



PASCO EDC
NORTH TAMPA BAY, FLORIDA®

EXISTING INDUSTRY

ANNUAL
REPORT

2025



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IN COLLABORATION WITH



CareerSource
PASCO | HERNANDO

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

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THANK YOU TO OUR SURVEY PARTNERS

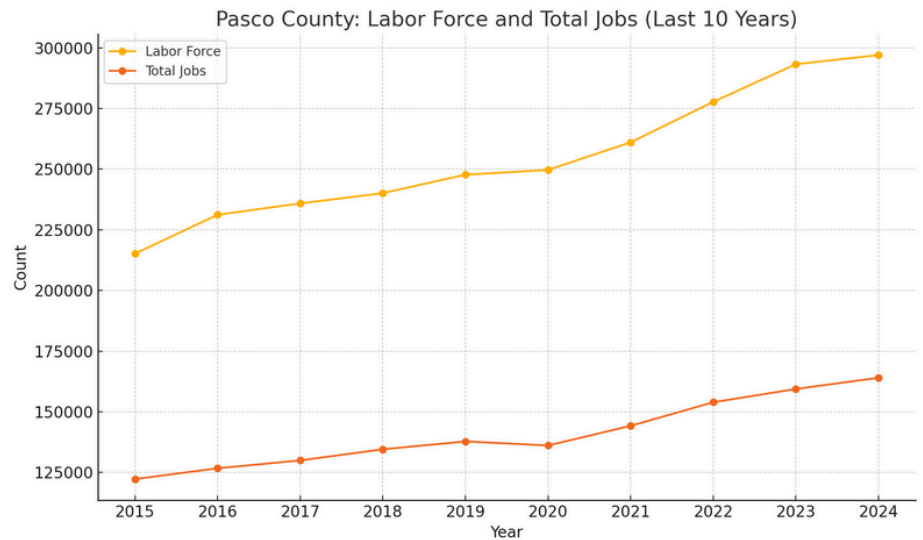


PASCO COUNTY BUSINESS & LABOR OVERVIEW

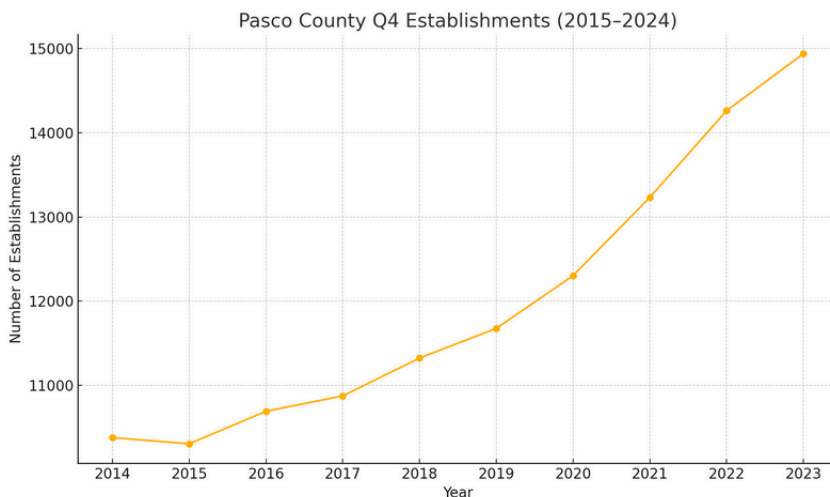
GROWING JOBS AND WORKFORCE

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



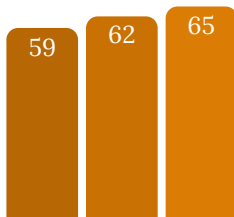
9%

PLANNING TO EXPAND (WITHIN 2 YEARS)

