

Community Analysis

Tampa Report



AMERICA'S WARRIOR PARTNERSHIP



*This community analysis was sponsored by
JP Morgan Chase & Co. and conducted by
America's Warrior Partnership.*



JPMORGAN CHASE & CO.



*Partnering with communities to
prevent veteran suicide*

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Executive Summary

The Tampa Metropolitan Statistical Area (MSA) is the 18th largest metropolitan area in the United States and is located on the West Coast of Florida. It includes the following cities: Tampa, St. Petersburg, and Clearwater, with a total population of 3,219,514, according to the Census Bureau. The Tampa MSA includes four counties listed below with a total population:

- Hillsborough County — 1,478,194
- Pinellas County — 956,615
- Pasco County — 584,067
- Hernando County — 200,638

Demographics

	Hillsborough County	Pinellas, Pasco, Hernando counties	Total
Total Population	1,478,194	1,741,320	3,219,514
Veteran Population	92,279	145,140	237,419
% of Total Veteran Population	6%	8%	7%

*According to 2021 Estimates based on 2020 Census with estimate based on counties provided

Tampa-St. Petersburg-Clearwater metro area is approximately 2,515.2 square miles with approximately 1,253.8 residents per square mile.

The city of Tampa is considered West-Central Florida. It is situated on the northern shore of Tampa Bay at the mouth of the Hillsborough River and is connected to St. Petersburg and Clearwater.

Clearwater which is in Pinellas County and St. Petersburg which is located on the gulf coast of Florida have majority 65 and older veterans within the counties.

Hillsborough County is the most populous and has the most resources for veterans within the Tampa area. In addition to the active-duty community, Tampa is home to over 230,000 veterans.

The Tampa, FL community includes MacDill Air Force Base (AFB) which is home to the United States Special Operations Command (USSOCOM), the United States Central Command (USCENTCOM), and the 6th Air Refueling Wing.

The 6th Air Refueling Wing serves all military and retirees within the Tampa area. Services include medical, housing, childcare, commissary, Base Exchange, legal services, and other recreational programs.

The USSOCOM offers family programs and service member systems including links to resources for newcomers as well as recreation, sports, and dining. The USSOCOM Warrior Care Program was established in 2005 providing Special Operation Forces (SOF) to the wounded, ill, or injured service members and their families; advocacy after life changing events in order to navigate through recovery, rehabilitation, and reintegration as quickly as possible strengthening SOF readiness.

On March 31, 2017, CENTCOM opened a Family Center. The goal of the center is to connect all members of the CENTCOM family to each other and the resources of MacDill AFB and the local community. CENTCOM Family Readiness Program enhances the quality of life and well-being by developing and operating systems that provide information, offer support and outreach, promote involvement, and prevent isolation by promoting self-sufficiency, resiliency, and stability during peace crisis, and war.





— Key Findings

EMPHASIS ON RECREATIONAL ACTIVITIES

- Given the moderate temperature year-round, Tampa, FL has a plethora of recreational activities. The James Haley Department of Veterans Affairs (VA) collaborates with the YMCA to offer group exercise classes for veterans. They also have created the VA Tampa Network, which collaborates with local businesses and military non-profits to offer events and discounts targeted to the veteran population. Tampa Network is a consolidated resource portal comprised of businesses, military non-profits, and veteran-related services. Tampa's professional sports teams also show support for veterans and military service members through annual recognition programs. Local nonprofits provide recreational programs such as sailing, art, and equine therapy.

CORPORATE SUPPORT FOR VETERAN PROGRAMS

- Corporations/small businesses within the Tampa community demonstrate strong support for the veteran community through collaboration with local programs. From tackling unemployment and funding direct services to offering military discounts and supporting veteran-specific community events, corporations are leading by example in their proactive veteran initiatives. Local professional sports teams participate in military appreciation days and have exclusive events for military families.

