

PASCO-HERNANDO WORKFORCE BOARD, INC.  
Education and Industry Consortium Quarterly Report

**A. GENERAL INFORMATION**

Report quarter: \_\_\_\_\_

Date of meeting: \_\_\_\_\_

Report prepared by: \_\_\_\_\_

Local workforce development board contact: \_\_\_\_\_ Date: \_\_\_\_\_

**B. ATTENDANCE**

Name	Organization	Industry or Education Organization	Contact Information
Fridy, Alexandra			alexandra@amskills.org
Reza, Maria	BayCare	Industry Organization	Maria.Reza@BAYCARE.ORG
Cooksey, Calvin	FleetForce	Industry Organization	calvin@drivefleetforce.com

## B. SUMMARY REPORT

1. Summary analysis of the local labor market based on the industry representative needs and education offerings. (Provide summary)
2. Information on priority industry sectors and occupations for the local area. (Provide summary)
3. Information on the status of existing talent pipelines for in-demand occupations. (Provide summary)

**Education and Industry Consortium**  
**Consortium Meeting Minutes**  
**June 10, 2025**

**Meeting Location:** *Meeting Held Virtually via Microsoft Teams*

**Consortium Members Attending:** Sarah Alway, Radiah Dent, Maria Swanson, Alexandria Fridy, Calvin Cooksey, and Maria Reza

**Consortium Members Absent:** Christina Davenport, Jacqueline Eden, Carolyn Gayle, Tonia Shook

**Staff Attending:** Nicole Beverley, Brenda Gause, Kenneth Russ, Jessica Weightman

**Others Attending:** Terri Clark, One Stop Operator

**Quorum Present?** Yes

**Call to Order:** The meeting was called to order at 2.04 p.m. by Terri Clark

**Public Comments**

No public comments were received.

**Discussion Item 1 – Introductions**

The Consortium members introduced themselves, including new leadership members:

- **Alexandra Fridy** — AmSkills, Inc.
- **Calvin Cooksey** — FleetForce
- **Maria Reza** — BayCare

Sarah Always, Radiah Dent, and Maria Swanson welcomed the new members (Fridy, Cooksey, and Reza), thanked participants, and underscored the value of ongoing collaboration.

**Discussion Item 2 – Round Table Member Update(s)**

The Consortium members highlighted upcoming events and initiatives, and explored opportunities for potential partnerships during their discussions on current workforce and education initiatives.

**Discussion Item 3 – Labor Market Updates: Local Industry Survey Update**

Sarah Alway delivered highlights from the 2025 Existing Industry Report, incorporating results of Pasco County's annual business survey conducted by Pasco EDC in collaboration with CareerSource Pasco Hernando.

**Key findings presented:**

- **Strong labor force and job growth:** From Q4 2015 to Q4 2024, Pasco County's labor force increased ~38%, while total jobs grew ~34%—from ~122,000 to ~163,900



- **Rapid business expansion:** The number of business establishments rose nearly 45%, from approx. 10,300 in 2015 to nearly 15,000 by Q4 2023
- **High confidence and expansion plans:** 65% of surveyed businesses planned expansions within two years (up from ~58.5% in 2022 and ~62% in 2023). Only ~9% planned relocation
- **Industry mix:** Most represented sectors include professional & technical services, manufacturing, healthcare/social assistance, and support services, with smaller shares in education, finance, construction, real estate, retail, agriculture, arts, utilities
- **Ownership diversity:** 21% woman-owned, 14% minority-owned, 11% veteran-owned; 86% privately owned, 14% publicly traded
- **Location strengths:** Top factors for operating in Pasco: accessibility to customers/suppliers, cost-of-living, quality of life, and access to skilled labor
- **New trends and strategies** (from Pasco 50 focus groups): Employers raised concerns over talent retention and sourcing, favoring apprenticeships, online platforms, career assessments, and veteran outreach over traditional career fairs. They also highlighted adapting to workforce expectations—like hybrid work models, wage competitiveness, and structured career progression opportunities

With no further business to discuss, the meeting adjourned.





PASCO EDC  
NORTH TAMPA BAY, FLORIDA®

# EXISTING INDUSTRY

ANNUAL  
REPORT

2025

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IN COLLABORATION WITH



CareerSource  
PASCO | HERNANDO

[www.CareerSourcePascoHernando.com](http://www.CareerSourcePascoHernando.com)



# COMMUNITY OUTREACH OVERVIEW

## EXECUTIVE SUMMARY

In early 2025, the Pasco Economic Development Council (Pasco EDC), in collaboration with CareerSource Pasco Hernando, conducted its Annual Existing Industry Survey to gain valuable insights from local businesses within Pasco County, Florida. CareerSource Pasco Hernando is a vital partner to Pasco EDC, helping connect businesses with a skilled workforce and supporting regional economic growth through collaborative workforce development initiatives.

