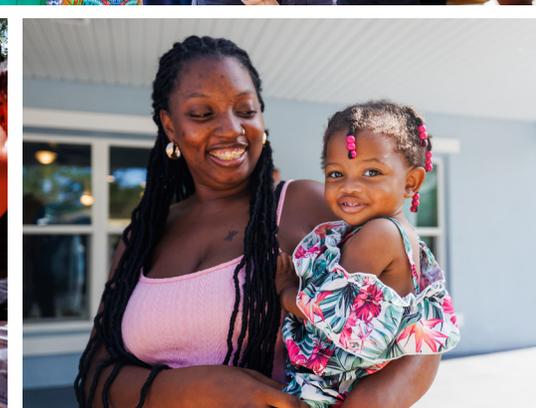




CITY OF ST. PETERSBURG 2023 PROGRESS REPORT

WE ARE ST. PETE



We're pleased to share the City of St. Petersburg 2023 Progress Report with you. The statistics, programs, and accolades that you will read about are only possible because of the collaboration that occurs across City departments, with City Council, and with our community partners locally and

WHAT'S INSIDE

- MESSAGE FROM THE MAYOR..... 4**
- CITY VISION, PILLARS AND PRINCIPLES 6**
- CITY LEADERSHIP..... 7**
- STAYING IN TOUCH..... 8**
- HISTORIC GAS PLANT DISTRICT DEVELOPMENT.....10**
- EDUCATION AND YOUTH OPPORTUNITIES.....12**
- EQUITABLE DEVELOPMENT, ARTS AND BUSINESS OPPORTUNITIES14**
- NEIGHBORHOOD HEALTH AND SAFETY.....16**
- HOUSING OPPORTUNITIES FOR ALL 20**
- ENVIRONMENT, INFRASTRUCTURE AND RESILIENCE 22**
- PRINCIPLES FOR ACCOUNTABLE AND RESPONSIVE GOVERNMENT 24**
- ST. PETE ON THE RISE 26**

Message from MAYOR WELCH



Two years into my tenure as your Mayor and I'm more excited than ever at the steps we've taken toward advancing Inclusive and Principled Progress across St. Petersburg!

Our guiding principles—the “Six I’s”—continue to guide the City’s progress and serve as the framework that reflects our community priorities. Applying these principles to everything we do—our programs, projects, events, appearances, and conversations—is integral to how we carry ourselves and do our work.

INTENTIONAL EQUITY

At last year’s State of the City event, we announced the Rays-Hines group as our partner for the redevelopment of the 86-acre Historic Gas Plant District. This significant step for the most impactful project in our City—in our lifetime—laid the groundwork for months of negotiations that resulted in a financially responsible deal. In September, we invited key stakeholders to Tropicana Field to celebrate this unique public-private collaboration between the City, Pinellas County, and the Hines Historic Gas Plant Partnership. We continue to engage with members of the community and keep the lines of communication with our City Council open as we work towards honoring 40-year-old promises made to those who lived, worked, and worshiped in the Gas Plant.

Our commitment to equitable progress within city operations and citywide has not wavered. In May, I allocated more than \$1.35 million for the new South St. Petersburg Community Redevelopment Area (CRA) Microfund Program—an accessible funding opportunity for businesses located in the CRA that targets improvements without requiring any upfront capital. Last fall, the Office of Supplier Diversity, which was created as a result of the City’s 2021

Disparity Study, hosted its first Supplier Diversity Day highlighting the significance of business diversity and connecting local businesses with procurement opportunities in St. Pete and the Tampa Bay area. In October, City Council’s approval of the Minority- and Women-Owned Business Enterprise (MWBE) program activated opportunities for more diverse businesses to be eligible to bid for contracts from the City.

In November, I appointed Carl Lavender as Chief Equity Officer, whose focus is to advance equitable progress within city operations and citywide. The Office of Equity will bring a high level of leadership, expertise, and accountability to advance the City’s core principle of Intentional Equity based on research, community dialogue, the Employee Climate Survey recommendations, and other strategic drivers.

IN-TOUCH LEADERSHIP AND INCLUSIVE GOVERNANCE

Being present in the community and actively engaging the City’s workforce in our visioning was a clear constant. We kept our pulse on the concerns of our neighborhoods through quarterly breakfast meetings with neighborhood association leaders. We launched “A Word with Welch” roundtables to connect collectively with young people, small business owners, faith leaders, education champions, nonprofit executives, and recovery advocates. We hosted a four-stop City Hall on Tour series, creating a unique one-stop opportunity for one-to-one engagement and problem solving, bringing answers about City programs and services to residents living across St. Pete.

We also conducted a citywide Employee Climate Survey to listen and learn from our team members about their experience working for the City. Through focus groups and survey results, we gained thoughtful insight that will guide our work with City leaders and departments as we implement plans that will develop and sustain an improved workplace culture.

INFORMED DECISION MAKING

Customer and employee feedback, as well as continuous review of best practices, drives business process improvements throughout the organization. The St. Pete Service Center implemented a more efficient Call Prompt system that has decreased complaints across City services, lowered complaint calls for unresolved issues, and increased citizen satisfaction. The Neighborhood Team, or N-Team, which assists people in need and improves the community, made several administrative changes to improve their operations. The Florida Digital Services Cybersecurity Grant Award allowed us to automate internal and external cyber asset discovery and enhance our cybersecurity posture.

