

THROUGH MAY 1, 2017

# 2020 **IMPACT** REPORT



## **SUMMARY OF THE 2020 PLAN TASKFORCE'S**

**impact for the people of  
South St. Petersburg**



**Dashboard of Cumulative  
Impacts Since 2014**

**& New Directions for Greater Focus on Growing Employment  
& Income in South St. Petersburg in the Years Ahead**

# introduction

**T**his annual impact report offers a snapshot of impact resulting from the collective work of 100+ organizations since January 1, 2014 toward the 2020 Plan goal to reduce poverty by 30% in South St. Petersburg.

The following pages offer brief details on a) the community's success toward the four major areas of programming that are vital to accelerating poverty reduction, and b) the resultant impact in moving the poverty needle for a community that is the largest concentration of poverty in Pinellas County, Florida.

## Special Thanks

The results covered in this report are the product of people from every sector of our community who contributed time, talent and treasure to the actions needed to accelerate poverty reduction.

We offer special thanks to partners who had a foundational impact toward the 2020 vision over this past year since our previous annual report.

They include Allegany Franciscan Ministries, the City of St. Petersburg, Bon Secours Health Systems, the Tampa Bay Black Business Investment Corporation, Mt Zion Progressive Missionary Baptist Church, the St. Petersburg Area Chamber of Commerce, Pinellas Opportunity Council, the Pinellas County Urban League (2020's fiscal agent and service partner), and St. Petersburg College (host of 2020's office and service partner).

✪ Please see a complete list of partners, starting on page 10.

## The Clock is Ticking....

As a reminder of the urgency of our cause, the most recent Census data show 18,631 people still living in poverty in South St. Petersburg, including 6,464 children. The last-measured poverty rate for the area was 25.8% (Census 2015).

## THE 2020 CORE TEAM



**Gypsy C. Gallardo,**  
CEO, The 2020 Plan



**Deborah Figgs-Sanders,**  
Co-Chair, 2020 Taskforce & President, Personal Agenda, LLC & 2020 Fund Advisor



**Harvey Landress,**  
Co-Chair, 2020 Taskforce and retired Organizational Development Director, R'Club Child Care



**Cory Adler,**  
Executive Director, 2020 Taskforce



**Charlotte Anderson,**  
VP, Pinellas County Urban League



**Lounell Britt,**  
Executive Director, Sanderlin Center



**Watson Haynes, II,**  
CEO, Pinellas County Urban League



**Michael Jalazo,** CEO,  
Pinellas Ex-Offender Re-Entry Coalition



**Carolyn King,**  
Executive Director, Pinellas Opportunity Council



**Rev. Louis Murphy, Sr.,**  
Senior Pastor, Mt Zion Progressive Missionary Baptist Church



**Loretta Monroe Calvin,**  
CEO, Monroe Strategic Business Solutions [Chair of 2020's Impact St Pete initiative]



**Karl Nurse,** St. Petersburg City Councilman  
[Chair, 2020 Financial Reinvestment Council]



# DASHBOARD: PROGRESS TOWARD 2020 PLAN GOALS

## Service Goals

Our service goals are to help 2,000 “working poor and willing” people to increase earnings to “above poverty line” and to help employers and entrepreneurs to create and bring more jobs to the community.

The 2020 team tracks on-going progress in two areas: expanding services that are vital to poverty reduction and reducing poverty by increasing employment.

	Goal	Achieved	% Goal Achieved	On Track ?
<b>Micro &amp; Small Business Development</b>				
Raise funds to expand business services	\$10 million	\$2.4 million	24%	✓
Help entrepreneurs launch & grow firms	500	393*	79%	✓
Target contracts to community firms	\$25 million	\$450,000	2%	?
<b>Family Wrap Around Services</b>				
Grow no. of poverty-exit programs	+12	+10	83%	✓
Help more people start programs	+1,570	+441	28%	✓
<b>Workforce Development</b>				
Recruit employers to target jobs	100	27	27%	?
Help more people enter new, better jobs	+1,500	+300	20%	✓
Engage more youth in employment	+1,000	+373	37%	✓
<b>Economic Development</b>				
Projects targeting construction contracts	10	2	20%	?
Targeted construction contracts	\$75 million	\$7.2 million	9.6%	?
Job creators supported (e.g., developers)	40	20	50%	✓
<b>Collectively Raise Funds</b>				
Raise funding to expand services above	\$78 million	\$5.7 million	7%	?