The survey was supported and shared widely during the first quarter of 2025 thanks to the efforts of all of Pasco EDC's workforce partners. Special recognition goes to the workforceCONNECT Advisory Committee, which played a key role in distributing the survey and identifying emerging workforce and industry trends based on the responses collected. We also extend our sincere gratitude to the business community for taking the time to participate in this survey. Your input provides an invaluable snapshot of the region's economic landscape, challenges, and opportunities.

Of the 129 businesses who responded, 67 identified their county location. Of those, 57 respondents reported operating either exclusively in Pasco County or in Pasco and additional counties. This report includes only the feedback from those businesses with a presence in Pasco County, excluding data from those located solely in Hernando County and other counties. This report analyzes their feedback to identify key trends in business operations, workforce dynamics, hiring challenges, training needs, and overall economic sentiment.

Key findings indicate that Pasco's strategic location remains a leading factor in business attraction and retention. However, the county's rapid growth is creating integration challenges, particularly for small businesses navigating a shifting economic environment. Training and workforce development continue to be top concerns, with businesses calling for better access to certifications, more practical workforce partnerships, and simplified pathways for upskilling employees, especially for small enterprises without dedicated resources for HR infrastructure.



**TURNER ARBOUR**

SENIOR ECONOMIC  
DEVELOPMENT MANAGER  
Pasco EDC



**SARAH ALWAY**

ECONOMIC DEVELOPMENT  
COORDINATOR  
Pasco EDC



**JESSICA WEIGHTMAN**

DIRECTOR OF PROGRAM  
PLANNING & DEVELOPEMENT  
CareerSource Pasco  
Hernando



# INSIGHTS AND PARTNERS

## HOW TO USE THIS REPORT

This report is a practical tool for both workforce development professionals and business leaders operating in Pasco County. Workforce partners can use the insights to tailor programs that meet real-time needs, especially by developing flexible, short-term training options that align with the specific certifications employers are prioritizing. Given that many businesses cited a lack of time or awareness as barriers to accessing services, this data underscores the need for proactive, business-friendly outreach efforts, such as embedded liaisons or streamlined service portals. It also provides a foundation for deeper collaboration between workforce agencies and economic development organizations, particularly around supporting small businesses that may not have a dedicated Human Resources department.

For businesses, the report offers benchmarking insights that can inform strategic planning. Employers can see how others in the county are approaching training, hiring, and expansion—and compare their challenges and opportunities. It also introduces businesses to potential workforce partners, tools, and programs they may not be fully aware of. More importantly, it invites them to play a role in shaping the local talent pipeline by participating in internships, micro-credentialing efforts, or advisory boards. This collaborative approach will ensure that workforce solutions are not only relevant but also sustainable and inclusive of Pasco's growing economic landscape.

