



Citizen Advisory Committee
South St. Petersburg Community Redevelopment Area

December 3, 2019
5:00 pm, Sunshine Center Auditorium
330 5th Street North, St. Petersburg, Florida

- I. Citizen Advisory Committee and Staff Introductions**
- II. Approval of November 4, 2019, CAC Meeting Minutes (Vote)**
- III. FY2020 Budget for South St. Petersburg CRA (Vote)**
- IV. South St. Petersburg CRA Grant Review Criteria Amendments (Vote)**
- V. Priority Commercial Corridors for Grant Review Criteria (Vote on 3 in order of priority)**
 - a. Dr. Martin L. King, Jr. Street South
 - b. 16th Street South
 - c. 22nd Street South
 - d. 34th Street
 - e. 49th Street
 - f. Central Avenue Corridor
 - g. 5th Avenue South
 - h. 18th Avenue South
- VI. Committee Volunteers (Vote)**
 - a. Workforce Development RFP
 - b. Socioeconomic Impact Study RFP
 - c. Four Members to Serve on Grant Review Committee
- VII. Four Hours of Ethics Training (Required by Florida Statute) (Vote)**
- VIII. Public Comment and Correspondence (3 minutes per speaker)**
- IX. New Business**
- X. Next Meeting – **Monday, January 6, 2020****
- XI. Potential 2020 Regular Meeting Dates**

January 6 th	February 4 th	March 3 rd
April 7 th	May 5 th	June 2 nd
July 7 th	August 4 th	September 1 st
October 6 th	November 2 nd	December 1 st
- XII. Adjourn**



**CITY OF ST. PETERSBURG
CITIZEN ADVISORY COMMITTEE (CAC)
SOUTH ST. PETERSBURG COMMUNITY REDEVELOPMENT AREA
PUBLIC MEETING**

**330 5th St North
Sunshine Center**

**November 04, 2019
Monday, 5:03 p.m.**

MINUTES

Members Present:

Dr. Ricardo Davis, Chair
Karl Nurse
Kelly Kirschner
Shawntavia Turner

Staff Present:

Rob Gerdes, Neighborhood Affairs Administrator
Michael Dema, Assistant City Attorney
Joshua Johnson, Housing & Community Development Director
Sophia Sorolis, Director, Economic & Workforce Development
Rick Smith, Manager, Economic & Workforce Development
Gary Jones, Economic & Workforce Development
Eric Lavina, Economic & Workforce Development
Jessica Eilerman, Manager, Small Business Liaison
George Smith, ED Coordinator Economic & Workforce Development
Anthony Chan, ED Specialist, Economic & Workforce Development
Tracey Smith, ED Coordinator Greenhouse

The meeting was called to order at 5:03 p.m., a quorum was not present.

I. Citizens Advisory Committee and Staff Introductions

Introductions were made by each Committee Member and City Staff member.

II. Approval of September 03, 2019, CAC Meeting Minutes (Vote)

No vote due to lack of quorum.

III. Presentation on “34th Street & Central Ave Town Center Plan” (Information/Input)

Jared Schneider, consultant with Kimley-Horn Associates, discussed the process, plan, and

recommendations based on feedback from the community and professional experience.

IV. FY2020 Budget for South St. Petersburg CRA (Vote)

No vote due to lack of quorum.

V. Public Comment and Correspondence (3 minutes per speaker)

Dick Pierce, St Pete resident, relayed his concern on the Commerce Park 2016 contract and requested the City hold the lessors of the property in default of contract.

Veatrice Farrell, of Deuces Live read letter they addressed to City Council on 10/28. Also announced the Royal theatre movie second Saturday of the month; A Soldier’s Story.

VI. New Business

Committee member Nurse inquired on the HUD penalty for Commerce Park, Sophia Sorolis and Joshua Johnson responded to the question. The City is considering the penalty being transferred into funds to the CDBG program.

VII. Next Meeting – December 3, 2019

VIII. Potential 2020 Regular Meeting Dates

January 7th	February 4th	March 3 rd
April 7th	May 5th	June 2 nd
July 7th	August 4th	September 1 st
October 6th	November 2 nd	December 1 st

IX. Adjourn

With no further items to come before the Committee, the meeting was adjourned at 5:34 p.m.



