

Tampa Scorecard

01/9/2023

BY THE OFFICE OF COUNCILMAN CARLSON

“What gets measured gets done” -
Rheticus

Why Measure?



**RANKED #1 AMONG BEST CITIES
FOR WOMEN TO START A BUSINESS**



**TOP 25 CITIES WHERE MILLENNIALS
ARE MOVING**



**RANKED ONE OF THE BEST CITIES
FOR MILLENNIALS IN THE NATION**

Vanity Rankings

We researched how the best cities in the world measure themselves and created a list of key metrics.

Methodology

 **Per Capita Income**

 **Median Household Income**

 **Poverty Rate**

 **Unemployment Rate**

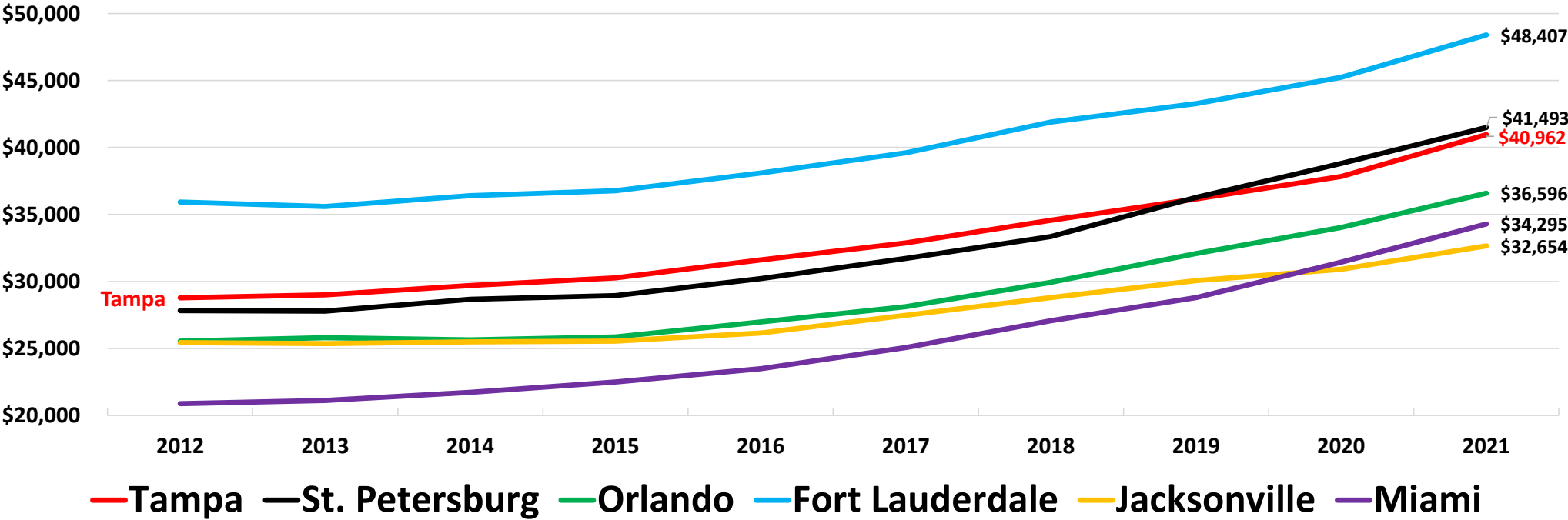
 **Homeownership Rate**

 **Violent Crime Rate**

 **Educational Attainment**

Key Metrics

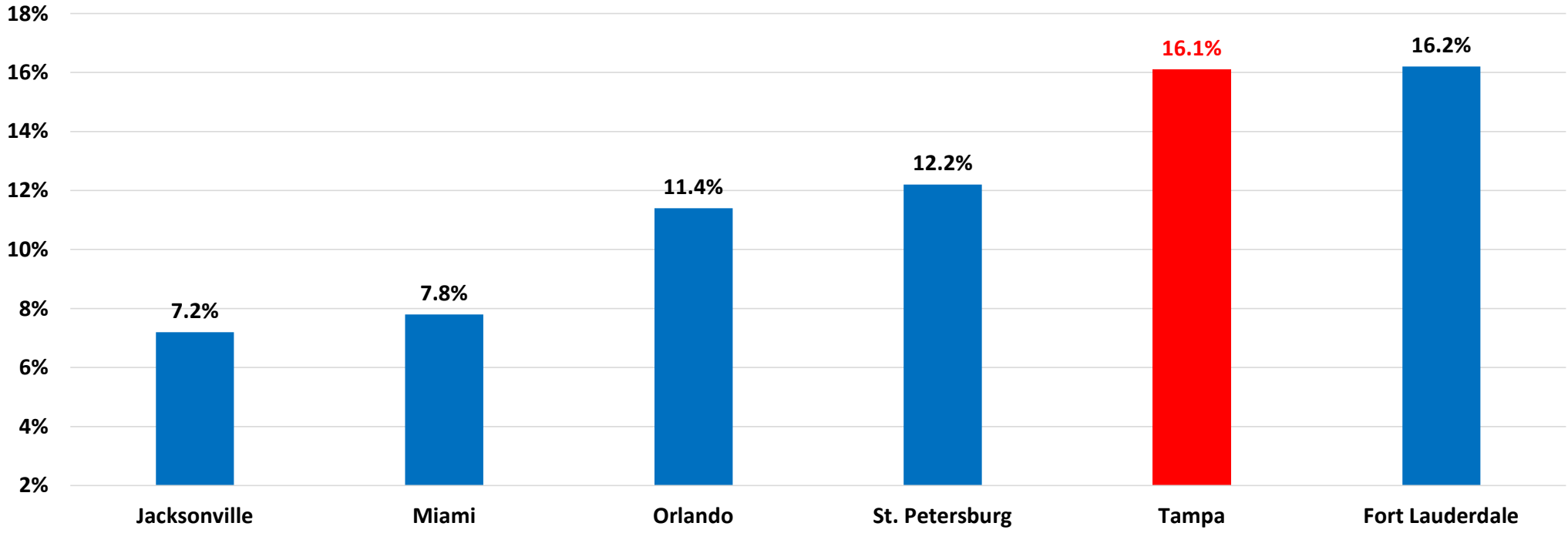
Per Capita Income



Per Capita Income: Florida Cities

TAMPA HAS THE THIRD HIGHEST PER CAPITA INCOME OF ALL MAJOR FLORIDA CITIES.