## WORKFORCECONNECT ADVISORY COMMITTEE MEMBERS

**Carlos Acevedo**, CareerSource Pasco Hernando

**Matt Becker**, Pridestaff

**Dr. Chris Brantley**, Pasco Hernando State College

**Marianne Brawer**, CareerSource Pasco Hernando

**David Caldas**, Hope Services

**Christina Davenport**, JMI Resource

**Aaron DeBerry**, Rhodes Academy

**Lindsey Hack**, Spherion Staffing

**Beth Galic**, BAMA

**Karen Lipnichan**, Keiser University

**Ron Martin**, Southlake Signs

**Deedra Mitchell**, Pasco County Schools

**Jennifer Morris**, AmSkills

**Tom Mudano**, AmSkills

**Buck Rollings**, Omega Tree

**Jerome Salatino**, CareerSource Pasco Hernando

**Daniel Stern**, Rasmussen University

**Jose Suarez**, Hope Youth Ranch

**Ebony Vaz**, Above Promotions

**Wendy Villa**, Pasco Hernando State College

THANK YOU TO OUR SURVEY PARTNERS



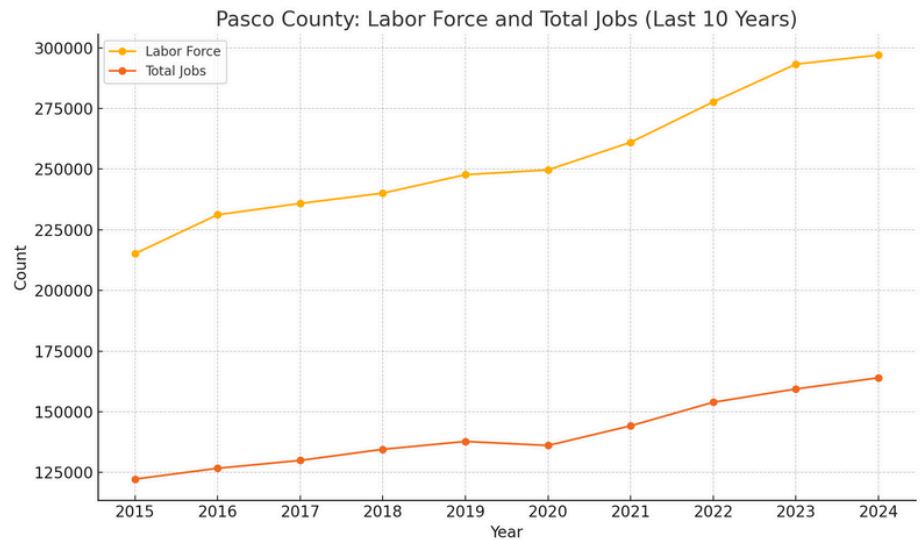


# PASCO COUNTY BUSINESS & LABOR OVERVIEW

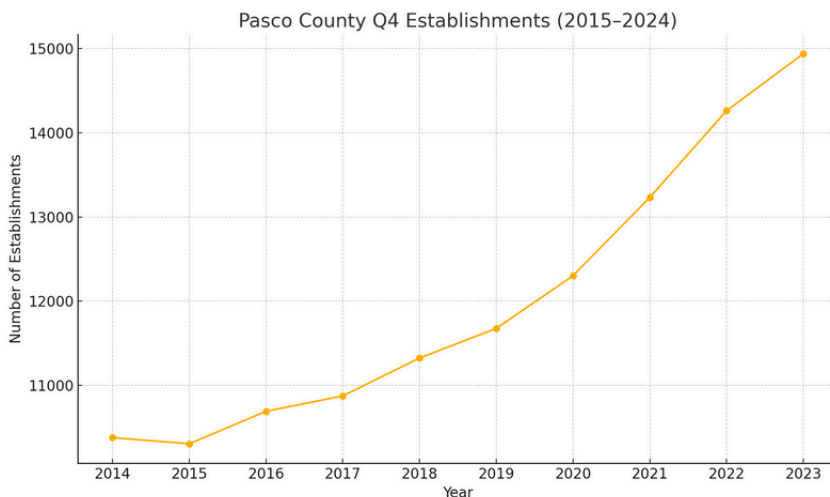
## GROWING JOBS AND WORKFORCE

Over the past decade (2015–2024), Pasco County's labor force has grown by 38.0%, rising from 215,177 to 297,044 residents in the workforce, while total jobs increased by 34.2%, from 122,233 in Q4 2015 to 163,998 in Q4 2024. This gap between labor force growth and job creation signals a pressing need to attract more employers in target industries to ensure job opportunities keep pace with workforce expansion.

Currently, approximately 100,000 Pasco residents commute out of the county for work, while many local jobs are filled by commuters from neighboring areas. By comparison, 89% of Hillsborough County residents and 87% of Pinellas County residents both live and work within their respective counties. To bridge this divide, more jobs must be created locally, and more Pasco residents must be able and willing to work where they live.



## ESTABLISHMENTS



Over the same period, Pasco County's business landscape has expanded dramatically, with the number of establishments rising by nearly 45%—from just over 10,300 in Q4 2015 to almost 15,000 in Q4 2023. This influx of new business locations underscores the county's growing economic vitality and the increasing availability of commercial infrastructure. As Pasco continues to welcome new companies and facilities, ensuring that these spaces translate into high-quality employment will be essential to fully leverage our expanding entrepreneurial base.



# ENGAGING PEER FOCUS GROUPS

## PASCO 50

Pasco 50 is a semiannual event organized by the Pasco EDC as part of its workforceCONNECT initiative. It brings together Pasco County business and Human Resource professionals to discuss workforce challenges and develop innovative strategies for talent retention and attraction.



### PASCO 50 - SUMMER 2024

At the June 2024 Pasco 50 event, industry leaders, educators, and community partners gathered to discuss workforce challenges and innovative strategies for talent retention and attraction in Pasco County. The topic revolved around Mitigating Risk and Staying Compliant while Attracting and Retaining Top Talent. While career fairs were noted as less effective, exciting alternatives such as targeted online platforms, assessments, and veteran outreach were explored to better connect talent to local employers.

