



# WHO Part 2

## Teams Who Will Lead Implementation

### Organizing & Implementation Structure

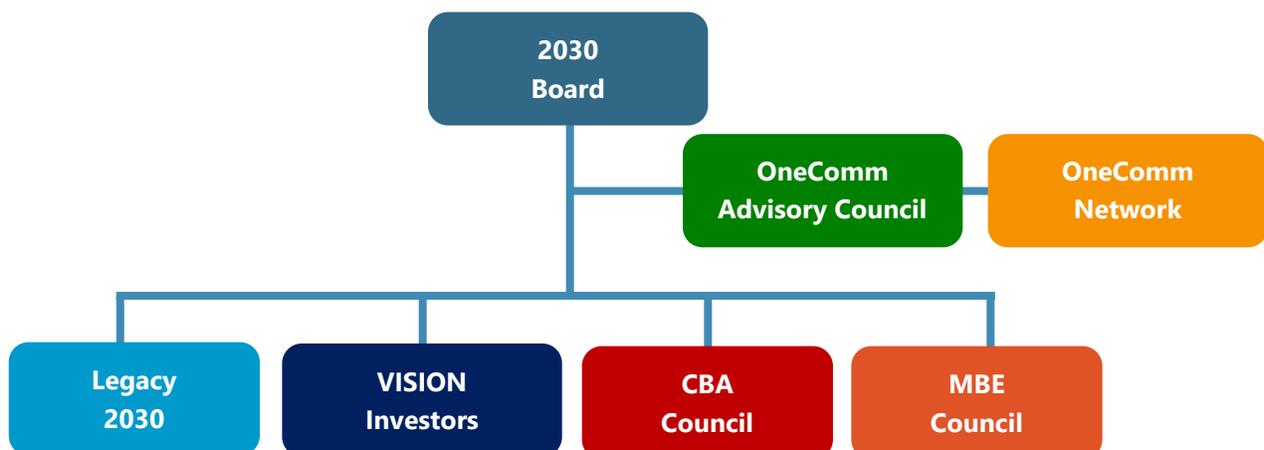
In year one of implementation (FY2020), the OneComm Plan will be implemented through the following organizational structure.

- A 13-member **Board of Directors** will include eight current 2020 core team members and five new members from the One Community network. The Board will meet monthly.
- A 23-member **One Community Advisory Council** will be made-up of those who served on the OneComm Plan Development Committee who desire to continue in service and who demonstrated their commitment over the planning year. The Advisory Council will meet six times yearly to review progress and provide updates across all plan-related initiatives. If desired by the group, the Advisory Council will assume the former role of the 2020 Taskforce which convened semi-annual communitywide gatherings. The Advisory Council will assume budgetary and strategy leadership of the One Community Business Network.
- A 7 to 15 member **OneComm Network Council** will be Chaired by Annie Tyrell; its role

is to fulfill on the community-building projects identified during the planning year, including design of an online business directory ([www.OneCommBizNetwork.com](http://www.OneCommBizNetwork.com)) and to coordinate an annual group knowledge-sharing trip. In 2020, the goal is for the group to travel to Atlanta to meet with Mayor Keisha Lance-Bottoms and other leaders, including Winston Johnson – Chair of Winsonic Holdings (one of the world’s largest minority-owned telecommunications tech firms). Mr. Johnson is the founding sponsor of a Minority Business Accelerator that will be launched by the OneComm team in 2020. The OneComm Network will also replicate the opportunity **communications** approach of the Florida Minority Supplier Development Council which includes an info/opportunity-rich newsletter created twice monthly.

See next page for more details.

Figure 1: Organizational Chart for Year One of Implementation



## Leadership of Initiatives

During year one of implementation (FY2020), leadership teams will organize implementation under seven groups (six are depicted below, the seventh is the OneComm Board).

**Legacy 2030** will work to create policies and programs that eliminate the black-white poverty gap in St. Petersburg by the year 2030 (as keepers of the flame of the original 2020 Plan that aimed to reduce the poverty rate in South St. Petersburg

by 30% by the year 2020). The new goal for Legacy 2030 is to close the black-white poverty gap by the

**VISION Investors** will lead real estate development projects originated by OneComm planning. The **CBA Council** will lead creation of community benefits agreements with developers of taxpayer-supported projects. The **MBE Council** will shepherd all initiatives to grow the strength and employment base of minority-owned and community-based businesses.

**Figure 2: Leadership of OneComm Plan Initiatives**

	Legacy 2030	VISION Investors	CBA Council
Domain	Poverty Gap Closing	Real Estate Investment	Equity Policy
OneComm LED	<ul style="list-style-type: none"> <li>Poverty-Exit Programs</li> <li>2030 Emerging Leaders</li> <li>Rites of Passage &amp; Youth Employment Programs &amp; Policy</li> </ul>	<ul style="list-style-type: none"> <li>VISION Investors</li> <li>Accessory Dwelling Unit Project + 3 other current real estate development projects</li> </ul>	<ul style="list-style-type: none"> <li>CBA Policy</li> <li>CBA Council</li> <li>CBA Negotiation</li> </ul>
OneComm SUPPORTED	<ul style="list-style-type: none"> <li>Generational Wealth Pledge Campaign</li> <li>SELF-Help Replication</li> </ul>	<ul style="list-style-type: none"> <li>Skyway Smart Hub</li> <li>Tangerine Center</li> <li>Ultrathon</li> <li>The Opportunity Fund</li> </ul>	<ul style="list-style-type: none"> <li>One Community Grocery Co-op</li> </ul>
	MBE Council	OneComm Network	OneComm Advisory Council
Domain	Business Development	Community-Building	Strategic Leadership
OneComm LED	<ul style="list-style-type: none"> <li>Supplier Diversity Demonstration</li> <li>Diverse Equity &amp; Minority Biz Accelerator</li> <li>Pooled Equity Concept</li> <li>Corridor PromotionS</li> <li>Incubator Promotionns</li> <li>Tech Business Center</li> </ul>	<ul style="list-style-type: none"> <li>Annual Knowledge Sharing Trip</li> <li>1CommBizNetwork site</li> <li>Business Marketing Collaborative</li> <li>2020 CATCH Lite Program</li> </ul>	<ul style="list-style-type: none"> <li>Resource Development</li> <li>Work Plan Leadership</li> <li>Strategy Leadership</li> <li>Awareness Building</li> </ul>
OneComm SUPPORTED	<ul style="list-style-type: none"> <li>BBIC Business Capital Accelerator Project</li> <li>The Mainframe</li> </ul>		