## Impact Goals

Our ultimate impact goal is to reduce the poverty rate by 30% in South St. Petersburg by the year 2020, by helping 2,000 adults to lift themselves and 3,200 children “above poverty line.”

	Goal	Achieved	% Goal Achieved	On Track ?
<b>Employment Gains</b>				
Employment increased	5,000	+1,732	35%	✓
New jobs created in community*	1,800	535	30%	✓
<b>Poverty Exits</b>				
Adults who exit poverty	-2,000	-120	-6%	?
>Men	-1,200	+89	+7.4%	No
>Ex-offenders	-600	TBD	TBD	?
Children who exit poverty	-3,200	-314	-9.8%	?
Reduction in poverty rate*	-30%	-3.4%	11%	?
Poverty rate*	26.7%	25.8%	-0.9%	?

\*SOURCE FOR EMPLOYMENT & POVERTY: U.S. Census 2015 5-Year Estimates

\*\*Estimate using City Business Tax Certifications Data 2014, 2015, 2016 & 2020 Jobs

## MORE BUSINESSES TAKING FLIGHT



New community resources include the CATCH Program by the Tampa Bay Black Business Investment Corp. (BBIC) and the Community Business Development Initiative by the St. Petersburg Greenhouse and Chamber, both offering expert consulting, training and stipends for start-up or growth expenses (funded by the Foundation for a Healthy St. Petersburg).



The 2020 goal is for South St. Petersburg's business sector to become a stronger force in creating jobs and growing income. 2020 objectives are to raise \$10 million for capital & capacity services to intensively support 500 entrepreneurs to launch and grow their firms.

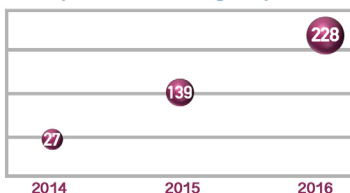
### Partners' Impact since 2014

- **\$2.4 million** raised for business services
- **14 new programs** for business growth
- **393 entrepreneurs** trained and supported

### Capacity Growth

From 2014 through 2016, partners worked together to achieve 8-fold growth in entrepreneurs coached and trained annually to launch or grow enterprises.\*

#### Entrepreneurs Getting Help to Grow



\*Does not include general programs of Greenhouse or SBDC

### Capital Access Expanded

A 2014 City report cited "Lack of capital" as "the biggest challenge to growing and sustaining small businesses" in South St. Petersburg. Since then, collaborative efforts have closed the gap in capital access (for now, as more firms work to become "capital ready"). The BBIC continues to lead the way with new and increased investments from Pinellas County, Florida

Department of Economic Opportunity, U.S. Small Business Administration and most recently, the Wells Fargo Diverse Community Capital Program. The BBIC opened a new Incubator on 22nd Street S. in June 2016, offering space to five firms.

### New Online Directory

2020 is an anchor partner of a new online business directory - [blackbrowncommunity.com](http://blackbrowncommunity.com) - to inspire more buying from community-based firms. Built by young entrepreneurs, it went live during the 2016 holiday season and has so far attracted 51 business listings. The goal is 100 firms by this year's season. Project partners include the Power Broker, Weekly Challenger, Community Development & Training Center, BlackintheBay.com, and others.

### Targeting New Opportunities, Revenue

Helping businesses to grow revenue and jobs is vital to 2020 goals. Since 2014, partners such as the BBIC, 2020, Chamber, and City have supported this priority (including contracting \$450,000 in new revenue to community entrepreneurs and organizations).

The 2020 Plan is behind schedule toward its target for contract connections (\$25 million), but may still reach the mark as the Impact St. Pete project gains steam and new efforts by the Opportunity Taskforce and Collective Empowerment Group bear fruit.