The conversation highlighted opportunities to expand school-based certifications in high-demand fields and emphasized the importance of hands-on experiences like apprenticeships and internships. Employers recognized the need to adapt to evolving workforce expectations, including remote and hybrid options, higher wages, and clear paths for career advancement. The event underscored the critical role of collaboration in refining education, addressing transportation barriers, and showcasing Pasco's unique future to both students and professionals. Overall, it reflected a strong commitment to building a more resilient, skilled, and engaged workforce across the county.



### PASCO 50 - WINTER 2024

At the December 2024 Pasco 50 event, the topic focused on Women in STEAM Careers, with key speakers Dr. Elsa Flores from Moffitt Cancer Center and Dr. Monika Kiss from Saint Leo University. Dr. Flores emphasized the need for more intentional messaging to students about opportunities beyond shadowing MDs, noting media like Grey's Anatomy shapes interests. She stressed the role of supportive family in students' development. Dr. Kiss highlighted the importance of mentorship for women in math, encouraging young girls to pursue mathematics confidently. Their insights highlighted the importance of mentorship, early exposure to STEAM fields, and creating supportive environments for women pursuing these careers.

The event sparked meaningful conversations about bridging education and industry and set the stage for future collaborations aimed at strengthening Pasco's talent pipeline.



# UNDERSTANDING THE COMPANY MIX

## BUSINESS GROWTH & EXPANSION

Pasco County's business ecosystem reflects steady growth and a dynamic economy. A diverse range of industries—from manufacturing and healthcare to real estate and professional services—showcases its resilience. The presence of woman-owned, minority-owned, and veteran-owned businesses further highlights an inclusive, entrepreneurial environment.

Confidence in the future is strong. Most businesses plan to expand within the next two years—whether by growing their footprint, hiring, or increasing production. Even those considering relocation often intend to stay within Pasco, reinforcing its appeal as a business hub. These trends underscore the strength of the county's infrastructure, workforce, and market potential.

### BUSINESS OWNERSHIP

21% woman-owned  
14% minority-owned  
11% veteran-owned  
86% privately owned  
14% publicly traded



### PLANNING TO RELOCATE



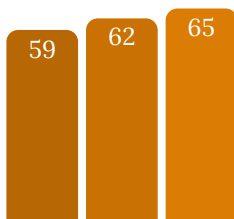
9%

### PLANNING TO EXPAND (WITHIN 2 YEARS)

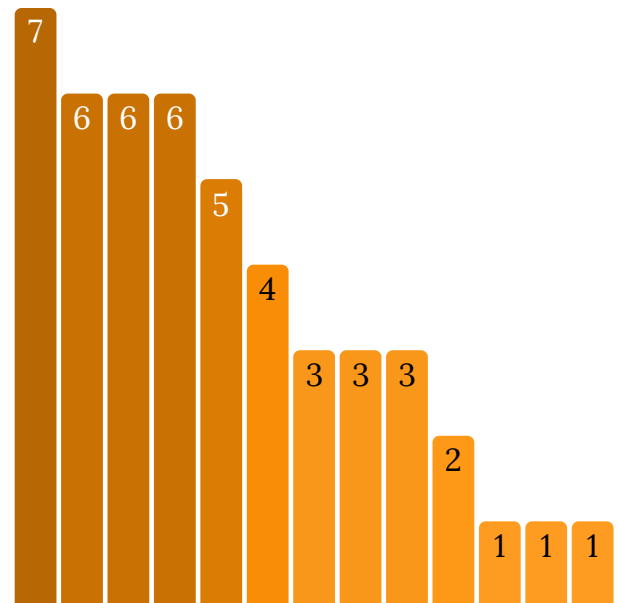
2022: 58.5%

2023: 62%

2024: 65%



### RESPONDENT INDUSTRY MIX



7.....Professional, Scientific, and Technical Services  
6.....Manufacturing  
6.....Health Care and Social Assistance  
6.....Administrative and Support and Waste Management and Remediation Services  
5.....Educational Services  
4.....Finance and Insurance  
3.....Other Services (except Public Administration)  
3.....Real Estate and Rental and Leasing  
3.....Construction  
2.....Arts, Entertainment, and Recreation  
1.....Agriculture, Forestry, Fishing and Hunting  
1.....Retail Trade  
1.....Utilities

# CHOOSING THE RIGHT LOCATION

## TOP REASONS FOR LOCATING IN PASCO COUNTY

When asked why they chose Pasco County, business leaders pointed to a variety of strategic advantages. Chief among them were location and accessibility – proximity to customers, suppliers, and major transportation routes gives companies an edge. The region's affordable cost of living and strong quality of life are also major draws, not only for employers but for the talent they hope to attract. The availability of a skilled labor pool, combined with the promise of a diversified economy, rounds out a compelling case for setting up shop in Pasco. These factors underscore the county's unique value proposition for businesses of all sizes.



