



# HOW/WHEN Part 2

## Implementation Work Plans in Year One

### Implementation Milestones in Year One (FY2020)

	Process and Outcome Objectives	Target Date
<b>Equity Policy</b>		
1. <b>Community Benefits Agreement (CBA) Policy &amp; Council</b> -Advocate for and co-create a CBA with the City to ensure inclusion of community workers, contractors and investors on City-supported development projects.	Advocate for passage of CBA Policy ordinance	Sep 2019
	Form CBA Policy Council	Sep 2019
	Negotiate 1 CBA with a developer of large project	Jan 2020
<b>Real Estate Development &amp; Investing</b>		
2. <b>VISION Investors</b> -Create a real estate investment collaborative to a) speed development in South St. Petersburg and b) make investing and wealth-building affordable to many more community residents.	Draft investor terms & agreement for first project	Oct 2019
	Recruit development team	Dec 2019
	Recruit investors	On-going
	Make first project equity investment	Jan 2020
3. <b>Sunshine City Accessory Dwelling Units</b> -Create an organized approach to investing in ADU development by South St. Pete homeowners as a way to grow wealth and income.	Engage architect to begin design work	Jun 2019
	Complete designs/seek approval from City	Aug 2019
	Recruit partners/shape & formalize partnerships	Nov 2019
	Complete 1 <sup>st</sup> ADU	Feb 2020
4. <b>Ultrathon Athletic Training Center</b> -Create a joint venture among pro athletes to develop a world-class athletic training facility in St. Petersburg.	Identify site/gain site control	TBD
	Assemble financing	TBD
<b>Business Equity &amp; Business Development</b>		
5. <b>Diverse Equity Capital Pipeline</b> -Create an equity capital pipeline connecting more minority entrepreneurs access equity for growth.	Design Minority Business Accelerator Project	Dec 2019
	Recruit equity and other partners	On-going
	Launch 1 <sup>st</sup> Cohort of Entrepreneurs in Accelerator	Feb 2020
	Make 1 <sup>st</sup> Cohort equity investments	Sep 2020
6. <b>Pooled Equity Fund for Community-Based Businesses</b> -Create a community-targeted pooled equity investment model to help businesses reach Stage 2 or 3 of growth. Annie's Beauty Supply will be the subject of a trial of the Pooled Equity concept.	Form project leadership team	Aug 2019
	Develop business growth plan	Jan 2020
	Raise equity	On-going
	Open New Megastore & Supply Chain	TBD
	Develop succession plan	TBD
7. <b>Supplier Diversity &amp; Inclusion Demonstration Project</b> -Expand supplier diversity programs among local anchor institutions and corporations; increase the number of minority-owned firms leveraging such programs.	Create partnership with FSMSDC	May 2019
	Launch Demonstration Project	Jul 2019
	Recruit 5 procurement orgs to start or grow SDI efforts	Jul 2020
	Build capacity & certify 8 MBEs	Jul 2020
	Build capacity & certify 20 MBEs in all	Jul 2021

	Process and Outcome Objectives	Target Date
8. <b>Districts &amp; Corridors Promotion Plan</b> -Create an organized promotion plan to increase tenancy and business development along major commercial corridors in South St. Petersburg.	Engage project consultant & develop plan	Mar 2019
	Identify available spaces for lease/sale (incl. pier)	Jul 2019
	Host space matchmaking events to market spaces	Jul-Sep 2019
	Help 5 businesses enter lease/purchase agreements	Nov 2019
<b>Entrepreneurial Incubation &amp; Shared Services</b>		
9. <b>Urban Starts Incubator Promotions Partnership</b> - Create incubator & co-working spaces and incubator promotion partnerships to help more African Americans leverage the opportunity.	Develop plan	Jan 2020
	Reach full occupancy at BBIC incubator space	Jan 2020
	Open new small incubator space	Jun 2020
10. <b>Tech Biz Center in Midtown</b> - Develop a technology incubator, co-working and training space in the heart of Midtown.	Identify sites/partners	TBD
	Develop plan	TBD
<b>Economic Development Institution</b>		
11. <b>Economic or Community Development Organization</b> -Create a specialized organization devoted to implementation of the One Community Plan and economic growth programs.	Secure funding commitments for year 1	Dec 2019
	Recruit board & key stakeholders	Dec 2019
	Develop annual workplan & KPIs	Dec 2019
<b>Financial Capacity/Wealth Building</b>		
12. <b>Generational Wealth Pledge Campaign</b> -Develop large-scale marketing & support initiative to engage hundreds of families in wealth building actions.	To be developed	TBD
13. <b>Comprehensive Development Financial Capacity-Building</b> -Implement or replicate Self-Help full suite of capacity-building and development finance.	To be developed	TBD
<b>Community Image &amp; Marketing</b>		
14. <b>The New Image News Project</b> - Develop multi-media team and campaign to raise the profile of positive people and news about business, innovation and "community" in South St. Petersburg.	Develop plan	Jan 2020
	Raise start-up resources	Jan 2020
	Launch plan	Feb 2020

## Aligned Implementation Planning

The table above ***does not*** feature implementation milestones for Big Ideas whose authors are already in the midst of independent planning and development processes. This applies to the following Big Ideas.