MEMORANDUM

Citizen Advisory Committee for the South St. Petersburg CRA

Prepared by the Economic and Workforce Development Department

For Public Hearing and Executive Action at 5:00 pm on December 3, 2019

Sunshine Center Auditorium
330 5th St N, St. Petersburg, Florida

City File: SSPCRP-2019-4

Request

The Citizen Advisory Committee for the South St. Petersburg Community Redevelopment Area recommends to the St. Petersburg Community Redevelopment Agency that St. Petersburg City Council **APPROVE** the following actions regarding the FY2020 budget for the South St. Petersburg CRA Redevelopment Trust Fund:

- 1) Transferring the use of unexpended bonus awards from the FY2017 grant cycle (Project 17089), which are estimated to be \$60,000 to be rolled into the FY2020 CRA budget;
- 2) Transferring the use of \$564,493 in appropriated but unspent FY2018/19 funding from the Commercial Revitalization Program (Project 17093) budget to be rolled into the FY2020 CRA budget;
- 3) Transferring \$421,193 in appropriated but unspent FY2018/19 funding from the Workforce Development Program (Project 17094) budget to be rolled into the FY2020 CRA budget;
- 4) Appropriating an estimated \$4,463,345 in FY2020 tax increment financing revenue for use in the FY2020 South St. Petersburg CRA Budget (see Resolution Exhibit 1, Table 1, "Sources").
- 5) Allocating the combined revenue from #1 through #3 above, totaling an estimated \$5,509,031, for use in the FY2020 South St. Petersburg CRA Budget according to the following percentage allocations (see Resolution Exhibit 1, Tables 1 through 5):

Workforce Development, Education & Job Readiness	39.1%
Housing and Neighborhood Revitalization	39.1%
Business and Commercial Development	19.5%

CRA Communications Plan, Operating and Evaluating 2.3%

- 6) Transferring \$738,244 in appropriated but unspent FY2018/19 funding for use in the FY2020 South St. Petersburg CRA Budget according to the following budget categories and in the amounts allocated to the specific budget programs identified in Resolution Exhibit 1, Tables 1 through 5:

Workforce Development, Education & Job Readiness	\$320,876
Housing and Neighborhood Revitalization	\$246,897
Business and Commercial Development	\$125,000
CRA Communications Plan, Operating and Evaluating	\$45,471

- 7) Replacing the “Single Family and Multifamily Residential Programs” title under “Uses” in Resolution Exhibit 1, Table 3 (Housing and Neighborhood Revitalization Budget) to “Affordable Residential Incentive Programs” to more clearly describe the programs thereunder.
- 8) Eliminating the “Multifamily Residential Programs” title under “Uses” in Resolution Exhibit 1, Table 3 (Housing and Neighborhood Revitalization Budget) so that it is included under the new “Affordable Residential Incentive Programs” title.

City Administration’s recommended budget would result in the following breakdown of funding for the four budget categories and is also depicted in Tables 1 through 5 of Resolution Exhibit 1 of the resolution:

Workforce, Education and Job Readiness	\$2,473,015
Housing & Neighborhood Revitalization	\$2,399,036
Business and Commercial Development	\$1,201,069
CRA Communications, Operations and Evaluation	\$175,470
Estimated FY2020 CRA Redevelopment Fund	\$6,248,590

Background on the South St. Petersburg CRA Budget

On May 21, 2015, St. Petersburg City Council adopted a Community Redevelopment Plan (Plan) for the South St. Petersburg Community Redevelopment Area (CRA) that also established a tax increment financing (TIF) district for the entire 7.4-sq.mi. South St. Petersburg CRA (Ord. #169-H). TIF directs a percentage of future increases in St. Petersburg and Pinellas County property tax revenues generated within a TIF district into a special redevelopment trust fund. This increased revenue, known as the “increment”, is then used to fund eligible redevelopment projects within the boundaries of the TIF district. The trust fund provides a sustainable source of revenue for revitalization programs identified in the South St. Petersburg Plan.

Each fiscal year the Citizen Advisory Committee (CAC) for the South St. Petersburg CRA is asked to make a budget recommendation for the South St. Petersburg Redevelopment Trust Fund. This recommendation is made to the St. Petersburg Community Redevelopment Agency (Agency) which, in turn, will recommend a CRA budget to City Council. City Council will approve a budget for the Redevelopment Trust fund allocating the anticipated TIF contributions from the City of St. Petersburg and Pinellas County and any appropriated but unspent funding from prior budgets. The final budget is then forwarded to the Pinellas County Board of County Commissioners within ten days of action.

Based on the increase in property values in the South St. Petersburg CRA since its establishment in 2015, the TIF district is expected to yield **\$4,463,345 million** revenue for FY2020. (The official amount will be determined after the final tax roll in spring 2020.) The City payment into the redevelopment trust fund is estimated at **\$2,626,175**, while the County will be contributing an estimated **\$1,837,170**. Another **\$60,000** in unexpended funding from the FY2017 budget is available for investment into the FY2020 budget from bonus awards for the commercial grant program that were encumbered but not expended. In addition, **\$985,686** in appropriated but unspent funding from the FY2018/19 budget is available for use in the FY2020 budget, with the surpluses coming from allocations to the Workforce Development Program (\$421,193) and Commercial Revitalization Program (\$564,493). The total of these amounts is estimated at **\$5,509,031**.