### STRATEGIC LOCATION

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### ACCESS TO CUSTOMER BASE

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### COMPETITIVE COST OF LIVING

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### QUALITY OF LIFE

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### AVAILABILITY OF SKILLED WORKERS

# UNDERSTANDING COMPANY STRUCTURE

## WORKFORCE BY THE NUMBERS

Pasco businesses vary widely in size, but many are small to mid-sized enterprises with fewer than 50 employees. Despite their scale, these businesses are experiencing relatively low turnover, which suggests strong employee engagement and satisfaction in some sectors.



**50.8%**

0-49 EMPLOYEES

**14.8%**

50-99 EMPLOYEES

**29.6%**

100+ EMPLOYEES

## TOP REASONS FOR TURNOVER

Where turnover does occur, the reasons are telling – ranging from competitive poaching to limited advancement opportunities.



### TURNOVER

**70%**

EXPERIENCE 0-10%  
EMPLOYEE  
SEPARATION

**1**

Left for Another Organization

**2**

Job Performance Issues

**3**

Lack of Advancement/Training

**1**

Job Search Engines

**2**

Social Media

**3**

Company Website

**4**

Internal Referrals

**5**

Career Fairs



## RECRUITMENT METHODS

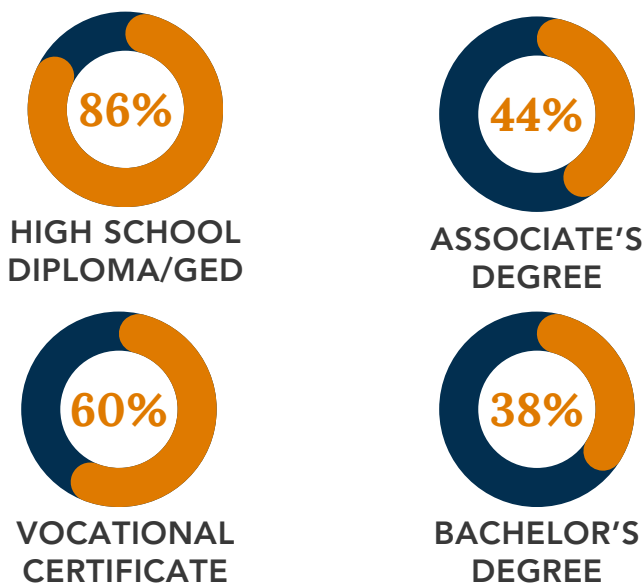
Understanding the structure and dynamics of the local workforce helps to pinpoint areas where support, training, and retention strategies could have the most impact.

# PLANNING FOR HIRING

## HIRING OUTLOOK AND CHALLENGES

The outlook for hiring is generally positive, with many businesses actively planning to expand their teams. However, employers continue to struggle with finding candidates who possess the right mix of technical skills, education, and soft skills. In some cases, compensation expectations and commuting distance further complicate recruitment efforts. These data points shed light on the growing skills gap and emphasize the need for workforce development strategies that align more closely with employer needs.

