State of Urban Affairs

ANNUAL UPDATE

AN ANNUAL REPORT OF OUR CITY’S PROGRESS IN SOUTH ST. PETERSBURG
It was an honor to work closely with more than two dozen organizations to chart new progress in our community over this past year; 2016 was our biggest and best yet in creating a bright future for South St. Petersburg.

More than 440 new businesses opened doors along major corridors or as home-based ventures. More than 195 homes were built or rehabilitated, and 106 repaired. Employment levels reached an all-time high. Our poverty reduction plan, the largest in Florida, has helped 890 people increase their income through employment, and raised $2.2 million to train and support more than 200 entrepreneurs so far.

And for the first time ever, the City of St. Petersburg is directly investing in comprehensive workforce, education, entrepreneurship, and second chance training for 100 African American young men. Their families will simultaneously receive intensive wrap-around services over a year’s time with the intention of helping to lift them out of poverty, increase their family income and their chances for success.

As you will see in the pages of this report, success stories are blossoming all over our community, thanks to a growing network of people and organizations working together to get things done.

True to our commitment, we’re transforming the City’s focus to invest in the people, as well as the places, that make our city great.

We know this is different from the way things were done by prior administrations. In decades past, the dominant focus of City leaders was improving the physical landscape of St. Petersburg’s poorest areas, including construction, renovation and rehabilitation of facilities and housing. These things are important and must continue.

But, we also know that in order for South St. Petersburg to truly turn a corner, it is imperative for more people to thrive in business and in the workforce, and for many more families to begin the process of growing wealth.

We are deeply grateful to St. Petersburg City Council and the partners who have helped to steer the ship in new directions.

Sincerely yours,

Mayor, Rick Kriseman  
Deputy Mayor, Dr. Kanika Tomalin

St. Petersburg Urban Affairs Division: Investing in people, programs and purpose in a way that changes the story.
CRA Workforce Readiness and Apprenticeship Career Fair at Pinellas Technical College

Opportunity Creation

Creating and connecting employment, business and social enterprise opportunities with and for the people who live, work and do business in South St. Petersburg

Record number of youth earning income & experience

Over the past two years, we reached an all-time high level of young people employed through city-supported programs, thanks to continued increases in City funding by Mayor Kriseman’s administration and to the partnership of organizations like the Pinellas County Urban League and Pinellas Opportunity Council. City-supported programs helped more than 400 young people earn experience and income in 2016.

Total Youth Served Since 2014: 851

Connecting more adults to jobs & careers

The City is working on multiple fronts to bridge more people into employment. Along with numerous partners, the first annual Community Redevelopment Area (CRA) Workforce Readiness and Apprenticeship Career Fair at Pinellas Technical College helped 300 job-seekers explore and connect to new jobs. This partnership helped to lay the groundwork for the current Workforce Readiness and Development Program that started in the first quarter of this year and ultimately leverages existing programs with an initial $50,000 investment from the FY16 CRA budget. Mayor Kriseman will recommend a substantial increase to the CRA TIF investment in this area in FY17, reaching toward specific goals. Goals will address the needs of unemployed and underemployed CRA residents, with a special focus on census tracts with the highest unemployment rates. The Commerce Park development on 22nd Street South will add a minimum of 65 job opportunities for adults and 140,000 sq. ft. of space. Many more jobs are expected. Of the 65 jobs required, 37 must go to low-to-moderate income individuals and at least 17 jobs must go to individuals from the CRA. A goal of 30% SBE participation in the construction is also a component of the development.

Pinellas Ex-Offender Re-Entry Coalition (PERC)

PERC is aggressively expanding programming in South St. Petersburg to serve the thousands of ex-offenders who reside there. In 2015, PERC opened doors in South St. Petersburg with its purchase of the 9,000 sq. ft. Dr. David T. Welch Center for Progress and Community Development, bringing much-needed wrap-around support and employment services to ex-offenders.

Since then, PERC has secured funding to plant several new programs at its 16th Street South location. The third Evening Reporting Center in the state will open there, serving 150 “high risk to re-offend” high school youth each year with programming and support six days a week.
The Tampa Bay Career Pathways Collaborative, in partnership with Mt. Zion Human Services, is currently providing training and employment to at least **75 ex-felony offenders** in manufacturing, warehousing, and recycling. Other planned initiatives at the Center include a mentoring barber shop and a restaurant-based training program.

**2020 Family Wrap Around Program helping more families exit poverty**

Momentum continues to grow as partners work with the City to help more families increase their earnings above the poverty line. This past year, funding from the City of St. Petersburg and Bon Secours Mission Fund supported the Pinellas Opportunity Council to work with **50 families** as part of the 2020 Plan Wrap Around Program. These families have already increased their family incomes by more than **half a million dollars**. Since its inception, the program has served more than **100 families**.

