WHAT Part 1

What Was Done in the Planning Year

Planning Work

- 9 Plan Development Committee (PDC) Meetings
- 24 Plan Sub-Committee Meetings
- 6 Community Convenings
- 5 City Leader Briefing Sessions
- 485 Participants in Plan Events

The OneComm planning project engaged 485 participants in plan-related events, which included 9 Plan Development Committee (PDC) meetings along with 24 Sub-Committee/Work Group meetings to review and develop concepts for inclusion in the emerging One Community Plan, and five meetings with City staff to review progress.

Major elements of work also included:

- 4 surveys conducted on-line and via hard copy
- 3 group “knowledge-sharing” trips (to Durham, North Carolina, Tallahassee, and Fort Lauderdale)
- 20 group training and learning sessions that included panels, guest speakers and workshops on specialized topics (some at PDC and Sub-Committee meetings)
- Development of a 40+ page directory of economic growth initiatives operating in or adjacent to South St. Petersburg

Left, top and bottom: • April 30, 2018 Interest Meeting to recruit Plan Development Committee members to support the planning year; Right top • September 5, 2018 Idea Discussion meeting hosted by CDC of Tampa, Inc., Tampa Bay Black Business Investment Corp, the 2020 Plan, and the Pinellas County Urban League; Right bottom • August 21, 2018 PDC Meeting panel discussion about existing wealth-building, housing, and business development programs.
Leveraged Resources & Partner Contributions

- **109 Partner Organizations Pitched In to Support Planning Activities**
- **City Investment of $100,000 Leveraged Other Contributions to Planning Activities:**
  - Cash Contributions of $78,600
  - In-Kind Contributions of $34,025*

The City’s $100,000 investment in the OneComm planning process leveraged $78,600 in cash contributions by others and $34,025 of in-kind support from partners (*Not partners’ staff time).

The biggest source of financial support was the Foundation for a Healthy St. Petersburg in its support for the 2020 Plan’s backbone role in OneComm planning. Other cash resources came from Allegany Franciscan Ministries, the Florida SBDC, The Power Broker Media Group, Mt Zion Progressive Missionary Baptist Church, and The 2020 Plan Board of Directors.

Small sponsorships came from Tampa Bay Black Business Investment Corporation, Young & Sons Tax & Accounting, TheSAS Group, Pinellas County government, Deuces Live, Grow Smarter, Pinellas Ex-Offender Re-Entry Coalition, and Eckerd College ASPEC members Dick Pierce and Ernie Mahaffey.

A portion of the cash investment cited above also came from travelers who joined three trips by the OneComm team. Minority entrepreneurs who joined the OneComm trip to the 34th Annual Florida Business Expo came out of pocket to cover hotel costs of an aggregate $8,400. Community leaders who joined OneComm’s trip to Durham pitched in approximately $8,604 to cover their own travel costs.

In all, over 100 organizations participated in planning & piloting activities. See WHO Part 3 – Partners Aligned in Implementation.

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Ernie Mahaffey, 2nd from left, funded the OneComm website and co-sponsored a group travel experience | Albert Lee of the BBIC, which financially co-sponsored four OneComm events | St Pete entrepreneurs who traveled to the 34th Annual Business Expo by the FSMSDC collectively invested thousands of dollars to cover most of the trip’s costs | Winston Johnson, Dr. Cynthia Johnson, Parad Ali and Tonja Graham at March 28, 2019 Power of the Collective convening at the Chamber, co-sponsored by Foundation for a Healthy St. Pete and the Florida SBDC at Pinellas County Economic Development, where Dr. Johnson is Center Director
Learning, Training & Exploring

- **20 Training & Learning Sessions**
- **3 Group Travel & Exploration Experiences**
- **38 Subject Matter Experts Engaged**
  *Not including April 2019 Florida Business Expo Learning Sessions*

The OneComm planning year was rich with training, learning and development among stakeholders. The planning project convened and hosted 20 training and learning sessions, including 2 panel discussions by local practitioners, 4 workshops on special topics, 7 tours of facilities and communities that anchor economic growth initiatives, and 6 talks by experts and practitioners such as 16-year City of Durham Mayor Bill Bell and Director of Entrepreneurship at North Carolina Central University Henry McKoy, and a workshop by founder of Florida CEED Judith Turner, training on cooperative business models.

The planning year included three group travel experiences for contextual learning. The first was a two-day trip to Durham, North Carolina, that was described as “life changing” by participants. A group of six traveled to Tallahassee for a two-day schedule of advocacy for City priorities.

The final journey of the year was a two-day group trip to Florida’s largest minority business expo, the 34th Annual Business Expo by the Florida State Minority Supplier Development Council.
Community Investments & Impact

- $108,600 Spent with Local Community Businesses & Non-Profit Organizations
- $25,100 Spent with Community Interns
- 11 new partnerships & projects formed
- 24 business referrals made
- 3 new entities created
- 9 entities receiving technical assistance through planning leaders

One Community created an all-new approach to planning. Most planning projects spend the bulk of their budgets on outside consultants and analysts to engage local stakeholders and study local conditions. One Community used a local asset-based approach of engaging homegrown assets – including human and social capital.