### DEGREES/CERTIFICATIONS NEEDED



### PLANNING TO HIRE (WITHIN 12 MONTHS)

2024: 50.9%  
2023: 72%  
2022: 90%



### MOST COMMON BENEFITS OFFERED TO EMPLOYEES

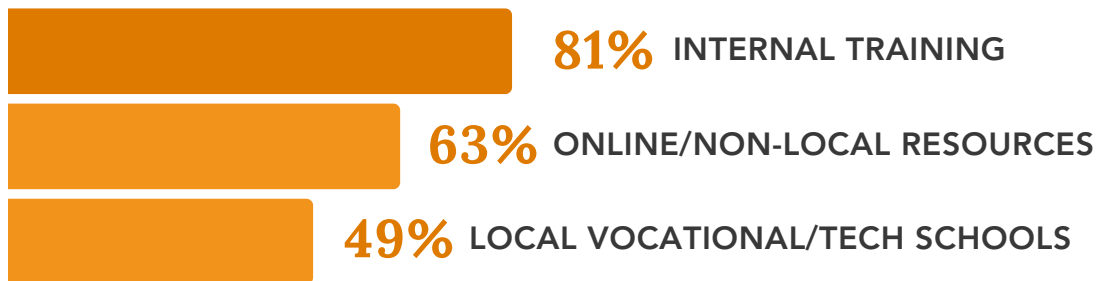


# BRIDGING THE WORKFORCE GAP

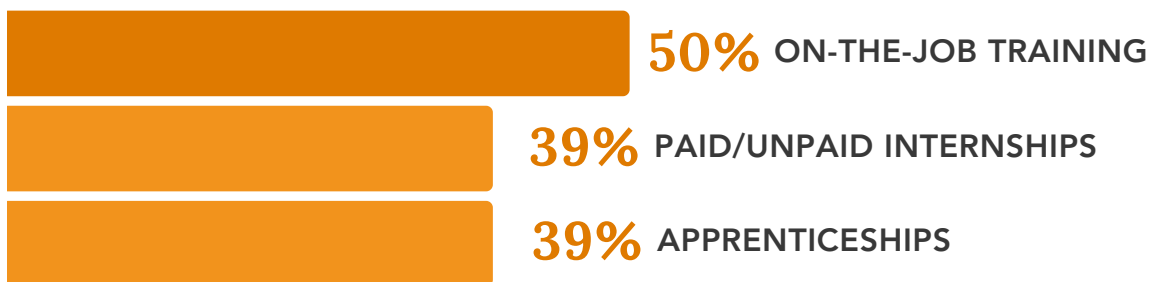
## TRAINING AND WORKFORCE DEVELOPMENT

Businesses are stepping up to meet their workforce needs through training, but many are seeking more robust support. Internal programs remain the most common method of employee development, but external resources – such as CareerSource Pasco Hernando, technical schools, and online training – are also playing an important role. Employers are increasingly open to creative solutions, including apprenticeships, internships, and on-the-job training programs with wage reimbursements. The data suggests strong demand for partnerships that can bridge the gap between education and employment readiness.

