Citizen Advisory Committee
South St. Petersburg Community Redevelopment Area

February 2, 2016
5:00 p.m. Room 100, City Hall
175 5th Street North, St. Petersburg, Florida

I. Citizen Advisory Committee Introductions

II. City Staff Introductions

III. Approval of December 1, 2015 CAC Meeting Minutes (Vote)

IV. Refresher on the Roles and Responsibilities of the CAC

V. Update on Economic Development and Other Initiatives (Informational)
   St. Petersburg Commerce Park
   Campbell Park Skate Park
   I-275 Underpass Project
   Update - U.S. EPA Brownfield Assessment Grant Application
   FDOT’s I-275 Project

VI. South St. Petersburg Plan, TIF Programs Update and Spring 2016 Rollout

VII. Draft Measures of Success for South St. Petersburg Redevelopment Plan

VIII. South St. Petersburg TIF Program Open House April 5, 2016 (Enoch Davis)

IX. CRA Board Training in Tampa on May 20th

X. Public Comment (3 minutes per speaker)

XI. Correspondence Received from CAC Members (Informational)

XII. New Business

XIII. Upcoming 2016 Meetings April 5th, June 7th, August 2nd & December 6th

XIV. Adjourn
The meeting was called to order at 5:02 p.m., a quorum was present.

I. Citizens Advisory Committee Introductions

Introductions were made by each Committee Member.

II. City Staff Introductions

Introductions by each City Staff member were made.
III. Approval of October 6, 2015 CAC Meeting Minutes (Vote)
The minutes were approved by a consensus vote.

IV. Update on FDOT’s I-275 Project (Informational)
Cheryl Stacks gave an update on FDOT’s I-275 Project. A discussion took place and questions were answered. The Committee agreed that a letter should be prepared by staff to the Mayor expressing the Committee’s sentiments on this subject.

V. Update on St. Petersburg Commerce Park RFP (Informational)
Mayor Kriseman gave an update on St. Petersburg Commerce Park RFP. A discussion took place and questions were answered.

VI. U.S. Environmental Protection Agency Brownfield Assessment Grant Application
Brian Caper gave an overview of the U.S. Environmental Protection Agency Brownfield Assessment Grant Application. A discussion took place and questions were answered.

Committee Member Jones moved and Committee Member Scruggs-Leftwich seconded to support the Brownfield Advisory Grant and if the funding is awarded, the CAC will serve as the Brownfield Advisory Committee.

Motion was approved by a consensus vote.

Committee Member Jones moved and Committee Member Scruggs-Leftwich seconded to prepare a Letter of Support

Motion was approved by a consensus vote.

VII. Calendar of South St. Petersburg CRA Activities, 2015-2016 (Informational)
Rick Smith reviewed the South St. Petersburg CRA calendar of activities. A calendar of activities was provided to the Committee Members prior to the meeting.

VIII. Recommendations on Tax Increment Financing Programs (Vote)
Recommendations on Tax Increment Financing Programs were reviewed and voted upon. Information regarding the various financing programs was provided to the CAC Members prior to the meeting.

Committee Member Jones moved and Committee Member LaSister seconded to approve the Tax Increment Financing Programs.

Motion was approved by a consensus vote.
IX. Recommendations on TIF Program Budget Allocations (Vote)

Recommendations on TIF Program budget allocations were reviewed and voted upon. A Projected Five-Year Budget for South St. Petersburg Redevelopment Trust Fund (2016-2020) was provided to the CAC members prior to the meeting.

Committee Member Jones moved and Committee Member LaSister seconded to approve the TIF Program Budget allocations and that the CAC be informed if use of funds changes are made.

Motion was approved by a consensus vote.

X. Update on I-275 Underpass Project on 22nd Street South

Rick Smith gave an update on the I-275 Underpass Project on 22nd Street South. A discussion took place and questions were answered.

XI. CAC Term Renewals

Rick Smith stated that the term limits for CAC members, Deborah Figgs-Sanders and Yvonne Scruggs-Leftwich, were ending January 31, 2016, and then reviewed the term limits of the remaining CAC members. The vacant position will be filled by Pinellas County mid-December.

XII. Public Comment (3 minutes per speaker)

Tom Tito, 622 – 12th Ave S commented about the need for transit and better bus service creating greater access to jobs, less unemployment and better income; more money needs to be spent on transit. He suggested using trees to compliment the noise wall and to plant within the neighborhood, not on the right-of-way; using swells and landscaping improvements and cisterns (as well as retention ponds) within the neighborhood for water retention.

Dr. Gagan Mangat, 2100 – 1st Ave S and representing Gateway Radiology & Urgent Care, offered his services to this Committee.

Michael Jalazo, 1601 – 16th St S and representing Prisoner Reentry & Jobs (PERC), spoke about the PERC projects currently underway. He has put together a proposal creating employment for ex-offenders and will be coming before the CAC in the future.

Corey Givens, 777 – 38th Ave S and representing Lakewood Terrace NA, spoke about his concern about losing his neighborhood bank, SunTrust Bank on 6th Street South (sitting vacant). He would like to have a bank or possibly a credit union fill the vacant SunTrust Bank building.

XIII. Correspondence Received from CAC Members (Informational)

Two items received. One letter from CAC Member, Coy LaSister, regarding bank consortium utilization in South St. Pete CRA Program(s) Rollout. CAC Member Figgs-Sanders submitted information received from a Florida Redevelopment Association workshop on the community redevelopment act. She requested a future working meeting to clarify the CAC’s role. Both letters were reviewed and discussed.
XIV. New Business
No new business.

XV. Next Meeting
Tuesday, February 2, 2016 at 5:00 p.m. in CR 100, City Hall

XVI. Other 2016 Meeting Dates
April 5, 2016, June 7, 2016, September 13, 2016 and December 6, 2016. All meetings will be held in CR 100, City Hall beginning at 5:00 p.m.