INNOVATION

Collaborating with internal and external partners to tackle everyday challenges affecting our residents is critical. The housing crisis that we're experiencing here in St. Pete and beyond requires innovative thinking. Creating more housing density across the city became a reality with the approval of the NTM-1 (Neighborhood Traditional Mixed Residential) zoning district, which gives eligible property owners the option to convert their home into or build up to four residences on a typical sized single-family lot. Blue Sky Communities broke ground on Bear Creek Commons, an 85-unit affordable housing community for seniors funded by City sources for construction and the Penny Land Trust funds.

The City's capital and infrastructure projects also benefit from innovative approaches. The opening of our new, state-of-the-art Sanitation Department complex will result in a new solar-powered building that will aim to achieve net-zero energy consumption and meet the criteria for LEED Gold Certification. In August, city teams completed the 40th Avenue Bridge, the first bridge project to utilize Carbon or Glass Fiber Reinforced Polymer (CFRP or GFRP), which is highly resistant to chloride ion and chemical corrosion and does not rust like carbon steel.

COMMUNITY IMPACT

Whether it's the number of people reached or the numbers of lives changed, measuring community impact through qualitative and quantitative feedback is instrumental to every service, policy, or project carried out by the City.

In celebration of Juneteenth, artists worked with the City, St. Pete Arts Alliance, and the Woodson African American Museum of Florida to reimagine the "Black Lives Matter" mural in front of the Woodson as "Black History Matters." In partnership with Poet Laureate Gloria Muñoz, we hosted our first-ever City of Writers Poetry Festival. Thousands of eyes have viewed the mural and hundreds participated in poetry events.

Two major City projects funded by American Rescue Plan Act (ARPA) grant dollars were activated last year. The Well, selected by subrecipient Pinellas Community Foundation, will be the lead nonprofit to steer the vital Community Support Hubs Project. In partnership with St. Pete Free Clinic (SPFC), the City launched the FRESH Pace Healthy Neighborhood Store Program at Rajax Food Mart and Meat Mart to provide healthy food options to families living in areas with limited access to nutritious foods. Additionally, Social Action funding totalling \$700,000 was made available to social service agencies that provide homeless services and/or homeless prevention services.

When Hurricane Idalia and other no-name storms affected St. Pete, City teams mobilized sandbags and services for the public at-large, prioritizing our hardest-hit neighborhoods. For every major weather event, we worked closely with FEMA and Pinellas County, and stayed in close connection with Duke Energy and other partners for the best outcomes for residents.

Our City team takes the health and safety of all our residents very seriously—every 911 call for emergency response, every pre-storm warning and evacuation, every post-storm debris cleanup, road clearing and recovery, and every public health challenge from COVID to extreme heat and cold. Through all of these challenges, our City team remains focused on the most important goal—the health and safety of our community.

In 2024, we will continue to uphold our guiding principles as we work towards Intentional Equity and Inclusive Progress for all of St. Pete.

In progress,



Mayor Kenneth T. Welch

CITY VISION

St. Petersburg will be a diverse, vibrant city guided by principled progress and intentional inclusivity, where innovation, partnerships and ingenuity create opportunity for all.

PILLARS OF PROGRESS

- **EDUCATION & YOUTH OPPORTUNITIES**
- **EQUITABLE DEVELOPMENT, ARTS & BUSINESS OPPORTUNITIES**
- **NEIGHBORHOOD HEALTH & SAFETY**
- **HOUSING OPPORTUNITIES FOR ALL**
- **ENVIRONMENT, INFRASTRUCTURE & RESILIENCE**

PRINCIPLES FOR ACCOUNTABLE AND RESPONSIBLE GOVERNMENT

INTENTIONAL EQUITY

We will incorporate equity into all policies, to ensure that our growth benefits our entire community.

IN-TOUCH

Our approach will be hands-on, active in the community, and collaborative with constituents.

INCLUSIVE

Everyone will have a seat at the table, every constituent will be heard, and every employee will be valued.

INFORMED DECISION MAKING

We will be guided by best practices, facts, science, and our city's history.

INNOVATION

We will embrace new technologies, new ideas, and creative partnerships to implement effective solutions and improve constituent services.

COMMUNITY IMPACT

We will ask the question, "Will it improve the quality of life for the people of St. Petersburg?"

CITY COUNCIL

**COPLEY
GERDES**

District 1
2024 Vice-Chair



**DEBORAH
FIGGS-SANDERS**

District 5
2023 Vice-Chair
2024 Chair

**BRANDI
GABBARD**

District 2
2023 Chair



**GINA
DRISCOLL**

District 6

**ED
MONTANARI**

District 3



**JOHN
MUHAMMAD**

District 7

**LISSET
HANEWICZ**

District 4



**RICHE
FLOYD**

District 8

MAYOR'S CABINET

ROBERT GERDES City Administrator

TOM GREENE Assistant City Administrator

JAMES CORBETT City Development Administrator

AMY FOSTER Housing & Neighborhood Services Administrator

ANTHONY HOLLOWAY Police Department Chief

MIKE JEFFERIS Community Enrichment Administrator

JACKIE KOVILARITCH City Attorney

JAMES LARGE Fire Rescue Department Chief

CARL LAVENDER, JR. Interim Chief Equity Officer

ALIZZA PUNZALAN-RANDLE Communications & Community Engagement Managing Director

CLAUDE TANKERSLEY Public Works Administrator

DOYLE WALSH Chief of Staff

STAYING IN TOUCH

Staying in touch with the community is a high priority for Mayor Welch and his leadership team. Whether it's visiting residents at their local recreation center, meeting with local business owners at their workplace, participating in a roundtable discussion, or connecting with employees over lunch in the park, in-person engagement and outreach are paramount to staying in touch with our collective communities and our individual neighborhoods. In 2023, we strengthened our connection to the community in new and various ways.

