td>
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<td>July 2008</td>
<td>Sewer Revenue Bonds, Series 2008A</td>
<td>42,005</td>
<td>40,295</td>
<td>385</td>
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<td>July 2008</td>
<td>Sewer Revenue Refunding Bonds, Series 2008 B-1</td>
<td>32,700</td>
<td>32,360</td>
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<tr>
<td>July 2011</td>
<td>Sewer Revenue Refunding Bonds, Series 2011</td>
<td>20,870</td>
<td>13,780</td>
<td>3,350</td>
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<td>June 2012</td>
<td>Sewer Revenue Refunding Bonds, Series 2012</td>
<td>59,510</td>
<td>59,500</td>
<td>2,340</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$ 266,870</strong></td>
<td><strong>$ 169,995</strong></td>
<td><strong>$ 7,545</strong></td>
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</tbody>
</table>

The County’s bonds all have favorable underlying ratings from the following bonds rating agencies:
- 2003, 2006, and 2012 rated by Moody’s-Aa2 and Standard and Poors-AA.
- 2006 and 2012 rated by Fitch-AA.

¹ Current maturities represent the amount of debt required to be paid during the next fiscal year.
GENERAL GOVERNMENT

In 2014, the Florida Green Building Coalition (FGBC) recognized Pinellas County with a Green Achievement Award for taking top honors as the highest scoring county. Pinellas County is one of 10 local governments within the county that participates in the FGBC program and is the only Gold certified local government in the county.

Pinellas County has been designated as a 2014-2016 Citizen-Engaged Community by the Public Technology Institute (PTI) (www.pti.org). This designation was awarded to 18 local government communities across the United States, with Pinellas the only county government to be awarded. The jurisdictions designated as citizen-engaged communities were noted as demonstrating impressive accomplishments through innovative processes for citizen participation in local government, strategic use of integrated communication channels and technology and the application of meaningful performance metrics.

In 2014, Pinellas County was selected as one of four jurisdictions in the United States awarded with the Tech Savvy designation. Designation as a Public Technology Institute Tech Savvy Government has two main themes: 1) To recognize governments who meet the criterion developed by PTI that represent a “culture” of excellence through technology governance and practices across the enterprise. 2) To highlight enterprise–wide technology policy and program achievements of PTI member jurisdictions to others, including associated professionals and other associations.

In August 2014, Pinellas County received the Silver Telly Award for an animated video that highlighted the work of the Building and Development Review Services department. This is the highest achievement, recognizing excellence in film, commercial, broadcast and web video productions across the nation.

The National Purchasing Institute (NPI) awarded the Purchasing Department its 2014 Award for Achievement of Excellence in Procurement, earned by organizations that demonstrate excellence in innovation, professionalism, productivity, e-procurement and leadership in procurement.

In 2014, Pinellas County was selected to receive a Special Achievement award in Geographic Information Systems (GIS) at the 2014 Esri International User Conference. This award is given to user sites around the world to recognize outstanding work with GIS technology.

In March 2014, the Clerk of the Circuit Court and Comptroller’s Office launched its Spending in the Sunshine financial transparency website. Spending in the Sunshine goes beyond state standards and actually surpasses the level of transparency many governmental offices offer. It is centered on the public’s right to open government and was designed to provide easy access to expenditures within Pinellas County government. With this site, information is just a click away on the Clerk’s webpage (www.mypinellasclerk.org) through a tab titled “Spending in the Sunshine.” The National Association of Counties (NACo) has chosen the Spending in the Sunshine website, created by the Pinellas County Clerk of the Circuit Court and Comptroller office, as a recipient of the 2014 Achievement Award in the category of Civic Education and Public Information. The site was also the recipient of the 2014 National Association of County Recorders, Election Officials and Clerks (NACRC) Court Administration/Clerk to Board Best Practice Award.
Pinellas County is committed to the health and wellness of its employees and has been recognized as a Fit-Friendly Worksite by the American Heart Association. Improved employee health can lead to a decrease in medical costs, injuries and absenteeism, plus an increase in morale and productivity. The County again received a United Healthcare Well Deserved Award in 2014, an annual honor given to employers who have demonstrated a strong commitment to improving their employees’ health and well-being through effective worksite wellness programs. In recognition of its ongoing commitment to employee health and well-being, United Healthcare presented the company with a Golden Apple award to honor this multiyear distinction.