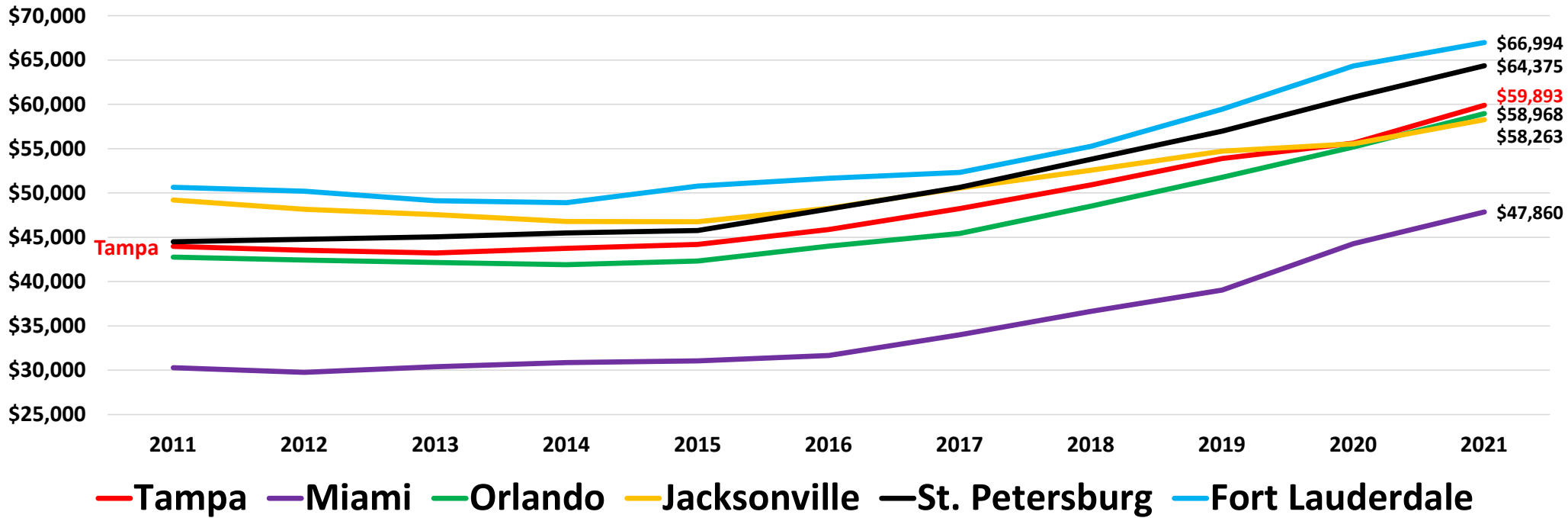
Percent of Population Earning \$200,000 or more 2021



Per Capita Income: Benchmark Cities

TAMPA'S HIGH-INCOME EARNERS SKEW THE AVERAGE.

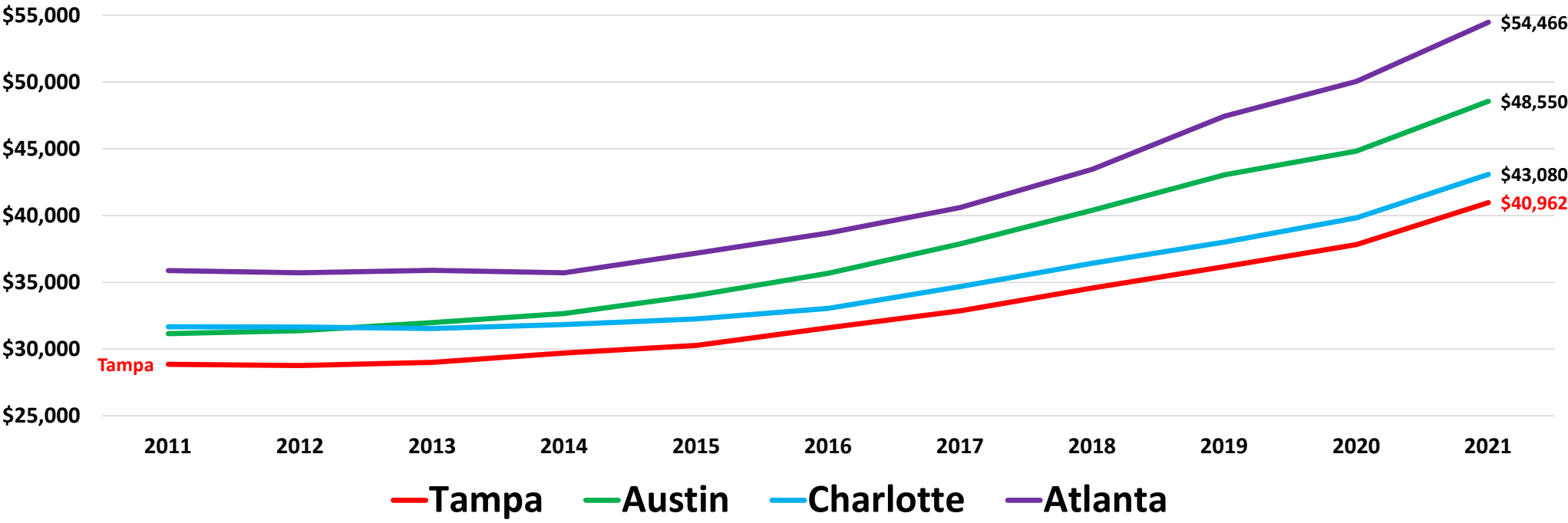
Median Household Income



Median Household Income: Florida Cities

TAMPA HAS THE THIRD HIGHEST MEDIAN HOUSEHOLD INCOME OF ALL MAJOR FLORIDA CITIES.