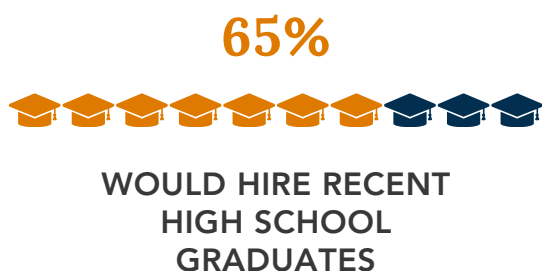
### TRAINING PROVIDERS USED



### EMPLOYERS ARE INTERESTED IN



### HIRING YOUNG TALENT



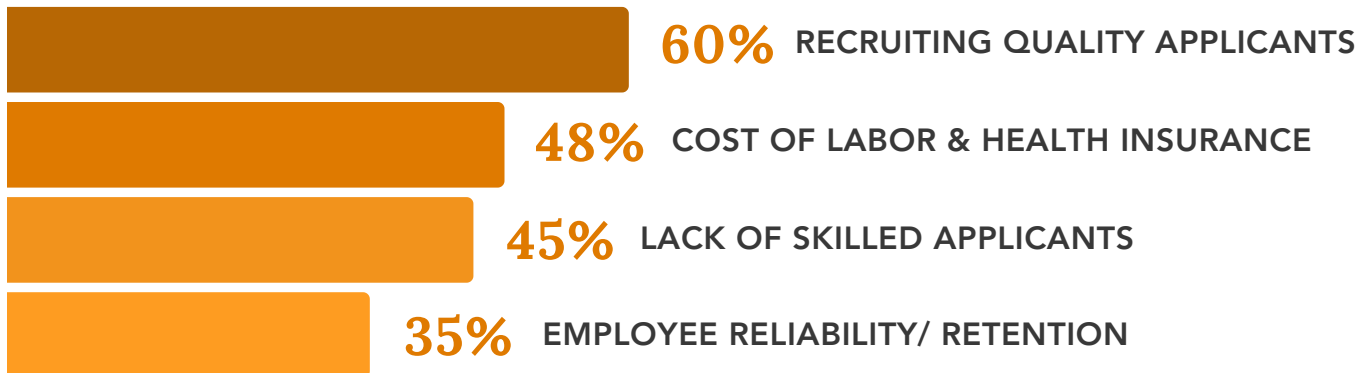


# BRIDGING THE WORKFORCE GAP

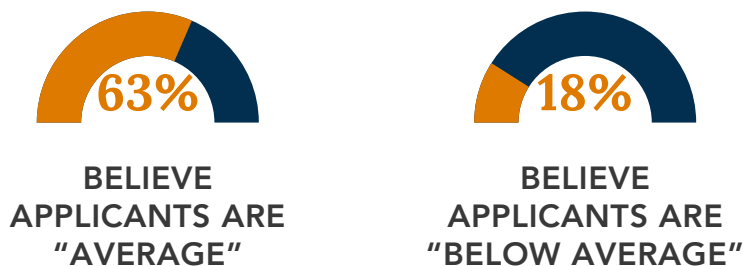
## WORKFORCE CHALLENGES AND WORKFORCE READINESS

Hiring remains a top concern for Pasco businesses, with many struggling to find candidates who are both available and adequately prepared. Employers report gaps in technical skills, soft skills, and overall professionalism – especially among recent high school graduates. These hiring challenges underscore a pressing need for strong connections between education, workforce programs, and employers.