Left-Deborah Figgs-Sanders leads 2020's Working 1,000 campaign for youth employment (pictured at 2020 Youth Employment Summit); Right-POC Youth Employment Program 2016 graduates (POC accounts for nearly half of the total increase in youth employment by City partners so far)



## WORKING 1,000 CAMPAIGN FOR YOUTH JOBS

The 2020 goal is to grow the number of youth engaged in employment programs by 1,000 by 2020 (sustaining an average 200 yearly increase over the 2014 total of 228, for at least five years).

### Partners' Impact since 2014

- **9 new employment programs** (143% growth in City-supported programs)
- **809 youth** enrolled (a cumulative increase of 373 youth over 2014 baseline)
- **New evaluation tools** and processes created by the City, 2020 and United Way Suncoast

### More youth training & working

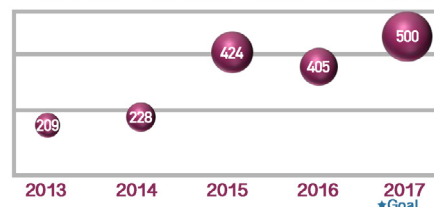
The collective push of community organizations is driving record-setting gains in youth employment.

- **2015**, agencies collaborate for increase of 196 youth in employment programs, an historic 86% increase over 2014 totals
- **2016**, thanks to a funding increase by the City, the number of youth

served was 177 more than in 2014

• **2017**, the goal across partners is to serve 500 youth. A new 2020 project will welcome 200 youth in an intensive training & job placement program.

Youth in City-supported employment programs



• In 2017, the City's My Brother's & Sister's Keepers (MBSK) project will provide training, internships and job placement support to 100 youth. Below, Pastor Kenny Irby, Community Intervention Director, St. Petersburg Police Department, speaks on the initiative.



## PROVIDERS COLLABORATE FOR GROWTH

### 2015

- Pinellas Opportunity Council more than tripled enrollment in its youth employment program.
- Mt Zion Human Services piloted the Youth Anchors Media Corps Intern Program
- St. Petersburg College and Mt Zion Human Services co-created the Focus 2.0 career shadowing program
- The Childs Park YMCA created a new soft skills training and job placement program
- Pinellas Ex-Offender Re-Entry Coalition piloted a new youthful offender job placement project

### 2016

- City more than tripled funding to the Urban League STYLES program, increasing service to 100 youth
- City partnered with Boley Centers for a new program that placed 10 youth in corporate internships



# Increasing Adult Employment

**T**he 2020 goal is to help South St. Pete workers increase their earnings. 2020 objectives are to recruit 100 employers willing to target more jobs to community workers, and to support services to help 1,500 unemployed and under-employed people connect to new or higher paying jobs.

## Partners' Impact since 2014

- **27 employers** recruited to target more jobs
- **735 people** coached, trained and supported to increase earnings
- **372 people** who've increased their earnings

## Impact St. Pete Growing

The Impact St. Pete project (re-named in 2016) received seed funding from Bon Secours in 2015 to begin recruiting employers willing to target more job and contract opportunities to community workers and businesses. The vision gained pace in 2016 and 2017, as 2020 Executive Director Cory Adler and Impact Chairperson Loretta Calvin convened and met with 40 employers to ask for their support. As of May 1st, they've enlisted 27 employers in projects to connect more opportunities in the community.

## Community Employment Collective

While Impact St. Pete revs up the involvement of employers, this new Employment Collective is organizing projects that train and connect more people to new and higher-paying jobs. The Collective has two funding proposals pending to reach its goals for 2018. In 2017, the group is organizing a series of mega & mini job fairs to match more South St. Petersburg workers to available jobs. Recent and pending activities include:

- **Bus Driver Job Fair [May 9 2017]** - Promoting full- time jobs with benefits for the school district; 2020 is covering the cost of background checks for low- income applicants
- **The Working 1000 Youth Employment Expo [Jun 22 2017]** - Welcomes 100 youth for a full-day of soft- skills training for traditional employment and self-employment, coupled with a career fair with on-site hiring. A second expo will take place in the Fall
- **AARP 2020 Senior Career Expo [Aug 15, 2017]** - Targeting 100 applicants for part & full-time jobs to supplement their income; 2020 is pitching in to help seniors cover the costs of starting new jobs (e.g., gas money, training fees)



Standing is Art O'Hara, Executive Director, R'Club Child Care, which has raised its minimum wage to \$10.10. His was one of 35 employers attending the 2020 Impact St. Pete convening in the Chamber Board room in January 2017.