XVII. Adjourn
With no further items to come before the Committee, the meeting was adjourned at 6:56 p.m.
Notice to Offerors

Procurement & Supply Management

RFP No.: 7940
Issue Date: Wednesday, December 23, 2015
Submittal Date: Tuesday, February 23, 2016
Time Due: 3:00 p.m. ET

NOTICE IS HEREBY given that sealed proposals will be received by the Procurement & Supply Management Director at his office located at the Municipal Services Center, One 4th Street North, 5th Floor, St. Petersburg, Florida 33701 until: 3:00 p.m. ET, Tuesday, February 23, 2016, at which time proposals received will be publicly opened and the names of the Offerors read aloud for:

Purchase Description:
906-72 Design-Build Services, Regional Skateboard Park; Project No. 15230-017

Proposals shall be delivered and addressed to:

Louis Moore, FNGP, CPPO, Director
Procurement & Supply Management
Municipal Services Center
One 4th Street North, 5th Floor
St. Petersburg, FL 33701

A Pre-Proposal Conference will be held at: 10:00 a.m. ET, Tuesday, January 26, 2016

Procurement & Supply Management
Municipal Services Center
One 4th Street North, 8th Floor,
Conference Room 800
St. Petersburg, FL 33701

Said proposals must conform to the requirements outlined in the Request for Proposal (RFP).

Enclosed as part of the RFP are:

Part A Design Criteria Package
Part B Instructions to Offerors and General Provisions
Part C Proposal Requirements
Attachments Project Schedule
Technical Specifications
Cost/Price Page
Base Agreement
Feasibility Letter Report

Specifications — Specifications and proposal submittal forms are open to public inspection at the Procurement Department. Any Offeror who wishes to submit a proposal must download the RFP and addenda from the City’s website http://www.stpete.org/internal-bids.php.

Late Offers — Late offers will not be considered and will be returned to Offerors unopened. It is the Offerors’ responsibility to ensure that their proposals have sufficient time to be received by the Procurement Department before the Submittal Deadline.

All offers must be submitted on the forms designated by the City and shall be sealed and plainly marked with the label enclosed. Nonconformance with these instructions is grounds for rejection of proposal. The City reserves the right to accept or reject any and all proposals in whole or in part, and to waive minor technicalities, informalities and irregularities.

Questions, requests for interpretation, correction, or clarification must be submitted in writing, by e-mail and shall arrive no later than 12 Noon, Friday, February 5, 2016.

Louis Moore, FNGP, CPPO
Director, Procurement & Supply Management

LM:kd

Attachments

Rev (5/11), (10/13), (5/14), (7/15)
PART A – DESIGN CRITERIA

1. Intent

The City of St. Petersburg (City) invites qualified firms to provide design/build construction services for the development of an all-weather, poured in place concrete skate construction as a component of a larger public park project at Campbell Park, in accordance with the schedule and budget as set herein. The City has retained Booth Design Group, Inc. (BDG), a registered Florida Landscape Architectural firm, to assist the selected design build contractor. Site Design, Landscape and Irrigation drawings shall be by BDG. Construction Drawings for the proposed skateboard park are the responsibility of the Design Build Contractor. Vickstrom Engineering Services, as a sub-consultant to Booth Design Group, will provide civil engineering services, storm water and permitting. Both BDG and Vickstrom Engineering will be compensated by the City via a separate agreement. No part of their payment for services will fall to the selected firm. The City of St. Petersburg will provide initial land surveying and other information deemed necessary. Any information needed but not available from the city, past the design criteria, will be the responsibility of the selected contractor.

The skate park facility area must be designed and constructed to address the physical constraints of the site, the project budget, permitting for adjacent proposed site elements, the needs of the end user groups, safety requirements, construction standards, and warranty issues for diverse skate park usage that will arise from a public participation process. An essential part of the process will be for the selected firm to obtain input from the St. Petersburg skating community on the final design.

An overall Site Feasibility Study Plan for the park has been completed by Vickstrom Engineering and is attached to this RFQ for reference (see Attachment 5). The chosen design/build contractor (D/B Contractor) must be an entity that is certified pursuant to the requirements set forth in Florida Statute 287.055 and shall either be experienced in the design and construction of skate parks or provide a sub-contractor (Skate Park Constructor) that meets the qualifications listed within the Proposal Requirements of this RFP. The St. Petersburg Regional Skate Park will be located between 10th and 12th Street South and 5th and 7th Avenue South in St. Petersburg.

2. Scope:

The City has established a not-to-exceed Design/Build Budget of $990,000 for the design and construction of the skate feature. In addition, a $150,000 Allowance for site civil and landscape features, a $50,000 Allowance for mutually selected site features and a $50,000 Contingency Allowance for unforeseen conditions will be included in the final agreement. The design will be developed based on a fixed not-to-exceed contract amount and the agreed upon design features developed during the community input. A schedule for the design and completion of the Skate Park is included in (Attachment 1).

Within the overall acreage of Campbell Park, a space of approximately 2.3 acres (see Attachment 5) has been allocated for the concrete skate park facility. The general location of this area will likely remain the same, but the overall size and shape is subject to change based on input from the selected firm and through the public participation process. The design process should be comprehensive and include the entire allocated area with consideration given to various user groups and the hosting of potential events at the skate park. Features outside of this dedicated skate park area, including sidewalks, shelter, restrooms, and landscaping, are to be seamlessly integrated into the design.
The selected D/B Contractor shall engage the local skate interest groups and local neighborhood communities throughout this process. The City and its consultants will assist in any way possible, including facilitating the reservation of meeting space, but the selected firm will be asked to develop a strategy for public participation that will allow for an agreed upon schedule of involvement by the public.

Once under contract, the City expects the selected firm to provide conceptual design, cost estimating, potential maintenance considerations, and overall guidance to establish the nature of the skate park facility provided. During the design phase, the D/B Contractor shall prepare design concepts to include the following elements:

- "Contoured Skateboard Surface" – A concrete paved facility that follows the contours of the land, and presents obstacles and challenges within the changes in elevation throughout the skate area.
- "Skate Plaza" – A generally flatter surface containing elements that would be common in an urban plaza that provide a variety of skating surfaces. This style of development may also need to consider potential multiple uses or special events within the space.

3. **Background:**

Included in the Campbell Park area currently are a recreation center with a pool, Oliver Field, a soccer field, softball field, baseball stadium, rec center, playgrounds, open space, football field and rest rooms. Located adjacent to I-275, the site includes a large parking lot.