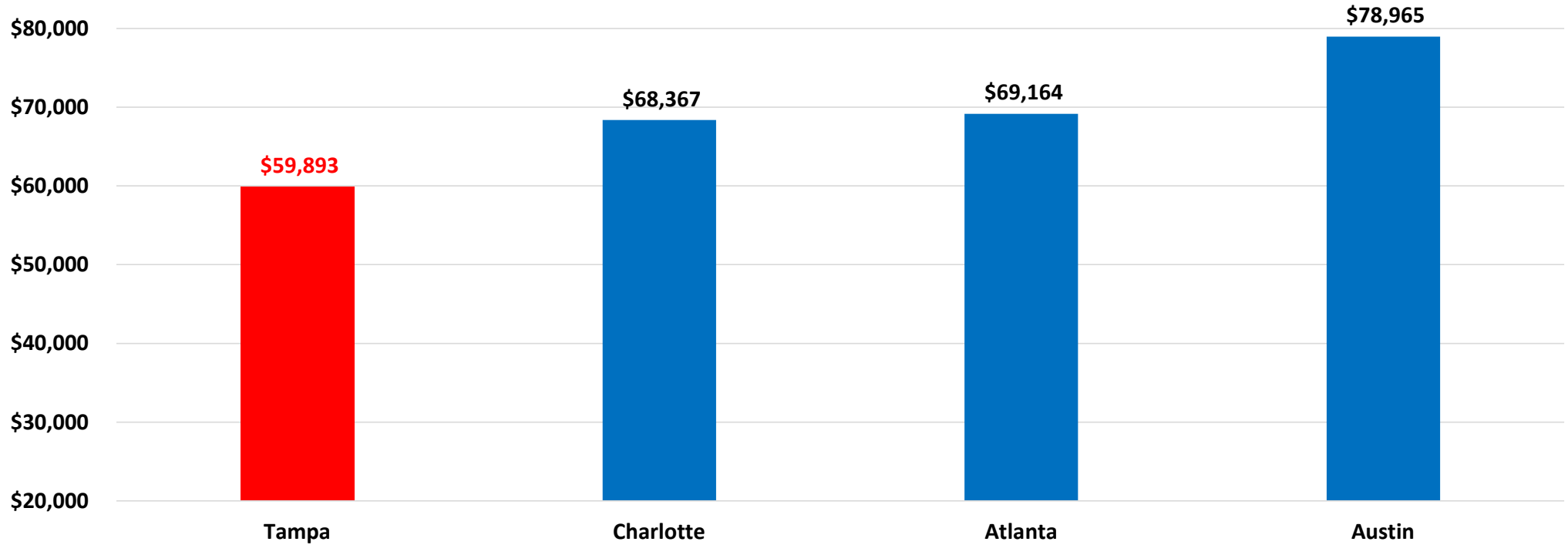
Per Capita Income



Per Capita Income: Benchmark Cities

TAMPA'S LAGS BEHIND IT'S BENCHMARK CITIES

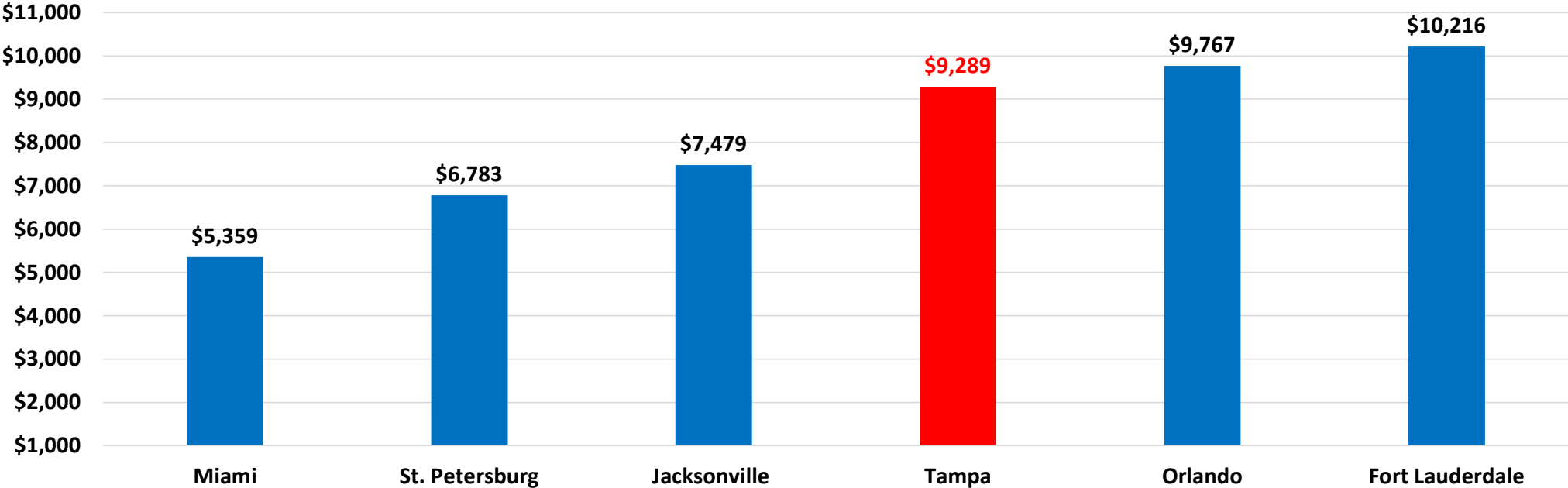
Median Household Income 2021



Median Household Income: Benchmark Cities

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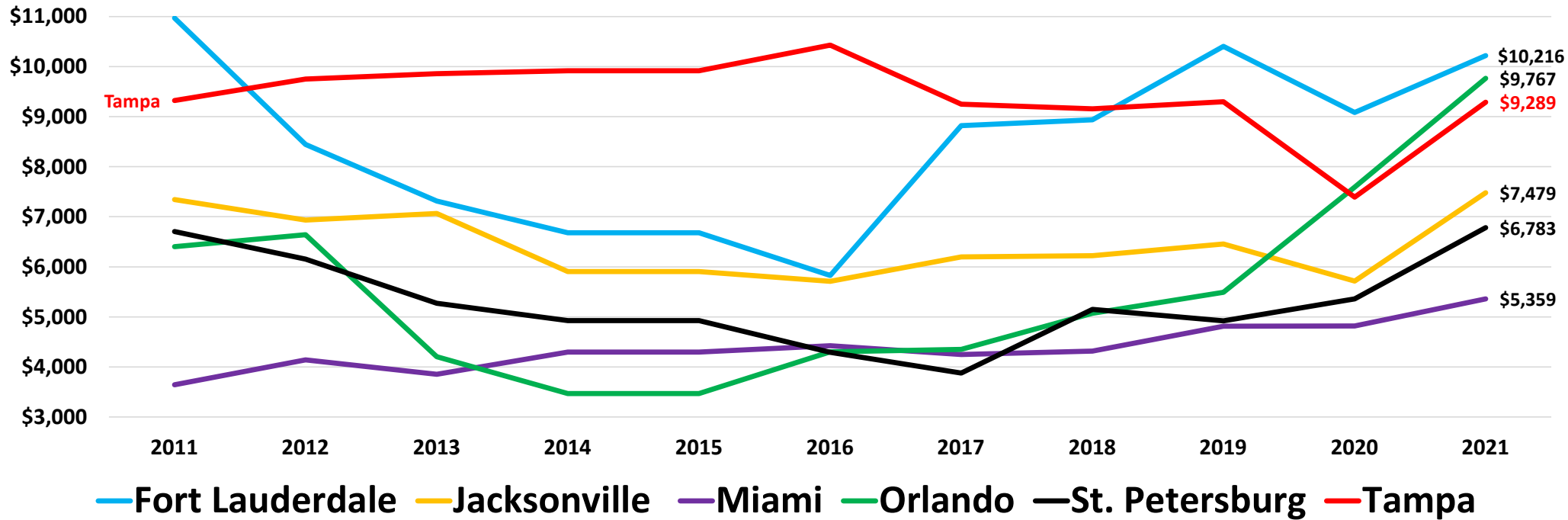
Median Income Disparity Between Average Male & Female Full Time Workers 2021



Gender Inequality: Florida Cities

TAMPA IS THE THIRD MOST UNEQUAL MAJOR CITY IN FLORIDA.