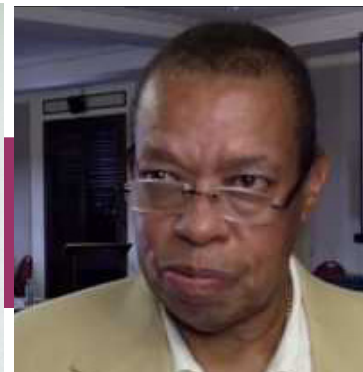
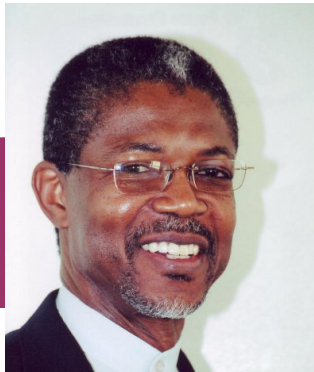
## • The CRA Partner Career

**Fair [Oct 16, 2017]** - Two dozen partners will work together to target 700 job seekers for face-to-face meetings and interviews with 20+ local employers, led by PERC and the City

• **Commerce Park Workforce Dev. Project [Starting soon, 1 year project]** - 2020 is providing funding to cover the life needs/costs of people training for new jobs at Commerce Park through a partnership by PERC, Mt Zion Human Services and Pinellas Technical College, with funding from the City of St. Petersburg and CareerEdge Funders Collaborative.

## People Helped to Grow Earnings

2020 partner programs have coached, trained and supported 735 community residents in their attempts to increase their earnings, since 2014. At least 372 people have so far succeeded in growing the amount they earn.



Left to right, Jabaar Edmonds and Brother John Muhammad spearheaded the new Opportunity Taskforce (Muhammad is Co-Chair along with Watson Haynes, II); Imam Askia Muhammad Aquil spearheaded creation of the Collective Empowerment Group of the Tampa Bay Area (and Chairs the Board); and Coy LaSister is helping to lead the push for increased contracting with community firms on upcoming construction projects.

## New Growth-Focus for Development

2020's goal is to speed job creation with a new growth-focused, community centered approach to economic development in South St. Petersburg. 2020 objectives are to ink 10 community benefits agreements (CBAs) with developers/prime contractors that will target an estimated \$75 million in construction contracts to community firms; and to support 40 developers, employers and social enterprises to create jobs.

### Partners' Impact since 2014

- **2 CBAs** forged
- **\$7.2 million** in construction contracts targeted

### CBAs slow-going

The 2020 team has achieved marginal success in cultivating CBAs, including the following.

- **Commerce Park:** 2020 secured a win for the community when the City adopted recommendations by Rev. Louis Murphy and the 2020 team for new terms tied to development of the 14-acre Commerce Park site. The City estimates that new projects will create 64 jobs and build 75,000 sq. ft. of space, and target 30% of construction contract opportunities to small firms, and 51% of jobs to low income workers. This equates to as much as \$4.5 million

in contract opportunities plus new job income.

- **The Skate Park:** 2020 supported Coy LaSister in asking the City and selected contractor to increase work with community firms during design and construction of the new Campbell Park skate park. The team succeeded in securing an increased goal, from 5% to 8.25% for community firms.

### 2020 Course Corrections

With the hope of being more effective in the years ahead, the 2020 team made several course corrections and changes in 2017. New directions this year include the following.

- **New Opportunity Taskforce:** In 2017, the 2020 team helped spearhead creation of the Opportunity Taskforce (Co-chaired by Watson Haynes and Brother John Muhammad) to converge the efforts of a dozen organizations involved in community economic growth. The new Taskforce has agreed to collectively back a request of the City to forge a universal community benefits agreement policy that asks and inspires all developers of city-supported projects to target contract opportunities to community firms.

### • Comprehensive Community Economic Development & Growth Plan:

The 2020 team is backing an effort by the Collective Empowerment Group of Tampa Bay (CEGTBA) to create a 10-year community economic development & growth plan that will harness the energy and contributions of diverse organizations into a coordinated approach for economic growth in South St. Pete. Founders of CEGTBA, which launched in 2015, have decades of experience in the fields of redevelopment, affordable housing development and home ownership, small business development, and development planning.