## More on Initiatives

### Legacy 2030



It is vital that the One Community Plan continue to shepherd the legacy goals responsible for its creation. The 2020 Plan team initiated the request for City investment in the OneComm plan development process, and The 2020 Plan Core Team approved the use of the organization's budget and contractor team to staff the One Community Plan development process.

Over the planning year, 2020's financial resources were provided by Allegany Franciscan Ministries, Foundation for a Healthy St. Petersburg, and City of St. Petersburg, in addition to individual donors. Legacy 2030 will develop the following initiatives.

#### ■ Rites of Passage & Youth Employment

**Programs** – The original 2020 Plan vision was for an all-encompassing approach to rites of passage programming for community teens. The 2020 team achieved noteworthy gains – e.g., the 200 in 2015 campaign achieved the highest level of youth employment program enrollment in the city's history. Yet, the vision to create rites of passage programming for every teen in the community was never fulfilled. The One Community Plan will develop an organized plan for progress in this area.

■ **Poverty-Exit Pathways** – The 2020 Plan core team led the creation of new poverty-exit and income-growth programs that have “moved the needle.” Since 2014, Pinellas Opportunity Council

has created five new poverty-exit programs, and Pinellas County Urban League created two new poverty exit programs, while Pinellas Ex-Offender Re-Entry Coalition spearheaded St. Pete Works! and Tampa Bay Black Business Investment Corp. (BBIC) led a dramatic expansion in the number of micro entrepreneurs receiving training, technical assistance and access to capital. The U.S. Census shows three consecutive years of rapid poverty reduction among black female-led households in St. Pete (2015, 2016 & 2017). The work will continue. The OneComm Plan will establish a sustaining funding source to continue poverty-exit programming toward the goal of eliminating the black-white poverty gap in St. Pete by 2030.

■ **Emerging Leaders & 2020 CATCH Lite** – These two 2020 initiatives were among its most impactful. The 2020 CATCH Lite program, implemented in partnership with the BBIC and funded by Bon Secours, provided eight weeks of training, coaching and media, along with \$2,000 stipends to 15 young entrepreneurs, ages 17 to 24. The Emerging Leaders Program trained 11 Millennials and engaged them in community service initiatives over six months. It also provided them \$2,000 stipends for the experience. The One Community Plan will carry forward with these two programs – the former will be led by the OneComm Network and the latter will be led by the OneComm Board.



*Rev. Michael Shorter, a 2020 Emerging Leader*

## VISION Investors

During the planning year, the VISION Investors Collaborative began developing four real estate development projects, while lending support to two other projects that – together – encompass 67 affordable housing units and 120,000 square feet of commercial space. Stakeholders have already created two entities to fulfill the vision for a **triple-bottom-line** approach to development:

- Building wealth among investors
- Meeting the urgent need for affordable housing and commercial properties
- Providing quality, comfort and affordability to tenants and buyers

They have also raised equity pledges to invest in a first project, by the end of 2019.

This group will develop its nascent pipeline of projects, in partnership with the Urban League, CDC of Tampa, and other public and private developers and investors. *See WHAT Part 2 for projects under development by VISION.*

## CBA Policy Council

This group worked together in the planning year to develop a community benefits agreement policy that will go to City Council in September of 2019; they have also begun to forge a CBA Council of diverse leaders to negotiate CBAs with developers of projects supported by taxpayer funding.

This group will also serve as “point” in supporting the One Community Grocery Co-op project



*Attorney Tamara Felton & Dr. Bruce Nissen, Co-Chairs, CBA Policy Work Group*

## MBE Council

This group will lead all initiatives to grow the size, strength and employment base of the minority-owned and community-based business sector.

## The OneComm Network

It became apparent during the planning year that the culture and energy of mutual support would be a key and indispensable ingredient to the success of the One Community Plan. Year one of the plan's implementation will focus on developing formal processes to further bond and engage a network of entrepreneurs and social change agents in South St. Petersburg. Chaired by Annie Tyrell, the OneComm Network will lead development and operations of the OneComm Business Network.

## Fiscal/Operational Home



*Rev. Watson Haynes, CEO of the Urban League and key leader in the OneComm planning process*

The Pinellas County Urban League will continue to serve as the fiscal and operational home of the OneComm Plan. The 2020 Plan (OneComm's predecessor) has been housed at the Urban League since 2013, and Urban League CEO Watson Haynes is a co-founder of the group that gave birth to the 2020 Plan vision in 2006. Rev Haynes was then co-chair of Concerned Organizations for Quality Education for Black Students, which forged the committee that founded and led the 2020 Plan vision from 2007 to present.

OneComm's board of directors will consider options for independent operations over its first two years of OneComm Plan implementation.