



# **CITY OF OPPORTUNITY**

**A REPORT OF OUR CITY'S  
PROGRESS IN SOUTH ST. PETERSBURG**

**INVESTING IN PEOPLE,  
CHANGING THE STORY**

# A MESSAGE FROM MAYOR RICK KRISEMAN AND DEPUTY MAYOR DR. KANIKA TOMALIN



There is a growing and exciting energy in our city. Every day, we are working closely with Nikki Gaskin-Capehart, our Director of Urban Affairs, to ensure that same energy, excitement and opportunity is felt south of Central Avenue and in every corner of our community.

We will build a city of opportunity by investing in people, as well as the places that make our city great. We have ushered in a new South St. Petersburg Community Redevelopment Area (CRA) and Tax Increment Financing District (TIF). This is positive change designed to help sustain investment in South St. Petersburg for the next 30 years.

With a like-minded City Council, and other partners who share our prioritization for opportunity creation, we are making a difference. Our investments in summer youth and after school youth employment are unprecedented. We are investing in our youngest citizens by offering scholarships to preschool teachers in early childhood centers to help standardize school readiness and have provided for scholarships for more young learners to attend preschool.

Through a unique wrap-around pilot program, pioneered by our key partners with the 2020 Plan, the Pinellas County, Urban League, and Pinellas Opportunity Council more than 35 families were lifted out of poverty in 2015. Our work with 2020 to eradicate poverty in a substantive way is creating jobs, enhancing education and arming our citizens with the skills required to change their lives.

We will continue to partner with many others such as the Pinellas County Board of Commissioners, corporations, Pinellas County School Board, Boley Centers, PERC, Deuces Live, Tampa Bay Black Business Investment Corporation, United Way and so many others who are working every day to engineer opportunity and ensure readiness when opportunity presents.

Thank you for the role you continue to play. Together, we will make a sustaining difference, one life at a time.

Mayor  
Rick Kriseman

Deputy Mayor  
Dr. Kanika Tomalin

# OPPORTUNITY CREATION

**Opportunity creation is the prioritization of the human, financial and intellectual capital required to propel disenfranchised residents of the city to the fullness of their potential.**

## Youth Employment and Workforce Readiness

In partnership with the 2020 Plan, corporate sponsors and youth employment service providers, the City of St. Petersburg added 200 more employment and workforce readiness opportunities for underserved youth in our city. That brings our total to more than 450 students served in 2015. The City's investment in youth jobs has been increased to \$885,000 in FY 2016 – historic levels for youth employment in the City of St. Petersburg. With our partners, we will serve more than 600 youth in FY 16 – planting the seeds that shift the trajectory of their lives.

## The Pinellas Ex-Offender Re-Entry Coalition (PERC)

Mayor Kriseman was committed to making St. Petersburg a city of second chances. This is manifesting in many ways, from our own commitment to ban the box on job applications to the administration's work to help returning citizens



acclimate after paying their debts to society. We were pleased to stand with community leaders and PERC to cut the ribbon on the Dr. David T. Welch Center for Progress and Community Development in February of 2015.

Located at 1601 16th Street South, PERC has offered more than 250 returning citizens services and opportunities geared towards self-sufficiency and successful re-entry into our community. More than 100 people have successfully found employment through this transformational service.

## 2020 Plan Family Wrap Around Services

This program, administered by the Pinellas County Urban League and the Pinellas Opportunity Council, has helped to lift more than 35 families out of poverty while training their children in leadership and employment.

## TOTAL ANNUAL YOUTH EMPLOYMENT INVESTMENT

Fiscal Year	Summer Youth	Styles Work Force Readiness	After School	Reads To Me	Total Annual Youth Employment Investment
FY 03	\$ 276,000	\$ 0	\$ 0	\$ 0	\$ 276,000
FY 04	\$ 276,000	\$ 0	\$ 0	\$ 0	\$ 276,000
FY 05	\$ 276,000	\$ 0	\$ 0	\$ 0	\$ 276,000
FY 06	\$ 300,000	\$ 0	\$ 0	\$ 0	\$ 300,000
FY 07	\$ 300,000	\$ 0	\$ 0	\$ 0	\$ 300,000
FY 08	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
FY 09	\$ 300,000	\$ 0	\$ 0	\$ 0	\$ 300,000
FY 10	\$ 300,000	\$ 35,000	\$ 0	\$ 0	\$ 335,000
FY 11	\$ 250,000	\$ 35,000	\$ 0	\$ 0	\$ 285,000
FY 12	\$ 250,000	\$ 35,000	\$ 0	\$ 0	\$ 285,000
FY 13	\$ 250,000	\$ 35,000	\$ 100,000	\$ 0	\$ 385,000
FY 14	\$ 250,000	\$ 35,000	\$ 100,000	\$ 0	\$ 385,000
FY 15	\$ 275,000	\$ 35,000	\$ 100,000	\$ 50,000	\$ 460,000
FY 16	\$ 300,000	\$ 135,000	\$ 300,000	\$ 150,000	\$ 885,000



# CATALYST FOR COMMERCE



**Urban Affairs works to enhance the conditions that contribute to a stable and productive economy in South St. Petersburg. This includes recruitment and retention of business and employment opportunities. Urban Affairs places a specific focus on entrepreneurial support and readiness with the goal of creating a glide path to sustainable self-perpetuating commerce for those who seek such opportunity.**

## **Tampa Bay Black Business Investment Corporation Incubator and Loan Fund Program**

In 2015, with assistance from the City, the TBBIC opened an office and incubator at 1123 22nd Street South to provide technical assistance and microloans to businesses that are ready to access capital in their journeys toward success. In partnership with the City and 2020 Plan, the TBBIC was awarded a "Small Business Administration Program for Investment in Microentrepreneurs" Grant for \$75,000. Since its opening last summer, the TBBIC has worked with more than 150 businesses and loaned more than \$250,000 in capital.