- **Community Contractor Collective:** 2020 partners this new Collective to meet quarterly to connect community contractors to live and near-term opportunities. Its first meeting is June 8th, 2017.

### 2020 supports job creation projects

Since 2014, the 2020 team has supported four developers and 16 social enterprises with small investments of funding and capacity-building volunteerism to support job creation in the community.



# Families Finding Paths out of Poverty



*In 2016, two 2020 partner programs at Pinellas Opportunity Council (POC) helped 50 families double their incomes by a collective \$43,563 per month. This photo is of the most recent graduates of the City-funded 2020 Family Wrap Around by POC (in December 2016). After 5 months with the program, 23 people had already exited poverty.*

**T**he 2020 goal is to reach a tipping point in accelerating poverty reduction in South St. Petersburg. 2020 objectives are to grow to 12 the number of programs helping families exit poverty; and to help 1,570 people (mostly parents with children at home) to find pathways out of poverty.

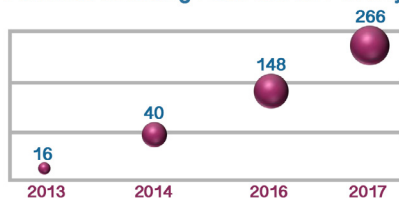
### Partners' Impact since 2014

- **9 new programs** to help people exit poverty
- **441 people** enrolled in partner programs (plus 148 program openings to be filled in 2017)

### Growth in Service

In 2013, only one program served South St. Pete with a specific goal to help families exit poverty: the Pinellas Opportunity Council's Family Development Program. Since then, 2020 partners have worked together to create nine new programs, which have increased the number of families being helped out of poverty, from 16 in 2013 to 266 in 2017.

Families Charting Path Out of Poverty



### 2020 Circles® for Collective Impact

In 2016, collaborating partners agreed to combine their capacities to forge the 2020 Circles® Pathways Project as a formalized collective impact initiative of 20 partners committed to the goal of reducing the poverty rate 30% by 2020 in South St. Petersburg. The project will pilot the Circles® program that has operated in 80 communities nationwide with a track record of helping people increase their income by 62% within 18 months. The Urban League will engage 20 people in the program this summer.

The project will also raise funding and support for 10 participating poverty-exit programs, using Circles® resource teams, which centralize functions such as securing job connections for people graduating from programs, and recruiting life coaches to support people aspiring to complete programs.

### POC quadruples service volume

Since 2014, Pinellas Opportunity Council (POC) has quadrupled programs to help poor families to exit poverty. Added to its flagship Family Development Program serving about 16 South St. Petersburg families yearly, POC has adopted five new programs: Getting Ahead, Staying Ahead, the 2020 Family Wrap Around, the 2020 Healthcare Career Ladder program, and a new program with Bon Secours Health System to help its entry level workers train for higher level jobs.

### City funds "Two Generation" Model

For the first time ever, the City of St. Petersburg is directly investing in comprehensive workforce, education, entrepreneurship, and second chance training for 100 African-American young men whose parents will simultaneously receive wrap-around services to help them exit poverty. In addition to \$750,000 in funding, the City's My Brother's & Sister's Keeper initiative is backing a unique partnership that integrates the service capacity of the Pinellas Ex-Offender Re-Entry Coalition, St. Petersburg College, Mt. Zion Human Services, and the Pinellas County Urban League.



# Collaborating to Raise Funds

The 2020 goal is to overcome the reality that taxpayers spend \$700 million per year on poverty-related costs for South St. Petersburg residents; and only 3% of it goes toward poverty reduction. 2020 objectives are to raise \$78 million to expand poverty-reduction programs; and to prove the cost-effectiveness of investing to reduce poverty.

## Partners' Impact since 2014:

- **\$5.7 million** in new funding raised by or with the support of the 2020 team
- **31 organizations** supported to raise funds

## 2020 Fund: Small Sums, Big Impact

The 2020 team launched The 2020 Fund, housed at the Community Foundation of Tampa Bay, to show that small amounts of money, strategically used and creatively combined with social capital, can go a long way to accelerate progress. The 2020 Fund has made 15 sub-grants to three priority program areas, which were matched and aligned with 15 contributions direct-to-service-providers by 2020 partners.

