

# ECONOMIC RECOVERY PLAN



**RESTART ST. PETE**

**This is an annotated, tactical overview of the Economic and Workforce Development programs and resources the City will use to power St. Pete's people and economy through the devastating impacts of COVID-19. The information supports City Development's existing strategies and plans and will continue to evolve in response to the community's experiences. Resilient, St. Pete's economic landscape was experiencing optimistic upward trajectory prior to the pandemic and is well equipped to maintain its positive positioning through the very real challenges that lie ahead.**



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# FIGHTING CHANCE FUND



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**To provide relief to small businesses impacted by local COVID-19 orders, the City of St. Petersburg created the Fighting Chance Fund – an emergency grant for St. Pete’s negatively impacted local, independently operated small businesses and their employees.**



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# OUR COMMITMENT TO LOCAL BUSINESS

*This is a City program that provides grants (not loans) in the form of \$5,000 to impacted eligible businesses\* and \$500 to impacted eligible individuals.*

Local, independent businesses and their employees can see full eligibility requirements and application details at [stpete.org/fightingchancefund](https://stpete.org/fightingchancefund).



# RESTAURANT EXPANSION OF EXISTING ON-SITE OUTDOOR DINING AREAS



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**Restaurants may apply for permitting to use existing outdoor space to expand seating and allow for appropriate social distancing.**



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# SUBMISSION REQUIREMENTS

- No Fee Required
- Layout of the parking lot and proposed seating area
- If lessee, need statement attesting support of property owner

Email submission requirements to:

**[devrev@stpete.org](mailto:devrev@stpete.org)**

Approval (Temporary Use Permit) will be emailed by City staff.



# STANDARDS

- Comply with the State's 6-foot physical distancing requirement.
- Comply with applicable State regulations pertaining to food and alcohol service.
- Effective until the City notifies business that the temporary installations will need to be removed within 72-hours.
- ADA/Accessible parking stalls shall not be removed or blocked.
- ADA/Accessible path to building entrance(s) and City sidewalk shall not be blocked.
- Curbing and other vertical surface elements within the walking path shall be delineated for safety, using a visible color pattern or reflective tape.
- The proposed seating area shall be delineated from parking spaces and drive-aisles using caution tape or other physical barriers measuring a minimum 36-inches in height.
- If concerns about the site layout and design standards are identified following implementation of this program, related adjustments may be required.



# CONVERSION OF ON-STREET PARKING TO RESTAURANT/ RETAIL USE



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**Any businesses in any location where there is adjacent public street parking may apply for approval to expand seating and retail display into the adjacent public on-street parking spaces. Businesses may only reserve and occupy the parking spaces immediately in front of their business.**



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# SUBMISSION REQUIREMENTS

- No Fee Required
- For **expansion of existing seating or retail display areas**, provide amended seating/layout plan showing expansion area and all existing and new tables.
- For **new seating or retail display areas**, provide standard submittal documents with seating/layout plan along with proof of liability insurance and hold harmless agreement.

Email submission requirements to:  
**[devrev@stpete.org](mailto:devrev@stpete.org)**



# STANDARDS

- Comply with the State's 6-foot physical distancing requirement.
- Comply with applicable State regulations pertaining to food and alcohol service.
- Curbing and other vertical surface elements within the walking path need to be delineated for safety, using a visible color pattern or reflective tape.
- If concerns about the site layout and design standards are identified following implementation, related adjustments may be required.
- Sidewalks must also be left open as normally required with a minimum of 6-foot clear walking path provided.
- Seating areas need to comply with the American with Disabilities Act requirements. Business owners may need to set aside other seating for those with limited mobility.

# PROCESS

- Upon approval, the City will block off the reserved parking spaces with physical safety barriers.
- Businesses may set up within the parking spaces after the City has installed these safety barriers. Depending on demand, this could take several days or longer for installation.
- Effective until the City notifies businesses that temporary installations will need to be removed within 72-hours.
- The safety barriers remain the property of the City of St. Petersburg and may not be painted or permanently altered.







