

Nov 1,
2020
Update

Current Project Portfolio The One Community Plan

Helping to “grow the paychecks, bank accounts, and balance sheets of African Americans in St. Petersburg” through programs that build wealth and support entrepreneurs to thrive. **(📍 Impact Areas)**



1Pier Business Collective at the St. Petersburg Pier



📍 Entrepreneurship & Business Growth

The 1Pier Stall at the St. Petersburg Pier is an all-female collective that reflects the power of true diversity. 1Pier offers an affordable outlet for 9 African American retailers to test this high-profile market and build their capacity. For 5 of the women, 1Pier is their first standing retail outlet.

The Sankofa Vision Project (Geech’s Landing)



📍 Entrepreneurship, Business Growth & Affordable Housing

Geech’s Landing is a mixed-used, mixed-income project that will bring 26 for-sale town-homes and 35K s.f. of commercial space to the Deuces. OneComm is co-development partner with the City and will operate the new commercial space.

Inclusive St. Pete MBE Accelerator & DEI Steering Committee



📍 Business Growth

This initiative is working to get more corporations and institutions involved with supplier diversity procurement programs, while also helping 6-figure black-owned firms to get certified and active in these programs with the goal of \$20M in contract connections by the end of 2021.

Community Benefit Agreement (CBA) Policy with City of St. Pete



📍 Business & Worker Income Growth

A collaboration by the New Deal and Raise the Bar and One Community is working with the City of St. Pete to craft a new CBA policy that will incentive and require real estate developers to support equity in hiring, training and contracting in their projects.

#InThisTogether COVID Resiliency & Recovery Efforts



📍 Business Relief & Resiliency

OneComm and 20 partners pitched in to help 280 local businesses survive COVID and grow in resiliency, through microgrants, migrations to virtual work and e-commerce solutions (in partnership with Deuces & Green Book), growing health insurance access and other supports.

2020 CATCH Lite Program for Young Entrepreneurs



📍 Entrepreneurship & Business Growth

This program has so far graduated 15 young entrepreneurs from an 8-week training series. Each received \$2,000 to launch or grow their enterprises. CATCH Lite was co-created by The 2020 Plan & Tampa Bay Black Bus. Investment Corp. It starts up again in January 2021.

CONTINUED: Project Portfolio, The One Community Plan [Nov 1, 2020]

#FamilyCare MicroGrant & Capacity Building Project



★ COVID Business Relief & Resiliency

This project has made 31 microgrants of \$2,000 to homebased childcare centers. OneComm is also training them on Financial Management & Finding Their New Normal. The project will continue trainings and 1-to-1 coaching, and looks to make 20 additional grants by year-end.

#StPeteCreatives MicroGrant & Marketing Meeting Space Project



★ COVID Business Relief & Resiliency

OneComm is working to build a "community" of young diverse artists (18 have so far received \$1,250 microgrants). The team is developing *The Big Re-Set*, an exhibit showcasing 6 artists, along with the concept of the Community Suite (C-Suite) Studio, a free-form creative space for emerging artists not yet connected to the art community.

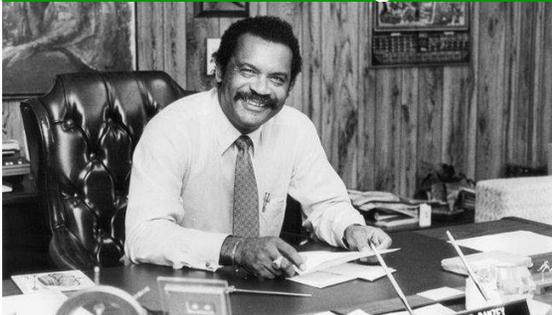
#PayItForward MicroGrant & Capacity Building Project



★ COVID Business Relief & Resiliency

Designed to support the hard-hit black beauty sector, this project has made 21 microgrants of \$1,500 to barbers and stylists in South St. Pete. OneComm is partnering with DAB Services to provide financial training, additional microgrants and free financial & business management tech tools to participating businesses.

History & Status of Black-Owned Businesses in St. Petersburg



★ The Data Landscape

OneComm will publish this study on MLK Day 2021, and will host a Webinar in partnership with 6 leading business development orgs. The study offers a narrative timeline of black entrepreneurship (1870 to present), and data maps on the number, type and strength of black-owned firms over five decades.

USF St. Pete School of Business Study on Black Micro Business Resiliency



★ The Data Landscape

Led by USF St. Pete's School of Business, and supported by OneComm and Grow Smarter, this study will capture the unique challenges of black-owned microbusinesses in St. Pete during the COVID-19 pandemic, and the collaborative response of public and private partners to meet the challenge.

Race Equity Through Systems Change & Thought Leadership



★ Policy & Systems Change

OneComm's Core Team holds seats on several teams whose work involves economic equity: the new Pinellas Race Equity Leadership Council by Foundation for a Healthy St. Pete, the Grow Smarter Steering Committee, the USF-SP Diversity Taskforce, and the St. Pete Chamber Community Alliance.

FUNDERS COMMITTED TO EQUITY: The work of the One Community Plan is supported by the Foundation for a Healthy St. Petersburg, City of St. Petersburg, Florida Blue Foundation, Community Foundation of Tampa Bay, and community contributions to The 2020 Fund. **Learn more:** <https://OneCommunityStPete.com>.