A WORD WITH WELCH

To best serve our community, we need to stay connected to it, and this means prioritizing listening to the people of St. Pete and understanding their needs. In 2023, we hosted five “A Word with Welch” roundtable discussions, which focused on various issues that matter to St. Pete. We heard and learned from small business owners, faith leaders, non-profit executives, education advocates, and youth as they shared their individual and collective challenges and successes. These intimate gatherings helped inform future decision making.



CITY HALL ON TOUR

Mayor Welch brought St. Pete City Hall out to the community with the “City Hall on Tour” event series. Four events were hosted in different neighborhoods across the city, providing residents with the opportunity to ask questions and address concerns with key City leadership. Attendees had the opportunity to have “Coffee with Ken” and interact with City staff during convenient evening hours. More than 500 people attended and engaged with Mayor Welch and City staff this year.

FIRESTONE GRAND PRIX WEEKEND

The City established two signature Mayoral events for this year's Grand Prix in an effort to engage new members in the annual weekend. “Team Accelerate” hosted 60 students from Pinellas County Schools, introducing them to the automotive side of indy car driving through STEM activities, while the “Fast Track Luncheon” hosted 100 minority and women small business owners and introduced them to current and future grant, contract, and other partnership opportunities with the City.



DR. MARTIN LUTHER KING, JR. WEEKEND AND BLACK HISTORY MONTH

The life and legacy of Dr. Martin Luther King, Jr. continues to inspire our community. This year we honored and celebrated Dr. King by bringing the community together on MLK weekend for live music, festivities and St. Pete’s “MLK Dream Big” Parade—one of the nation’s longest-running parades.

In February, the Mayor, City officials, community leaders, and others held a ceremonial flag-raising in honor of Black History Month. Our local Woodson African American Museum of Florida is named after Dr. Carter G. Woodson, the Father of Black History Month, and since 2016 we’ve raised the official Woodson flag in front of City Hall to mark the start of Black History Month in St. Pete.



PRIDE MONTH

In honor of Pride Month, the City encouraged residents and visitors to express love and support for our LGBTQ+ community by spreading kindness and sharing stories of strength, connection, and empowerment. We partnered with 11 local businesses and organizations to host pop-up stations where visitors could create or take a Letter of Love. At the end of June, we had collected 700 letters expressing hope, vulnerability, and solidarity that they distributed at the annual Pride Parade.



WE ARE ST. PETE SPIRIT WEEK

From parks and recreation leaders to sanitation and water resource workers, the City thrives thanks to the daily efforts of more than 3,600 team members. For the first time ever, we celebrated the entire City team in a big way, hosting a “We Are St. Pete Spirit Week.” Departments held individual celebrations throughout the week, and more than 1,500 employees attended the closing Party in the Park at Lake Vista Recreation Center.



MAYORAL PROCLAMATIONS

The Mayor issued 97 Mayoral Proclamations in 2023, including naming Localtopia Day, The Courageous 12 Day, Hispanic Heritage Month, Transgender Day of Remembrance, and Black Women’s Equal Pay Day.

HISTORIC GAS PLANT DISTRICT

Redevelopment



Dear Residents of St. Petersburg and the Tampa Bay Region,

Our communities have a reason to celebrate!

We celebrate the power of Partnership.

In an exciting public-private collaboration, the City of St. Petersburg, Pinellas County, the Hines Historic Gas Plant Partnership, and the Tampa Bay Rays have achieved an agreement for the 86-acre redevelopment of the Historic Gas Plant District that includes a new home for the Tampa Bay Rays! Months of thoughtful discussion and deliberation have resulted in a financially responsible deal that will transform the entire Tampa Bay area for generations to come.

We celebrate Inclusive Progress for our entire community, based on shared Priorities.

Intentional equity is at the core of the Historic Gas Plant Redevelopment and builds on all five of my administration's Pillars for Progress:

- 1) Education and Youth Opportunities;
- 2) Equitable Development, Arts and Business Opportunities;
- 3) Safe and Healthy Neighborhoods;
- 4) Housing Opportunities for All;
- and 5) Environment, Infrastructure and Resilience.

Lifting up residents from every part of St. Pete is imperative for our city's success. You can expect dynamic growth from the largest development project in the region to: create more jobs, provide more affordable/workforce housing, feature top-notch educational and cultural facilities, offer expansive office space, community space and green space, and generate impactful economic development, including equitable opportunities for local and minority businesses. This project will be a prosperous game changer for those who live in, work in, and visit St. Petersburg.

We celebrate this significant step towards honoring Promises Made.

Like many others, I used to call the Gas Plant home. Some forty years ago, my family's livelihood was uprooted with the promise of economic opportunity that would improve and enhance their lives. Now, we have a chance to fulfill those promises and preserve the legacy of the Historic Gas Plant neighborhood.

In his poem, "Harlem," Langston Hughes asks, "What happens to a dream deferred?" As to the legacy of the Historic Gas Plant community, a dream deferred will no longer be a dream denied!

In Celebration,

Mayor Kenneth T. Welch

Letter from Mayor Welch on September 19, 2023

A FOCUS ON THE FUTURE

“The Welch administration is focused on honoring the promises made to the Gas Plant community, keeping our Rays in St. Petersburg, and designing an equitable development that will serve generations for years to come.

The power of the stadium and Historic Gas Plant agreements is that together, we leverage our assets, the land purchased with a promise of inclusive economic development, and a reasonable investment in infrastructure, to create an economic, cultural, and jobs engine that will fuel our progress for decades to come, in an equitable and sustainable manner.