# **GREENHOUSE SERVICES**



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**The Greenhouse continues to serve as a trusted resource for St. Pete's small business community by offering technology-based learning and convening as well as providing pertinent information, resources and assistance. Visit [stpetegreenhouse.com](http://stpetegreenhouse.com) for services and more information.**



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# WORKFORCE DEVELOPMENT



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**We will continue to build our Workforce programs to connect city residents with necessary re-training and new skill enhancements to be ready for the jobs of tomorrow. We will stress the connection between education/workforce development and the five targeted Grow Smarter industries that are creating the most jobs and paying the highest salaries. The St. Pete Works Collaborative will be strengthened and enhanced in the days ahead, recognizing the critical importance of transportation and childcare to employment success. We will focus on those who have lost their current positions and are able to gain new skills.**



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# GROW SMARTER



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**Companies that have high growth potential and create high wage jobs are of critical importance to the city's economic vitality. The City has focused resources to attract and retain companies in five defined target industry clusters:**

- **Marine and Life Sciences**
- **Financial Services**
- **Data Analytics**
- **Specialized Manufacturing**
- **Creative Art and Design**



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# RETENTION AND RECRUITMENT

***Retain:*** The City will focus on firms that are already here, forming the backbone of the Grow Smarter initiative.

***Attract:*** With more companies than ever looking to relocate from the Northeast, St. Pete will double down on its message to the rest of the country: join our creative quality of life in St. Pete and see the productivity level of your employees soar.

For more information, visit [stpete.org/ecodev](https://stpete.org/ecodev).







# TROPICANA FIELD SITE



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**The City will begin the search for an experienced, private master developer partner to redevelop Tropicana Field. The development will become a city hub for housing of diverse types, innovation, commerce, education, research, cultural vibrancy and economic opportunity. For more information, visit [stpete.org/tropmasterplan](https://stpete.org/tropmasterplan).**



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# ST. PETE PIER



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**The City's most anticipated asset will be unveiled this summer. The St. Pete Pier will add to St. Pete's already vibrant culture and will attract residents and visitors alike with activities, restaurants and breathtaking views. For more information, visit [stpetepier.org](http://stpetepier.org).**



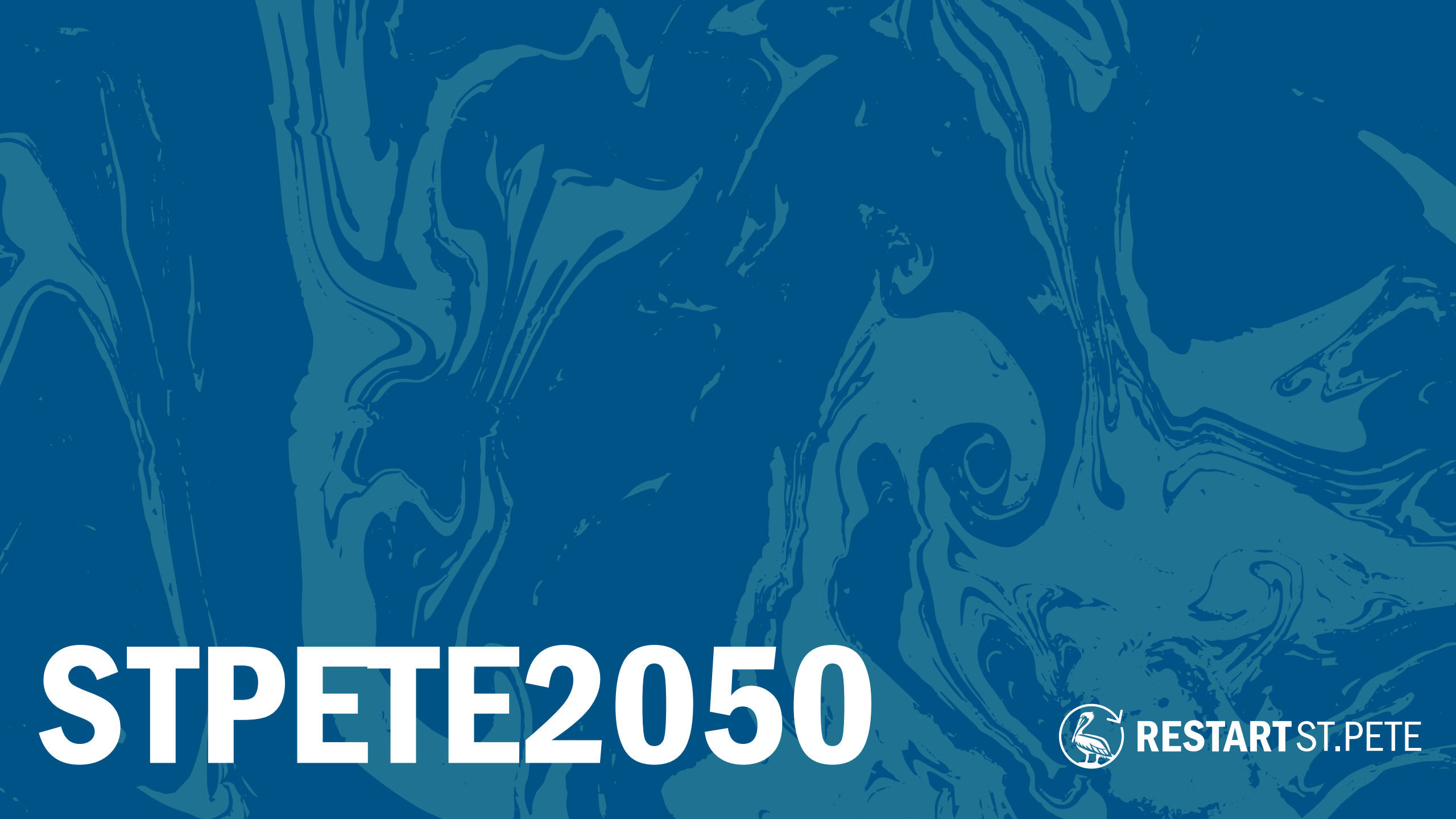
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# MORE THAN JUST AN ATTRACTION