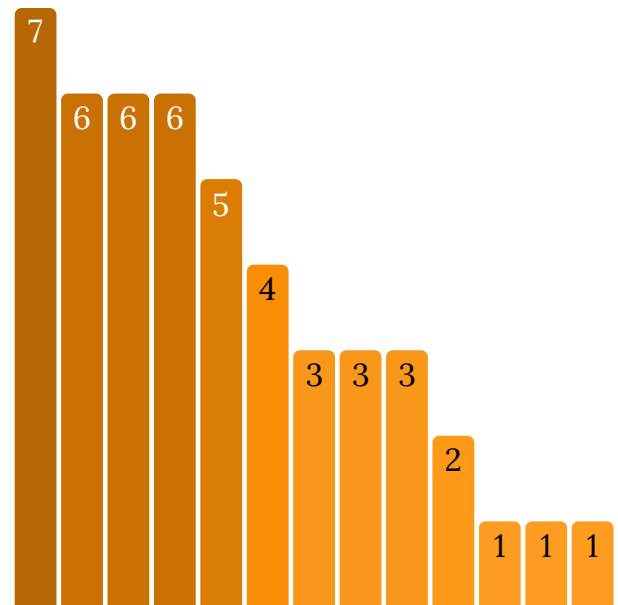
2022: 58.5%

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



ACCESS TO CUSTOMER BASE



COMPETITIVE COST OF LIVING



QUALITY OF LIFE



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

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.