4. **D/B Contractor’s Tasks:**

D/B Contractor's design tasks shall include but not be limited to the following:

a. **Public/Community Involvement**
   - A Stakeholder/Open House meeting with printed materials, graphics, displays, handouts, and/or other appropriate material necessary to relay design concepts to attendees. A minimum of two (2) meetings will be required.
   - Incorporate skate elements suggested by the community (end users) into the overall design as directed by city staff.
   - Provide graphics or other electronic material to be posted on the City of St. Petersburg, FL web page.

b. **Conceptual/Schematic Design**
   - Prepare Schematic Design Concepts that include the two generalized broad concepts defined above – "Contoured Skate Surface" and "Skate Plaza" with all ancillary supporting facilities.
   - Provide conceptual design drawings for the skate park to the City for review and comment with all proposed skate elements highlighted.
   - Provide general cost and maintenance considerations for the schematic concepts
   - Present conceptual design options at a stakeholder Open House.

c. **Design Development**
   - Based on feedback from the City and from the Open House, prepare design development drawings in a sufficient level of detail to relay the overall project intent and included elements for review and approval by the City.
   - Provide construction cost estimates based on the design development drawings.
   - Provide details for the incorporation of the skate park area into the adjacent proposed elements of the park.
d. **Construction Drawings:**
   - The D/B construction team will work with and coordinate all aspects of construction drawings with the city’s consultant.
   - Provide a final construction cost estimate that does not exceed the not-to-exceed construction budget. Final estimate must be in sufficient detail to provide a breakdown of the various portions of the work.
   - Assist City in obtaining the permits for construction of the work.
   - Provide signed and sealed construction drawings for the skate park.

e. **Construction**
   - Provide all labor, materials (including taxes), delivery and equipment required to construct the skate park according to the approved Construction Drawings.
   - Depending on the project schedule and overall funding for the work, the skate park Contractor may be required to coordinate their work with specialty Contractors and or city construction departments to construct the remaining components of the Park. The ability of the skate park Contractor to perform work under these conditions will be a major factor in the selection process.
   - Provide a warranty for materials and workmanship.
   - Recommend annual maintenance needs, labor requirements, estimated costs and specific equipment.

f. **Progress Reporting:**

   The selected firm shall:
   - Communicate at least bi-monthly with the City and other design team members to summarize activities, progress, and obstacles.
   - Meet with the City prior to scheduled Open Houses and public hearings or meetings.
   - Staff all meetings with qualified and experienced personnel.

g. **Deliverables:**

   Proposers should plan for the following:
   - The City of St. Petersburg shall remain free to copy and edit all documents and presentation materials, electronic or otherwise.
   - Support materials for City of St. Petersburg Council meetings must be in electronic format and shall be provided to City staff at least 14 days prior to meeting.
   - D/B Contractor will submit five (5) copies each of 50% and 90% progress plans on bond. Plans should be standard Arch D, 24"x 36" in size.
   - D/B Contractor will submit, with the 90% progress plans, one (1) electronic copy of any construction specifications and pay item special provisions that are not covered in the City of St. Petersburg’s Standard Specifications or the City of St. Petersburg Engineering Division’s standard Special Provisions.
   - The D/B Contractor shall provide, with the 90% review plans, a preliminary Estimate of Probable Costs. The D/B Contractor will submit, with final construction plans and specification, an updated Estimate of Probable Costs which must not exceed the Construction Budget.
   - Pay items will be based on the City of St. Petersburg’s Engineering Divisions standard Special Provisions and pay items.
h. Delivery of Final Plans:

- The final plans shall be Arch D, 24" x 36" suitable for reproduction. Special Provisions and Specifications shall be on standard letter size paper, single sided, with a cover page. All plans and specifications shall bear the appropriate seal and signature by a design professional licensed in the State of Florida.
- All design work shall be tied to FL State Plane Grid Coordinates. All original electronic files used to generate project documents shall be provided to the City of St. Petersburg in Microsoft Office programs, Adobe or AutoCAD (dwg) formats and shall be in editable condition with full access rights.

i. Document Ownership:

- All documents printed or electronically produced as a part of this project shall be the property of the City of St. Petersburg.
- The City of St. Petersburg shall remain free to copy and edit any and all documents and presentation materials, electronic or otherwise.
- Electronic documents shall not be locked or password protected and the City of St. Petersburg shall retain the ability to edit and update documents, including original word processing, spreadsheet, database, and mapping files and the resulting Acrobat files.

j. City of St. Petersburg Responsibilities:

The City of St. Petersburg will provide information, surveying mapping and assistance in this project, where available. Applicants should feel free during the selection process to provide any suggestions or comments that might be advantageous for the City to consider in terms of any efficiencies, issues, processes, or products. City staff will schedule, coordinate and make all necessary arrangements for meetings conducted by the consultant during the course of this project.
22nd Street Overpass
St. Petersburg, FL

Concept 1
22nd Street Overpass
St. Petersburg, FL

Concept 3
The Redevelopment Approach for South St. Petersburg

What is the Vision of the South St. Petersburg Redevelopment Plan? The Plan calls for revitalizing South St. Petersburg by promoting reinvestment in housing and neighborhoods, commercial corridors, business development, education and workforce development and non-profit capacity building. This will be accomplished by utilizing tax increment financing to leverage private investment in the CRA through public-private partnerships. This approach is explicitly encouraged by Florida Statutes which states that

> Any county or municipality, to the greatest extent it determines to be feasible in carrying out the provisions of this part, shall afford maximum opportunity, consistent with the sound needs of the county or municipality as a whole, to the rehabilitation or redevelopment of the community redevelopment area by private enterprise.

This approach to revitalization is a significant departure from the traditional focus on public improvements that characterize prior City plans to revitalize Downtown, Midtown, Childs Park and other areas. The rationale behind these plans was that public improvements would attract private investment and job creation by enhancing the physical environment and showing the City’s commitment to economic improvement in challenged areas, an approach that has worked well in Downtown but, as you will see below, has not borne the same fruit in Midtown and Childs Park.

Have there been prior planning efforts in South St. Petersburg? Between 1983 and 2015, the City of St. Petersburg has undertaken nearly a dozen major planning initiatives within the boundaries of the South St. Petersburg Community Redevelopment Area. These include four community redevelopment plans adopted between 1983 and 2007, strategic planning initiatives for both Midtown (2002) and Childs Park (2007), corridor plans for 22nd Street and Central Avenue and seventeen neighborhood plans.

> 16th Street CRA Revitalization Plan (1983)
> Business Retention Target Area (1991)
> 22nd Street Revitalization Plan (1994)
> Dome Industrial Park Plan (1999)
> Central Avenue Tomorrow Plan (1999)
> Dome Industrial Park Pilot Project Site Redevelopment Plan (2000)
> Midtown Strategic Planning Initiative (2002)
> Tangerine Avenue Redevelopment Plan (2003)
> Childs Park Strategic Planning Initiative (2007)
> Dome Industrial Park Redevelopment Plan (2007)
> Central Avenue Revitalization Plan (2012)
> Seventeen Neighborhood Plans (1991-2014)

Each of these plans called for “place-based” public investments funded by a variety of sources, such as the City’s general fund, federal funding through EDI, CDBG and other sources or state agency grants, and were designed to improve the physical environment, improve infrastructure
and increase amenities in South St. Petersburg to attract private investment. Some of these public investments are described in the next section below.