*The total Economic Impact of the Pier was conservatively estimated in a 2017 study to be \$80 million annually. This included new spending on dining, retail and hotels.*

The study also projected that this new spending would generate over 1,000 new jobs for our community and result in \$33 million in new annual wages. The Pier project is even bigger and better than when this study was done, and we suspect these numbers will be even more substantial. The St Pete Pier: another reason to work, live and play in the Sunshine City.





# STPETE2050



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**StPete2050 continues to inform the future of our Sunshine City – shining light on important issues such as affordability, equity, diversity, job growth, quality infrastructure and sustainability.**



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# LOOKING TO THE FUTURE

*Although in-person meetings have been postponed, residents can still give their input by completing the second series of StPete2050 online surveys.*

For more information, visit [stpete2050.com](https://stpete2050.com).



# GETTING AROUND TOWN



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**Transportation and mobility will continue to be a top priority. Bus Rapid Transit and scooters are right around the corner and Complete Streets will continue to be planned for and completed.**



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# A SAFE & EFFICIENT COMMUTE FOR ALL

*Mobility makes our economy stronger and is important to employers and employees.*

Through Complete Streets, we hope to improve transportation within St. Pete in the following ways:

- Bikeway network improvements
- Neighborhood Greenway additions
- Introduction of Scooters to mobility options
- Central Avenue Bus Rapid Transit



# MAJOR DEVELOPMENT PROJECTS



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# MOVIN' ON UP

*The investment community continues to thrive in St. Pete. Public-private projects expected to make an impact on St. Pete's community and economy in the near future include:*

- UPC
- Former Police Station Site
- DeNunzio Redevelopment
- St. Petersburg Municipal Marina Revitalization
- Municipal Services Center
- Red Apple Development
- Tangerine Plaza
- Deuces Rising
- Skyway Marina District Projects