Our Team—led by City Administrator Rob Gerdes and City Development Administrator James Corbett—has done an outstanding job in developing a framework that is aligned with our principles and priorities—as we outlined in the Request for Proposals (RFP), including housing, job generating office space, commitments to Minority contracting and business support, and a substantial community benefits package.

In line with the City’s budget approach, this plan is fiscally responsible and sustainable. We can afford it, without raising taxes or taking resources from existing programs. The Return On Investment—in terms of tax revenues, employment, housing, and small and minority business development, is substantial.” — Mayor Welch



BY THE NUMBERS

- \$6B total construction investment
- 86 acres site size
- 4,800 residential units
- 1,200 affordable/workforce housing units, on- and off-site
- \$50M community benefits
- 8M sqft development
- 1.4M sqft office/medical space
- 750K sqft retail space
- 100K sqft conference meeting space
- 50K sqft non-profit community space
- 14 acres parks/open space
- 14K parking stalls
- 30K capacity ballpark
- 4,000-seat concert venue
- 750 hotel rooms

Stadium costs:

- \$1.3B cost for the stadium
 - Cost shared by the Rays (54%), the County (24%), and the City (22%)
 - County portion is paid for through tourist bed taxes, which are restricted to tourism-related uses

Over the next 30 years, this project will be an economic engine for the City, generating:

- \$535M new property and other taxes for the City
- \$1.04B new property and other taxes for the County
- 32,900 full-time equivalent construction jobs
- 11,000 permanent full- and part-time jobs

Based on third-party analysis, the project’s construction is anticipated to generate:

- \$2.9B total economic output
- \$1.5B labor wages

At full build out:

- \$1.4B economic impact in Pinellas County
- \$656M annual labor earnings



EDUCATION AND YOUTH OPPORTUNITIES

Our focus on developing practical, real-world educational programs and youth opportunities leads to a better prepared and educated workforce. The Mayor’s Opportunity Agenda provides a roadmap to youth empowerment through mentorships, digital literacy and access, internships, wraparound services, and skills training. By affording youth access to opportunities, eliminating any potential access barriers, and creating pipelines to careers and/or college, we help them secure job prospects that would enable them to stay and thrive in the city that raised them.

PRINCIPLED PROGRESS IN ACTION

1 “NOT MY SON” relaunched as “NOT MY CHILD” in the seventh year of their safe summer community canvassing, aiming to be more inclusive under their pro-community and anti-violence banner.

- Completed 10 successful Friday night outings with the support of volunteers and 12 community-based organizations during their safe summer anti-gun violence outreach
- Connected residents with St. Pete Police Department, local faith community leaders, and youth advocacy groups in awareness-building
- Distributed 450 yard signs, 400 posters, 450 t-shirts, and 3,000 newly redesigned pledge cards

2 The Cohort of Champions (COC) training program coaches African American youth, ages 12-24, and ensures they are workforce-ready by providing educational, entrepreneurial, and enrichment training opportunities. In 2023, the COC served:

- 58 Champions, ages 12-17, in the Champions After-School Academy
- 31 Champions, in the Champions Summer Enrichment Academy
- 122 Champions, in the Champions In-School Academy



3 The City supports programs that ensure St. Pete's youth receives nutritious meals during out-of-school time.

- Parks and Recreation served 204,823 after school snacks, 39,857 summer breakfasts, and 52,596 summer lunches to children 18 or under.

4 St. Pete's Library System supports summer literacy for all ages.

- With options for early, elementary, and teen readers, the Summer Reading Program offered a total of 234 programs and served 8,553 participants.
- Reading Buddies offered 200 K-3rd graders an opportunity to practice reading with a trained Reading Buddy.

5 St. Pete's Learn-to-Swim Program made a splash this year.

- Provided 5,742 two-week sessions of swim lessons during the spring, summer, and fall at six neighborhood and three year-round pools
- Provided \$48,181 of free lessons to qualifying participants through partnerships with various community organizations
- Partnered with several Pinellas County Schools to offer spring and fall swim lessons to school children

MORE POINTS OF PROGRESS

- The City pledged \$485,000 to support Youth Workforce and Employment Programs through the Pinellas County Urban League, R'Club, and Boley Centers.
- \$1.2M in funding was provided to rehabilitate Jordan Park Elementary School, impacting 166 families with the improvements.
- 102 unhoused families with minor children were provided safe shelter through the Scattered Site Family Shelter project, administered by St. Vincent de Paul and funded by the City—so far, 85% of the families have exited to permanent housing through the support of program staff.
- In partnership with First Tee of St. Petersburg, we offered programming to help educate and develop youth through the game of golf; throughout the year, more than 1,000 children participated in school-based teams, after-school programs, camps, and tournaments.
- SPPD used a federal microgrant to assist local youth sports leagues and provide year-round tutoring through the St. Pete Police Athletic League (PAL)—as a result, 240 teams had their field costs covered, and 54 children participated in a nine-week long enrichment program designed to help reduce summer learning loss.





EQUITABLE DEVELOPMENT, ARTS AND BUSINESS OPPORTUNITIES

We are committed to inclusive and intentional economic development that improves the quality of life for every resident in every neighborhood. Equitable Development means everyone in the community is invested in the City's progress, not displaced by it. Every decision will be focused on creating new opportunities. Public-private partnerships, equitable funding for businesses and the arts, and City initiatives like the Community Benefits Program promote economic equity, attract innovative start-ups and entrepreneurs, and ensure our arts community continues to thrive in the diverse, vibrant atmosphere that is St. Petersburg.