STRONG REPUTATION FOR THE VA

- The VA hospital in Tampa (James A. Haley Department of Veterans Affairs Hospital) has a strong reputation among community members. There are approximately 15 Community-Based Outpatient Clinics (CBOCs) located within the area, along with MacDill Airforce base, also located in Tampa, offering healthcare services that are available to eligible active-duty military and retirees. The veterans engaged with the VA said they are satisfied with the services offered and the staff. They also speak highly of the VA's strong support throughout the community.

TAMPA CROSSROADS

Behavioral Wellness • Housing • Employment

Results Summary

Use of Funding/Grants

Identified issue-based funding is met by veteran organizations like: VA hospital/VA clinic, Wounded Warrior Project, St Vincent DePaul, Tampa Crossroads which also provides supportive services for veterans and families, Veterans Art Center Tampa Bay, Wounded Warrior Abilities Ranch, Bluestar Families, American Legions, Warrior Sailing, Hillsborough County, command inc. VFW, along with several other local nonprofit veteran organizations and professional sports teams such as Tampa Bay Buccaneers football team and Tampa Bay Lightning Ice Hockey team.

Outreach

The outreach is provided by veteran serving organizations. The Veteran Affairs and Tampa Homeless Outreach conduct proactive outreach, engagement, and follow-up with veterans.

Purposeful Activities

Each community has distinct opportunities for recreation. Community resources identified Tampa Vet Center, Wounded Warrior Abilities Ranch, VA Tampa Network, Warrior Sailing, Warrior Care Program, Several American Legion Posts with activity calendars, University of South Florida, University of Tampa, and Hillsborough Community College.

Physical Healthcare

The James A. Haley Veteran Affairs Hospital is in Tampa, FL. This hospital offers all medical services needed by veterans. VA outpatient clinics are also available throughout the community to meet primary care needs.

Leadership

There are several veteran organizations within the Tampa, St. Petersburg and Clearwater area communities. There is no centralized lead organization. Veteran serving organizations (VSOs) such as American Legions and VFWs are part of each community. Support varies but independent/specific direct services are available.

Use of Technology

There is a lack of coordinated technology therefore, the organizations supporting the veterans all use their own technology system. In doing so, duplication can arise and a lack of shared support with community providers occurs.

Employment

There are 6 locations for assistance with employment identified through CareerSource. Bluestar families joined forces to tackle military spouse unemployment and currently is in the research phase which kicked off January 2022 and continuing through 2024. Other community partners are U.S. Chamber of Commerce Foundation – Hiring Our Heroes initiative hosts hiring events.

Access to Benefits Service

In addition to the County Veteran Service Officers, it was identified that Wounded Warrior Project provided assistance for post 9/11 veteran Alumni.

Behavioral Health

There are several Vet Centers located throughout the Tampa, St. Petersburg, and Clearwater area. Vet Centers provide a wide range of social and psychological services.

Homelessness Program

There were several homeless programs identified through the VA as well as Tampa Crossroads and St. Vincent DePaul. A suicide hotline is provided for critical situations.

Education

Three universities (University of South Florida, The University of Tampa, and Hillsborough Community College) were identified as proactive and aware of veteran services needs. The University of South Florida has created a one-stop center where veterans can receive assistance regarding educational needs.

How Local Branches of Chase Can Help

“JPMorgan and Chase Office of Veteran and Military affairs seeks to hire 2 million veterans and 200,000 military spouses.” The target mission affects the following areas.

Growth & Entrepreneurs

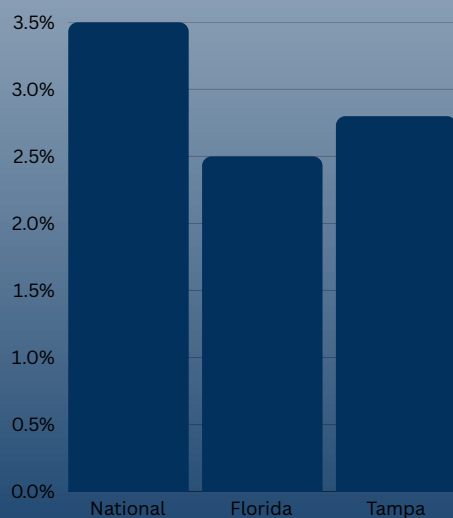
Entrepreneurship and growth opportunities are plentiful in the greater Tampa area. The veteran population on numerous campuses can be directly identified; this untapped market is primed with growth opportunities that could lead to career advancement.