New funders came aboard to help create Circles ® of St. Petersburg, which will support **10 programs** in 2017, all collaborating to equip more families to raise their incomes above poverty.

**CRA investments break new ground**

This past August, City Council approved the first round of investments from the new South St. Petersburg Community Redevelopment Area (CRA), a **7.4 square mile** area encompassing most of Midtown and all of Childs Park.

With FY16 CRA revenue totaling more than **$468,000** available for investment, City Council’s budget amendment enabled nearly **$350,000 in funding** to be awarded to **33 commercial and non-profit businesses**. Another **$18,000** was approved for a multifamily housing rehabilitation project. **Seven non-profit organizations and 25 small businesses** received CRA grants including local entrepreneurs like Roosevelt Carter, owner of Florida Brake and Tire on 34th Street South and Gloria Campbell, owner of Advantage Insurance Solutions on 22nd Street South. Mr. Carter will use the grant to remodel his waiting room and purchase new equipment, while Mrs. Campbell plans to expand into new space and give a facelift to her existing offices.
Grand Opening of the TBBBIC Incubator

Early childhood education was a major focus of this round, as well. Eight daycare facilities received CRA grant funding to upgrade their facilities and purchase new equipment and supplies.

The CRA will continue grant funding in 2017, when an estimated $1.2 million will be available and the application cycle will open earlier. Rick Smith, the City’s CRA Coordinator, expects that applications will be available during the first quarter of 2017.

For more information, visit stpete.org/southstpeteCRA.

CRA Redevelopment 101 Training

The outstanding leadership of the Citizens Advisory Committee, on behalf of residents of the CRA, resulted in several ideas to increase the City’s ongoing effort to engage and educate residents on the roll-out and capacity of the new Community Redevelopment Plan and Tax Increment Financing Programs.

In early 2016, before the CRA application deadline, the City sponsored a community CRA Redevelopment 101 workshop led by a certified Florida League of Cities trainer. The training, hosted by the Childs Park YMCA, was well attended by community stakeholders. The City plans to expand the outreach in 2017 and incorporate the training into a larger CRA Neighborhoods-Business Summit.

Catalyst for Commerce

Attracting and growing entrepreneurs and employers while expanding commerce to fuel a stronger economy

Entrepreneurs realizing their dreams

As we began 2014, we were challenged by a lack of capital in South St. Petersburg. We are pleased to report that collaborative efforts over the past two years have closed the gap in capital and services for community entrepreneurs.

Special thanks to the Tampa Bay Black Business Investment Corporation (BBIC), 2020 Plan Task Force, The Greenhouse, St. Petersburg Area Chamber, Eckerd College and others. Together, we have achieved an eight-fold increase in the number of entrepreneurs being intensively supported to grow their firms – from 27 in 2014 to 228 in 2016.

Coupled with financial investments by the City, new resources include the St. Petersburg Area Chamber of Commerce’s Community Business Development Initiative and the BBIC’s CATCH Program (Coachable, Action-Oriented, Time-Sensitive, Collaborative and Helped program). These offer expert consulting, training and cash stipends for start-up or growth expenses. Both are funded by the Foundation for a Healthy St. Petersburg.
Measures of Progress Since 2014:

- $1.23 million raised in loan and equity dollars
- $1 million raised for capacity-building services
- 9 new programs to support entrepreneurs’ growth
- 393 entrepreneurs intensively trained/supported
- 54 Mayor’s Small Business Tours south of Central

The BBIC opened a new incubator on 22nd Street South last June, offering space to five small businesses and set a new record for the number of emerging and existing firms using its technical assistance programs.

New businesses taking flight

Since 2013, the number of new business registrations each year has more than doubled in St. Petersburg. Gains are most robust in South St. Petersburg, especially within the CRA. From 2013 to 2016, across South St. Petersburg, there has been a 144% increase in the number of new business registrations yearly and a 174% increase inside the CRA.

More than 440 new businesses formed in South St. Petersburg in 2016.

Nurturing Neighborhoods & Families

Engaging neighbors to transform our community, block by block

New home construction and rehabs boom in South St. Petersburg

Since the start of Mayor Kriseman’s housing strategy, City housing programs have helped build and rehab 298 housing units in South St. Petersburg. In 2016, that included the construction of 143 new units in multi-family dwellings and the rehabilitation of 52 single family homes.