PRINCIPLED PROGRESS IN ACTION

1

The South St. Pete Community Redevelopment Area (CRA) Microfund Program offers a personalized capacity-building curriculum and provides education, mentoring, and networking opportunities in addition to CRA funding, so business owners can make targeted improvements without having to provide upfront capital. Through this funding package, the City's goal is to ensure all businesses within the CRA can take advantage of the capital access initiative that is a hallmark of South St. Pete. The first cohort was launched in 2023.

- \$440,000 in funding
- 53 business owners completed the program
- 95% completion rate
- 28 brick and mortar businesses, 11 home-based, 9 childcare, 4 startups

2

The Office of Supplier Diversity hosted their first annual Supplier Diversity Day—an event dedicated to advancing diversity and inclusion in partnership with the City. Through engaging sessions, networking opportunities, and community discussions, the event highlighted the City's commitment to fostering a diverse supplier ecosystem.

- 400 event attendees
- 60 event exhibitors
- 11 local agency participants
- 30 businesses participated in B2B and B2G matchmaking



3 The Office of Supplier Diversity received City Council approval to implement a Minority- and Women-Owned Business Enterprise (MWBE) Program. This program aims to promote business and economic development for minority-owned and women-owned business enterprises in the St. Pete area. The MWBE certification is a free, 3-year certification exclusive to eligible businesses and the program will run for five years initially.

4 Known as a City of the Arts, St. Pete's writing community is expansive. In honor of National Poetry Month and in partnership with Gloria Muñoz, the City's Poet Laureate, St. Pete hosted the first "City of Writers Poetry Festival." This month-long festival highlighted emerging and established writers at 30 events throughout the month of April in venues across St. Pete.



5 The arts are integral to the fabric of St. Pete. The Arts and Culture Grant program supports established organizations and fosters new or emerging artistic expressions and intentional inclusivity throughout St. Pete. In 2023, 30 eligible organizations that contribute to the city's vibrant cultural scene were selected to receive operating funds.

6 St. Pete's growth is undeniable and we're continuing to build up the city.

- \$1.33B in construction value in FY23—an increase of 1.5% from FY22, and an all-time high for the City
- Issued 33,200 permits
- Earned \$7.29M in revenue
- Conducted 98,810 inspections—a 33% increase from FY22

7 The Small Business Enterprise (SBE) Program fostered economic growth through the encouragement of small business use in City projects and procurement.

- \$10.3M in direct spending (from City to vendor for construction and goods & services categories)
- \$1.6M with minority-owned businesses
- \$2.7M with women-owned businesses

8 The St. Pete Greenhouse served more than 5,000 small business and entrepreneurs and hosted 350+ capacity building events to set clients up for success.



NEIGHBORHOOD HEALTH AND SAFETY

We aim to create safer and healthier environments by investing in communities most impacted by poverty, inequity, and crime. Improving availability and accessibility to wholesome foods, health care, and social services, while reducing crime, gun violence and fear will provide more secure neighborhoods where our citizens will have the opportunity to thrive. We also work to keep residents safe during major storm events through active communications and essential activations of City teams to ensure the safety of our residents.

PRINCIPLED PROGRESS IN ACTION

1

With support from the American Rescue Plan Act (ARPA), the City has selected local non-profit The Well to lead a Community Support Hubs (Hubs) project over the next 3.5 years.

- Established in areas of need across St. Pete, Hubs will provide trauma-informed therapy, case management, and assertive outreach specific to each community's needs.
- At listening sessions hosted by The Well and the Hubs team, more than 330 community members gave input on the timing, location, services needed, and specifics that will drive the rollout of the Hubs over the next few years.
- As a sub-recipient of \$8.58M of the City's Health and Social Equity ARPA funds, Pinellas Community Foundation drove the process to establish a Hubs network throughout St. Pete; The Well was selected as the Lead Nonprofit; Gulf Coast Jewish Family and Community Services (GCJFCS) and People Empowering and Restoring Communities (PERC) are co-collaborating partners

2

The City broke ground on the new, state-of-the-art Sanitation Department complex, which will be at the same location as the existing one.

- 18,600 sqft, two-story building, replacing two 50-year-old buildings
- Solar-powered building with net-zero energy consumption goal
- \$14M project will accommodate both administrative and operational functions

3

The City prepared for, responded to, and recovered from Hurricane Idalia as St. Pete was subjected to historic levels of storm surge that affected approximately 1,500 homes.

- Activated the Emergency Operations Center to work 24/7 throughout the duration of the storm
- Activated 10 department sub-centers and staffed hundreds of “boots on the ground” City employees
- Opened three full-service and eight self-service sandbag sites; distributed approximately 70,000 sandbags
- Opened four evacuation shelters staffed by SPFR and SPPD
- Rescued 75 residents and 18 pets from high water
- Deployed 20 street teams to assess community needs and distribute vital recovery information
- Sent 61 damage assessors to identify affected homes and infrastructure
- Provided two weekends of free childcare for flooded households
- Collected 1,300 tons of storm debris from across the city



4

As part of the City’s commitment to systemically address the need for access to healthy food for families throughout St. Pete, we launched the FRESH Pace Healthy Neighborhood Store Program. This program is designed to incentivize neighborhood stores in low-income, low-access areas to expand their fresh and healthy food options at an affordable cost to their customers.

- Launched in partnership with St. Pete Free Clinic (SPFC) and made possible with funds from the American Rescue Plan Act (ARPA), \$1.179M of which has been allocated to address food security
- Created to expand access to healthy food citywide, including fresh fruits and vegetables, low-fat proteins, whole grain items, and low-fat dairy products or dairy alternatives
- SPFC collaborated with local stores to establish infrastructure, marketing plans, and sustainable business models for stocking nutritious food
- Opened one store; five additional stores scheduled to open in FY2024





5 St. Pete Police Department and St. Pete Fire Rescue hosted a Public Safety Career Fair for people to explore employment and volunteer opportunities in public safety. Available positions like 911 dispatcher, paramedic, police cadet, school crossing guard, and similar positions were offered.

