



WHAT Part 2

What Will be Done in Year One



Ashon Nesbitt of the Florida Housing Coalition, representing The Smart Hub at Skyway concept

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 combined feedback from idea authors and survey responses from the community, the OneComm Plan 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. As examples, the Smart Hub at Skyway is being developed by Florida Housing Coalition, and the One Community Grocery Co-op has operated independent of the OneComm Plan process for over a year (the co-op derived its name from the suggestion of Bro John Muhammad as a way of fostering a united voice for the venture).

The whittling down to 8 Big 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).

The following pages provide tabular snapshots of the 19 Big Ideas, their status, and a demarcation of which ideas will be led by the OneComm team.

Shared Implementation Support & Status of 19 Big Ideas

	Organizations Leading Implementation		People Leading Implementation	Stage of Progress as of June 25, 2019
	Led By:	Supported By:		
Equity Policy				
1. Community Benefits Agreement (CBA) Policy & Council - Advocate for and co-create a CBA with the City to ensure inclusion of community workers, contractors and investors on City-supported development projects.		 	Co-Chairs Attorney Tamara Felton & Bruce Nissen	<ul style="list-style-type: none"> ✓ Draft policy done ✓ Council being recruited ✓ City/OneComm work team set to meet
Real Estate Development & Investing				
2. VISION Investors -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.		 	Roy & Izabelle James	<ul style="list-style-type: none"> ✓ Entities formed ✓ Equity raised ✓ Projects begun
3. Sunshine City Accessory Dwelling Units -Create organized approach to investing in ADU development by South St. Pete homeowners as a way to grow wealth and income.		 	April Harley, Gypsy Gallardo, Karl Nurse, Izabelle James	<ul style="list-style-type: none"> ✓ Architect engaged ✓ Pilot under development
4. Ultrathon Athletic Training Center -Create a joint venture among pro athletes to develop a world-class athletic training facility in St. Petersburg.		 	Louis Murphy, Jr. & M. Speights	<ul style="list-style-type: none"> ✓ Site acquisition underway ✓ Equity being raised
5. The Smart Hub Center at Skyway Plaza -Adapt and revitalize vacant big box in low-income neighborhood, combining affordable housing with co-working and other spaces.			Ashon Nesbitt, Florida Housing Coalition	<ul style="list-style-type: none"> ✓ Model guidance being developed
6. Opportunity Fund by BBIC -Leverage the new Opportunity Zone Program to create an Opportunity Fund targeting South St. Pete's designated Opportunity Zone census tracts.			Albert Lee, CEO & Brent Everett, Sr. Portfolio Mgr, BBIC	<ul style="list-style-type: none"> ✓ Fund plan underway ✓ Equity being raised
7. Collaborative Approach to Redeveloping Tangerine Center -Create partnership with multiple developers to revitalize the Center as a hub for community businesses.		 	Pastor L. Murphy, Roy Binger & Ernest Coney, Jr.	<ul style="list-style-type: none"> ✓ Development underway
Business Equity & Business Development				
8. The Mainframe -The Mainframe is a Tampa Bay-based initiative to support the growth of black technologists and entrepreneurs throughout Florida.		 	James Faison & partners	<ul style="list-style-type: none"> ✓ Operational in early stage
9. Diverse Equity Capital Pipeline -Create an equity pipeline connecting more entrepreneurs to equity; implement this win the framework of a Minority Business Accelerator Project.		 	Gypsy Gallardo, Charlotte Anderson & Joe Hamilton	<ul style="list-style-type: none"> ✓ Visioning underway

	Organizations Leading Implementation		People Leading Implementation	Stage of Progress as of June 25, 2019
	Led By:	Supported By:		
10. Pooled Equity Fund for Community Businesses -Create a pooled equity model to help businesses reach Stage 2. Annie's Beauty will be the subject of a trial of the concept.		 	Shawntavia Turner, Charlotte Anderson & Annie Tyrell	✓ Planning underway
11. Supplier Diversity & Inclusion Demonstration Project - Expand supplier diversity programs among local anchor institutions and corporations; increase the number of minority-owned firms leveraging such programs.			Johanna Cepeda & Beatrice Louissaint, FSMSDC	✓ Partnership developed and funded ✓ July 15, 2019 pilot will begin
12. Districts & Corridors Promotion Plan -Create an organized promotion plan to increase tenancy and business growth along major commercial corridors in South St. Petersburg.			Tahisia Scantling w Advisor Veatrice Farrell	✓ Consultant retained ✓ Plan underway; July ✓ Space Matchmaker set
13. One Community Grocery Co-op -Create a grocery coop in South St. Petersburg to grow healthy food access and inspire other business coop initiatives.		 	Abenah Redwood, Erica Hardison, & Judith Turner, et al	✓ Stage 1 underway
Entrepreneurial Incubation & Shared Services				
14. Urban Starts Incubator Promotions Partnership -Create incubator & co-working spaces and promotion partnerships to help more African Americans leverage the opportunity.		 	Dr. Cynthia Johnson & Nikki Capehart	✓ Visioning underway
15. Tech Biz Center -Develop a technology incubator, co-working and training space in the heart of South St. Petersburg.			Watson Haynes, Nikki Capehart & Gypsy Gallardo	✓ Major partner recruited ✓ Visioning underway
Economic Development Institution				
16. Economic or Community Development Organization - Create a specialized organization devoted to implementation of the One Community Plan and economic growth programs.			New OneComm Board of Directors	✓ Board recruitment underway
Financial Capacity/Wealth Building				
17. Generational Wealth Pledge Campaign -Develop large-scale wealth-building marketing/support initiative to engage hundreds of families in wealth building actions.		 	Pastor Louis Murphy, Imam Askia Muhammad & Pastor Clarence Williams	✓ Draft campaign is in development
18. Community Development & Financial Capacity-Building Program -Implement or replicate Self-Help's full suite of financial capacity-building and development finance.		 		✓ Visioning underway ✓ Talks with Self-Help opened
Community Image & Marketing				
19. The New Image News Project -Develop multi-media team and campaign to raise the profile of positive people and news about business, innovation and "community."			Bro John Muhammad & Jabaar Edmond	✓ Operational; growth planning underway