

Feb 1,
2021
Update

Current Project Portfolio The One Community Plan

The One Community Plan is a 10-Year Equity Initiative 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 (a Co-Development Partnership)



📍 Entrepreneurship & Affordable Housing

The Sankofa Project is a mixed-used, mixed-income development that will bring 26 for-sale townhomes and 28K to 35K s.f. of commercial space to the Deuces corridor. OneComm is a co-development partner with the City and will operate the new commercial space as a thriving hub of retail, office, incubator and coworking 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, Raise the Bar, and One Community is working with the City to craft a new CBA policy that will 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 340 local businesses survive and thrive through the COVID pandemic, 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 September 2021.

#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.

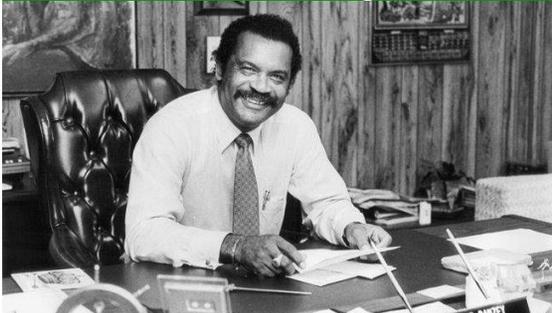
#PayItForward MicroGrant & Capacity Building Project



★ 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 in the summer of 2021, and will host a Webinar in partnership with 6 local business development organizations. The study offers a narrative timeline of black entrepreneurship (1870 to present), and maps the number, type and strength of black-owned firms over five decades (1970 to 2020).

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. Petersburg, the Grow Smarter Steering Committee, and the USF-SP Diversity Taskforce.

CONTINUED: Project Portfolio, The One Community Plan [Feb 1, 2021]

**The Branding House Project
(Goal: Cost Coverage for 50 Businesses)**



Business Growth

The Branding House Project will invest with community businesses to enhance and expand their branding & marketing efforts. Led by OneComm and Grow Smarter, in partnership with Florida SBDC, Urban League, Deuces, the City and others, the project will offer a series of trainings, coupled with cost-coverage of up to \$1,000 each for up to 50 participating firms, for services such as website design, social media, graphic design, photography, video-graphy, and other business needs (all sourced from community entrepreneurs).

**Fitting Technology Into Worship
Virtual Service Tech for Faith-Based Orgs**



COVID Relief & Resiliency

This project is helping faith-based organizations to find their new normal. Led by Mount Zion Human Services in partnership with Community Tech House, the City, and OneComm, the project offers virtual trainings to assist churches in developing or expanding their virtual service capacity and increasing online engagement through social media. Trainings are coupled with microgrants of \$500 towards new technology purchases, and one-on-one technical support to install or upgrade virtual service tools.

**The Makeover My Business Challenge 2021
(Goal: 4 Business Makeovers)**



Business Growth

Formerly known as the Spruce Up South St. Pete Project, in 2021, OneComm is creating a media-rich, contest strategy to help local businesses transform their space and business operations. OneComm will raise community contributions - financial and sweat equity - to help 4 community businesses complete a physical and operational makeover of their enterprises. Physical makeovers will include façade work, renovations and interior design, while operational makeovers will include new technologies and strategies for growth.

The South St. Petersburg Development Fund (a City-Community Partnership)



Development Capital

As part of the Sankofa Vision, One Community partners are working with the City to create a development fund that leverages public-private funding models to accelerate brick and mortar development along major business corridors in South St. Pete. The project seeks to mobilize philanthropy through replication of the Detroit Strategic Neighborhood Fund (leveraging the City's \$20 million investment in the Deuces Rising vision). It is also exploring the creation of a Community Development Entity (CDE), replicating the Los Angeles Development Fund, as an intermediary vehicle for loans and investments, and participation in the U.S. Treasury Department's New Markets Tax Credit Program.

SPECIAL THANKS TO OUR FUNDERS:

The work of One Community 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>