City Administration, based on application demand in the last commercial grant cycle, community input, and the workforce development and affordable housing needs of the CRA residents, recommends allocating the FY2020 in the following manner:

Table 1. Allocation of FY2020 TIF Revenue among the Major Budget Categories

Budget Category	FY2020 TIF Revenue	% Allocation
Workforce, Education & Job Readiness	2,152,139	39.1
Housing & Neighborhood Revitalization	2,152,139	39.1
Business and Commercial Development	1,076,069	19.5
CRA Communications, Evaluations & Operations	128,684	2.3
Uses	5,509,031	100%

Rollover of FY2018/19 Committed but Unexpended Funds

A significant portion of the FY2018/19 CRA budget is comprised of committed but unexpended funds, meaning that agreements have been made between the City and funding recipients but the projects being funded are not yet complete. As can be seen in Table 2 below, these committed funds total \$3.21 million with nearly all of them allocated to programs that were rolled out in 2019.

Table 2. FY2018/19 South St. Petersburg CRA Budget Activity

Budget Category	FY18/19 Budget	Paid Commitments	Surplus to FY20	Rollover Funds		
				Unpaid Commitments	Un committed	Total
Workforce	1,749,493	215,654	421,193	791,770	320,876	1,112,646
Housing	1,749,493	210,230	0	1,292,366	246,897	1,539,263
Commercial Development	1,749,493	26,652	624,493	973,348	125,000	1,118,349
Marketing/Operations	238,300	42,829	0	150,000	45,471	196,337
Total	5,486,780	495,455	1,045,686	3,207,494	738,244	3,945,728

Major unpaid commitments include

- Workforce Development Contract with PERC \$531,770
- Enoch Davis Environmental Cleanup & Site Preparation \$200,000
- Affordable Housing Redevelopment Loan Program \$567,500
- Single Family Residential Programs \$524,966
- Housing Lot Environmental Cleanup \$199,900
- Commercial Matching Grant Program \$523,349
- Commercial Revitalization Program \$350,000
- CRA Socioeconomic Survey \$150,000

Commitments to these programs began in May 2019 with the approval of the commercial grants by City Council and continued in June with the extension of a workforce development contract with Pinellas Ex-Offender Re-entry Coalition as well as the roll-out of the CRA affordable housing initiative. Most of the unpaid commitments for affordable housing funding as well as that for the commercial grant programs await completion of projects before expenditures will occur while the workforce development contract with PERC is paid in monthly installments and periodic invoices for wrap-around services. The Request for Proposal to solicit offers to conduct the socioeconomic survey is expected to be rolled out by December 2019.

Rollover of FY2018/19 Uncommitted Funds

Also included in the rollover from the FY2018/19 are uncommitted funds totaling \$738,244. These funds, also identified in Table 2 above, were appropriated to eleven programs within the four major categories but went uncommitted and unexpended.

Workforce Development, Education & Job Readiness	\$320,876
Housing and Neighborhood Revitalization	\$246,897
Business and Commercial Development	\$125,000
CRA Communications, Operating and Evaluating	\$45,471

City Administration is recommending transferring the \$738,244 in appropriated but unspent FY2018/19 funding for use in the FY2020 South St. Petersburg CRA Budget according to the above budget categories and in the amounts allocated to the specific budget programs identified in Resolution Exhibit 1, Tables 1 through 5. While there are no formal agreements

binding these funds, Administration is expecting significant demand for resources, particularly in housing and workforce that will not be met by solely the FY2020 appropriation.

City Administration Recommended FY2020 CRA Budget

City Administration will be asking City Council to approve percentage allocations of City and County TIF contributions for the FY2020 TIF revenue into the four major budget categories identified in Table 1 above. For the FY2018/19 CRA budget, City Council approved an equal split between the three major budget categories. For the FY2020 budget, City Administration is recommending that City Council focus on affordable housing and education and workforce development in the percentage allocations depicted in Table 1 as well as including the amounts from the rollover of the FY2018/19 appropriated but uncommitted funds identified above. These allocations will allow the City to expand its “CRA-dle to Career” initiative to increase funding to **\$2.47 million** for early childhood education and teen job readiness programs as well as broadening the workforce development program beyond its current focus on “hard-to-hire” focus. Included in this approach will be on-the-job training subsidies that will allow employers and the City share the cost of new hires to ensure they are provided the skills for sustainable career driven employment. These subsidies will be available to businesses throughout the region that hire CRA residents. In addition, the approach will fund scholarships for CRA residents to attend career-driven education and certification classes outside of employer driven training. Finally, the approach will fund the wrap around services that CRA residents may need to take advantage of training and employment opportunities.