**Investing to help parents cover costs of exiting poverty**

**\$214,380**

**Increasing youth employment**

**\$102,635**

**Evolving approach to economic development**

**\$ 14,300**

## Investing in pathways out of poverty

Too many people are trapped in poverty because they can't afford to cover the expenses tied to their plans to take their lives to a next level. Costs such as training & exam fees to qualify for higher-paying jobs, extra child care, car repairs, and gas money to travel to school or a new job can too often prevent people from completing a path out of poverty. The 2020 team has so far raised \$214,380 to cover these

small but prohibitive costs via sub-grants for 180 people enrolled in partners' poverty-exit programs. The top 3 uses of help from 2020 fundraising have been education costs (e.g., training & certification fees and books); health insurance premiums and medicines; and utility bills, such as electricity.

## Cases in Point:

Lisa and her two kids were struggling to make it by on child support, unable to save up to reach her goal of being a Licensed Practical Nurse. Funding from Bon Secours engaged the staff at Pinellas Opportunity Council's 2020 Program to cover Lisa's CPR certification & training, required finger-printing and background screening, uniforms, a car repair and groceries until she landed a job.



Lisa now earns **\$17 per hour full-time**, lifting her family to **181% of poverty level**.

Jakayla was unemployed when POC helped her finish C.N.A. training and certification. In addition to training & exam fees, Bon Secours funding helped with temporary child care, work uniforms and transportation to help Jakayla get on her feet.

Jakayla now earns **\$10.74 per hour full-time**, elevating her family to **111% of poverty level**.



# Raising the Poverty IQ through Research & Awareness-Building

The 2020 team is working to transform the way we think about and work toward poverty reduction. A key objective is to expand understanding that economic and workforce development must be at the forefront of efforts to reduce poverty and, in turn, poverty reduction must happen in order to create an inclusive and thriving city economy.

### 2020 recognized by City officials



In addition to year-round work toward the goal of poverty reduction, Mayor Rick Kriseman, Deputy Mayor Dr. Kanika Tomalin and Urban Affairs Director Nikki Gaskin-Capehart (pictured above) recognized 2020's early successes at three public occasions, including the State of the City 2016 address.

Also pictured above, and integrally involved with 2020 projects: the Mayor's Small Business Liaison Jessica Eilerman; Director of Education & Community Engagement Leah McRae; St. Petersburg Police Community Intervention Director Rev. Kenny Irby; and Police Chief Anthony Holloway.

### National Bon Secours Network Meeting

2020 was invited to introduce the design of the 2020 Plan to national and local board members from Bon Secours Health System affiliates across eight states in Charleston, South Carolina this February. The convening spotlighted the life-changing impact of Bon Secours' investments in St. Petersburg through its investments with the Pinellas Opportunity Council's expert program team.

### South Florida Synergy Symposium 2016

The 2020 Plan was presented to an audience of 120+, South Florida service providers and funders at Synergy Symposium 2016 last October in Miami by 2020 partners. Nikki Gaskin Capehart, Albert Lee, and Gypsy Gallardo shared insights on how collectivism is speeding results for South St. Petersburg. Since then, Miami-Dade County's Equity & Advocacy Collective has forged a plan to replicate 2020 across three County districts.

### Chamber creates 2020 board position

The St. Petersburg Area Chamber Board of Directors has identified "Diversity and Inclusion" as a foundation block of a healthy and vibrant city economy, and toward that end, recently created an ex-officio position on the board so that the 2020 Plan vision is represented and integrated in economic and workforce development initiatives supported by the Chamber. Occupying the board seat is Cory Adler, Executive Director of the 2020 Plan Taskforce.