OneComm economically engaged local talent as well, which yielded fodder for nascent plan strategies. Much of the plan budget was spent with local businesses and non-profits, and $25,100 in stipends for 15 Emerging Leader Interns engaged in training and community service.

The planning year ignited an organic energy. Several OneComm stakeholders have already partnered with one another. Examples include:

- **We Care LF** – OneComm connected We Care CEO Julian Riley, a OneComm PDC member, and Tampa Hillsborough Action Plan to explore an opportunity for We Care to lead expansion of THAP’s Pharmacy 340B Program in Pinellas County
- **HarleyOutlaw™** – This new firm took flight from the relationship forged by April Harley and Kory Outlaw during their time as One Comm PDC members. The duo also secured their first contract through the process, with Collective Empowerment Group.
- **One8Dev Design of Athletic Facility** – One Comm PDC members are working with 9-year NFL veteran Louis Murphy, Jr. to engage other pro athletes in developing a state-of-the-art athletic training facility in St. Petersburg.
- **Florida State Minority Supplier Development Council** – OneComm partnered with the Council to create a pilot to help 20 firms become Certified MBEs and 5 corporations to create or expand supplier diversity programs. The Council is a state leader in minority business enterprise (MBE) procurement programming.
- **Chamber Advocacy Trip to Tallahassee** – OneComm’s work with the Chamber resulted in what is believed to be the most diverse group ever to take part in the Chamber’s annual legislative advocacy trip (March 2019).
Impact of VISIONDISTRICT Expo 2019

At VISIONDISTRICT EXPO April 30, 2019: Top row, left to right • Community participants • Deputy Mayor & City Administrator Dr. Kanika Tomalin; second row, l to r • Urban League CEO Rev. Watson Haynes, II, illustrating OneComm partnership team to Mayor Rick Kriseman • Izabelle James representing her brainchild, VISION Investors Collaborative; third row, l to r • 2020 Emerging Leaders Jennie Henry and Kristopher McClendon, emcees for the evening • Deborah Figgs-Sanders, Expo Organizer and past 2020 Plan Taskforce Co-Chair

The OneComm VISIONDISTRICT EXPO, held April 30th, 2019 at Pinellas Technical College welcomed a full-house audience to learn about the 19 Big Ideas nominated by community leaders during the plan year. Interactive displays, surveys, samples and talks by visionaries helped give community leaders and residents a tactile experience and an opportunity to lend their voice to the process. Below is a recap of EXPO highlights.

Attendance
Attendance was standing room only. The planning year began with 62 attendees at an April 30, 2018 Interest Meeting; one year later on April 30, 2019, the Expo drew 260 attendees. Many OneComm partners were represented. Attendees included elected officials, USF SP provost, Eckerd College dean, EVP of a global Fortune 100 company, Chamber and Urban League board members, the
development chiefs of the city and county, and roughly 100 Millennials and younger people.

**Volunteerism & Visionaries**
Over 30 visionaries presented their ideas at the Expo; combined with other volunteers, 42 people volunteered in event implementation.

**Mindset Shift**
Feedback from the event suggests the event was pivotal in creating a new energy and narrative around economic development and growth in South St. Pete. Many attendees voice willingness to support the 19 Big Ideas presented at the event.

*At VISIONDISTRICT EXPO April 30, 2019: Top row, left to right • Linda Marcelli, Urban League Board Chair 2019 and Carol Mickett • Community participants; second row, 1 to r • Chloe Coney greeting County Commissioner Ken Welch with Imam Askia Muhammad visible in frame • April Harley and Kory Outlaw sharing their concept for the VISIONDISTRICT event; third row, 1 to r • Trenia Cox offering feedback on the Community Benefit Agreement concept • Founders of the One Community Grocery Co-op answer questions for interested owners*
End-of-Year Community Convening

The OneComm planning year was end-capped with a Dinner Dialogue that convened 80 plan stakeholders to review proposed strategies, organizing structure and a shared approach to implementation. The event was held June 25, 2019 at the Historic Manhattan Casino.

As the audience weighed in with final feedback, several themes resurfaced to reinforce lessons assimilated during the year.

**Key concerns and recommendations included:**

- The imperative of engaging teens and younger leaders in positive programming and service opportunities
- The urgent need for a viable community business network of mutual support
- The importance of helping community businesses with marketing
- The viability of building employment and engaging youth through media, film and entertainment industry projects
- The need to create an ecosystem approach to housing and commercial real estate investment

The event was closed by Pastor Louis Murphy with a prayer circle, invoking the overriding theme of the year – “We Are One Community.” Stay tuned to the OneComm website for future dates (OneCommunityStPete.com).