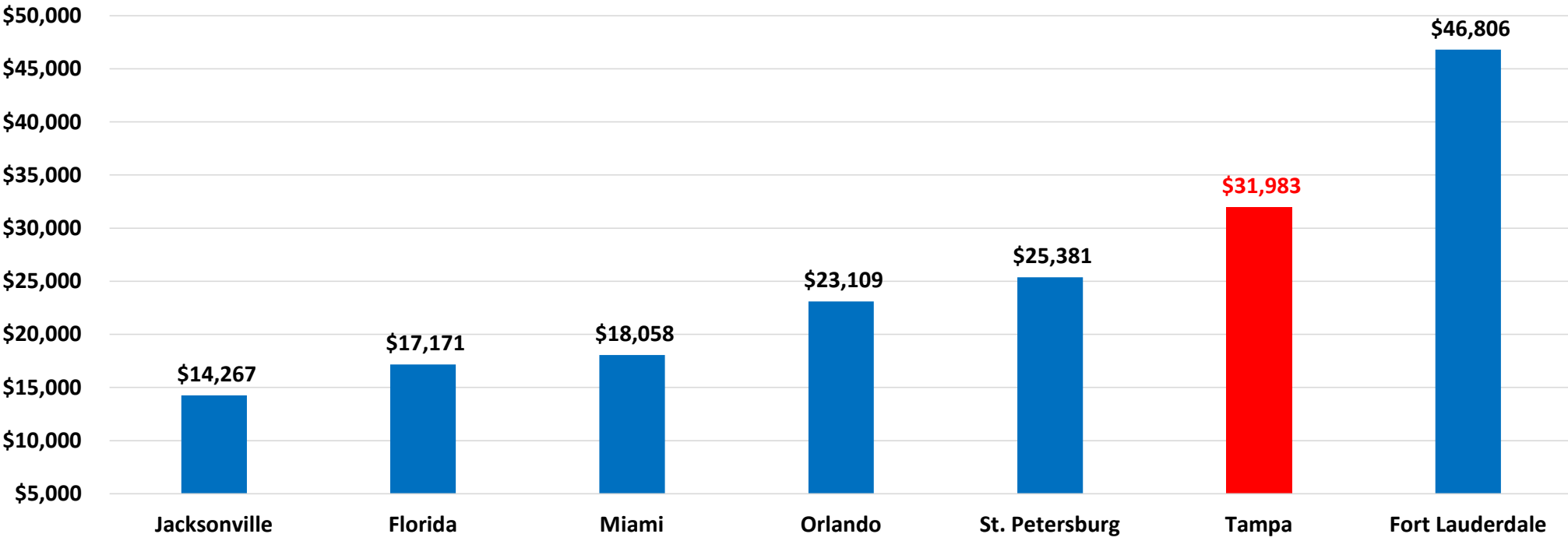
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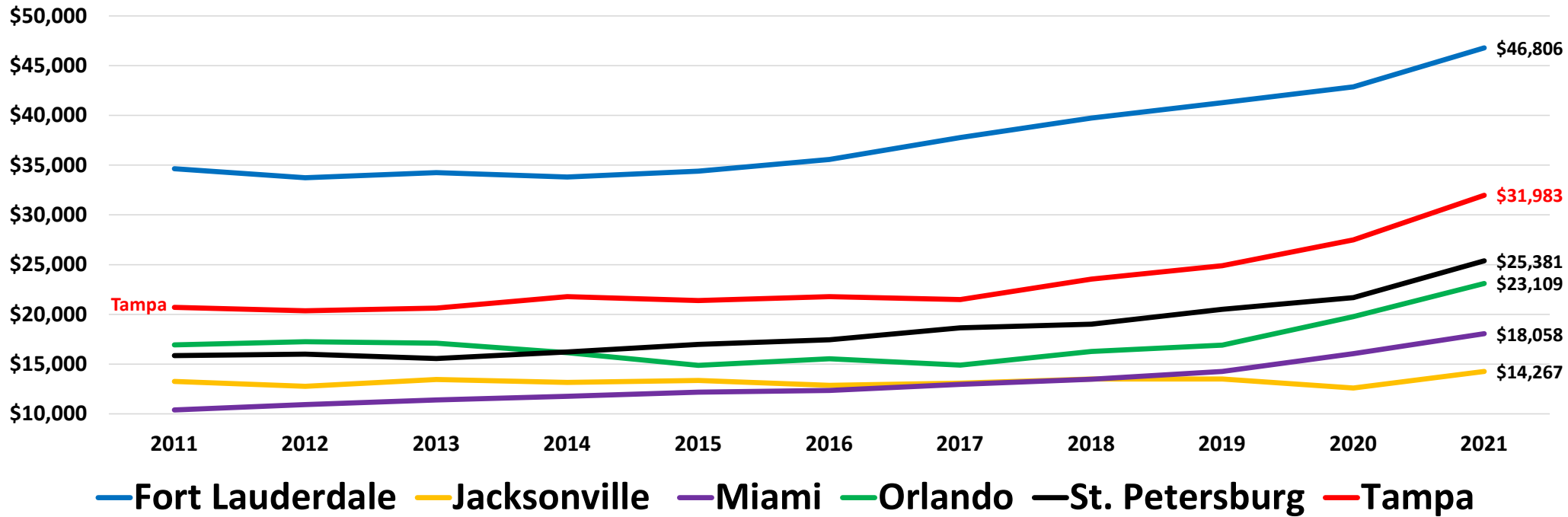
Per Capita Income Disparity between African American and Caucasian, 2021