Table 3: Recommended Allocations for FY2020 CRA Budget

Budget Category	FY2018/19 Surplus	FY2020 TIF Revenue	Total Resources	% Budget
Workforce, Education & Job Readiness	320,876	2,152,139	2,473,015	39.6
Housing & Neighborhood Revitalization	246,897	2,152,139	2,399,036	38.4
Business and Commercial Development	125,000	1,076,069	1,201,069	19.2
Communications & Operations	45,471	128,684	174,155	2.8
Uses	738,244	5,509,031	6,247,275	

In addition, the funding recommendations will provide nearly **\$2.40 million** for affordable housing through single-family and multifamily housing construction and renovation. City Council and City Administration priorities identified over the last two years year demand more significant investment in housing, and Mayor Kriseman’s “St. Petersburg Housing Plan” calls for significant investment in affordable housing throughout the city by constructing and preserving of 2,400 multifamily units, expanding homeownership for 500 low-income households, enabling 3,200 homeowners to stay in their homes by remedying code violations, constructing 300 accessory dwelling units and increasing construction of single-family units by making available 150 lots for developers of affordable housing.

While the Plan focuses on providing affordable housing throughout St. Petersburg, the South St. Petersburg CRA is important to this effort both in terms of funding source and policy priorities.

The Plan calls for an investment of \$8.5 million in CRA funding over ten years for the construction and preservation of affordable multifamily units. In addition, the current South St. Petersburg CRA housing programs align closely with the Mayor's Plan through its down payment assistance, housing rehabilitation and developer incentive programs.

City Administration's recommended funding allocation in housing of \$2.152 million for the FY2020 CRA budget comes after \$1.75 million was invested in affordable housing funding from the FY2018/19 budget. The CRA affordable housing initiative, which includes single-family housing rehabilitation, down payment assistance, and developer incentives, was officially rolled-out in June 2019 and has seen great demand with all funding in the CRA housing budget being encumbered in a few short months. An emphasis for this year's budget will be funding the construction and preservation of multifamily units as well as incentivizing the renovations of single-family and multifamily housing for low-to-moderate income households.

City Administration is also recommending **\$1.20 million** be appropriated for the Business and Commercial Development program. Nearly one-half of the funding allocation, or \$531,00, will support the Commercial Matching Grant program, which consists of the Commercial Site Improvement Grant and Commercial Building Interior and Tenant Improvement Grant programs. This amount is identical to the final budget amount for the matching grant program in FY2018/2019. Another \$245,000 is recommended for the Commercial Revitalization Program, which is significantly less than the \$1.0 million budgeted in FY2018/19 but represents only about \$100,000 less than the amount awarded for that grant cycle. City Administration is recommending \$200,000 for Property Acquisition and Site Preparation expenses including surveys, environmental testing and remediation, and market studies. Finally, City Administration is recommending an additional \$100,000 be budgeted for the Redevelopment Microloan Program to assist smaller businesses that are not able to raise enough capital to apply for the Commercial Matching Grant Program or Commercial Revitalization Program.

Finally, City Administration is seeking **\$174,155** in funding for "CRA Communications, Operations and Evaluation" budget category to implement the priorities of the South St. Petersburg Community Redevelopment Plan. This would include salary costs for CRA personnel, travel and training costs as well as marketing costs.

RECOMMENDATION

The Citizen Advisory Committee for the South St. Petersburg Community Redevelopment Area recommends that St. Petersburg City Council approve the FY2020 budget for the South St. Petersburg Redevelopment Trust Fund as reflected in Attachment 2.

Exhibit 1

FY2020 Budget Allocations

South St. Petersburg CRA Redevelopment Trust Fund

Table 1. Summary of Recommended FY2020 South St. Petersburg CRA Budget

	FY2018/19 Surplus	FY2020 TIF Revenue	Total Resources
Sources	738,244	5,509,031	6,247,275
FY2020 TIF Revenue		4,463,345	4,463,345
FY2018/2019 Rollover by Category	738,244		738,244
<i>Workforce, Education & Job Readiness</i>	320,876		
<i>Housing & Neighborhood Revitalization</i>	246,897		
<i>Business and Commercial Development</i>	125,000		
<i>CRA Communications, Evaluations and Operations</i>	45,471		
FY2018/19 CRP Surplus		564,493	564,493
FY2018/19 Workforce Surplus		421,193	421,193
FY2017 Grant Bonus Surplus		60,000	60,000
Uses	738,244	5,509,031	6,247,275
Workforce, Education & Job Readiness	320,876	2,152,139	2,473,015
Housing & Neighborhood Revitalization	246,897	2,152,139	2,399,036
Business and Commercial Development	125,000	1,076,069	1,201,069
CRA Communications, Evaluations and Operations	45,471	128,684	174,155

Note: City of St. Petersburg and Pinellas County funding amounts described below may vary between and within budget categories based on the demand for different programs. However, any expenditure of Pinellas County funds must be made on a program approved by the County.

