



City of OPPORTUNITY

THE ONE COMMUNITY PLAN

**10+ BIG IDEAS TO TRANSFORM THE
ECONOMY OF SOUTH ST. PETERSBURG**

JULY 1, 2019

**KEY STRATEGIES, SHARED
IMPLEMENTATION &
ORGANIZING STRUCTURE**

**FOR ONE COMMUNITY
PLAN IMPLEMENTATION (FY2020)**

www.OneCommunitySt.Pete.com



Introduction

Background to the One Community Plan creation process in St. Petersburg, Florida

In 2016, 2020 Plan leaders proposed to Mayor Rick Kriseman and Deputy Mayor Dr. Kanika Tomalin that the City invest in the creation of a comprehensive **economic growth** plan for South St. Petersburg – one that builds on but overcomes the limits of past redevelopment approaches in the community.

The case made by Gypsy Gallardo, CEO of The 2020 Plan, and Rev. Louis Murphy, Senior Pastor of Mt Zion Progressive Missionary Baptist Church and co-founder of The 2020 Plan, was this:

Despite the dozens of plans and projects created for various areas in South St. Petersburg – where nearly 80% of the city’s black population resides – none had measurably grown employment, income or wealth for St. Petersburg’s African American residents. Why is that?

■ **One**, no prior plan had ever focused on economic growth as a specific genre of work. The City had led dozens of construction-focused plans for redevelopment, land use, capital improvements, streetscaping, neighborhood beautification, and employer site development. But those plans focused exclusively or primarily on revitalizing the community’s physical landscape.

■ **Two**, no prior plan had encompassed South St. Petersburg as a whole. The Midtown and Childs Park areas had undergone strategic and planning exercises. The South St. Petersburg Community Redevelopment Area (CRA) had been the subject of extensive analysis and planning. But these areas represent less than one-third of South St. Pete’s land mass. They house fewer than half of the city’s

black residents and fewer than one-fifth of higher income African Americans in the city.

■ **Three**, no prior plan had been spearheaded and implemented by the community itself. While several attempts at self-directed action plans were made over the decades, none took flight in organized implementation, at least not on the scales originally envisioned.

Thus, after months of dialogue with the Mayor and Deputy Mayor, 2020 Plan leaders formalized the request into a proposal to City leaders, which was submitted by Collective Empowerment Group of the Tampa Bay Area in April 2017.



Pastor Louis Murphy speaks on the imperative of the “One Community” theme, alongside Pastor Clarence Williams and Imam Askia Muhammad; all three men are officers of the Collective Empowerment Group (April 30, 2018 One Community Interest Meeting to recruit Plan Development Committee members).

The Mayor and Deputy Mayor championed the vision as a strategic action toward parity between the City’s historic approach to economic development in “downtown” and “Midtown” (as euphemisms for white versus black areas of the City). They also viewed it as a parallel effort to the

then-emerging Grow Smarter Initiative for equitable economic growth, housed at the St. Petersburg Area Chamber.



Mayor Rick Kriseman speaking to community audience on why his administration invested in the historic One Community planning project (April 30, 2019 at OneComm's VISIONDISTRICT Expo).

Dr. Tomalin led talks with City Council members to secure their approval for a \$100,000 investment in the planning process to create of a 10-year economic growth plan for South St. Petersburg. The Council voted unanimously to support the effort.

The OneComm planning year kicked-off in late May 2018 as a collaborative process led by the Pinellas County Urban League, Collective Empowerment Group of the Tampa Bay Area, The 2020 Plan team, and the New Deal team as founding collaborators, with the City's Urban Affairs Division as liaison. Other founding organizations included the Grow Smarter Initiative, Deuces Live, Tampa Bay Black Business Investment Corporation, Eckerd College ASPEC, Pinellas Opportunity Council and Pinellas Ex-Offender Re-Entry Coalition who each provided financial and operational support during planning year.

Final Count – 8 Big Ideas

The original vision for the OneComm Plan was to identify **"10 Big Ideas to transform the economy of South St. Petersburg."** By the 10th month of the planning year, community leaders had nominated 19 Big Ideas.

Following deliberations among planning leaders and idea authors, combined with survey responses from the community, the OneComm team **will lead** the development of 8 Big Ideas during year one of implementation while **lending support** to 11 of the Big Ideas.

The demarcation of "OneComm-led" versus "OneComm-supported" was partly decided by the authorship of the Big Ideas. Several of the concepts are being spearheaded by separate but aligned organizations.

The whittling down to 8 ideas is still a decision in flux. Four of the Big Ideas that are technically led by other organizations will remain temporarily under OneComm leadership (bringing the short-term total to 12 ideas that the OneComm team will further develop in year one of implementation).

Planning Leader Group

The following team led the OneComm planning process:

- **Rev. Louis M. Murphy, Sr.**, Senior Pastor, Mt Zion Progressive Missionary Baptist Church
- **Nikki Capehart**, Urban Affairs Director, City of St. Petersburg
- **Watson Haynes, II**, CEO, Pinellas County Urban League
- **Charlotte Anderson**, Vice President, Pinellas County Urban League
- **Gypsy Gallardo, CEO**, The 2020 Plan & Executive Director, One Community Plan Development
- **Imam Askia Muhammad**, Board Chairman, Collective Empowerment Group of the Tampa Bay Area
- **Michael Jalazo**, Leader, CRA Workforce Collaborative & CEO, Pinellas Ex-Offender Re-Entry Coalition
- **John Muhammad**, Founder, New Deal and Community Development & Training Center, Inc.
- **Karl Nurse**, CEO, Sustainable Communities

Special Thanks

The 2020 Plan Team & Funders

The 2020 Plan core team approved the use of its budget and team to staff the OneComm Plan development process. Over the planning year, the bulk of 2020's financial resources were provided by Allegany Franciscan Ministries, Foundation for a Healthy St. Petersburg, and City of St. Petersburg. 2020 Plan core team members are:

- Harvey Landress, Co-Chair
- Carolyn King, Co-Chair
- Rev. Watson Haynes, II
- Pastor Louis M. Murphy, Sr.
- Lounell Britt
- Karl Nurse
- Michael Jalazo
- Charlotte Anderson
- Gypsy C. Gallardo, CEO

The Urban League Support Team

Pinellas County Urban League served as the fiscal and operational home of the OneComm planning project. It would have been impossible to complete the planning year without the "home office" support of Urban League staff. We are grateful to the following servant-leaders.

- Linda Ali
- Jade Spradley
- Vonda Ford
- Van Nguyen
- Marshae Scott

City Representatives Participating

- Mayor Rick Kriseman
- Deputy Mayor Dr. Kanika Tomalin
- Nikki Capehart
- Jessica Eilerman
- Taylor Page**
- Alan Delisle
- Elizabeth Abernathy
- Sophia Sorolis
- Rick Smith

- George Smith
- Brian Caper

***As Administrative Assistant to the City's Urban Affairs Division, Taylor Page was a constant support to the OneComm planning process. She also participated, with 2020 Emerging Leaders, in a two-part Leadership Development training by EMPACT, in March of 2019.*

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All OneCommunity Plan documents are on-line at OneCommunityStPete.com

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APPENDICES

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Trip Summary – Ft. Lauderdale, FL

On the Cover, a Dedication

The One Community Plan is dedicated to the inaugural class of 2020 Emerging Leaders who excelled in training and service during the OneComm planning year. They inspired plan leaders with the hope that - by engaging more of their peers - the community can achieve the Big Ideas encased in the new plan. *See WHO Part 1 for their names and photos.*