N-Team Rewing Up Housing Repairs

Over the past two years, the Neighborhood Team (N-Team) rolled up its sleeves to help 350 homeowners make their homes safer and more attractive. The combination of City-funding of $1.012 million and the elbow grease of 520 volunteers completed painting, roof and fence repairs, plumbing repairs, debris removal and other help to neighbors across South St. Petersburg.

Recent progress stems from a growing number of partners linking arms with the Mayor’s Office and City departments such as Codes Compliance, Development Services and TASCO Teen Programs. Some of the organizations that
contributed to the N-Team’s success in 2015 and 2016 include Florida Dream Center’s Adopt-a-Block, the Pinellas Opportunity Council, The Foundry, Somebody Cares Tampa Bay, Tampa Bay Rays, Historic Kenwood Neighborhood, Palmetto Park Neighborhood, Lutheran Church of the Cross, Seventh Day Adventist, Habitat for Humanity, Keller Williams Realty, Duke Energy Florida, St. Pete High KEY Club, Osceola High KEY Club and others.

Early Childhood Certification Partnership

This year, the City more than doubled its investment in getting more Pre-Kindergarten children ready for success in school. Nine student-teachers graduated from the new City-funded Early Childhood Certification Partnership with St. Petersburg College (SPC); and a new cohort of 12 will begin training in the Spring of 2017. Several graduates are putting their skills to work in community preschools. The City Council unanimously approved a $250,000 investment in growing the capacity of early childhood education centers in South St. Petersburg.

Youth embrace a “Second Chance”

The new Second Chance program, rolled out in 2015 by the St. Petersburg Police Department and the City’s Parks and Recreation Department, is making a decided impact.

The program was designed to steer first-time and second-time young offenders into community service opportunities, rather than booking them into the county’s Juvenile Detention Center.

So far, 179 young people have attended the program and 163 have successfully completed it, offering them a second chance to avoid the prison pipeline, and saving taxpayers tens of thousands in detention and court costs.

My Brother’s and Sister’s Keeper

Following President Obama’s My Brother’s Keeper initiative, but expanding it to include female youth, the City worked to address the needs of young men and women from challenging communities. MBSK’s first program, Not My Son, kicked off in the summer, hosting 11 canvassing events in seven neighborhoods. The awareness campaign against violence took flight as a
grassroots community outreach campaign, with more than 72 volunteers walking the streets of South St. Petersburg to get their neighbors to pledge 'Not My Son.'

**Park, Walk & Talk creating bonds of trust**

Shortly after taking over as Chief of Police, Anthony Holloway initiated a department community policing initiative called "Park, Walk & Talk," asking all sworn officers to park their cruisers, walk the area they patrol, and talk to residents in order to build stronger relationships with the citizens they serve.

This community policing program gives every resident the opportunity to meet an officer face-to-face. This cornerstone of Chief Holloway’s leadership has set the tone for the entire department. PWT is a philosophy of making service to the community about positive interaction and personal involvement with the people they’ve sworn to protect. In 2016, police officers parked their cars to converse and check-in with more than 7,900 citizens and business owners.

**Connecting through Cultural Affairs**

**Strengthening the artistic, historic and cultural fabric of our community**

**South of Central**

Spearheaded by Deputy Mayor Dr. Kanika Tomalin, the #SouthOfCentral campaign takes St. Petersburg residents on a journey to explore the people, places and things that make South St. Pete shine. Launched in October 2016, the campaign tells the community’s story through captivating images and videos – shedding light on its history, pride, and revitalization.

The stories live on via the City of St. Petersburg’s social media channels, along with poster galleries installed throughout Parks and Recreation centers, libraries and other community facilities.

To follow the #SouthOfCentral journey:
Deuces Mural Project

Stakeholders along the historic 22nd Street corridor, also known as "The Deuces," kicked off a successful mural project. The Deuces was once home to more than 100 African American-owned businesses and the Main Street organization, known as Deuces Live, continues to shepherd the corridor’s redevelopment. With an investment from the City, local artists have captured the likenesses of Louis Armstrong, Ella Fitzgerald, Geech's BBQ and others.

Black History Festival

The City held the second Annual Black History Festival in the Tangerine Shopping Plaza on the corner of 18th Avenue South and 22nd Street. Originally started when Sweetbay was the anchor tenant in the plaza, and moved to the GTE Federal Credit Union, the event was developed as an opportunity to work with local businesses at the popular intersection and to offer a Black History Celebration that supports large and small black business owners.

COOP Kwanzaa Summit-Ujima

The Concerned Organization for Our People (COOP) held the second community Kwanzaa Summit on the third Day of Kwanzaa, celebrating the principle of Ujima (Collective Work and Responsibility) at the Enoch Davis Center.