1

Job Search Engines

2

Social Media

3

Company Website

4

Internal Referrals

5

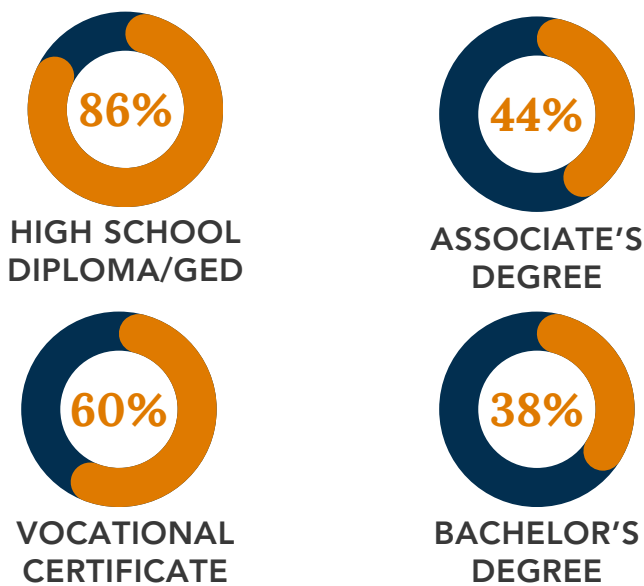
Career Fairs

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

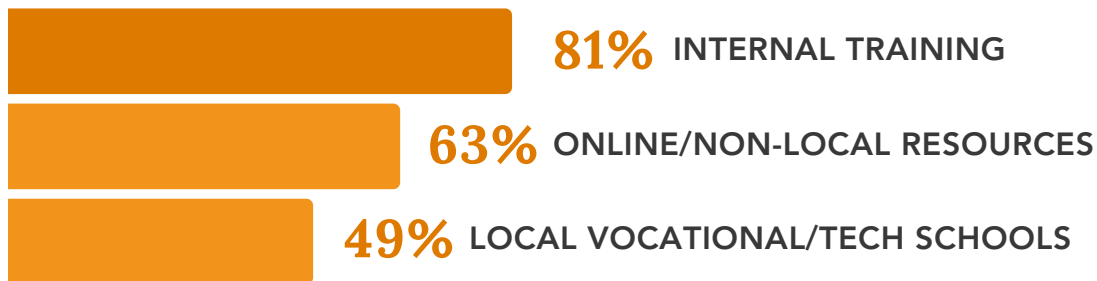


BRIDGING THE WORKFORCE GAP

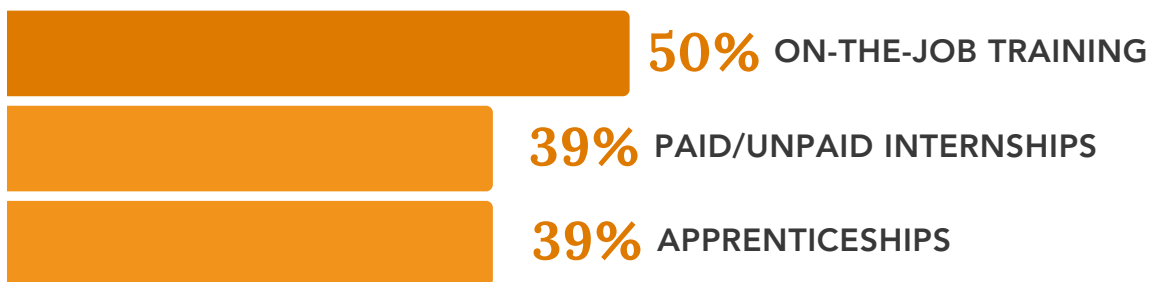
TRAINING AND WORKFORCE DEVELOPMENT

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.

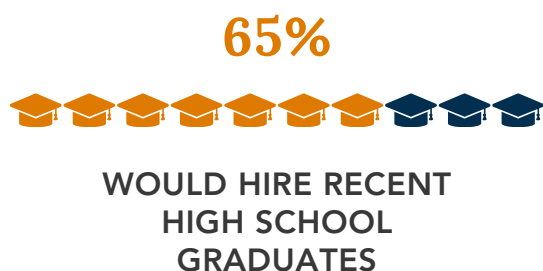
TRAINING PROVIDERS USED



EMPLOYERS ARE INTERESTED IN



HIRING YOUNG TALENT

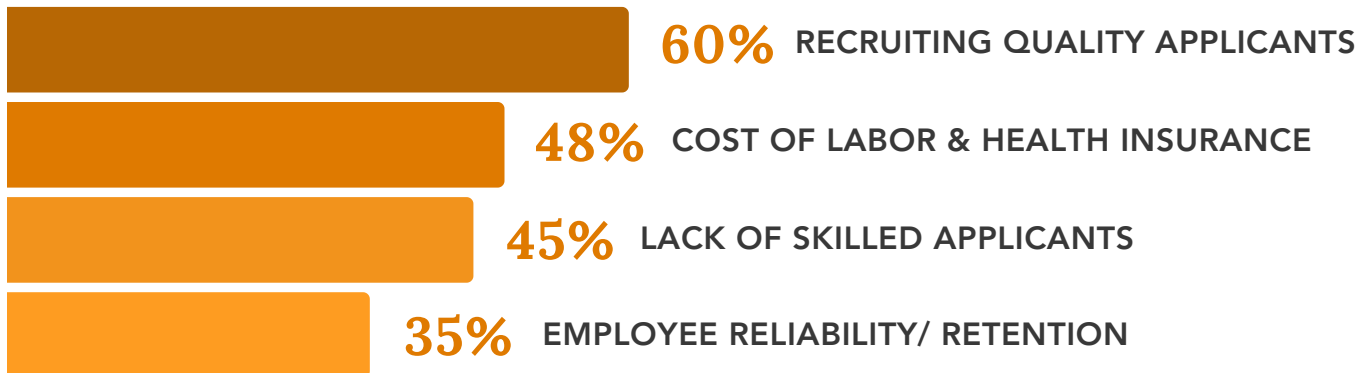


BRIDGING THE WORKFORCE GAP

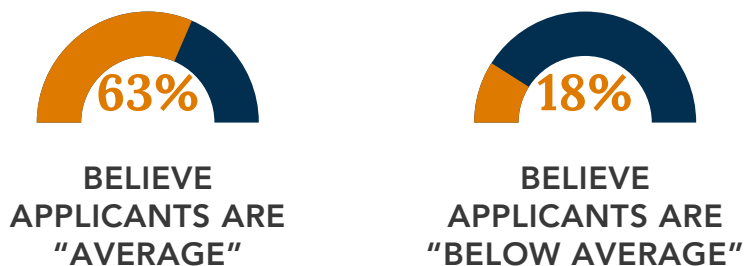
WORKFORCE CHALLENGES AND WORKFORCE READINESS

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.