**Have these Planning Efforts Worked?** Yes, to the extent that public investment has made the CRA attractive for private investment. Since 1999 more than $430 million (nominal dollars) has been invested by the City of St. Petersburg, Pinellas Schools, the federal government and other public agencies. Many of these investments resulted in a substantial improvement in the CRA’s quality of place by improving parks and recreation facilities; landscaping/streetscaping of major commercial corridors such as 22nd Street and 16th Street South, Central Avenue and 49th Street; acquiring land and providing infrastructure; renovating public buildings; and investments throughout South St. Petersburg to improve and expand its housing stock.

The City has invested over $178 million since FY2000 in South St. Petersburg, with more than $55 million expended on housing development and support, nearly $15 million in transportation and trails, and $101 million in amenities and infrastructure such as parks and recreation facilities, water utilities, sidewalks and road resurfacing. The School Board has spent $216 million building two new schools in the CRA and substantially renovating several others. Finally, the United States Department of Labor opened the $40 million Pinellas Job Corps facility.

Below is summary of major “place-based” investments made in South St. Petersburg by the City of St. Petersburg, school board, federal government and other public agencies.

**Public Facilities**
- Renovation of former Mercy Hospital and construction of Johnnie Ruth Clarke Clinic
- Renovation of Jordan Elementary School for Head Start Facility
- Construction of James Weldon Johnson Library
- Renovation of Boys and Girls Club at the historic Royal Theater
- Renovation of Manhattan Casino
- Construction of Retail Store at 16th Street South United States Postal Service Facility
- Pending Acquisition of Dr. Carter G. Woodson Museum

**Housing and Neighborhood Investment**
- Childs Park Housing Investment
- Jordan Park Housing Complex
- Neighborhood Stabilization Program - East
- Neighborhood Stabilization Program - Central
- Neighborhood Stabilization Program – West
- Rebates for Residential Rehabilitation

**Recreation Facilities**
- Clam Bayou Restoration, Bike Trail and Recreation Improvements
- Construction of Childs Park YMCA and Athletic Field
- Renovation of Childs Park Athletic Complex (2005) and addition (2010)
- Childs Park Recreation Center Pool
- Childs Park Lake
The Redevelopment Approach for South St. Petersburg

✓ Pinellas Trail
✓ Booker Creek Trail
✓ Enoch Davis Center Expansion
✓ Dell Holmes Park
✓ Renovated and Expanded Thomas “Jet” Jackson Recreation Center and Wildwood Park
✓ Pending Campbell Park Skate Park
✓ Lake Maggiore Dredging

Transportation and Streetscaping
✓ 22nd Street South Streetscaping and Utility Relocation
✓ Tangerine Avenue Intersection Improvements
✓ Tangerine Avenue Utility Undergrounding
✓ Grand Central Avenue Streetscaping
✓ 49th Street Streetscaping
✓ African-American Heritage Trail
✓ 16th Street South Streetscaping
✓ Roser Park Drive Retaining Walls and Corridor Improvements
✓ PSTA Transit Hub at Central Avenue
✓ Childs Park Sidewalk, Traffic Calming and Streetscaping Improvements

Land Acquisition and Site Preparation/Public Private Partnership Development
✓ Tangerine Avenue Community Redevelopment Area Land Acquisition and Infrastructure Investment (now Tangerine Plaza/Walmart Grocery, GTE Credit Union and Family Dollar)
✓ St. Petersburg Commerce Park Land Assembly (development pending)
✓ Unibake Land Acquisition/Disposition (Lantmannen Unibake expansion)
✓ DIP Pilot Project Acquisition (now Pinellas Job Corps)
✓ Manhattan Casino Acquisition (now Sylvia’s)
✓ Atherton Oil Remediation (available for development)
✓ Carr Property Acquisition and Disposition (T2theS development pending)

Educational Facilities
✓ Thurgood Marshall Middle School
✓ Perkins Elementary
✓ Reconstruction of Gibbs High School
✓ Reconstruction of Campbell Park Elementary
✓ Reconstruction of Douglas Jamerson Elementary
✓ Academy Prep Center of St. Petersburg
✓ St. Petersburg College Achievement Center
✓ St. Petersburg College Midtown Campus
✓ U.S. Department of Labor Job Corps Facility

As a result of prior planning and public investment in the CRA, has the South St. Petersburg community seen economic improvement since 2000? No. In fact, the economic conditions for families have gotten worse. Since 2000, South St. Petersburg has persistently lagged behind the rest of the city across all income measures. Be it median
The Redevelopment Approach for South St. Petersburg

household, median family, married couple or per capita income statistics, South St. Petersburg residents have roughly attained 50 percent to 75 percent of the citywide measure (see Table 1.1). Moreover, during the first decade of the 21st century, when the real incomes of most St. Petersburg (and indeed, American) households stagnated or declined, South St. Petersburg households suffered an even greater decline.

**TABLE 1.1 Socioeconomic Characteristics in South St. Petersburg CRA and City, 2000 and 2012**

<table>
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<tr>
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<th>2000</th>
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<th>2012</th>
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<tbody>
<tr>
<td></td>
<td>CRA</td>
<td>City</td>
<td>CRA</td>
<td>City</td>
</tr>
<tr>
<td>Unemployment Rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income Measures</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$30,948</td>
<td>$45,989</td>
<td>$28,419</td>
<td>$44,756</td>
</tr>
<tr>
<td>Median Family Income</td>
<td>$35,158</td>
<td>$57,422</td>
<td>$25,568</td>
<td>$57,702</td>
</tr>
<tr>
<td>Married Couples</td>
<td>$52,207</td>
<td>$69,561</td>
<td>$34,376</td>
<td>$73,119</td>
</tr>
<tr>
<td>Female Householder</td>
<td>$19,487</td>
<td>$33,104</td>
<td>$25,707</td>
<td>$32,574</td>
</tr>
<tr>
<td>Per Capita Income</td>
<td>$14,756</td>
<td>$28,057</td>
<td>$14,438</td>
<td>$27,285</td>
</tr>
<tr>
<td>Median Non-Family Income</td>
<td>$20,915</td>
<td>$32,724</td>
<td>$22,107</td>
<td>$32,262</td>
</tr>
<tr>
<td># Households on Food Stamps or SNAP</td>
<td>3,777</td>
<td>13,472</td>
<td>11.2%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>


An even more alarming measure is the persistence and high level of poverty over time and across age groups in South St. Petersburg, where poverty rates for the total population, children and seniors has been at least twice that of the citywide rate since 2000. With nearly 45 percent of children and teenagers below poverty and the understanding of poverty’s impact on childhood development and health, it is imperative to direct City resources in the most impactful manner to improve the prospects of the next generation of working adults in the CRA.