Racial Inequality: Florida Cities

TAMPA IS THE SECOND MOST UNEQUAL MAJOR FLORIDA CITY

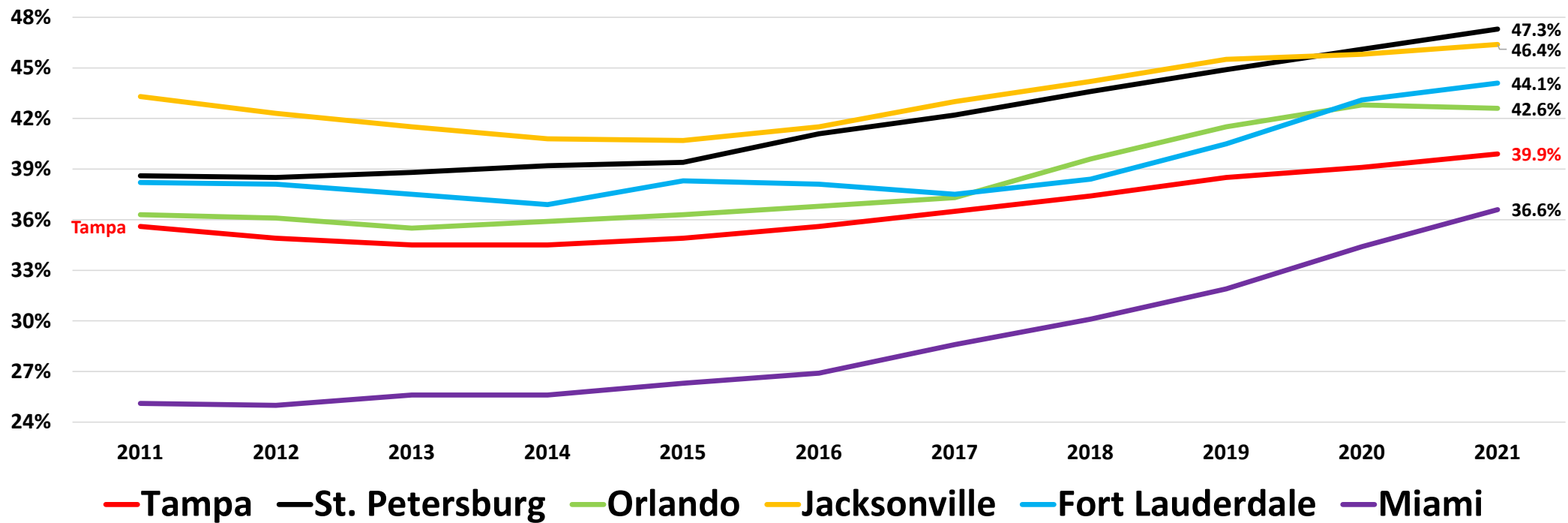
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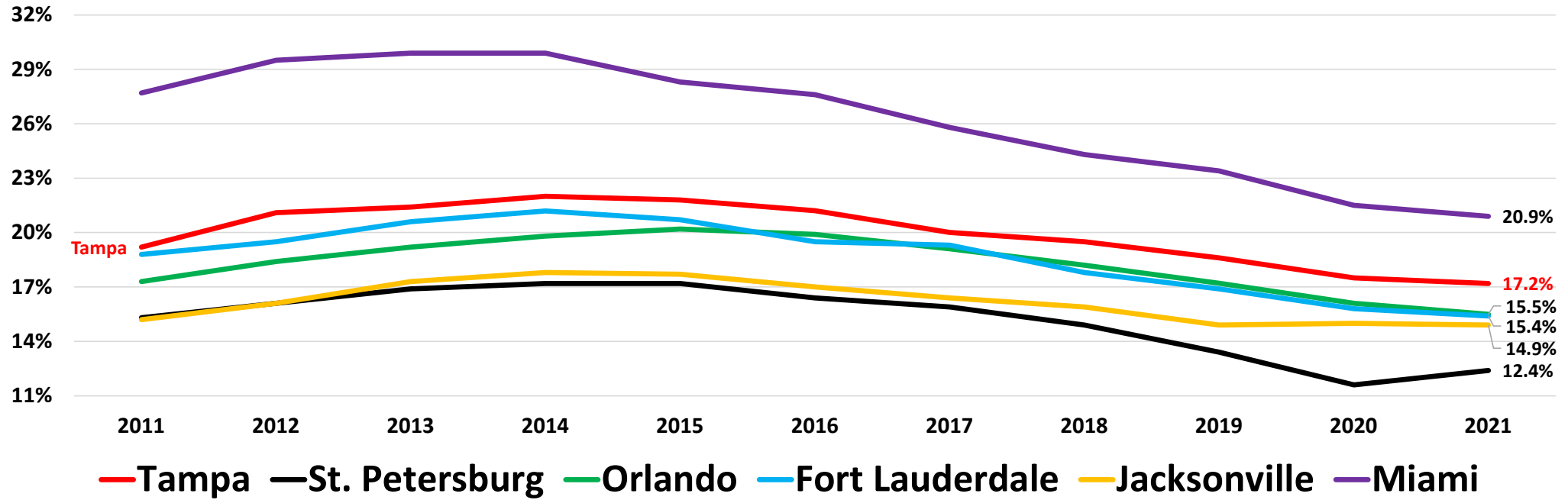
Percent of Population in Middle Class