Exhibit 1

FY2020 Budget Allocations

South St. Petersburg CRA Redevelopment Trust Fund

Table 2. Workforce, Education and Job Readiness Budget

	FY2018/19 Uncommitted	FY2020 TIF Revenue	Total Resources
Sources	320,876	2,152,139	2,473,015
FY2020 TIF Revenue & FY2018/19 Surpluses		2,152,139	2,152,139
Workforce, Education & Job Readiness	320,876		320,876
Uses	320,876	2,152,139	2,473,015
Workforce Development (St. Pete Works) Provides funding to educational and job training providers to prepare CRA residents for job opportunities with emerging St Petersburg jobs through training, education, job placement and mentoring.		1,516,653	1,516,653
Early Childhood Education CSP and St. Petersburg College will collaborate to provide certification training/maintenance and capital improvement grants to family day care centers, which are defined as in-home care for five or fewer unrelated children. Scholarships for qualified families will also be funded through this program.	200,000	200,000	400,000
Youth Job Readiness/Entrepreneurship Provide workforce development and entrepreneurship opportunities for St. Petersburg's economically challenged youth between the ages of 14 and 21 years at the Enoch Davis Youth Farm. Will pay stipends for spring/summer and fall work on the site as well as operating expenses.	20,876	235,646	256,522
Enoch Davis Farm Site Preparation Costs Provides funding for fencing, lighting, providing utilities and signage to prepare urban farm for use.			
Environmental Cleanup of Enoch Davis Site Provide funding to clean up six City-owned vacant residential lots in 1700 block of 12 th St S to develop for an urban farming project.			
Child Daycare Business Development Funds training and incentives for child care center directors to improve management/operating systems & grow their businesses.	100,000	200,000	300,000

Exhibit 1

FY2020 Budget Allocations

South St. Petersburg CRA Redevelopment Trust Fund

Table 3. Housing and Neighborhood Revitalization Budget

	FY2018/19 Uncommitted	FY2020 TIF Revenue	Total Resources
Sources	246,897	2,152,139	2,399,036
FY2020 TIF Revenue & FY2018/19 Surpluses		2,152,139	2,152,139
Housing & Neighborhood Revitalization	246,897		246,897
Uses	246,897	2,152,139	2,399,036
Property Acquisition and Site Preparation		200,000	200,000
Funds property acquisition and site preparation to support affordable housing in the CRA. Funding can be budgeted from the current year or appropriated from future budget.			
Single Family and Multifamily Affordable Residential Incentive Programs	130,650	1,100,000	1,230,650
Affordable Housing Redevelopment Loan	130,650	900,000	1,030,650
Provides funding through a variety of loan products to support affordable housing. ¹			
Affordable Residential Property Improvement		200,000	200,000
Funds renovations that upgrade vital building systems and sustain and extend the economic life of a structure.			
Multifamily Residential Programs			
Affordable Multifamily Housing Development	TBD	TBD	TBD
Provides an annual incentive up to 15-years for developers to renovate or construct new affordable housing in the CRA.			
Single Family Residential Programs	116,247	852,139	968,386
Affordable Single-Family Homeownership		727,139	727,139
Provides CRA funding to support affordable homeownership for income-eligible households.			
Single-Family Façade Improvement Grant	45,000	125,000	170,000
Funds income-eligible owner-occupants to upgrade and refresh the exterior of their properties.			
“Paint Your Heart Out”	71,247		71,247
Funds City’s Neighborhood Team to help property owners in CRA refurbish and refresh the exterior of their properties.			

¹ Includes \$700,000 for affordable multifamily housing to implement “St. Petersburg’s Housing Plan: For All, From All” as well as \$200,000 funding for the developer incentive program.