- ✓ The Smart Hub Center at Skyway Plaza
- ✓ One Community Grocery Co-op
- ✓ The Mainframe
- ✓ Collaborative Approach to Redeveloping Tangerine Center
- ✓ The Opportunity Fund by BBIC

The OneComm team will follow the guidance of the partners leading these efforts, in adding any milestones they wish to OneComm workplans. Planning for formal integration and alignment of initiatives will be led by Elizabeth Siplin of EMPACT Solutions in FY2020.

## Snapshot of Major Milestones in Year One (FY2020)

OneComm leaders will be guided by the following schedule of major milestones in year one of implementation (FY2020).

	Pre-Year 1	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>Equity Policy</b>					
1. <b>Community Benefits Agreement Policy &amp; Council</b>	City/OneComm mtgs; Council formed	Ordinance passed	1 <sup>st</sup> CBA negotiated		
<b>Real Estate Development &amp; Investing</b>					
2. <b>VISION Investors</b>	Secure home development deal	Developed>	Launched	1 <sup>st</sup> equity placement	2 <sup>nd</sup> equity placement
3. <b>Sunshine City Accessory Dwelling Units</b>	Designs done	Approvals secured	1 <sup>st</sup> ADU built		
4. <b>Ultrathon Athletic Training Center</b>	Site selection>	Pre-developed>	Developed>		Financing secured>
<b>Business Equity &amp; Business Development</b>					
5. <b>Diverse Equity Pipeline &amp; Minority Biz Accelerator</b>	Meet w/ launch funder & Atlanta Mayor	Developed>	Launched		1st equity placements
6. <b>Pooled Equity Fund for Community Businesses</b>	Form leadership team		Complete growth plan		Site selected
7. <b>Supplier Diversity &amp; Inclusion Pilot Project</b>	Launched				8 MBEs certified + 2 SDI pgrms launched
8. <b>Districts &amp; Corridors Promotion Plan</b>	Space Matchmaker held	Pier Mktplace Agreement set	3 new corridor tenants	4 new spaces online	
<b>Entrepreneurial Incubation</b>					
9. <b>Urban Starts Incubator Promotions Partnership</b>	Developed>	Launched	BBIC incubator full	New incubator space opened	
10. <b>Tech Biz Center</b>	Visioning Mtg w/ Site Partner	TBD>			
<b>Economic Development Institution</b>					
11. <b>Economic or Community Development Organization</b>	Funder & partner outreach	Developed	Launched		Final 2020 Plan Celebration
<b>Financial Capacity/Wealth Building</b>					
12. <b>Generational Wealth Pledge Campaign</b>	Campaign designed	Developed	Launched		
13. <b>Community Development Finance Program</b>	TBD	TBD			
<b>Community Image &amp; Marketing</b>					
14. <b>The New Image News Project</b>	Black media plan set	Developed>		Launched	

## Setting the Course Beyond Year One

Below is a snapshot of the timeframes needed to develop the Big Ideas that are the heart of the OneComm Plan. Most of the ideas being led by OneComm will be piloted in year one of implementation and expanded or fully operational in year two.

As planning and development continue, the OneComm team expects to unveil a more detailed plan at the start of FY2021, which will encapsulate plans through FY2024, the fifth full year of OneComm plan implementation.

	Year 1 FY2020	Year 2 FY2021	Year 3 FY2022	Year 4 FY2023	Year 5 FY2024
<b>Equity Policy</b>					
1. <b>Community Benefits Agreement Policy</b>	Pilot	Policy resets	Fully operational		
<b>Real Estate Development &amp; Investing</b>					
2. <b>VISION Investors</b>	Pilot 1 <sup>st</sup> & 2 <sup>nd</sup> projects	Fully operational			
3. <b>Sunshine City Accessory Dwelling Units</b>	Pilot	Expand	Fully operational		
4. <b>Ultrathon Athletic Training Center</b>	Financing secured		Grand opened		
<b>Business Equity &amp; Development</b>					
5. <b>Diverse Equity &amp; Minority Biz Accelerator</b>	Pilot	2 <sup>nd</sup> cohort	Fully operational		
6. <b>Pooled Equity Fund</b>	Pilot 1 <sup>st</sup> project		Pilot 2 <sup>nd</sup> project	Fully operational	
7. <b>Supplier Diversity &amp; Inclusion Pilot Project</b>	Pilot	Expand**	Fully operational		
8. <b>Districts &amp; Corridors Promotion Plan</b>	Pilot	TBD>			
<b>Entrepreneurial Incubation</b>					
9. <b>Urban Starts Incubator Promotions Partner.</b>	Pilot w/ space partners	Expand	Fully operational		
10. <b>Tech Biz Center</b>	Plan set	Funding secured		Fully operational	
<b>Economic Development Institution</b>					
11. <b>Economic or Community Development Org.</b>	Plan set & launched	1 <sup>st</sup> 5-year plan set			2 <sup>nd</sup> 5-year plan set
<b>Financial Capacity/Wealth Building</b>					
12. <b>Generational Wealth Pledge Campaign</b>	100 families pledge	500 families pledge			
13. <b>Community Development Finance Program</b>	TBD>				
<b>Community Image &amp; Marketing</b>					
14. <b>The New Image News Project</b>	Pilot	Fully operational	Sustaining plan set		

*\*\*Per the partnership agreement, the pilot will be led by the Florida State Minority Supplier Development Council; its published goals over its first year is to help 20 MBEs begin the journey to become certified (8 certified by the end of year 1) and for 5 corporations and anchor institutions engaged in new or expanded supplier diversity programs.*