Middle Class: Florida Cities

TAMPA'S MIDDLE CLASS IS THE SECOND SMALLEST FROM ALL MAJOR FLORIDA CITIES

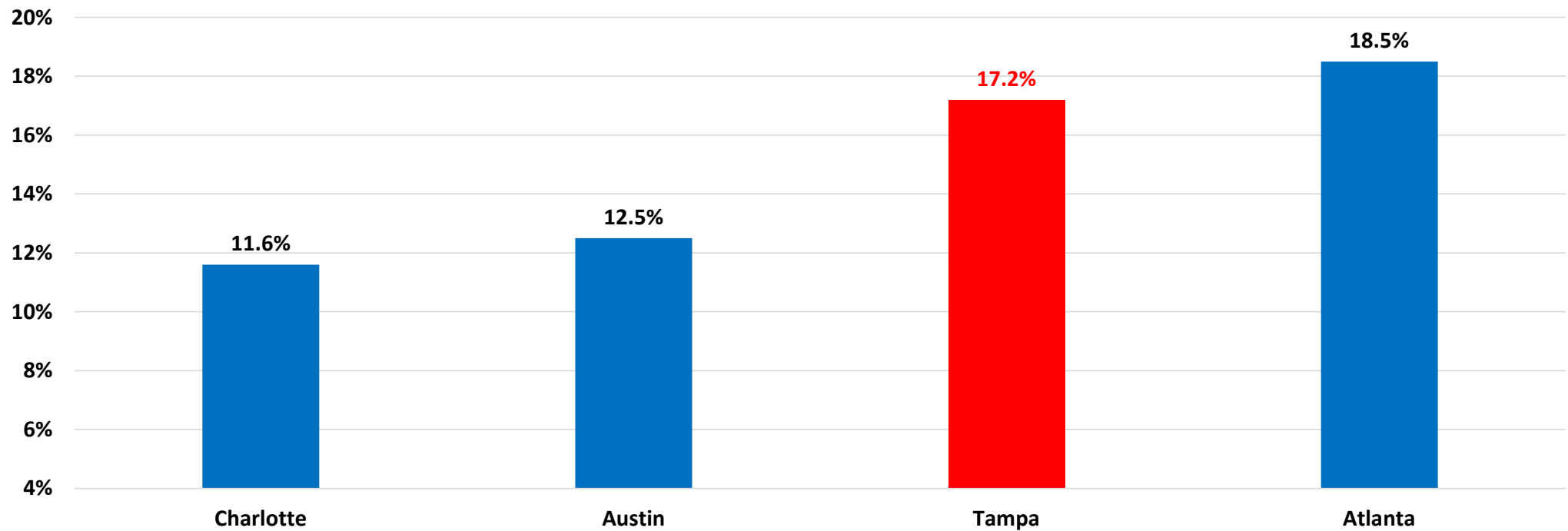
Percent of Population living in Poverty



Poverty Rate: Florida Cities

TAMPA HAS THE SECOND HIGHEST POVERTY RATE OF FLORIDA'S MAJOR CITIES.

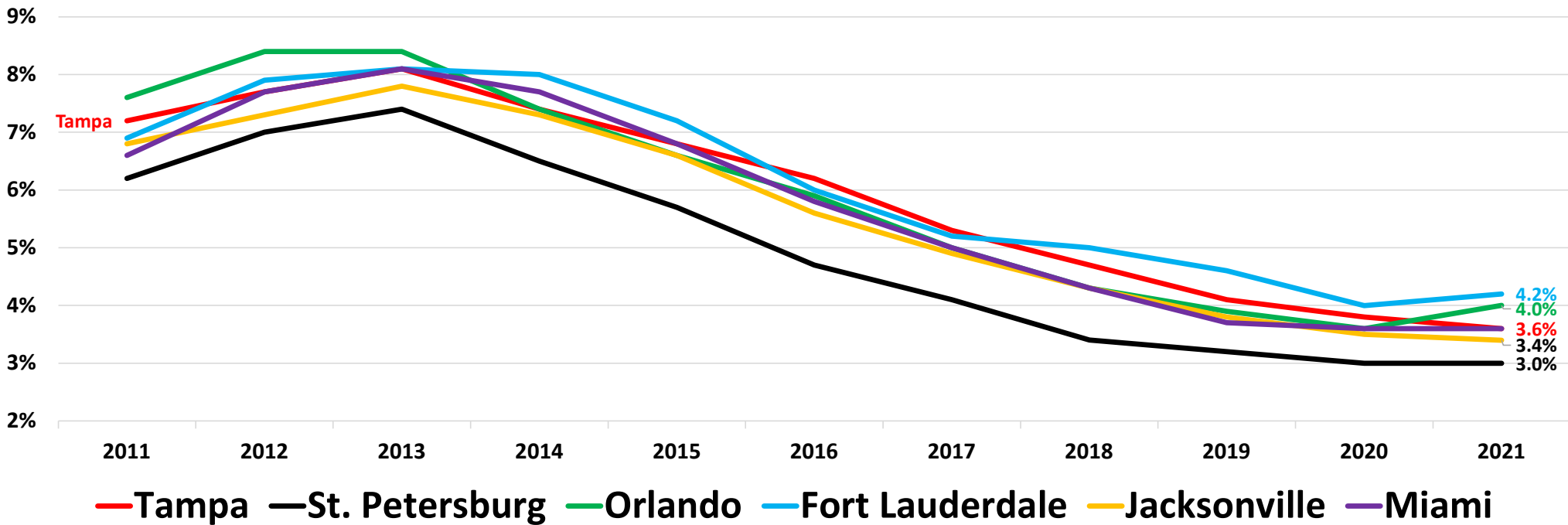
Percent of Population living in Poverty 2021



Poverty Rate: Benchmark Cities

TAMPA HAS THE SECOND HIGHEST POVERTY RATE OF OUR BENCHMARK CITIES

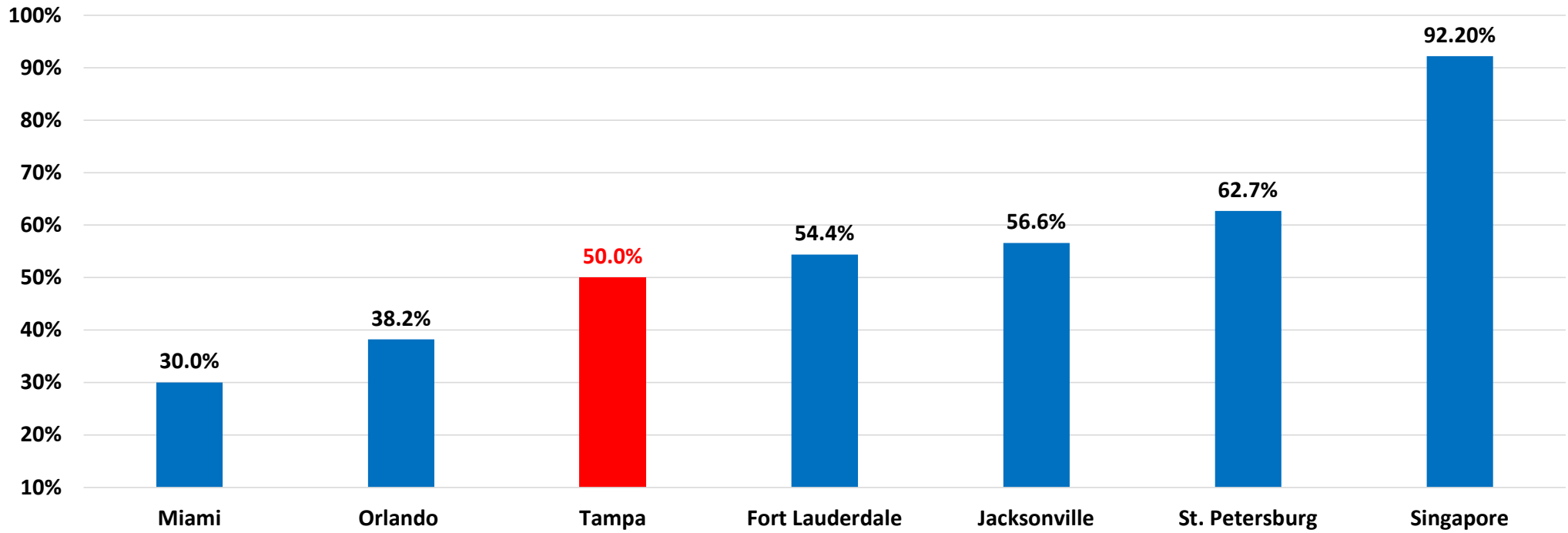
Percent of Civilian Labor Force Unemployed