Branch(es) educate University of South Florida (USF), University of Tampa (UT) and Hillsborough Community College (HCC) veterans/family members by:

- Sponsoring veteran(s) to find all the veterans and military-connected family members on campus and connect them to services.
- Discussing hiring efforts and national recruiting plans with deans and faculty, to make them aware of opportunities for veterans and develop plans for those on that education track.

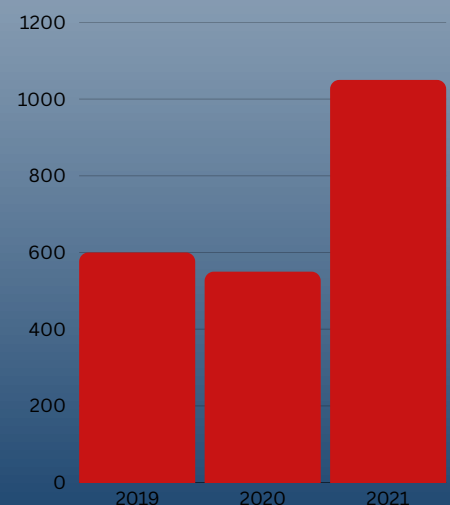
In addition, provide incentives to engage the veterans and their families: For example, provide free pizza to veterans and their families once a semester.

Unemployment Rate*



*According to the March 2022 Bureau of Labor and Statistics

Veteran Homelessness*



*According to Housing and Urban Development Point-in-time estimate

Career and Skills

Other organizations identified as opportunities for engagement were: The six CareerSource locations (Tampa, Brandon, Bullard Family Center, Plant City Center, Ruskin, Wimauma), and Hiring Our Heroes are highly active within the community, hosting resources fairs, and engaging with local veteran organizations/college campuses for recruitment. The CareerSource locations offer a unique opportunity for engagement through their outreach to veterans and assisting in finding employment.

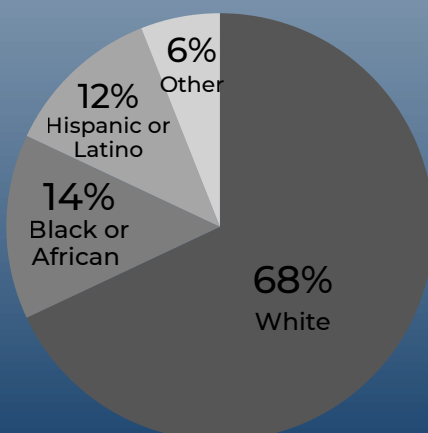
Recommendations for Branch(es) engagement:

- Hosting resource fairs with CareerSource and Hiring Our Heroes
- Participate/sponsor CareerSource monthly virtual Veteran's Network Group-this provides opportunity to engage veterans, transition service members and eligible spouses.
- Leveraging education systems and employment services to assist with marketing "Onward to Opportunity and Veterans Job Mission" for eligible/interested applicants.

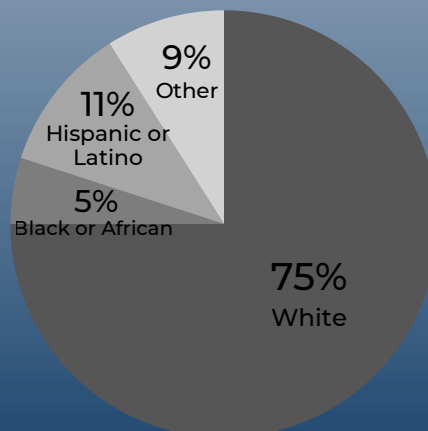
Financial Health

- "Lunch and Learns" are very popular and can be shared through branch partners such as education systems, VA Network Tampa Chapter, and Hiring Our Heroes.
- Advertise on the VA Network Tampa Chapter, Hiring Our Heroes, and university/college veteran program sites, and your local website.
- Set up "Virtual Workshops" on your local website to include basic courses.
 - For example: Budgeting, Savings account, Checking account, Credit Cards, Taxes, Loans, short term vs. long term investments, Life insurance (Term Life, Whole Life), food insecurity, stress management.