PUBLIC SAFETY

To prevent the loss of important community assets, the County has invested in a new public safety complex, completed in the spring of 2014, now home to five new structures built to withstand category 5 hurricane winds and storm surge. On a forty acre site, the new administration building – a three story, 218,330 square foot facility, houses the majority of the Sheriff’s Office operations, a consolidated state-of-the-art communications center made up of the Sheriff’s Office Dispatch, 9-1-1 Emergency Communications and County Emergency Medical Services (EMS) and the County’s new Emergency Operations Center (EOC). The new 911 center allows for all components of the system to be upgraded in preparation for text to 911 services. The complex also includes: a vehicle maintenance building for agency fleet and communications maintenance, a communications building at the base of the 300 foot tall communications tower, a four story parking garage, and a central energy plant which will cycle ground water through the system for more energy efficient cooling of all facilities without affecting the water quality.

ECONOMIC ENVIRONMENT

Voters approved by referendum on August 26th an ad valorem tax abatement program. This vote allows the Board to grant ad valorem tax exemptions to new businesses and existing businesses that want to expand. The economic ad valorem tax exemption legislation allows the county to encourage job creation and capital investment by new and expanding businesses and be competitive in regional and statewide economic development efforts.

The Tampa Bay Export Alliance (TBEA) is a partnership between Pinellas County Economic Development and the Tampa Hillsborough Economic Development Corporation, formed in 2014 to grow jobs and capital investment by increasing the international export of products and services within the bi-county area. The TBEA conducts joint export activities, such as seminars, trade events and trade missions, and supports the export-related growth initiatives of regional economic partners, including Tampa International Airport and Port Tampa Bay.
TRANSPORTATION

Major accomplishments this past year for the St. Petersburg Clearwater International Airport included:

- Commencement of new airline service by Allegiant Airlines to additional cities including Columbus, Cincinnati, Syracuse and others.
- Recipient of the Airports Council International –North America Awards – 1st place partnering with carriers, 2nd place newsletters, and 3rd place website.
- Tenth consecutive year of no discrepancies on the annual FAA certification inspection.

Recipient of the Flagler Award at the Governor’s Conference on Tourism for Best in Shoe Airport Rebranding Campaign.

The County’s SmartTracs ATMS/ITS System received the 2014 Technical and Management Innovation Award from the West Coast section of the American Public Works Association (APWA). Traffic Engineering also received the International Transportation Engineers (ITE) 2014 Transportation Achievement Award for Facilities for the transportation management center/emergency responders building.

A four-year effort to unify countywide land use and transportation planning efforts under a single umbrella came to fruition on September 10, 2014. The Pinellas Planning Council (PPC) and the Metropolitan Planning Organization (MPO), two legally separate entities, unified their governing boards (same membership on both boards) to create a more streamlined and integrated process to address transportation and land use issues. The new unified board required reappor tionment of the MPO membership, which occurred in 2013, as well as an amendment to and reenactment of the PPC’s Special Act. The PPC’s Special Act was amended by the 2012 Florida legislature.

HUMAN SERVICES

Two Pinellas County projects received national recognition in celebration of the 40th Anniversary of the Community Development Block Grant Program (CDBG). The U.S. Department of Housing and Urban Development (HUD) selected Magnolia Court Apartments and UPARC’s Harborside Studios to feature in its multimedia promotion. Magnolia Court Apartments located in East Lealman, eliminated blight and substandard housing units and provided much needed affordable housing in the form of modern rental units, which will provide a catalyst to future redevelopment of this neighborhood.

Harborside Studios in Safety Harbor serves developmentally disabled individuals. The Studio’s facilities provide a productive outlet for people with disabilities to create and display their art. The location fosters an important connection to the downtown Safety Harbor community.

Photo courtesy of The Arc Tampa Bay
GENERAL GOVERNMENT

The County is currently engaged in several other strategic business solutions to move the organization forward with technology in the future such as, Enterprise Graphic Information System (Enterprise GIS), and Enterprise Asset Management (EAM).