This principle of Kwanzaa is to build and maintain our community together, to make our brother's and sister's problems our own, all while working to solve them together. The COOP works with St. Petersburg Police, other City departments, and existing organizations to motivate, empower, and encourage African American boys and men.

Commemorating 40 years of Black History Month

Last year Mayor Kriseman and the Board of Directors of the Dr. Carter G. Woodson African American History Museum celebrated 40 years of the nationally-recognized Black History Month with the raising of the Woodson Museum flag over City Hall. Dr. Carter G. Woodson is considered the father of Black History Month. Mayor Kriseman was the first mayor in St. Petersburg to celebrate Black History in this manner.
City administration focused on early childhood education and service learning with local schools

Looking Ahead in 2017

My Brother’s and Sister’s Keeper / Cohort of Champions

President Obama launched the My Brother’s Keeper initiative to address persistent opportunity gaps faced by boys and young men of color and ensure that all young people can reach their full potential. St. Petersburg expanded the program to include young girls and developed a signature youth training program. As part of My Brother’s and Sister’s Keeper, the inaugural Cohort of Champions is investing a majority of Mayor Kriseman’s $1 million commitment in the preparation of 100 of our African American young men for the future, as well as to develop a trained, qualified and ready workforce. In 2016, City staff worked to secure appropriate curriculum and partners, as well as recruit the first Cohort. The program will kick off in the first quarter of 2017.

Financial Empowerment Initiative

In 2016, St. Petersburg was selected by the National League of Cities to participate in the Financial Inclusion and City Leadership project. During the two-year initiative, the City will work to build a sustainable citywide Financial Inclusion and Empowerment System. Along with the United Way and other partners, the City will launch a one-stop “Financial Prosperity Center” in the Campbell Park Neighborhood with a strategic focus to help end generational poverty and empower residents to achieve their personal financial goals.

Mayor’s Service Learning Project

Service Learning is a powerful instructional tool that combines learning objectives with community service to provide a practical, progressive learning experience. Students engage in community projects with an opportunity for reflection on how they meet desired outcomes. In the 2015-2016 academic year, faculty and students from Eckerd College’s Office of Service Learning and Rotaract Club and St. Petersburg High School’s FAST (Freshman Academic Success Transition) Team held workshops, then participated in two service learning projects.

Going forward, Mayor Kriseman is expanding the Service Learning Initiative to three more St. Petersburg high schools and St. Petersburg College’s Center for Civic Learning and Community Engagement.

Early Childhood Education Grant Program

Early Childhood Education Grants provide funding to early learning facilities that are seeking to build their capacity to deliver quality education and increase the number of children who enter Kindergarten with the skills to succeed. The program is designed to improve the ability of early childcare providers to elevate the quality of learning and care; to build a high performing workforce; and to create an integrated business management system.
From the Director’s Pen

We understand there will be different views about our approach to tackling some of the decades-old challenges we face. However, it is important for the entire community to work together to break the generational cycle of poverty.

We applaud our many outstanding partners, including the 2020 Plan Task Force, United Way, CRA Citizens Advisory Committee, COOP, and so many more. They are willing to share in the workload of community service. Our challenge to the community is this: Are you willing to help?

If you are already fighting the good fight toward progress, be encouraged. It will take a community-led renewed focus to diminish distractions and to charge forward with intention toward the ultimate purpose of our collective work.

I count every day a blessing that my colleagues and I have the pleasure to serve our community. Thank you to Urban Market Analytics for assistance with the development of this report. And a special thank you to Mayor Rick Kriseman, Deputy Mayor Dr. Kanika Tomalin, and our beloved community for the opportunity to serve.

Sincerely,

A. Nikki Gaskin-Capehart

I am incredibly proud to create new, and more importantly, long-lasting, and sustainable opportunities for so many families and businesses. For those of us doing the work every day, I know that progress can seem slow. However, we know that our collective work has an impact on current and future generations. We also know the City can’t do it alone.

We are excited to work with data-driven and results-oriented partners who are not only analyzing the deficiencies in serving residents in South St. Petersburg, but who are actively working to improve the lives of our neighbors.
Satellite Offices for City Services
Convenient access, answers and service from city officials

Childs Park YMCA
691 43rd Street S.
2nd and 4th Wednesdays
10 a.m. to 5 p.m.

Enoch D. Davis Center
1111 18th Avenue S.
1st and 3rd Wednesdays
9 a.m. to 5 p.m.

For more information on how you can join the effort and benefit from our services, please contact our Urban Affairs team

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