Not even higher levels of educational attainment immunize people from poverty in South St. Petersburg. When comparing poverty rates and educational attainment, since 2000 poverty has increased among high school and college graduates in both South St. Petersburg and citywide.

**TABLE 1.2 Poverty Characteristics in South St. Petersburg CRA and City, 2000 and 2012**

<table>
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<tr>
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<th>2000</th>
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<th>2012</th>
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<tbody>
<tr>
<td></td>
<td>CRA</td>
<td>City</td>
<td>CRA</td>
<td>City</td>
</tr>
<tr>
<td>Poverty</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total Population</td>
<td>29.1%</td>
<td>13.3%</td>
<td>32.6%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Under 18</td>
<td>39.7%</td>
<td>19.5%</td>
<td>44.9%</td>
<td>23.1%</td>
</tr>
<tr>
<td>65 and older</td>
<td>23.4%</td>
<td>10.8%</td>
<td>23.8%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Poverty by Education Level</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population 25+ below Poverty</td>
<td>22.8%</td>
<td>10.9%</td>
<td>24.8%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Less than High School Graduate</td>
<td>11.9%</td>
<td>4.2%</td>
<td>36.0%</td>
<td>27.5</td>
</tr>
<tr>
<td>High School Graduate or Equivalent</td>
<td>7.2%</td>
<td>3.4%</td>
<td>27.0%</td>
<td>15.8%</td>
</tr>
<tr>
<td>Some College/Associates Degree</td>
<td>3.1%</td>
<td>2.3%</td>
<td>18.0%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>0.5%</td>
<td>1.0%</td>
<td>9.6%</td>
<td>5.4%</td>
</tr>
</tbody>
</table>


Notwithstanding poverty’s impact on even the well-educated described above, educational achievement has made some progress in South St. Petersburg. Although educational attainment
levels in South St. Petersburg have not yet reached citywide levels, Table 1-3 below demonstrates substantial improvement in the last decade. Since 2000, residents of South St. Petersburg without a high school degree have declined by 34 percent. Post-secondary educational achievement has also improved in both the CRA and St. Petersburg proper. Within the CRA, the population with at least a bachelor’s degree has risen by 82 percent since 2000. While still trailing the city in percentage of residents with a post-secondary degree, South St. Petersburg’s rate of increase in educational performance eclipses that of the city since 2000.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>&lt;HS Graduate</td>
<td>37.3%</td>
<td>18.1%</td>
<td>24.8%</td>
<td>12.2%</td>
</tr>
<tr>
<td>HS Grad or Equivalent</td>
<td>33.3%</td>
<td>28.0%</td>
<td>37.7%</td>
<td>29.0%</td>
</tr>
<tr>
<td>Some College/AA Degree</td>
<td>22.1%</td>
<td>31.1%</td>
<td>24.1%</td>
<td>30.7%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>4.5%</td>
<td>14.8%</td>
<td>9.5%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Master’s/Professional or PhD</td>
<td>2.8%</td>
<td>8.0%</td>
<td>3.8%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Bachelor’s Degree or Higher</td>
<td>7.3%</td>
<td>22.8%</td>
<td>13.3%</td>
<td>28.1%</td>
</tr>
</tbody>
</table>


Why has the City taken a different approach to revitalizing South St. Petersburg than it has with past plans? As can be seen from the dire economic conditions facing South St. Petersburg residents, the decades-long public investment in South St. Petersburg has simply not altered the economic prospects of families. No doubt that these public investments have made South St. Petersburg safer and more attractive than if they were never made in the first place. Furthermore, the City will continue to improve and expand the public facilities, infrastructure, and amenities for South St. Petersburg to solidify the foundation on which future development rests. But funding these public improvements with tax increment revenues will not be the focus of the South St. Petersburg Community Redevelopment Plan. Instead City Administration is shifting the City’s redevelopment paradigm for South St. Petersburg from one of public-driven investment designed to attract private investment to one of direct financial partnerships with small businesses, property owners, education and workforce development providers and homeowners to revitalize the CRA.

Expanding access to capital to small businesses and homeowners is a hallmark of the South St. Petersburg Redevelopment Plan because it is essential for growth and job creation. Yet small business lending nationally (<$1 million loan) has been in decline for two decades, a trend exacerbated by the Great Recession and its aftermath. Where in the 1990s small business loans made up one-half of a bank’s total number of loans, it now makes up less than 30 percent. Moreover, nearly two-thirds of all small businesses loans are denied with an even worse percentage in Florida. Dun and Bradstreet reported that more than 80 percent of small business loans in the Sunshine State were denied in the first half of 2015, forcing many to rely on personal assets to fund business growth.

To help bridge this lending gap and spur development and job creation, the South St. Petersburg Redevelopment Plan is focused on expanding capital for private investment. Through a series of
The Redevelopment Approach for South St. Petersburg

programs for business, residential and workforce development requiring a recommendation by the South St. Petersburg CRA Citizen Advisory Committee and approval by City Council, TIF revenues from the South St. Petersburg CRA will be invested annually to support private and non-profit projects to implement the Redevelopment Plan. These programs will be regularly monitored and measured for effectiveness to determine their impact on future investment. On February 4, 2016, City Council will be taking action on the first ten programs with more to follow in the next year or so. These programs are

- **Redevelopment Loan Program** provides funding to a South St. Petersburg loan pool to support the lending efforts in the CRA by the City’s financial partners.

- **Commercial Site Improvement Grant** provides matching grants to commercial property owners that upgrade their building façades, landscaping, lighting, loading and service areas and other features of their sites visible from the public right-of-way.

- **Commercial Building Interior and Tenant Improvement Grant** provides matching grants to commercial property owners for interior upgrades with a focus on projects that remedy degraded building systems and extend the economic viability of the building.

- **Commercial Revitalization Program** provides grant awards to projects that enhance established business districts by redeveloping properties, decreasing vacancy rates, adding to the tax base, creating jobs, leveraging private sector investment, and improving the quality of life for surrounding neighborhoods.