Hillsborough
Veteran Ethnicity



Pinellas, Pasco, Hernando
Veteran Ethnicity



Community Development-Veteran Engagement and Outreach

Tampa is a veteran and active-duty rich environment. Hillsborough County population comprises of 6% of the veteran population with their largest population being 68% white males who served pre-9/11.

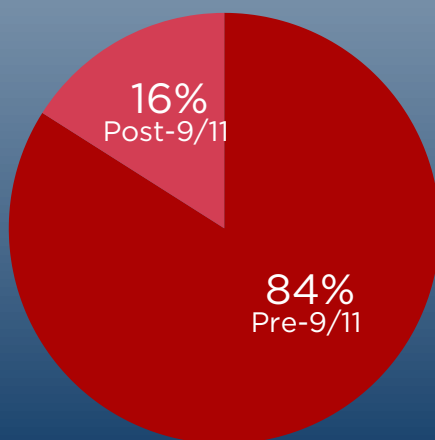
Veterans in Pinellas, Pasco and Hernando County make up approximately 8% of the veteran population with the largest population being 75% white males who served pre-9/11.

The veteran population in these rural counties were combined due to the density of the veteran population.

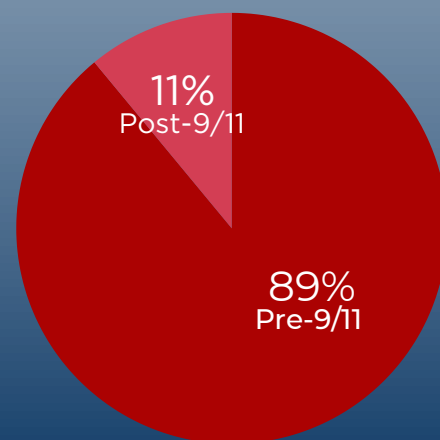
Branch(es) engage and conduct community development by:

- Building rapport with the veteran/active military community and the one-stop locations at Hillsborough Community College, University of Tampa, and University of South Florida through representation to target the veteran customer base.
- Building rapport with The CENTCOM Family Readiness Program and American Legion Post 67 to engage veterans and family members through representation to target active duty, veteran, and family members.
- Sponsoring events with The CENTCOM Family Readiness Program and American Legion Post 138 that amplifies their support provided and educates them on JPMC “Onward to Opportunity and Veterans Job Mission”.
- Training employees on Military/Veteran communities: psycharmor.org

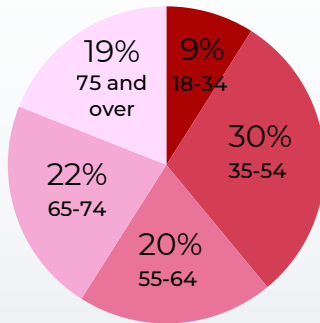
Hillsborough
Veteran Service Era



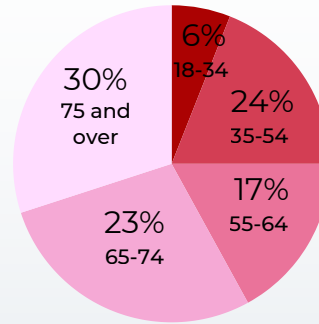
Pinellas, Pasco, Hernando
Veteran Service Era