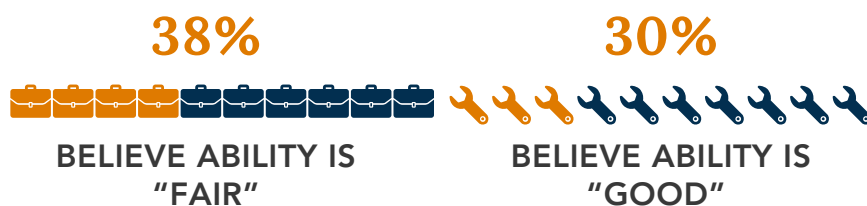
### TOP WORKFORCE CONCERNS



### APPLICANT QUALITY



### AVAILABILITY OF SKILLED WORKERS





# ALIGNING TRAINING AND RECRUITMENT

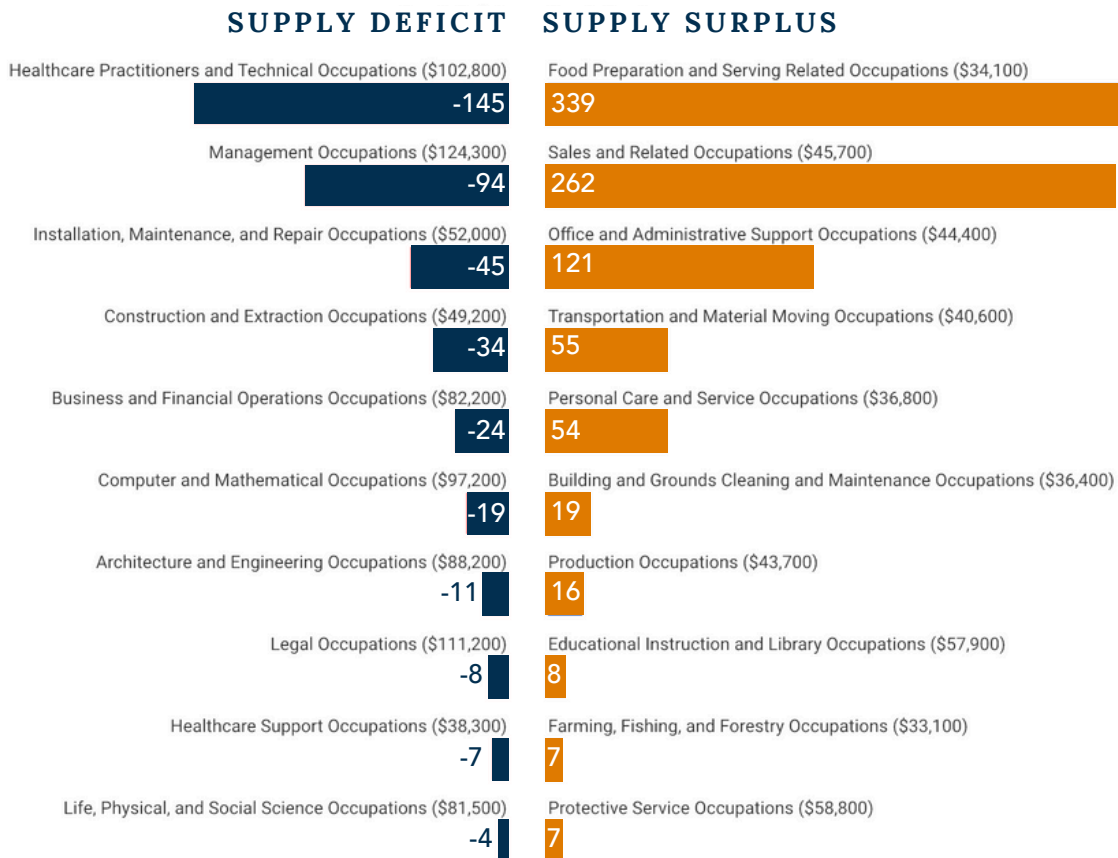
## FASTEST GROWING OCCUPATIONS

Over the next five years, Pasco County is projected to experience notable imbalances in its workforce. JobsEQ data show that healthcare practitioners and technical occupations will face the largest annual shortfall, about 145 unfilled positions, followed by management roles with a deficit of 94 and installation, maintenance, and repair occupations short by 45 workers. Conversely, the county is expected to see a surplus of talent in sectors such as food preparation and serving (339 excess workers) and sales and related occupations (262). This analysis underscores the importance of aligning training programs and recruitment efforts with employer needs to address high-value skill gaps while effectively utilizing available labor in other fields.



### Occupation Gaps

Potential Average Annual Occupation Gaps over 5 Years in Pasco County, Florida



Source: JobsEQ®  
Data as of 2024Q4

# MOVING FORWARD: BEST PRACTICES

## RECOMMENDATIONS & NEXT STEPS

These findings suggest several strategic approaches to drive economic growth and support local businesses:

### ELEVATE TALENT STRATEGIES

Broaden outreach to students, career changers and retirees by expanding digital recruitment channels, organizing school-to-work programs and hosting targeted hiring events.

### ALIGN WORKFORCE DEVELOPMENT

Work with training providers and employers to shape curricula that address critical skill gaps in sectors such as healthcare technology and professional services. Balance the occupation supply surplus with the supply deficit.

### TARGET INDUSTRY ATTRACTION

Showcase Pasco's expanding labor pool, modern business infrastructure and high quality of life to draw in employers that offer strong growth and career opportunities.

### DRIVE OPERATIONAL INNOVATION

Encourage companies to adopt emerging technologies for analytics and process automation, and to pursue support that enhances efficiency, reduces costs and strengthens competitiveness.

### STRENGTHEN COLLABORATIVE DATA SHARING

Maintain an accessible dashboard of labor metrics, occupation gaps and incentive opportunities. This is managed by the WorkforceCONNECT website for self-servicing data needs and by utilizing the WorkforceCONNECT Advisory Committee.

## CONCLUSION

The 2025 Annual Existing Industry Survey provides a compelling snapshot of a business community that is not only thriving but also forward-thinking. Pasco County employers are demonstrating a clear commitment to growth, with many planning significant expansions and investing in their workforce to drive future success. The county's strategic location, high quality of life, and business-friendly environment continue to make it an attractive destination for businesses looking to establish or expand operations.

While workforce development remains a key priority, the survey reveals a robust foundation of collaboration already in place. Employers are actively investing in internal training initiatives and fostering partnerships with local organizations to ensure a well-trained, adaptable workforce. Moreover, businesses are increasingly open to adopting innovative hiring strategies and forging connections with education and training providers, further strengthening Pasco County's talent pipeline.

As Pasco County's economy continues to evolve, these insights provide a valuable roadmap for shaping proactive, data-driven initiatives that promote sustainable growth and long-term success. With continued collaboration and a shared commitment to fostering innovation, Pasco County is poised not only to meet the needs of its existing industries but also to embrace the exciting

# COMPANY VISITS



## PUREL CHEMICAL

*Cassara Bronson-McNanna, Pertti Raunila, Hanna Svensson, Turner Arbour, Rick Richmond*

Purel Chemical, based in Dade City, specializes in the production and distribution of high-quality industrial chemicals, offering tailored solutions for various industries.



## THE POINT DISTILLERY

*Sarah Alway, Spencer Wolf, Turner Arbour*

The Point Distillery, located in Hudson, crafts small-batch spirits with a focus on quality and innovation, offering unique, locally-inspired flavors that showcase the essence of Florida.



## AMERICAN FABRIC FILTER

*Tim Robinson, Sarah Alway*

American Fabric Filter, located in Wesley Chapel, specializes in providing high-performance filtration solutions, offering custom-designed filter bags and accessories for industries seeking to enhance air quality and operational efficiency.



## THE LEVEREDGE

*Curtis Simmons, Cassara Bronson-McNanna, Bob Bennett, Sarah Alway*

The LeverEdge, located in Odessa, manufactures industry-leading solar and water treatment technologies to empower independent small business owners with high-quality home improvement solutions.