- The Enterprise GIS initiative will provide a collaborative framework for all County stakeholders to replace multiple legacy GIS with a single, new state-of-the-art GIS from a leading vendor. This solution will enable the County to provide more reliable GIS services to extensive user communities including employees, municipal partners and citizens. These new GIS services will be available across all computing platforms ranging from traditional desktop computers to the latest mobile smart phones and tablets.

- The EAM initiative will provide a framework for County stakeholders to replace multiple currently utilized work management systems with a single, new state-of-the-art EAM System from a leading vendor. The EAM Solution will retire legacy systems, and provide for sustainable hardware and software support. One of the strengths of the EAM Solution will be the ability to provide for multiple systems integration and interfacing, thus allowing for improved collaboration, and awareness of real-world assets and activities performance and financial impacts. These collective interfaces will greatly enhance short and long-term planning for optimizing resources and available funds. Stakeholders include various Department of Environment and Infrastructure groups, Real Estate Management, Parks and Conservation Services and Fleet Management. This is a multiyear project.

HUMAN SERVICES

Construction on Bayside Health Clinic is anticipated to commence in 2015 and will be located at Safe Harbor. The new clinic will serve homeless individuals and families in an area accessible by public transportation. Providing services at the clinic will reduce unnecessary emergency room usage and costly hospitalizations by expanding access to primary and preventative care. Funding is provided by a grant from the U.S. Department of Health and Human Services, Health Resources Services Administration.

For the second year in a row, Pinellas County Health and Community Services received a grant for the Navigator Program. In September 2014, Pinellas County received notification from the Center for Medicare and Medicaid, of an award in the amount of $535,156. Navigators are located throughout the County to provide enrollment assistance to uninsured and/or underinsured residents into the Federal Marketplace. By assisting residents in the enrollment process, the County is pro-actively working to reduce the number of uninsured residents using hospital emergency rooms. It also increases the number of covered adults and children through paid plans and Medicaid products for those who qualify, creating a healthier community and providing more access to care. Increased enrollment brings additional revenue to the County through the payment of premiums, claims, and treatment for medical services.
The County is in the process of updating the land development code and the County’s comprehensive plan to better support economic development, redevelopment and other key objectives. Being almost built out, most of our development activity is actually redevelopment. Each new project provides an opportunity to improve our communities. New approaches are being considered to guide the development process in ways that will enhance the condition of the County’s natural and built environments, promote economic opportunity and help us achieve a more sustainable future.

In anticipation of receipt of funds through the Gulf Coast Restoration Trust Fund under the Federal Restore Act, the County has requested and received ideas and proposals for projects within the County and/or its adjacent bay, coastal and Gulf waters that will benefit the Gulf of Mexico ecosystem. The federal funding stems from Clean Water Act civil fines and penalties related to the 2010 Deepwater Horizon oil spill. This funding allocation, known as the Direct Component fund, will be used to restore the environment and economy of the Gulf Coasts above and beyond the environmental and economic impacts associated with the oil spill. These funds are coming directly to Florida counties including Pinellas. The total amount of Direct Component funding that will eventually become available is not yet known, but could be in the range of $1.5 to $2 million per year for 10 or more years. As of March 31, 2015, a Pinellas County Direct Component fund allocation of about $1,542,888 is expected to be available for projects in the initial multiyear implementation plan.

In 2014, the Community Revitalization Division plans to initiate the final development phase of improvements to the Dansville Redevelopment Area – a federally designated neighborhood redevelopment strategy area. This phase will include the development and sale of sixty three single family homes, with a portion of the homes being sold to low and moderate income homebuyers.

Pinellas County complies with the Americans with Disabilities Act. To obtain accessible formats of this document, please contact the Finance Division at (727) 464-8300.
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Pinellas County Government is committed to progressive public policy, superior public service, courteous public contact, judicious exercise of authority and sound management of public resources, to meet the needs and concerns of our citizens today and tomorrow.
This Citizens’ Guide to County Finances was prepared by the Finance Division, the Clerk’s Print Shop, the Clerk’s Communications Coordinator and the Board of County Commissioners Communications Department.