6 The Neighborhood Relations Department hosted another year of CareFest—a two-month long community giving event focused on celebrating volunteerism and the act of giving back to our community. CareFest offered several ways for people to participate, including organizing neighborhood cleanups, hosting donation drives, and helping out on established community service projects.

7 The Neighborhood Relations Department and Neighborhood Team (N-Team) worked to keep communities clean, supported, and connected throughout the year.

- 15 neighborhoods participated in 29 neighborhood cleanups for a total of 116.48 tons of trash collected, including 12 cleanups in Campbell Park through the Adopt An Alley program
- 4,755 volunteers worked a total of 48,613 hours, contributing ~\$1.5M in value, through the ICAN (Involved Citizens Active in Neighborhoods) Volunteer Initiative
- Provided regular assistance to 62 active neighborhood associations, 16 business associations, and 3 new or reorganizing associations
- Awarded 44 Mayor’s Mini-Grants for a total of \$13,611, and four Neighborhood Partnership Grants for a total of \$52,208
- N-Team completed 126 projects in 2023, 73 of which were in the South St. Pete CRA



8

St. Pete strives to be a community where everyone is supported. Social services programs across the city aim to provide assistance to the most in need.

- Allocated \$2,133,633 to 22 programs to address the needs of individuals and families who are living unhoused, at risk of losing their housing, domestic violence survivors, or unaccompanied youth needing assistance
- Served more than 5,000 residents
- Provided more than 9,300 meals to 65 seniors through the Meals on Wheels Program
- Enrolled 78 families and permanently housed 39 through the Childhood Homeless Project

9

The St. Pete Police Department is working more closely with the community and community-driven organizations and initiatives to ensure excellence in policing.

- The Community Assistance and Life Liaison (CALL) Program team reached 10,000 contacts in the community; City Council approved a three-year agreement that would continue the CALL Program with increased funding for extended hours.
- Made 3,525 contacts and referrals through the Police Assisting the Homeless (PATH) program in the first three quarters of 2023, an increase of 51% over the same time period in 2022.
- For the second year in a row, achieved a 100% closure rate of the 15 Uniform Crime Reported (UCR) and Non-UCR homicides, demonstrating the collaboration with the community to ensure violent offenders are held accountable for their actions.



HOUSING OPPORTUNITIES FOR ALL

Housing Affordability is a linchpin in our agenda. Better housing opportunities for all raises the level of daily living and pride among residents, creates strong neighborhoods and intentional equity, and creates a community—not just a place to eat and sleep. To purposefully impact the community, affordable housing programs provide greater incentives for qualified buyers to achieve first-time home ownership and encourage developers to construct more new housing for low- and moderate-income homeowners.

PRINCIPLED PROGRESS IN ACTION



The City of St. Petersburg has a comprehensive 10-year plan to address housing affordability through logical housing policies to help middle- and working-class residents in St. Pete. In 2023, progress was made to produce new affordable units, preserve existing affordable housing, and assist and educate homebuyers.

- Began development of 282 planned units of multifamily affordable housing with another 11 developments (834 total units) funded or approved
- Preserved or completed 155 units in 2023 to include: Sixteenth Square Townhomes (11), Jordan Park Senior Residences (60), and Citrus Grove Apartments (84)
- Initiated 154 non-subsidized workforce density bonus units (in permitting or under construction as of September 2023)
- Sold 10 City-owned single-family lots to qualified families as part of the Affordable Lot Disposition Program. Three different contracts were approved for the development of approximately 151 new affordable homes.
- Provided developer incentives for the construction of 25 new homes that were sold to households under 120% AMI, expending \$633,750 in CRA funding
- Created 13 affordable single-family homes for those making under 120% Area Median Income (AMI) through the Lot Disposition Program and the Neighborhood Stabilization Program
- Assisted 58 first-time homebuyers in purchasing a home, expending \$3,291,680 in State Housing Initiatives Partnership (SHIP) and CRA funding
- Provided homebuyer education classes to 222 households

2 The Rebates for Affordable Residential Rehabs Program was expanded citywide, and more funding was allocated to help increase the supply and quality of affordable housing in St. Pete.

- Assisted 49 homeowners to substantially rehabilitate their homes, which included facade and housing accessibility improvements, through the Housing Rehabilitation Assistance Program and Rebates for Affordable Residential Rehabs
- Expended \$1.8M in State Housing Initiatives Partnership (SHIP) and CRA funding to support these rehabs