*Marina Walk Apartments Rendering*



# DEUCES RISING



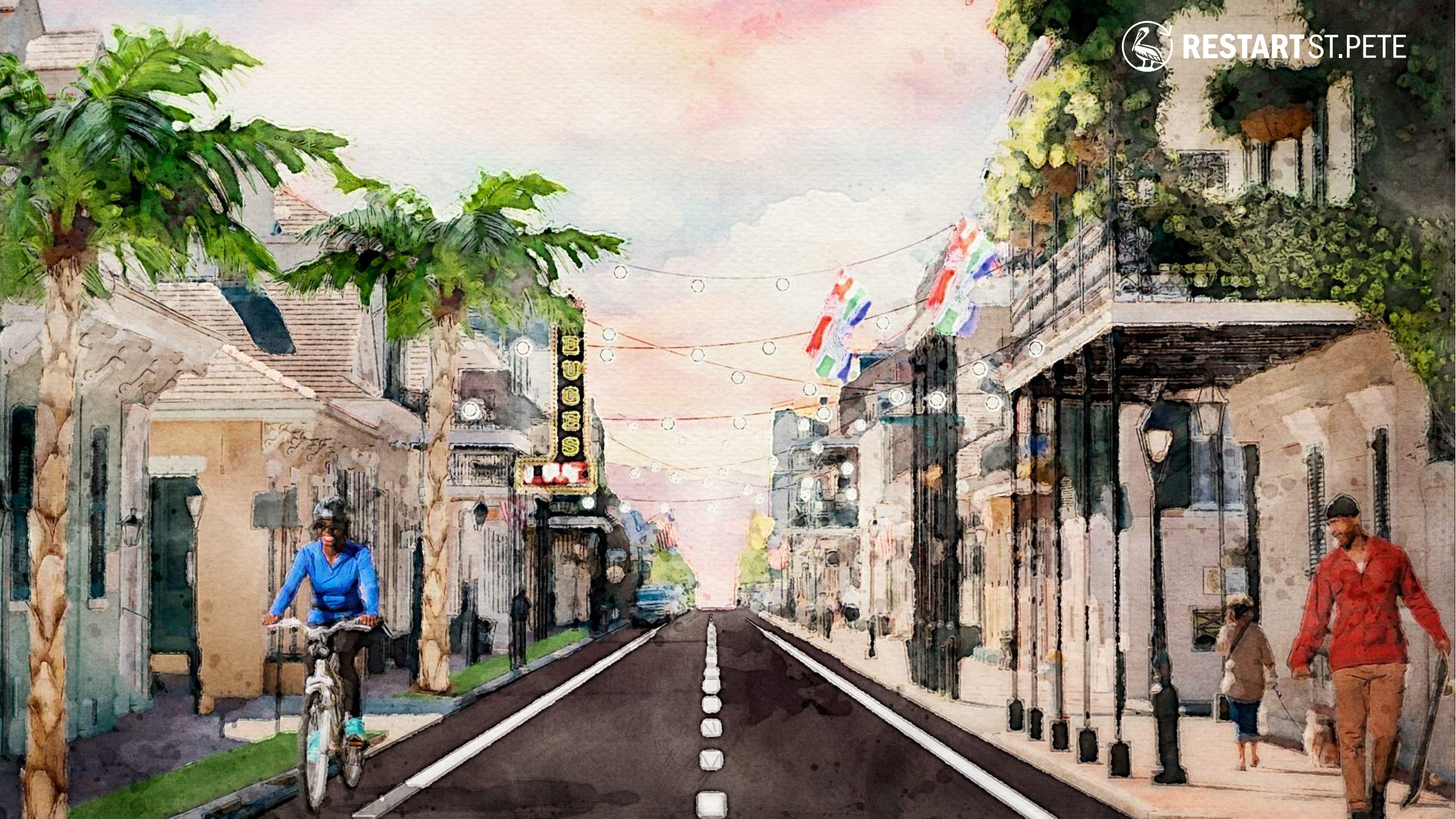
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**Deuces Rising is a comprehensive vision for the transformative restoration of historic 22<sup>nd</sup> St. S. Once a vibrant commerce center for the African-American community, the 22<sup>nd</sup> St. S. corridor is a critical component of St. Pete's past and is equally important to the city's brightest future. The Deuces Rising vision consists of a welcoming gateway, housing that is affordable, new parks, a reimagined Carter G. Woodson African-American History museum and an infusion of resources that encourage private businesses to thrive.**



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# INVESTING IN OUR COMMUNITIES

*Deuces Rising developments on the horizon to bring affordability, attract and retain businesses and build wealth to the South St. Pete community include:*

- A multi-million-dollar streetscape project on 22nd St. S.
- Redevelopment plans for Tangerine Plaza and the Woodson African American Museum
- A partnership with One Community to build a mixed-use housing development







# SUSTAINABILITY EFFORTS



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**St. Pete continues its commitment to deliver progressive, sustainable policies and effective programs to address city environmental, economic, and social challenges.**



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# A BRIGHTER, MORE SUSTAINABLE FUTURE

*St. Pete will continue to plan for growth  
with sustainability and prosperity in mind.*

The City considers sustainability and resiliency when  
visioning for the future of the economy,  
infrastructure and design.

For more information, visit  
[stpete.org/sustainability](https://stpete.org/sustainability).





# RESCHEDULED CITY EVENTS



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**St. Pete's big events are not only crucial components of the city's culture, but also generate critical economic impact. As we continue adapting to gather safely, the City looks forward to welcoming back diverse events, activities and opportunities for all to enjoy.**



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# YOU'RE INVITED

*Moving forward, the City will continue to seek out more exciting events and opportunities to add to existing programming of outdoor markets, distance running and concerts.*

Some events have rescheduled and released dates:

- Firestone Grand Prix of St. Petersburg, October 23-25, 2020
- SHINE x Sea Walls, November 7-14th, 2020

Events and more info at [stpete.org/events](https://stpete.org/events).