- **Residential Property Improvement Grant** supplements the City’s annual investment in the “Rebates for Residential Rehabilitation” but is focused on incentivizing the substantial renovation of multifamily housing (defined as three or more units in a building).

- **Affordable Multifamily Housing Development Program** provides an annual rebate on increases in ad valorem taxes for all applicable Pinellas County taxing authorities for developers of affordable multifamily housing in the South St. Petersburg Community Redevelopment Area (CRA).

- **Workforce Readiness and Development Program** provides annual funding to accredited educational and job training providers, such as Career Source, St. Petersburg College and Pinellas Technical College, to prepare CRA residents for job opportunities with emerging St. Petersburg jobs through training, education and job placement.

- **“Paint Your Heart Out” Program** provides funding to the City’s Neighborhood Team to help property owners in targeted areas of the CRA refurbish and refresh the exterior of their properties. The Program encourages collaboration with volunteers and non-profit and for-profit entities to leverage the City’s TIF contribution.

- **CRA Grant Match Program** utilizes TIF revenue to provide a local matching share for federal, state foundation and other grant applications that would implement programs and strategies identified in the South St. Petersburg Redevelopment Plan.
The Redevelopment Approach for South St. Petersburg

- **CRA Property Acquisition and Preparation Program** utilizes City of St. Petersburg and Pinellas County TIF revenue contributions to acquire properties and consolidate and prepare development sites to promote housing and economic development.

**Why are the South St. Petersburg Plan goals and objectives so general?** The development of the goals and objectives for the South St. Petersburg Plan was guided by two considerations. The first is a need for flexibility to respond to changing opportunities. Because of the heightened legal status of community redevelopment plans (CRP) any activities undertaken by the City under the auspices of the CRP must be consistent with it, or the CRP must be amended. Consequently, goals and objectives that are general in nature are a hallmark of the City’s community redevelopment plans (CRPs), and frankly, by many other communities as well operating under the same legal restrictions. The City’s CRPs provide policy guidance and direction on their intent without specifying the when, where and how they are to be implemented. This approach, embodied in the South St. Petersburg CRP, allows the City to be responsive to market opportunities where they occur and not be hamstrung by an overly rigid CRP that may be in conflict.

Avoiding plan amendments may seem like a minor concern, but the City’s experience with the Intown Redevelopment Plan is a good lesson on the perils of being too specific when writing a CRP. Adopted in March 1982, the Intown Plan embodied a top-down planning approach by specifying what land uses could be located on what block and at what intensity for each block throughout the 300-acre Intown Redevelopment Area. It would take only one month after the Intown Plan was adopted before this approach would backfire when the City amended the Plan to increase the office square footage allowed in the Webb’s City area. But this would still not be enough. Just nine months later in January 1983, the City would amend the Plan to allow still more office square footage for Webb’s City. Amendments to the Intown Plan would become commonplace in the following decade with fifteen plan amendments by 1992. Considering that each plan amendment requires a recommendation from the local planning authority, two meetings of City Council, and ultimate approval from the Pinellas County Board of County Commissioners, the 60 to 90-day delay for bureaucratic processing alone could scuttle an investment opportunity. This experience has guided the City’s preparation and development of five successive redevelopment plans.

The second and most important consideration when developing the South St. Petersburg Plan is that, unlike the City’s other CRPs and plans for the area, the private sector, not the public sector, will be the principal redevelopment actor in the CRA. The underlying philosophy of the South St. Petersburg CRP is to incentivize the private sector to invest in the CRA by “directing the vast majority of TIF revenues generated from the South St. Petersburg district to provide direct assistance for private investment in residential and non-residential redevelopment in the form of grants, loans, ad valorem tax rebates or other vehicles that help businesses leverage capital from diverse sources.” As such, developing specific goals and objectives for the private sector to accomplish is fruitless since private investment opportunities may not present themselves in the manner, location or time that CRP specifies. Making the South St. Petersburg Plan flexible allows the City to be nimble and responsive to development opportunities as they arise. Contrast this approach with that of the City’s other revitalization plans in South St. Petersburg, which were
driven by public investment in community facilities, amenities and place-making activities. Being project driven, it is not surprising that these plans tended to have had more specific goals and objectives simply because the City was the driving force and could identify when and where, for instance, a recreation facility, housing complex, library or streetscaping should be built. That being said, the TIF funded programs will have target goals in terms of measuring and monitoring private improvements and investments that are induced by public TIF investments.

The Sarasota Newtown Plan, which has been in place since 2007, has been cited as a model to which the South St. Petersburg Plan should aspire because of its detailed goals and strategies. A couple of key points are worth noting. First, unlike the South St. Petersburg Redevelopment Plan, the Newtown CRA does little to directly promote private investment for business development and job creation, which are essential for lifting families out of poverty. Since 2008, the Newtown CRA has expended more than $1.3 million on projects, but more than 80 percent has gone for traditional “bricks and mortar” activities such as housing rehabilitation (63 percent) and land acquisition, infrastructure and public facilities (17.5%). In a word, the same kind of activities on which the City has spent more than $170 million since 1999. About 3 percent of funding was spent on workforce development, while 16 percent was spent on community organizations and capacity building. No funding was spent to assist private businesses within the CRA with its capital and financial needs.

Secondly, it appears that Newtown’s revitalization approach, which is heavily focused on traditional “place-making” investments, has failed to attract new investment. As of October 2015, property values in the Newtown CRA have declined from $176 million in FY2008 to $106 million in FY2015. To fund its redevelopment program then, the Newtown CRA has been receiving 50 percent of the TIF revenue generated in the Downtown CRA. Unfortunately for the Newtown CRA and its residents, TIF revenue for future revitalization is uncertain with the Sarasota County Commission recently voting to sunset its contributions to the Downtown CRA in 2016.

**It has been said that the Plan lacks any reference to focusing on our community’s strengths, culture and assets. Is this the case?** No. The Neighborhood Impact chapter discusses for two pages the assets available and notes that the Plan “will build on many assets and opportunities and help improve the likelihood of success for the redevelopment plan. First, the CRA is located just outside the Downtown Business District and in close proximity to the downtown medical center, St. Petersburg College Downtown Campus, and the University of South Florida-St. Petersburg (the St. Pete Innovation District). These anchor institutions not only provide critical services to St. Petersburg and the region but they also are employers and customers for the CRA’s residents and businesses.