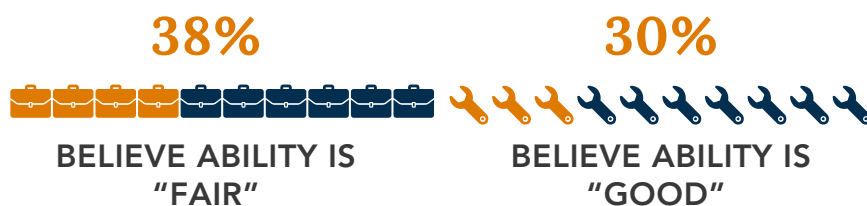
TOP WORKFORCE CONCERNS



APPLICANT QUALITY



AVAILABILITY OF SKILLED WORKERS



ALIGNING TRAINING AND RECRUITMENT

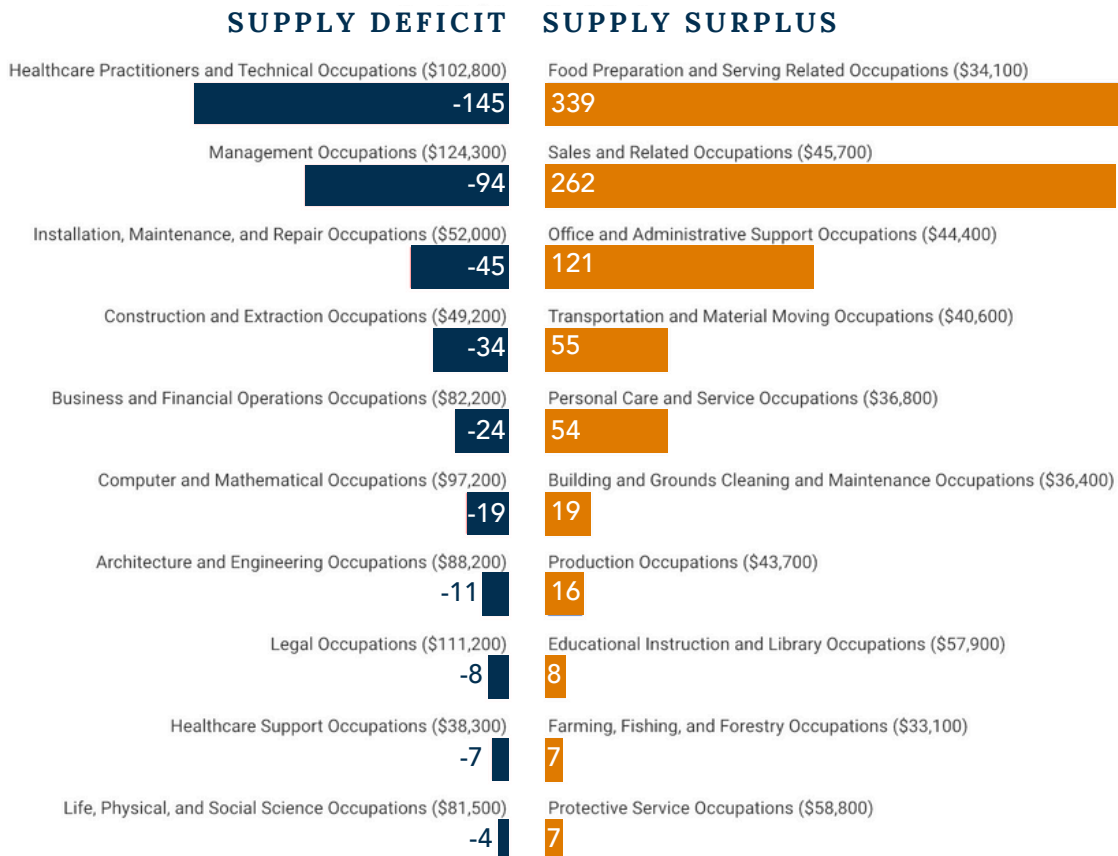
FASTEST GROWING OCCUPATIONS

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.