Exhibit 1

FY2020 Budget Allocations

South St. Petersburg CRA Redevelopment Trust Fund

Table 4. Business and Commercial Development Budget

	FY2018/19 Uncommitted	FY2020 TIF Revenue	Total Resources
Sources	125,000	1,076,069	1,201,069
FY2020 TIF Revenue & FY2018/19 Surpluses		1,076,069	1,076,069
Business and Commercial Development	125,000		125,000
Uses	125,000	1,076,069	1,201,069
Property Acquisition and Site Preparation Funds property acquisition and site preparation to support the City's business development in the CRA. Funding can be budgeted from either current year or from future budget.		200,000	200,000
FY17 CRA Grant Bonuses Funds SBE/Job Creation bonus awards for commercial grants			
South St. Petersburg CRA Loan Consortium Provides funding to a South St. Petersburg loan pool to support the lending efforts by the City's financial partners.			
Redevelopment Micro Loan Program Provides funding to support the lending efforts in the CRA to small and micro businesses.	100,000	100,000	200,000
Emergency Grant Provides funding for businesses that close due to unforeseen circumstances.	25,000		25,000
Environmental Cleanup of 22 nd Street South lots Funds clean-up of two City-owned vacant residential lots.			
Commercial Matching Grant Program Funds Commercial Site Improvement and Commercial Building Interior and Tenant Improvement grant programs. ²		531,631	531,631
Commercial Revitalization Program Provides grant awards between \$50,000 and \$100,000 to commercial projects in the CRA		244,438	244,438

² The exact funding amounts and sources for the Commercial Matching Grant Program is an estimate because the program is administered through a competitive application process.

Exhibit 1

FY2020 Budget Allocations

South St. Petersburg CRA Redevelopment Trust Fund

Table 5. CRA Communications, Evaluation and Operations

	FY2018/19 Uncommitted	FY2020 TIF Revenue	Total Resources
Sources	45,471	128,684	174,155
South St. Petersburg TIF Revenue		128,684	
CRA Communications, Evaluations and Operations	45,471		45,471
Uses	45,471	128,684	174,155
Salary/Benefits for CRA Personnel Funds position to administer the operations of the CRA including amendments to the redevelopment plan, writing/amending programs, research/analysis, & implementing grant agreements.		103,684	103,684
CRA Personnel Travel, Training and Education Conferences and workshops related to obtaining and maintaining professional credentials related to redevelopment.	6,297	5,000	11,297
CRA Marketing, Notices, and Grant Administration Pays for CRA communications and administrative costs associated with notification of property owners of CRA programs as well as administrative costs related to preparing review of grant applications. This will include costs associated with marketing the CRA to property owners and business owners including handouts, ads to the Weekly Challenger and St. Pete Bulletin, signage promoting projects receiving CRA funding and other marketing collateral.	39,174	20,000	59,174
Redevelopment Planning Expenses Expenses allowed by Florida Statute Section 163.387(6)(c)2 pursuant to studies, construction documents, fiscal reports, market studies, etc.			
Triennial CRA Socioeconomic Survey Conduct survey in CRA to determine family, household and per capita income levels, poverty status, knowledge and use of CRA, household size, race, rents, homeownership levels and other demographic data to assess effectiveness of CRA program.			



MEMORANDUM

Citizen Advisory Committee for the South St. Petersburg CRA

Prepared by the Economic and Workforce Development Department

For Public Hearing and Executive Action at 5:00 pm on December 3, 2019

Sunshine Center Auditorium
330 5th St N, St. Petersburg, Florida

City File: SSPCRP-2019-5

Request

The Citizen Advisory Committee for the South St. Petersburg Community Redevelopment Area (CRA) recommends to the St. Petersburg Community Redevelopment Agency (Agency) that City Council approve the following amendments to the South St. Petersburg Community Redevelopment Area Grant Scoring and Evaluation System (see Exhibit 1).

- Reducing the number of points to fifteen (15) that can be achieved by an applicant's attendance at a class at the City's Greenhouse;
- Reducing points that can be achieved by a property that has been awarded a CRA commercial grant award in prior grant cycles. The recommended point reduction is 5 points per award; and
- Changing date ranges on certain criteria in which points can be achieved or reduced.

Background on CRA Scoring and Evaluation System for Grant Applications

During 2016 and 2017, City Administration and City Council developed the "South St. Petersburg CRA Grant Scoring and Evaluation System" designed to increase transparency and objectivity into the decision-making process for awarding CRA grant funding in the South St. Petersburg Community Redevelopment Area. The System is comprised of two parts. First, the creation of a point system to objectively evaluate and rank grant applications. Second, the establishment of a Grant Review Committee, comprised of members of City Council and the Citizen Advisory Committee for the South St. Petersburg CRA to review and score applications.

On May 18, 2017, City Council approved Resolution 2017-316 that adopted the Grant Review Criteria for the South St. Petersburg CRA. These Criteria revolve around a scoring system that weighs how well each grant application implements the South St. Petersburg Redevelopment Plan, such as corridor revitalization as well as furthering other citywide goals and policies, like eliminating nonconforming uses and code violations, improving accessibility and implementing green building initiatives.