Poverty Rate: Florida Cities

TAMPA HAS THE THIRD LOWEST UNEMPLOYMENT RATE OF FLORIDA'S MAJOR CITIES.(TIED WITH MIAMI)

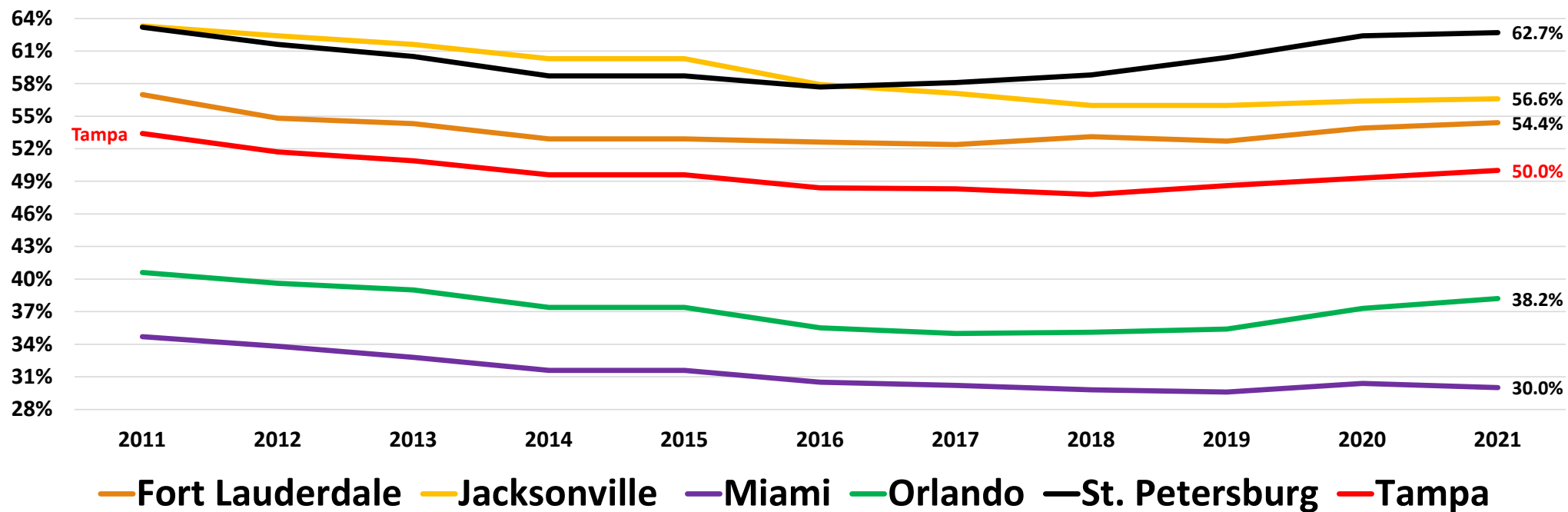
Homeownership Rate 2021



Homeownership Rate: Florida Cities & Singapore

TAMPA LAGS BEHIND ST. PETERSBURG, JACKSONVILLE AND FORT LAUDERDALE IN HOMEOWNERSHIP RATE.