### New Research on Poverty & Progress

2020 continues to "raise the poverty IQ" of the community, by providing ground-breaking research on undetected dimensions of the poverty problem in South St. Petersburg. 2020 research briefs include:

- **Black Men in the Criminal Justice System** - A first-ever quantification of the number of black males from St. Petersburg who are incarcerated or involved with the criminal justice system
- **50 Progress Indicators** - Dashboard of trends for 50 life-quality indicators for black & South St. Petersburg residents
- **13 Facts on Black & White Poverty** - A look at the differences in root causes and dimensions of poverty for the two groups in St. Petersburg
- **St. Petersburg has highest levels of black fatherlessness, among Florida's 10 largest cities** - Illustrating the City's low rank in 15 family poverty & family-formation metrics
- **Comparing the Economic Status of African Americans in Durham and St. Petersburg** - SPECIAL RESEARCH BRIEF designed for the city's business leaders as an immersive learning tool following their tour of Durham to study its approach to economic development, including economic diversity (2020 will produce similar briefs for other cities being visited by St. Petersburg leaders)



# PARTNERS IN COLLECTIVE IMPACT

Please forgive omissions. If your organization should be listed, please reach Cory Adler at [Coryadler.2020@gmail.com](mailto:Coryadler.2020@gmail.com).

- AARP Florida
- Aerotek Industries
- Allegany Franciscan Ministries
- Ameenah's Catering & Event Design
- Amerigroup Insurance
- Arts N' Synergy, Inc.
- Assisted Living Community Gardens
- Bayfront Hospital
- Binger & Associates
- Bling Bags Retail & Wholesale
- Bon Secours Health System
- Bon Secours Mission Fund
- Campbell Park Neighborhood Association
- CareerEdge Funders Collaborative
- Catholic Charities, Diocese of St. Petersburg
- Center for Com. & Economic Justice
- Ceridian
- Chief Empowerment Network
- Circles USA®
- City Councilmember Amy Foster
- City Councilmember Darden Rice
- City Councilmember Karl Nurse
- City Councilmember Lisa Wheeler-Bowman
- City of St. Petersburg
- Collective Empowerment Group of Tampa Bay Area
- Community Development & Training Associates
- Community Fdtn of Tampa Bay
- Concerned African Women, Inc.
- Creative Contractors
- Crossroads Consulting
- Cutler & Associates
- DayStar Life Center
- Deuces Live
- Dewey Caruthers & Associates
- Dolman Law Group
- Duke Energy
- Eckerd College ASPEC Program
- Elevate, Inc.
- EMP Industries
- Empath Health
- Eurocycles of St. Petersburg
- Faulkner & Associates
- Florida Blue Foundation
- Florida Print Solutions
- Florida Public Service Union
- Gulf Coast Jewish Family & Community Services\*\*
- Habitat for Humanity of Pinellas County
- Hakeem Investments
- Heavy's Family Catering
- HSN
- Impact Pinellas
- Impact St Pete
- Infinite Solutions
- James B. Sanderlin Neighborhood Family Service Center
- Jan Johnson (Philanthropist)
- Johns Hopkins All Children's Hospital
- Local Muzik
- Louise Graham Regeneration Ctr
- Manatee Com. Federal Credit Union
- Monroe Strategic Bus. Solutions
- Moore Eventful
- Mt Zion Children's Center
- Mt Zion Human Services
- Mt Zion Progressive MB Church
- Mt Zion Progressive PAC
- My Place in Recovery
- Neighborhood Home Solutions
- Opportunity Taskforce
- Parent Support for Education Council
- Personal Agenda
- Pinellas County Commissioner Kenneth T. Welch
- Pinellas County Family Housing Assistance Program
- Pinellas County Schools
- Pinellas County Urban League
- Pinellas Education Foundation
- Pinellas Ex-Off. Re-Entry Coalition
- Pinellas Opportunity Council
- Pinellas Suncoast Transit Authority
- Pinellas Technical College
- Poor People's Economic Human Rights Campaign
- Power Broker Media Group
- Project Juffure
- R'Club Child Care
- Raymond James & Associates
- Refugees Ministries Tampa Bay
- RGE Media
- School Board Member Rene Flowers
- Service Employees Int'l Union
- Seven x 7
- Smart One
- Smith & Associates Real Estate
- SPCA of Tampa Bay
- Spirit of Truth Ministries
- St. Petersburg Chamber
- St. Petersburg College
- St. Petersburg Economic Development Corporation
- St. Petersburg Greenhouse
- St. Petersburg Sustainability Council
- State Rep. Wengay Newton
- State Senator Darryl Rouson
- Sun City Film Festival
- Tampa Bay Black Business Init. Fund
- Tampa Bay Black Business Investment Corporation
- Tampa Bay Rays
- The Penny Hoarder
- The Renaissance Vinoy Resort
- Toni Gallardo, LLC
- Tradewinds Island Resorts
- U.S. Representative Charlie Crist
- U.S. Small Business Administration
- United Way Suncoast
- University of South Florida St. Petersburg Family Study Center
- Urban Market Analytics
- USAmeribank
- WAS Collaborative
- Weekly Challenger Newspaper
- Wells Fargo DCC Program
- YMCA of Greater St. Petersburg