The CRA has also undergone significant area-wide planning and corridor revitalization efforts priming the pump for future success. South St. Petersburg contains two Florida Main Streets (Deuces Live and Grand Central), a program aimed at preserving and revitalizing Florida’s historic commercial corridors.
In addition, the CRA features numerous workforce training and educational resources including: Pinellas Job Corps; St. Petersburg College’s Midtown, Downtown and All State campuses; and the Pinellas Technical College. The area has several high performing public magnet schools, including Perkins Elementary School, Lakeview Fundamental Elementary School and Thurgood Marshall Middle School.

The CRA has strong recreational facilities providing amenities to its many neighborhoods, with eleven parks and five recreation centers. The Pinellas Trail, a 38-mile recreation trail, and the Clam Bayou Trail provide opportunities for walking, running, and biking. Other area assets include the Roser Park and Historic Kenwood neighborhoods, both listed on the National Register of Historic Places...”
Community Redevelopment Agency (CRA) Board Training

Crestview – February 18 • Winter Park – March 10 • Lake Butler – April 21
Wilton Manors – May 19 • Tampa – May 20

Want to learn more about the who, what, where, when and why of CRAs, including how to use them to support economic development or redevelopment projects in your city?

This summit is especially designed for elected and appointed municipal officials, including CRA board or advisory board members. Legislative, legal, reporting and practical issues, as well as best practices for CRAs in Florida will be covered.

This course will also include these points:
▶ The pros and cons of CRAs;
▶ How CRAs can be created, administered, modified and terminated;
▶ How elected officials can play a positive role in their activities;
▶ The duties and responsibilities of staff; and
▶ What reports CRAs must complete and when.

Who: FLC members, elected officials, staff and CRA board members
What: A one-day regional seminar on CRA board training
When: Choose from five different dates
Where: Choose from five different locations
Cost: Free to FLC member cities, CRA board members and staff. Online registration is required by the deadline to guarantee a seat and a lunch. We cannot guarantee reservations after the cutoff date.

Questions? Contact Jan Piland at jpiland@flcities.com.
PROGRAM AGENDA

8:30 a.m. Registration
9:00 a.m. Welcome and Introductions
9:30 a.m. CRA Board Training
   Carol Westmoreland, Executive Director, Florida Redevelopment Association
10:30 a.m. Break
11:45 a.m. Lunch
1:15 p.m. CRA Board Training (cont’d)
   Carol Westmoreland, Executive Director, Florida Redevelopment Association
2:15 p.m. Break
3:15 p.m. Adjourn

DATES, LOCATIONS, REGISTRATION INFORMATION

Each workshop is limited to the first 100 registrants. Participation is limited on a space-available basis and to city-affiliated interests.

Select your workshop location/date using the online registration links:

February 18 (Registration deadline February 12)
Location: Warrior Hall, Crestview Police Department, 201 Stillwell Blvd., Crestview
Online registration: https://members.flcities.com/FLC/Events/Event_Display.aspx?EventKey=FLCU021816

March 10 (Registration deadline March 4)
Location: Winter Park Civic Center, 1050 W. Morse Blvd., Winter Park
Online registration: https://members.flcities.com/FLC/Events/Event_Display.aspx?EventKey=FLCU031016

April 21 (Registration deadline April 15)
Location: Lakeside Community Center, 155 N.W. 3rd Street, Lake Butler
Online registration: https://members.flcities.com/FLC/Events/Event_Display.aspx?EventKey=FLCU042116

May 19 (Registration deadline May 13)
Location: Hagan Park Community Center, 2020 Wilton Drive, Wilton Manors
Online registration: https://members.flcities.com/FLC/Events/Event_Display.aspx?EventKey=FLCU051916

May 20 (Registration deadline May 13)
Location: Children’s Board of Hillsborough County, 1002 E. Palm Avenue, Tampa
Online registration: https://members.flcities.com/FLC/Events/Event_Display.aspx?EventKey=FLCU052016

NOTE: If you have previously registered online for an FLC event but cannot remember your credentials, click on the “forgot” options and the system will send an email to you with instructions to reset them.

If you have trouble opening the links, we encourage you to try using the Google Chrome web browser instead of Internet Explorer, or to click on the registration link from the "Calendar" under “Events and Training.”

If you have any questions about registering, please email Erinn Streeter (estreeter@flcities.com) for assistance.

Thank you.
Good Morning Rick & Nikki

One of the things that came out of the first meeting to re-establish the Campbell Park Neighborhood Association on Tuesday this week was the uncover of the proposed Skate Park Project scheduled for 2016. I did not know as well as many neighborhood residents that a decision had been made to place the Skate Park in Campbell Park estimated at almost $1 million dollars. The Project will go into a two month process to select a design team at the begin of 2016. I know a request was made to Councilman Nurse at the meeting to have the design team when selected to make a presentation to the Neighborhood Association.

I think it is appropriate for the CAC to inquire and request an opportunity to review the Skate Park Project since the Development Project is in the South St. Petersburg CRA Redevelopment Area and its dollar value is almost double the allocation for the entire 2016 CRA TIF Program Initiatives. I think development projects like this have an impact on the South St. Pete CRA Area and Residents so it is important to know what jobs, contracts, business and economic opportunities will be available and go to existing CRA residents and small businesses.

Perhaps at the February, 2016 CAC Meeting this information could be presented by the appropriate city agency personnel.

Wishing you and you families a joyous Merry Christmas and Happy New Year!

Coy
Coy M. LaSister
Executive Director
Assisted Living Community Gardens, Inc.
630 14th Avenue South
St. Petersburg, Florida 33701-5404
(727) 409-9835 Office
(347) 749-3484 Mobile
lasoeur55@hotmail.com
Hello and how are you?

This is just a follow up request for CAC training. The first year has been awesome, but based on the training I attended in Tampa, CACs are to address and implement strategies to support the redevelopment area. The CAC may recommend changes to the redevelopment plan, develop an annual work program, set priorities and develop incentives to further the redevelopment efforts. However, based on the training I'm not certain if the CAC has adequately been provided that opportunity to receive this information.

Thank you for the experience because I love working on behalf of my city. I firmly believe that anything worth doing is worth doing well. Please let me know when we plan to have a separate session to focus on the initial intent of the CRA CAC. I am also copying other members of CAC and the Deputy Mayor who were present at the December 2020 Task Force Meeting when the current CAC process was discussed. Take care and I look forward to hearing from you soon.

FYI - The training was provided by Carol Westmoreland of the Florida Redevelopment Association and she may be reached at cwestmoreland@flcities.com or call (850) 701-3608.