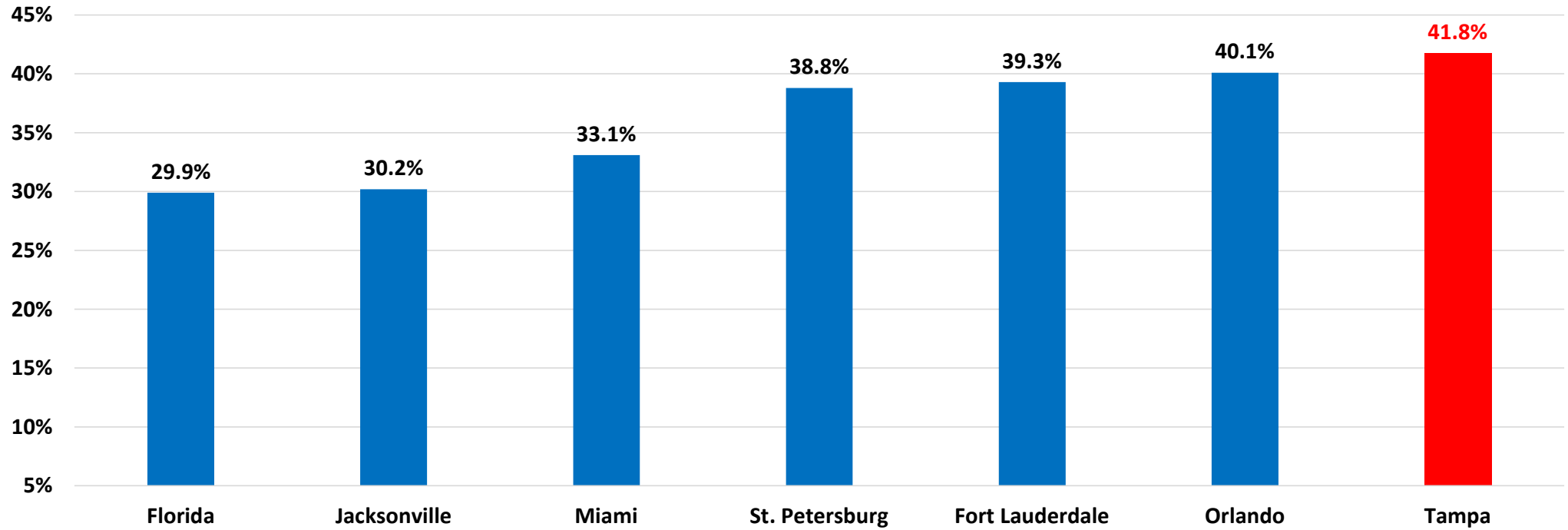
Homeownership Rate



Homeownership Rate: Florida Cities

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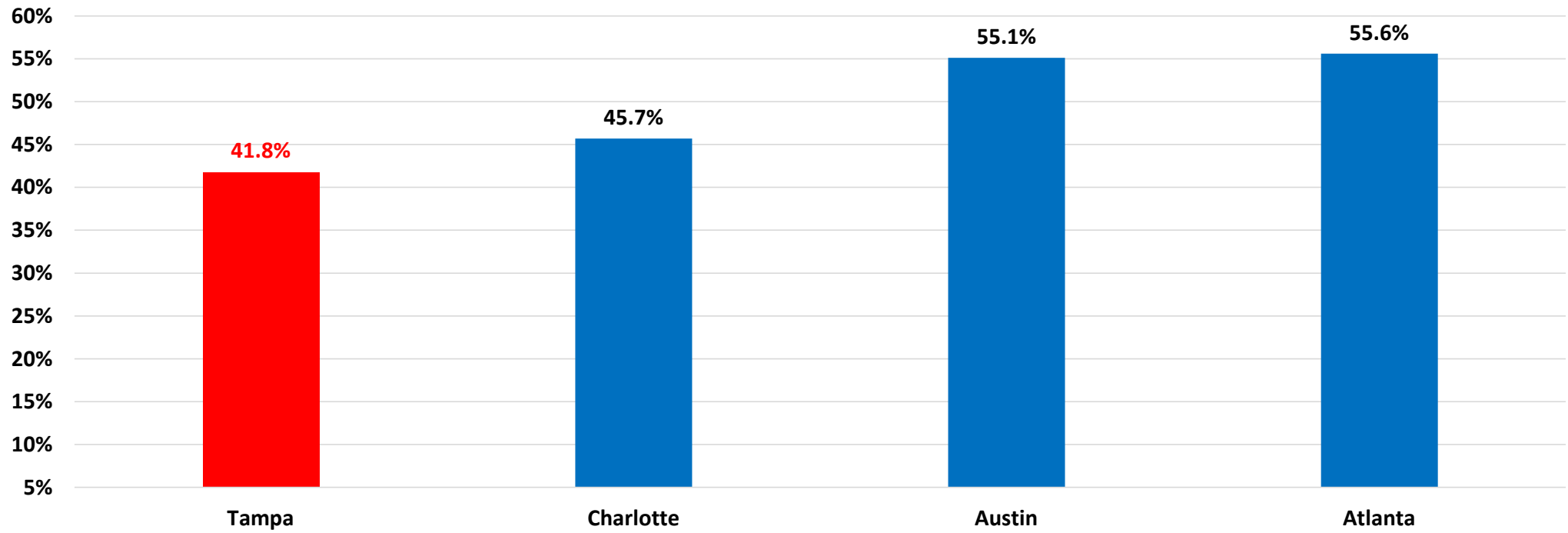
Percent With Bachelors Degree 2021



Educational Attainment: Florida Cities

TAMPA IS THE MOST EDUCATED MAJOR CITY IN FLORIDA

Percent With Bachelors Degree 2021



Educational Attainment: Benchmark Cities

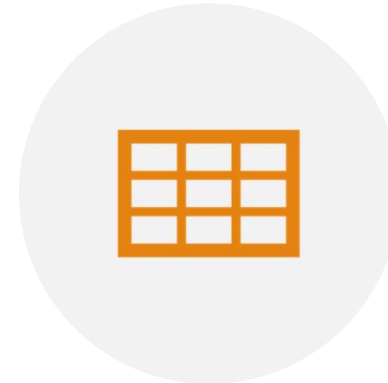
TAMPA IS LESS EDUCATED THAN ITS BENCHMARK CITIES

“The Amazons of the world go beyond the rankings and the rhetoric – they look at the facts, and they know the facts better than we do.”

Moez Limayem, Dean, USF Muma College of Business

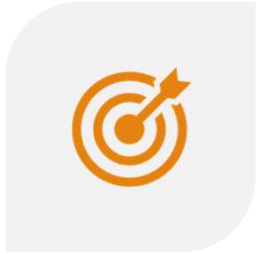


TAMPA'S POLICY & ECONOMIC DEVELOPMENT EFFORTS NEED TO BE FOCUSED ON REDUCING POVERTY AND GROWING THE MIDDLE CLASS.



TAMPA NEEDS TO USE AN HONEST SCORECARD TO MEASURE WHERE WE ARE AND WHERE WE WANT TO GO.

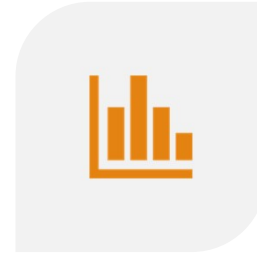
Conclusions



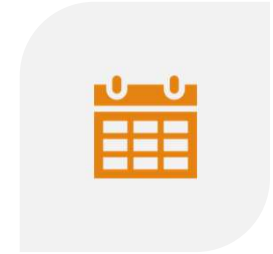
1) DEFINE
SCORECARD & GOALS



2) COMMUNITY
INPUT



3) PREDICTIVE
ANALYTICS

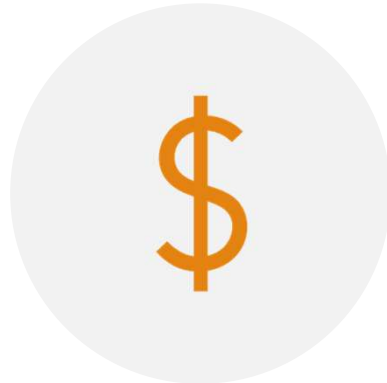


4) PLAN

Next Steps

<u>Metrics</u>	<u>Tampa</u>	<u>Best City in Florida</u>	<u>Tampa 2030 Goal</u>
<u>Per Capita Income, 2021</u>	\$40,962	\$126,941 (Naples)	
<u>Median Household Income, 2021</u>	\$59,893	\$174,295 (Parkland)	
<u>Homeownership Rate, 2021</u>	50%	94.3% (Belle Isle)	
<u>Crime Rate (per 100,000), 2019</u>	405	147 (Port St. Lucie)	
<u>Poverty Rate, 2021</u>	17.2%	4.5% (Parkland)	
<u>Educational Attainment, 2021</u>	41.8%	71.5% (Coral Gables)	
<u>Labor Force Unemployed, 2021</u>	3.6%	0.8% (Naples)	

Tampa Scorecard: <http://www.Tampascorecard.com>



1) "MIDDLE CLASS" DEFINED BY PEW RESEARCH CENTER AS INDIVIDUAL WITH INCOME BETWEEN \$45,000 - \$135,000 A YEAR.



2) VIOLENT CRIME RATE ASCERTAINED BY DIVIDING # OF VIOLENT CRIMES BY CITY POPULATION MULTIPLIED BY 100,000.

Footnotes

Tables 1-7 & 10 - 13:	Census TableID: DP03	-	https://tinyurl.com/TPAScore1
Tables 8-9:	Census TableID: S1902	-	https://tinyurl.com/TPAScore2
Tables 14-15:	Census TableID: DP04	-	https://tinyurl.com/TPAScore3
Table 16:	FBI Crime Statistics	-	https://tinyurl.com/TPAScore4
Tables 17-18:	Census TableID: S1501	-	https://tinyurl.com/TPAScore5

Links and Sources