3 Zoning and planning helped create opportunities for additional affordable housing on existing lots.

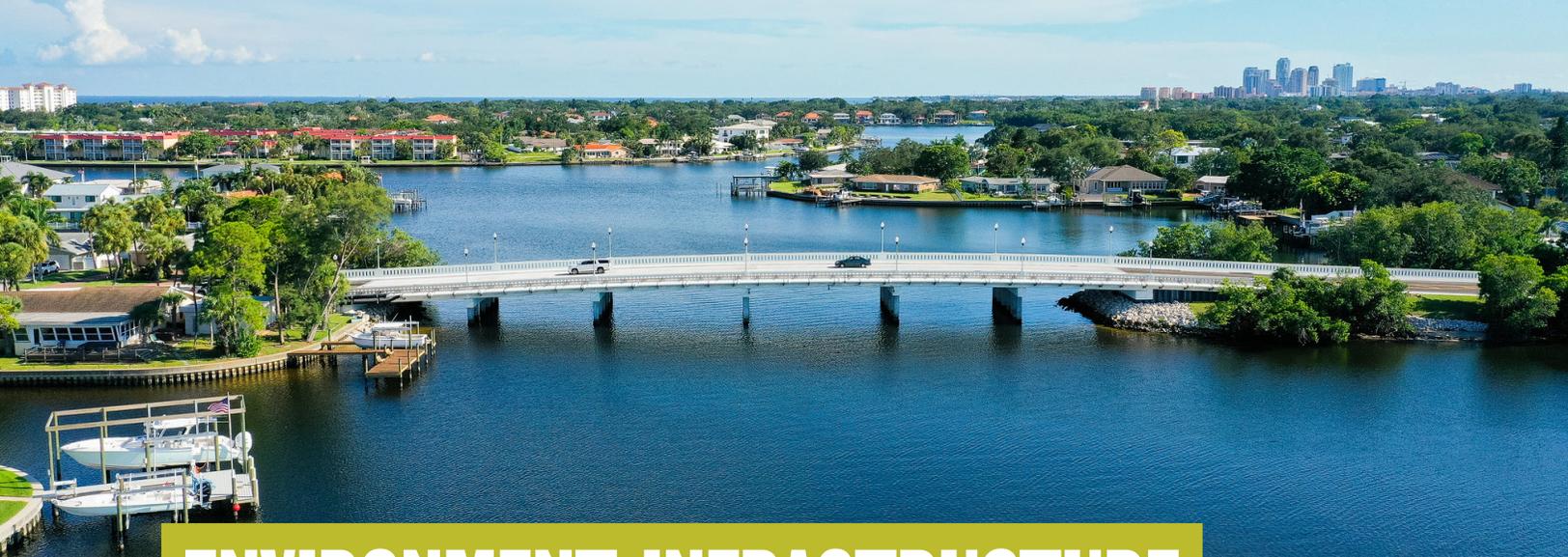
- Rezoned 2,895 properties to new NTM zoning category which allows up to 4 units on a typical single-family lot
- Completed 43 accessory dwelling units (ADUs), 64 units have permits approved, and 54 are in the permitting process; in comparison, only 36 ADUs were constructed in the previous 10 years prior to the Housing Opportunities for All plan

4 Social services addressed issues of homelessness and provided support to agencies working to help vulnerable populations get and stay housed.

- Awarded \$578,023 in Social Action Funding grants to 10 social service agencies that provide homeless services and/or homeless prevention services
- Provided wraparound support services for 51 residents with severe and persistent mental illness living in Permanent Supportive Housing units to ensure they maintained their housing
- Provided \$2.5M in assistance to non-profit agencies for Tenant Based Rental Assistance (TBRA), homeless prevention, rapid re-housing, Homeless Management Information System (HMIS), emergency shelters, and program operations, which assisted nearly 7,000 people
- Funded more than \$653,000 in non-profit facility rehabilitation, improving the conditions for 2,096 individuals

5 In an effort to protect and support tenants, the City made strides to educate renters and decrease the burden of fees associated with code enforcement.

- Pursued and received \$5.9M reallocated Emergency Rental Assistance funding to continue to provide financial assistance to eligible renter households and construct new affordable rental housing units
- Created “St. Petersburg’s Guide for Renters,” which provides resources to assist renters with budgeting for housing, navigating lease agreements, and inspections
- Distributed the “Renters’ Rights” portion of the “Guide for Renters” when contacting tenants facing eviction and when Codes Investigators responded to requests for rental unit inspections
- Created a Renters Map built specifically for renters to research prior eviction, tenant bill of rights, and rental unit maintenance violations at properties they may be interested in renting
- Community Support Specialist attempted contact with 2,015 residential evictions, succeeding with 846 cases (42% success rate)
- Forgave \$366,200 of liens through the Stipulated Lien Waiver Agreement Program
- Released or reduced \$465,200 in code violation liens through the Code Enforcement Board Lien



ENVIRONMENT, INFRASTRUCTURE AND RESILIENCE

Embracing innovation to help solve challenges to our environment is a guiding principle of our Administration. With St. Petersburg on a bullseye for sea level rise that will impact every resident of our city, our priorities are protecting and preserving our environment; upgrading aging infrastructure; and ensuring resiliency to rising seas and hotter temperatures through shoreline restoration and alternative energy; investing in environmental technology; and creating codes and regulations that protect the fragile eco-balance in Tampa Bay.

PRINCIPLED PROGRESS IN ACTION



1

St. Pete received a \$20M grant from the Florida Department of Environmental Protection's Office of Resilience and Coastal Protection. The 'Resilient Florida' Program funds will enable the City to make necessary infrastructure improvements that will mitigate flooding and increase utility service reliability.

- Approximately \$8,870,000 will be used to replace maintenance buildings at the Southwest Water Reclamation Facility and the Northeast Water Reclamation Facility in order to increase service reliability and safety during extreme weather events like hurricanes
- Approximately \$11,575,000 will be used to mitigate stormwater flooding at Lake Maggiore in the Salt Creek basin

2

The City and community celebrated the completion of the new 40th Avenue NE Bridge with a ribbon-cutting ceremony in August. The new bridge is safer and more accessible, with additional aesthetic upgrades.

- Innovative construction methods; reinforced to withstand highly corrosive marine environment
- 5 more feet of clearance, crash-tested bridge railings, reduced speed limits
- Wider sidewalks, ADA-compliant grades, dedicated bike lanes, improved visibility at adjacent driveways, improved lighting

3

Our resident education and sustainability efforts are an integrated cross-departmental approach that aim to meet the community with solutions and support.