# Collective Projects Led & Supported by the 2020 Plan team

**T**he 2020 team supports and leads the following collective and collaborative projects, being carried-out by a network of partners working together.

## Micro & Small Business Development

1. Community Business Development Initiative (Chamber & Greenhouse)
2. CATCH Program (BBIC)
3. Transformative Strategy (BBIC, Chamber, Greenhouse, City, 2020)  
*NEW/CURRENT*
4. \$10 Million Capital Quest (BBIC, City, 2020)
5. POC Micro Business Grant Program (POC)
6. The Small Business Salon (City Urban Affairs)
7. PRIME Project (BBIC)
8. Blackbrowncommunity.com (2020, Weekly Challenger, Power Broker, CDAT, BITB)
9. The Prosperity Network (BBIC, MCFCU, 2020)
10. New partnership agreement with U.S. Small Business Admin. (BBIC, City, 2020\*\*)

## Workforce Development

11. Impact St Pete Initiative (27 employer partners)
12. Working 1,000 Campaign (to increase youth employment^)
13. United Way Suncoast Cross-Program Evaluation (of youth employment programs)
14. 2020 Healthcare Career Ladder (POC)
15. Bus Driver Job Fair (PCSB)
16. CRA Partners' Career Fair (at PERC Expo)
17. AARP Seniors Career Connections

18. Community Employment Collaborative (PCUL)
19. Commerce Park Workforce Project (PERC & MZHS)
20. Cradle to Career Collective Impact (by Chamber Education Taskforce\*\*)

## Economic Development

21. Grow Smarter Strategy (by City, Chamber & St. Pete EDC)
22. The Opportunity Taskforce (leading push to create universal Community Benefit Agreement policies with the City and other major institutions)
23. Collective Empowerment Group of the Tampa Bay Area (leading creation of transformative Community Economic Development & Growth Plan)
24. The Community Contractor Collective
25. South St. Petersburg CRA (City Mayor's Office & Economic Dev. Dept.)
26. The Sustainability Council\*\*

## Family Wrap Around

27. 2020 Circles® Pathway Project
28. 2020 Family Wrap Around program (POC)
29. The 2020 Fund
30. Bon Secours Family Wrap Around program (POC)
31. Cohort of Champions program (by City, at PERC, Urban League, PCUL, et al)
32. Pinellas County Family Housing Assistance Program
33. Getting Ahead program (POC)
34. High Fidelity Wrap Around program (PCUL)
35. Staying Ahead program (POC)
36. Circles® St. Petersburg Demonstration (PCUL)

37. Figuring it Out for the Child program (USF St. Petersburg Family Study Center)
38. WAS Collaborative (Deborah Figgs-Sanders, Delquanda Turner and JWB)
39. My Brother's & Sister's Keep-er Initiative (City/Police)

## ABBREVIATIONS:

**BBIC** = Tampa Bay Black Business Investment Corporation  
**BITB** = BlackintheBay.com  
**CDAT** = Comm. Dev. & Training Center  
**JWB** = Juvenile Welfare Board of Pinellas  
**MZHS** = Mt Zion Human Services  
**PCUL** = Pinellas County Urban League  
**POC** = Pinellas Opportunity Council  
**PERC** = Pinellas Ex-Off. Re-Entry Coalition  
**EDC** = Economic Development Corp.

## NOTES:

^1<sup>st</sup> yr effort called 200 in 2015 campaign  
 \*New partner; MOU to be finalized  
 \*\*2020 inactive in 2016 and hopes to reconnect as team continues to strengthen.

## To Connect or Partner with the 2020 team:

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