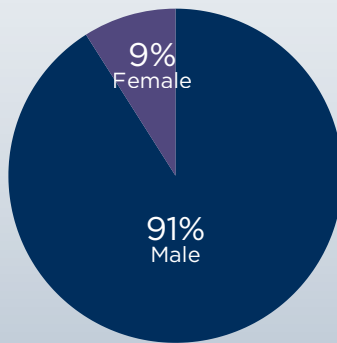
Hillsborough
Veteran Age



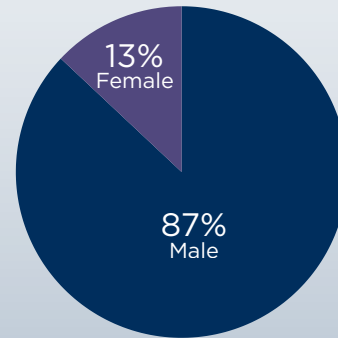
Pinellas, Pasco, Hernando
Veteran Age



Hillsborough
Veteran Gender



Pinellas, Pasco, Hernando
Veteran Gender



Philanthropic Opportunity

There are great services and opportunities observed through the community assessment within the Tampa area. The assessment indicated two non-governmental entities (NGO's) where funding from the branches would greatly amplify their efforts to support veterans.

The University of Tampa is currently building a Veterans Lounge for 2024, sponsorship to assist with the building and activities for veterans and their families on campus.

American Legion Post 138 is the nation's largest wartime veterans service organization, offering a plethora of events to all eras of veterans and their families. This post is near MacDill Air Force Base attracting many active duty and retirees. This provides the opportunity to connect and market to the veterans within the community.



Program Impact Evaluation

Military veterans generate significant economic benefits for communities. This may not be well understood by local, government and other key stakeholders. The economic impact analysis provides a quantitative method to estimate the economic benefits that veterans bring to the Tampa area.

Although Community Integration serves all veterans, our economic impact is based on the post-9/11 population because they have access to more benefits than the pre-9/11 population. Based on projection of serving all 45,954 post-9/11 veterans, the estimated amount of new annual funds to enter the community is \$573 million.

The estimated amount of savings to the community is \$190 million. The total estimated economic impact on the community is \$763 million.

Community Outcome: 45,954 Served

Measure	Number Served	Estimated Value	Total Estimated Economic Impact	Estimated New Funds to Community	Estimated New Savings to Community	Value Measured and Source of Information
Economic impact of Veterans enrolled in school	9,191	\$21,400	\$196,683,120	\$196,683,120		The value is the average GI Bill benefit to include tuition, living stipend, and fees (Source: VA.gov GI Bill Report)
Economic impact of Veterans graduating from school	2,068	\$10,507	\$21,727,741	\$21,727,741		The value is the increase in income due to graduating from higher education/training. Source: Dec 2014, Utah System of Higher Education. Our calculations do not include the annual increase to state and local tax revenues would be approximately \$4.6 million.
Economic impact of previously unemployed Veterans becoming employed	1,379	\$40,302	\$55,561,143	\$55,561,143		The value is the average income for Veterans, but does not include the value of purpose and productivity. This also does not account for savings in unemployment insurance or loss of productivity. (Source: 2015 Veteran Economic Opportunity Report)
Economic impact of Veterans enrolled in VA Healthcare	32,168	\$5,889	\$189,432,600		\$189,432,600	The calculation is the average cost of healthcare for enrolled Veterans, but does not include the value of access to physical and behavioral care. The community and state savings of Veterans receiving federally funded health care. (Source: May 2015 Commission on Care Study)
Economic impact of Veterans enrolled in VA Benefits	22,977	\$13,000	\$298,701,000	\$298,701,000		The figure is the average disability payment of Veterans. Aside from the value of access to other services offered by the Veterans Benefit Administration. (Source: August 2014 Congressional Budget Office Study)
Economic impact of Veterans formerly homeless but now housed	47	\$23,000	\$1,083,366		\$1,083,366	It can cost a community as much as \$23,000 for one person to be chronically homeless for one year (shelter stays, jail time, emergency room visits, etc.). (Source: The Economics of Homelessness, University of Chicago, May 14, 2013)
Total Estimated Economic Impact			\$763,188,969	\$572,673,004	\$190,515,966	

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AmericasWarriorPartnership.org



*Partnering With Communities to
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