The Small Business Salon is a quarterly workshop, presented in partnership with the City of St. Petersburg Greenhouse, 2020 Plan, the TBBIC and the City's Urban Affairs Office. The first Salon, held at the Manhattan Casino, focused on access to capital. The second Salon, held at Tropicana Field, in partnership with the Rays, focused on business investment and positioning for procurement opportunities. The Small Business Salons have brought detailed information for business start-up or expansion to nearly 300 individuals and business owners in less than one year.

## **Deuces Live Main Street and 16th Street Business Association**

Both Deuces Live Main Street and the 16th Street Business Association work closely with the City to draw increased consumer interest to 22nd and 16th Streets South through various initiatives such as the Deuces Market (slated to reopen in 2016) and beautification projects along 16th Street South. Many of the businesses along the corridor are being targeted for assistance from the City through CRA/TIF and City Corridor Improvement programs in 2016.



## **CHIEF'S CREOLE CAFE RIBBON CUTTING CEREMONY**





Coming soon:  
New murals on  
22nd St. S.

## CONNECTING THROUGH CULTURAL AFFAIRS

**Honoring the significant role cultural affairs has played in creating the character and culture of South St. Petersburg in a way that ensures it maintains a high profile and priority in the community's future endeavors and developments.**

### **This is My City: St. Pete Stories**

This innovative community conversation series featured real life stories of people from various backgrounds, from across our city. Told through the medium of theater performance with professional actors, the story subjects later shared their views on our city and how their visions for St. Pete manifest. Your Real Stories, a storytelling non-profit, produced the series of events that were attended by more than 400 residents.

### **Dr. Carter G. Woodson African American Museum**

The Dr. Carter G. Woodson African American Museum is being purchased by the City of St. Petersburg in order to preserve the legacy of a culturally and historically rich segment of African Americans in our local, regional and national footprint.



This investment will help sustain the voice and importance of cultural education in South St. Petersburg across future generations.

### **Beats by the Bay Partnership**

The City of St Petersburg partnered with iHeart Radio to feature this unique promotion of musical performance and provide additional diversity in downtown St. Petersburg, particularly on the waterfront. The Urban Affairs division connected to the more than 8,000 concert goers during the first Beats by the Bay event.

## NURTURING NEIGHBORHOODS AND FAMILIES



**Building the social capital required to elevate neighborhoods across South St. Petersburg in a way that fosters the subsequent inclination to engage in the activities that sustain growth and connectivity.**

### Midtown Police Athletic League

The Police Athletic League of St. Petersburg, in partnership with the City and 20th Street Church of Christ, opened its doors at 820 20th Street South during the summer of 2015. Their mission is to prevent crime among our youth through recreation, education and athletics. They continue to increase the number of students served in their after-school and summer programs

### Early Childhood Certification Partnership

The City of St Petersburg and St. Petersburg College (SPC) partnered to address the kindergarten readiness concerns in South St. Petersburg, particularly in the CRA. They are providing an opportunity for teachers at child care centers to attend the Downtown and Midtown Campuses of SPC and earn a 12-credit Certificate in Preschool Specialization from the Florida Department of Education. Currently, there are 11 students in the first class that started in the fall of 2015.

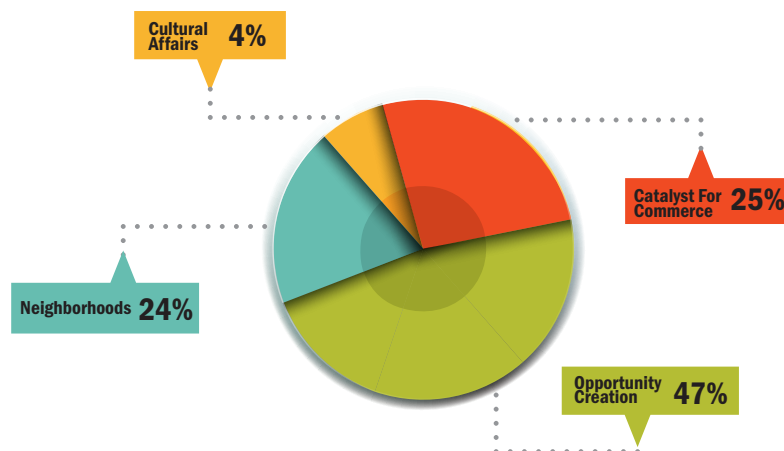
### Second Chance Program

In partnership with the St. Petersburg Police Department and City's Parks and Recreation Department, 65 out of 72 youth successfully completed an innovative program that redirects them from the formal criminal processing for some offenses to service in city parks and recreation centers.

## SUMMARY OF URBAN AFFAIRS INVESTMENT

Catalyst For Commerce	\$ 600,000
Opportunity Creation	\$ 1,123,000
Neighborhoods	\$ 580,000
Cultural Affairs	\$ 108,869
<b>Total:</b>	<b>\$ 2,411,869</b>

## URBAN AFFAIRS PLATFORM



These are only a few highlights of the many efforts of the Urban Affairs Division. Other work reaches deep into neighborhoods and the lives of those we serve with efforts such as the revitalization of homes, plans for financial literacy courses that pave the way to self-sustained fiscal viability, a new St. Pete Fire Department scholarship program to ensure the ranks of the department remain diverse, and many additional efforts. The work will continue to build a city of opportunity where the sun shines on all who come to live work and play.

### **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 Davis Center**

1111 18th Ave. 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 service, please contact our Urban Affairs Team



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