The scoring system was first used by the Grant Review Committee (GRC) on August 11, 2017, to score 73 grant applications during the FY2017 grant cycle. After holding a debriefing on the CRA grant program and processes in August 2017, City Administration prepared amendments to the evaluation system that were adopted by City Council on December 6, 2018, through Resolution 2018-614.

In 2019, the City of St. Petersburg utilized the amended "South St. Petersburg CRA Grant Scoring and Evaluation System" to evaluate Commercial Matching Grant applications submitted during the FY2018/19 grant cycle that culminated in City Council approving nearly \$530,000 in funding for twenty-eight commercial applications on May 16, 2019 (see Resolution 2019-250).

Through its internal review of that grant cycle, City Administration has identified a couple of amendments to the "South St. Petersburg CRA Grant Scoring and Evaluation System" that will further the City's efforts to ensure a greater geographical and economically equitable distribution of grant awards within the CRA. These proposed amendments call for

- Reducing the number of points to fifteen (15) that can be achieved by an applicant's attendance at a class at the City's Greenhouse;
- Reducing points that can be achieved by a property that has been awarded a CRA commercial grant award (CRA Commercial Matching Grant Program and Commercial Revitalization Program) in prior grant cycles. The recommended point reduction is 5 points per award; and
- Changing date ranges on certain criteria in which points can be achieved or reduced.

Recommendation

Citizen Advisory Committee recommends to the Agency that St. Petersburg City Council approve amendments to the South St. Petersburg Community Redevelopment Area (CRA) Grant Scoring and Evaluation System.

Exhibit 1

CRA Grant Scoring and Evaluation System
South St. Petersburg Community Redevelopment Area

Commercial Matching Grant Program
 South St. Petersburg CRA Scoring and Evaluation System

Evaluation Criteria	Max Score	Project Score
Aesthetics, Blight Removal & Code Compliance	<u>120</u>	
Project will provide improvements on street-facing elevation of building. These can include storefront windows, painting, lighting, doors, etc.	5	
Project will remedy building and/or fire code violations identified by City's Codes Compliance Department and Fire Department.	10	
Project will rehabilitate and return to service structure(s) deemed vacant and boarded by Codes Compliance Dept.	10	
Replaces nonconforming/ grandfathered use with one permitted by City ordinances.	10	
Proposed work will involve updating/upgrading electrical equipment, including new service box.	10	
Proposed work will replace Heating, Ventilation and Air Conditioning (HVAC) equipment. (Add 5 points for replacing ductwork)	10	
Proposed work will involve replacement of plumbing fixtures and lines.	10	
Proposed work will involve structural stabilization and/or repairs to walls, foundations, or roof structure (including complete roof replacement – no roof-overs).	10	
Project will improve handicapped accessibility by adding ramp, widening entrances, and/or providing an enhanced parking space (resurfacing and striping, landscaping, or relocation).	5	
Proposed work is on the historic features of a locally designated historic landmark.	20	
Applicant has taken at least one class at the City's Greenhouse, not including CRA grant workshop, since <u>February 8, 2017</u> . For applications with more than one applicant, only the attendance of one shall count toward this criterion. <u>In addition, applicants submitting multiple applications will only receive points for attendance for one application.</u>	5 per class <u>Max. 15 points</u>	
Applicant(s) has used a contractor certified with the City's Small Business Enterprise program for the grant application's construction estimates.	5	
Preliminary Score		
Committee Member Score		
Category Total		

Commercial Matching Grant Program
South St. Petersburg CRA Scoring and Evaluation System

Evaluation Criteria	Max Score	Project Score
Local Investment and Financial Character	30	
Extent of prior private investment by applicant in South St. Petersburg CRA within the last 5 years without City assistance. Includes investment in construction and construction equipment, which must be documented with submission of invoices and receipts and construction value information from Construction Services. \$10,000 to \$25,000 – 3 points \$25,00 to \$50,000 – 5 points \$50,00 to \$75,000 – 7 points +\$75,000- 10 points	3 to-10	
Applicant Property has not been awarded CRA grant funding in the prior two three grant cycles in 2016 and 2017 .	10	
Applicant Property is submitting only one commercial matching grant application during FY20 18/19 <u>20</u> grant cycle.	10	
Property has been awarded CRA grant funding in the prior three grant cycles.	-5 pts per award	
Applicant failed to submit a complete application <u>or in incorrect order</u> at the application deadline.	-15	
Applicant(s) has code enforcement liens on property subject to grant in excess of \$2,500.	-10 to 0	
Applicant(s) has special assessment liens on property subject to grant over \$500.	-10 to 0	
Applicant(s) has mortgage payments three months in arrears on property subject to grant.	-10 to 0	
Applicant(s) has unpaid property taxes on property subject to grant.	-10 to 0	
Applicant(s) has unpaid property insurance on property subject to grant.	-10 to 0	
Preliminary Score		
Committee Member Score		
Category Total		