Deborah D. Figgs-Sanders
Executive Director, Childs Park

YMCA OF GREATER ST. PETERSBURG
600 1st Ave. N., Suite 201 St. Petersburg, FL 33701
(P) 727.209.9622 ext. 302
(W) www.stpeteymca.org

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Good morning Rick and Nikki.

I am interested in making sure that the CRA Citizens Advisory Committee meetings are as open and transparent as possible. Therefore, I would like to suggest that our meetings be televised for the sake of those in the community who are interested in this vitally important process, but who may not be able to attend the meetings.

I would suggest that we discuss this request at our next meeting.

Thanks.

Theresa D. Jones
Tdjones67.tj@gmail.com
Hi Rick and thank you so much for your response and adding to the agenda.

I would think that City staff, Council and Commissions would also benefit from this training leading to concurrence of everyone's role and how each are connected to the overall CRA. I would appreciate a work session open to the public providing the intended function of our CAC and the specifics of our City lead model. The request is for additional education that I hope will be considered.

I've copied Gypsy Gallardo and Councilman Nurse on this email, and hopefully they will participate in the session. There was no email for Councilman Lisa Wheeler-Brown so hopefully someone can connect with her with an invite.

Commissioner Welch is since he was present during the 2020 Task Force Meeting that prompted a conversation regarding the CRA and hopefully he will attend to provide the County's perspective of the CAC, in regards to the CRA.

This is such a wonderful opportunity for our City and anything worth doing is worth doing well and I am so excited to be a part. Which is why there should be no need to provide any CRA naysayers ammunition for concerns of another ineffective committee.

Take care and I look forward to hearing from you soon.

Deborah D. Figgs-Sanders
Executive Director, Childs Park

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On Wed, Jan 27, 2016 at 12:25 PM, Rick Smith <Rick.Smith@stpete.org> wrote:

Hi Deborah,

We will be having an agenda item discussing the roles and responsibilities of the CAC. If you like, please provide an overview of the training that you received as part of that discussion. I have not yet heard back from Carol on whether she could provide direct training for the CAC, but the Florida Redevelopment Association will be offering a free all-day session on May 20<sup>th</sup> in Tampa. We will present that opportunity for the CAC next Tuesday.

Give me a call with questions. Thanks.

Rick

---

From: Deborah Figgs-Sanders [mailto:dfiggs-sanders@stpeteymca.org]
Sent: Wednesday, January 20, 2016 3:44 PM
To: Nikki Capehart; Rick Smith
Cc: Kanika Tomalin; linda marcelli; Art O'Hara; Yscruggs@aol.com
Subject: FOLLOW UP REQUEST - CAC Training

Hello and how are you?

This is just a follow up request for CAC training. The first year has been awesome, but based on the training I attended in Tampa, CACs are to address and implement strategies to support the redevelopment area. The CAC may recommend changes to the redevelopment plan, develop an annual work program, set priorities and develop incentives to further the redevelopment efforts. However, based on the training I'm not certain if the CAC has adequately been provided that opportunity to receive this information.

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Your Sunshine City
I respectively request that the Citizen Advisory Committee consider the following observations and possible recommendation solutions to advance and implement the neighborhood organizational development initiatives and recommendations outlined in the adopted South St. Petersburg CRA Redevelopment Plan.

As a resident and homeowner in South St. Petersburg community, I have observed the tremendous potential of neighborhood associations to conduct community outreach, communicate and involve community residents, small businesses, churches and schools in developing solutions to neighborhoods issues. These neighborhood associations are the local delivery system to communicate and inform local residents, small businesses, churches and schools and provide a direct communication link to City agencies to plan and implement the myriad of programs and project opportunities to redevelop South St. Petersburg neighborhoods and solve the issues and concerns plaguing this low-income and blighted community.

There is a renew excitement and efforts to restart and energize neighborhood associations in Melrose, Campbell Park, Thirteen Street Heights and Bartlett Park neighborhoods of the South St. Petersburg community.

Unlike neighborhood associations in other part of the more affluent City neighborhoods, these neighborhood associations need greater organizational and capacity building assistance to conduct community outreach, and develop effective planning solutions through training and technical assistance to build the capacity of the resident members.
leadership skills, boards and organizational infrastructure to partner and
develop a sustainable communication link and working relationship with
the City and its agencies.

I appreciate, acknowledge and respect the hard work of Mr. Mike Dove
and Ms. Susan Ajoc and their staff in the Neighborhood Affairs and
Community Services Division to assist neighborhood associations. I
equally appreciate the assistance of the existing City Mini-grant program
and the potential of the new Neighborhood N Team members to assist
neighborhood associations and residents. I believe their programs and
services should be strengthened, extended and expanded by the City
municipal leadership.

I feel based upon my experience and participation in seeing municipal
government efforts in New York and New Orleans successfully assist
residents and neighborhood associations to effectively solve community
issues and redevelop blighted neighborhoods that the current assistance
services and programs in place in the City of St. Petersburg are not
enough and don’t go far enough to effectively implement the
organizational development and capacity building of neighborhood
associations and community leadership skills of its resident membership
especially given the magnitude of the issues and problems facing South
St. Petersburg neighborhoods and the redevelopment efforts.

I respectfully offer the following neighborhood organizational
development recommendations:

1.) the City of St. Petersburg should consider hiring an outside
training and technical assistance provider to assist all
neighborhood associations, particular those in South St.
Petersburg with board training, structure of bylaws, financial
management, fund raising, planning and the design of effective
program and project solutions at the local neighborhood level and
assist with the update of neighborhood plans.

2.) Engage and encourage youth intermediary organizations like Boley
and the Pinellas County Urban League supported by the City’s
youth employment programs to set aside an appropriate number
of slots for neighborhood youths to be hired to assist neighborhood
associations to conduct community outreach to neighborhood
residents, small businesses, churches and schools to get involved
and participate in planned meetings, programs and projects.
3.) Engage and encourage private sector banks and foundations to make access to capital and grants to respond to fund raising efforts of neighborhood associations.

I would like to thank members of the Citizen Advisory Committee and the leadership in the City of St. Petersburg and Pinellas County for taking the time to read this memorandum and consider the neighborhood organizational development and capacity building recommendations outlined in this memorandum to further implement and advance the initiatives outlined in the adopted South St. Petersburg CRA Redevelopment Plan.

Cc: Honorable Rick Kriseman, Mayor City of St. Petersburg
Honorable Ken Welch, Commissioner, Pinellas County Board of Commissioners