- Relunched the Sensible Sprinkling Program, which provides free sprinkler system checkups and recommendations to water customers with in-ground systems
- Relunched the City's free residential compost bin program with resources to help participants be more successful in their composting, helping to minimize and re-purpose kitchen and yard waste
- Hosted four open houses at St. Pete's water treatment facilities to educate attendees about drinking water sourcing and processing, and how wastewater becomes reclaimed water
- Increased citywide tree canopy coverage by 3.76% to achieve 31% coverage since 2017
- Launched a new Tree Mini-Grant—22 applications were received and 6 were awarded
- Received a \$5,000 grant for a youth volunteer project in Shore Acres; students will install 500 'Drains to Bay' plates

4

The City celebrated the first year of the SunRunner, Tampa Bay's first Bus Rapid Transit (BRT) project, which connects downtown St. Pete to South Pasadena and St. Pete Beach.

- Offered free rides for the first 11 months of operation
- Increased accessibility between downtown and the beaches
- Decreased the City's carbon footprint by encouraging the use of public transit
- Provided free Wi-Fi, digital displays, and charging stations at every seat

5

Boyd Hill Nature Preserve provided educational and recreational experiences to local and out-of-town visitors.

- Welcomed 89,000 visitors
- 17,500 people participated in environmental education programs
- 5,000 children attended camps
- 7,500 people attended events
- 300 volunteers worked more than 14,000 hours

MORE POINTS OF PROGRESS

- Sanitation overhauled how the City handles rodent control and identified, tested, and implemented safer rodenticide policies and procedures
- More than 1,000 linear feet of cattails along MLK St. S were removed, significantly improving the appearance of Lake Maggiore



PRINCIPLES FOR ACCOUNTABLE AND RESPONSIBLE GOVERNMENT

INTENTIONAL EQUITY

We will incorporate equity into all policies, to ensure that our growth benefits our entire community.

IN-TOUCH

Our approach will be hands-on, active in the community, and collaborative with constituents.

INCLUSIVE

Everyone will have a seat at the table, every constituent will be heard, and every employee will be valued.

INFORMED DECISION MAKING

We will be guided by best practices, facts, science, and our city's history.

INNOVATION

We will embrace new technologies, new ideas, and creative partnerships to implement effective solutions and improve constituent services.

COMMUNITY IMPACT

We will ask the question, "Will it improve the quality of life for the people of St. Petersburg?"

The City continuously makes administrative and system changes, updates, and improvements to better meet the needs of our community. We finished FY23 in the black and added to the General Fund balance, in addition to the following points of progress:

47,169 CALLS RECEIVED AND FIELDDED

through the St. Pete Service Center

1,533 MONTHLY UTILITY PAYMENT PLANS PROVIDED, AVERAGING \$320 PER PLAN

allows customers having trouble paying their utility bills the opportunity to make extended payments arrangements

\$24.129 MILLION IN GRANTS AWARDED TO THE CITY

37.8% DECREASE IN OPEN SEECCLICKFIX REQUESTS

\$13,000 COLLECTED AND DISTRIBUTED FROM THE CITY'S UTILITY ASSISTANCE PROGRAM

collects donations from utility customers and uses them to assist community members experiencing financial hardship

15,404 PUBLIC RECORDS REQUESTS

processed through the Clerk's Office





156 EMPLOYEES REACHED A MILESTONE YEAR OF SERVICE

82 reached 20 years, 40 reached 25 years, 20 reached 30 years, 11 reached 35 years, 1 reached 40 years, 2 reached 50 years

498 JOBS POSTED

17,682 JOB APPLICATIONS RECEIVED

159 AWARDS PRESENTED THROUGH EMPLOYEE RECOGNITION COMMITTEE

114 Kudos, 38 Sunshine, 3 Ben Shirley Impactful Service, and 4 Service Leadership awards presented by the Employee Recognition Committee

ST. PETE ON THE RISE

St. Pete has been steadily making a name for itself in Florida and across the country. This year we were honored, mentioned, and ranked in a variety of publications that highlighted our city as one of the best places to recreate, travel to, and live.

Fodor's Travel — January 2023

EXPERIENCE PANTONE'S COLOR OF THE YEAR IN ST. PETE

CoWorkingCafe — February 2023

BEST CITY IN FLORIDA FOR WORK-LIFE BALANCE

Southern Living — March 2023

BEST PLACE FOR A WEEKEND GETAWAY IN FLORIDA

Forbes — April 2023

THE BEST PLACES TO TRAVEL IN THE U.S. IN 2023, ACCORDING TO THE EXPERTS

Good Housekeeping — May 2023

THE BEST PLACE TO TRAVEL IN JUNE TO KICK OFF SUMMER

Veranda — June 2023

BEST LGBTQ+ TRAVEL DESTINATIONS

Wallet Hub — June 2023

BEST RUN CITY IN FLORIDA

Outside Inc. — September 2023

HAPPIEST TOWNS IN AMERICA

Men's Health — October 2023

BEST GOLF COURSE IN FLORIDA WHERE YOU CAN BOOK A TEE TIME: MANGROVE BAY

Creative Loafing — "Best of the Bay" 2023

BEST CITY: ST PETERSBURG

BEST PLACE TO GET THE PERFECT INSTAGRAM PHOTO: ST. PETE PIER

BEST PLACE FOR A WEDDING: SUNKEN GARDENS

VISITORS BY THE NUMBERS

187,977

visitors enjoyed
Sunken Gardens

271,080

people attended events
at the St. Pete Pier

172,065

rounds of golf played at
municipal golf courses





WE ARE ST. PETE

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