Commercial Matching Grant Program
South St. Petersburg CRA Scoring and Evaluation System

Evaluation Criteria	Max Score	Project Score
Project Location	55	
<p>Project is located along a Priority Commercial Corridor selected by the CAC. For the FY2020 grant cycle, the Commercial Corridors eligible for designation as “Priority” are</p> <ul style="list-style-type: none"> - Dr. Martin Luther King, Jr. St. South - 16th Street South - 49th Street (Gulfport to CRA north boundary) - Central Avenue (including the First Avenues) - 5th Avenue South (east of 34th Street South) - 18th Avenue South (east of 34th Street South) - 34th Street South <p>In years when multiple commercial corridors are identified as priorities, they will be ranked and scored as follows: First = 30 points; Second = 15 points; and Third = 5 points.</p>	up to 30	
Project will revitalize a property identified as an actual source of contamination by the City’s Brownfields Assessment Grant survey that will be conducted in the CRA through 2020.	10	
Project is located within Deuces Live or Grand Central Florida Main Street Districts.	5	
Project is located on same block and/or block face as a project completed since December 2017 8 or with an approved building permit, both in excess of \$10,000.	5	
Project is located at the intersection of arterial and/or collector roadways as identified by the City’s Official Street map.	5	
Preliminary Score		
Committee Member Score		
Category Total		

Commercial Matching Grant Program
 South St. Petersburg CRA Scoring and Evaluation System

Evaluation Criteria	Max Score	Project Score
Sustainability and Green Building Practices	15	
Project has had a free energy assessment from Duke Energy and will implement at least one recommendation.	5	
Project will incorporate energy efficient practices including energy efficient interior and exterior lighting where applicable.	5	
Project will use water conservation programs and practices like low flow toilets/fixtures, free water-efficient spray valves for restaurants, and other high efficiency appliances such as Energy Star.	5	
Preliminary Score		
Committee Member Score		
Category Total		

Commercial Matching Grant Program
 South St. Petersburg CRA Scoring and Evaluation System

Evaluation Criteria	Max Score	Project Score
Project Use	90	
Project will add new commercial or industrial space, either through a change of use or a new addition Up to 2,500 SF – 5 points 2,500 to 5,000 SF - 7 >5,000 SF – 10 points	10	
Project will enable shared parking facilities along a Primary Commercial Corridor in the CRA. (Allows other employees or customers to park.)	10	
Project will renovate a “non-chain” commercial use for which there are no other establishments in Pinellas County.	10	
Project will continue or allow occupancy of a building by a targeted industry user identified in the Grow Smarter Strategy. These industries are Financial Services, Specialized Manufacturing, Marine and Life Sciences, Data Analytics, and Creative Arts and Design. (Occupancy must be confirmed by a lease with an existing tenant or a lease agreement with a proposed tenant. Staff will utilize the NAICS classification system to determine Grow Smarter uses)	10	
Project will enable a nonconforming use to continue.	-20 to 0	
Project will enable a grandfathered use to continue.	-5 to 0	
Project will adaptively reuse/redevelop old motel complexes in the CRA.	10	
Applicant(s) is an owner-occupied business that has been in business within the CRA for two or more years as of February 1, March 1, 2019 <u>20</u> .	15	
Applicant(s) has been in business at current location for two or more years as of February 1, March 1, 2019 <u>20</u> .	10	

Commercial Matching Grant Program
 South St. Petersburg CRA Scoring and Evaluation System

Evaluation Criteria	Max Score	Project Score
Applicant(s) will provide a social service(s) to the CRA such as child care, early childhood education, and workforce development.	15	
Project is for a building that serves as a live-work space in a mixed-use district, where the funding for the work space cannot be clearly differentiated from the rest of the building.	-20	
Request is for work on a building that has been expanded or substantially renovated since July 201 3 <u>4</u> . "Expanded" means a project that increased the square footage of a building by 1,000 SF or more. "Substantially renovated" means the total value for all permits issued since 201 3 <u>4</u> equals or exceeds 50 percent of the 201 8 <u>9</u> improvement value as defined by the Pinellas County Property Appraiser's Office.	-10 to 0	
Preliminary Score		
+ Committee Member Score		
= Category Total		

Application Point Totals

Aesthetics, Blight Removal & Code Compliance	
Local Investment and Financial Character	
Project Location	
Sustainability and Green Building Practices	
Project Use	

Total Application Score	
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