

CLEARWATER URBAN
LEADERSHIP COALITION

Proposed North Greenwood Community Redevelopment Area





CLEARWATER URBAN
LEADERSHIP COALITION

WORKING TOGETHER TO CREATE THRIVING COMMUNITIES

Clearwater Urban Leadership Coalition is a 501©3 collaborative network of community organizations, businesses and individuals working to develop a cohesive plan for the North Greenwood community in order to create wealth, health, self- sufficiency and resiliency through the creation of a CRA, which will bring well needed resources to at risk communities.



Gloria Campbell
Executive Director

OUR VOICES, OUR FUTURE.



CLEARWATER URBAN
LEADERSHIP COALITION

MISSION STATEMENT

To promote sustained economic growth in our community, develop business opportunities, preserve cultural history and pursue academic excellence.

VISION STATEMENT

A developed and thriving community by 2030.



WHAT IS A COMMUNITY REDEVELOPMENT AGENCY (CRA)?

- A public entity created by a city or county to implement the community redevelopment activities outlined under the Florida Community Redevelopment Act of 1969.
- A vehicle whereby local communities may form a CRA and further create a redevelopment trust fund for financing improvements within a predetermined redevelopment target area.



WHY A CRA?

- North Greenwood is the second highest at-risk zone in Pinellas County. (Pinellas County Economic Impact Report, 2013)
- This led a group of concerned and dedicated community members of more than 40 businesses, community organizations and individuals to work together to alter that trajectory through the creation of a Community Redevelopment Agency.



THE ECONOMIC IMPACT OF POVERTY REPORT FOR PINELLAS COUNTY

- North Greenwood Zone* is the second largest At-Risk Zone, with an estimated population of 55,221 and an average household size 2.4.
- 25 percent of the total population (13,805) lives at or below 100 percent of the Federal Poverty Level.
- Of those living in poverty, 53 percent are white, 25 percent are African American, 15 percent are Hispanic, and 7 percent are of another race.
- However, within the North Greenwood community there is a specific concentration of poverty (represented in red on map) that has 51 percent of people living in poverty – the largest concentration in Pinellas County.

* Zone includes areas as shown in the map which are north, south and east of North Greenwood community

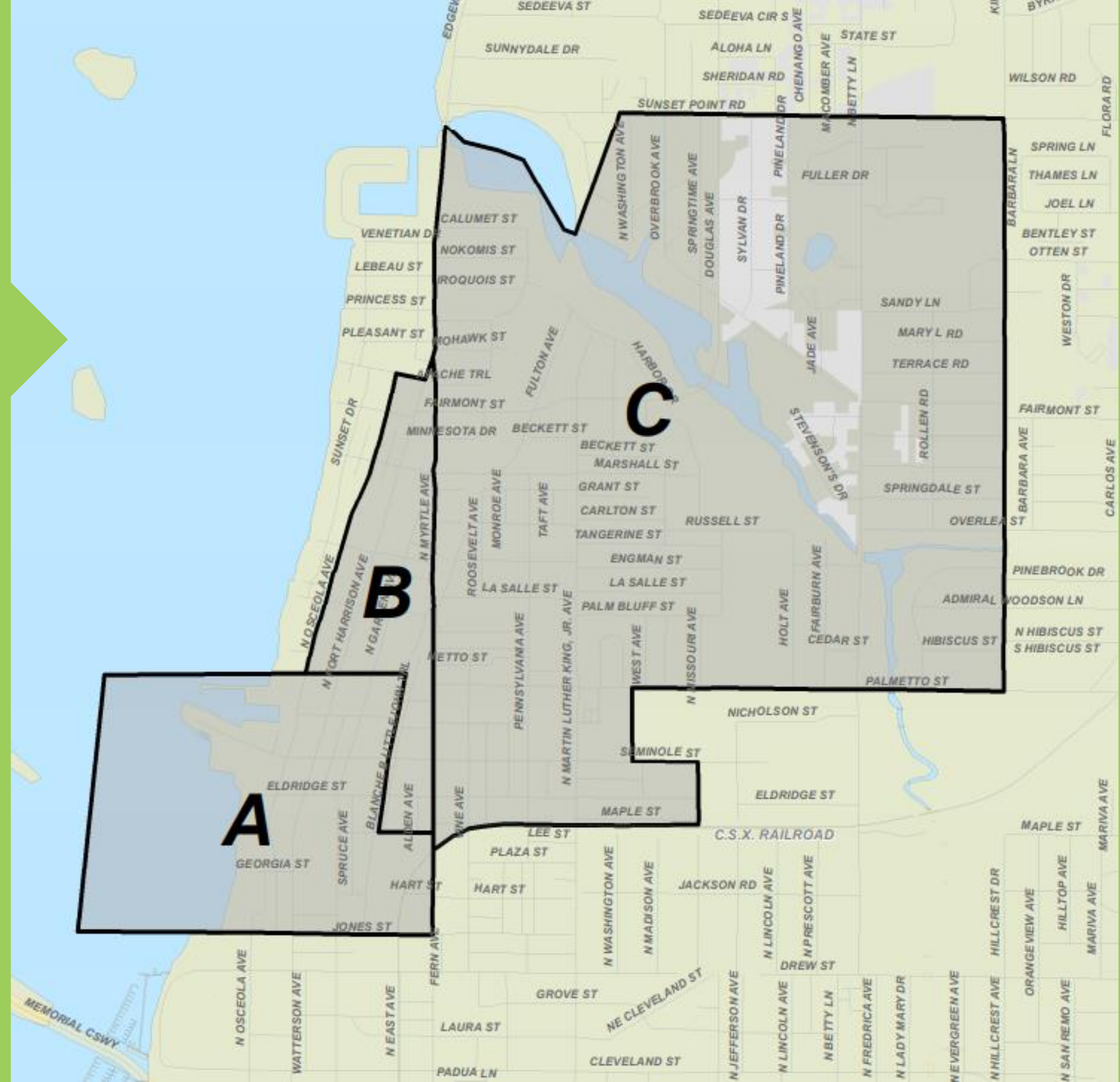


AREAS OF FOCUS

- Areas:
 - A- Old Bay
 - B- North Fort Harrison/Osceola
 - C- North Greenwood Core

PRIMARY FOCUS

- B- North Fort Harrison/Osceola
- C- North Greenwood Core



TARGET AREAS



Affordable
Housing



Business
Development



Senior
Affairs



Child Care



Preventing
Recidivism



Transportation



Economic
Development



Mental Health
& Wellness



Financial
Literacy



Cultural Arts



Parenting & Family
Support



Vocational
Training



Education



Technology



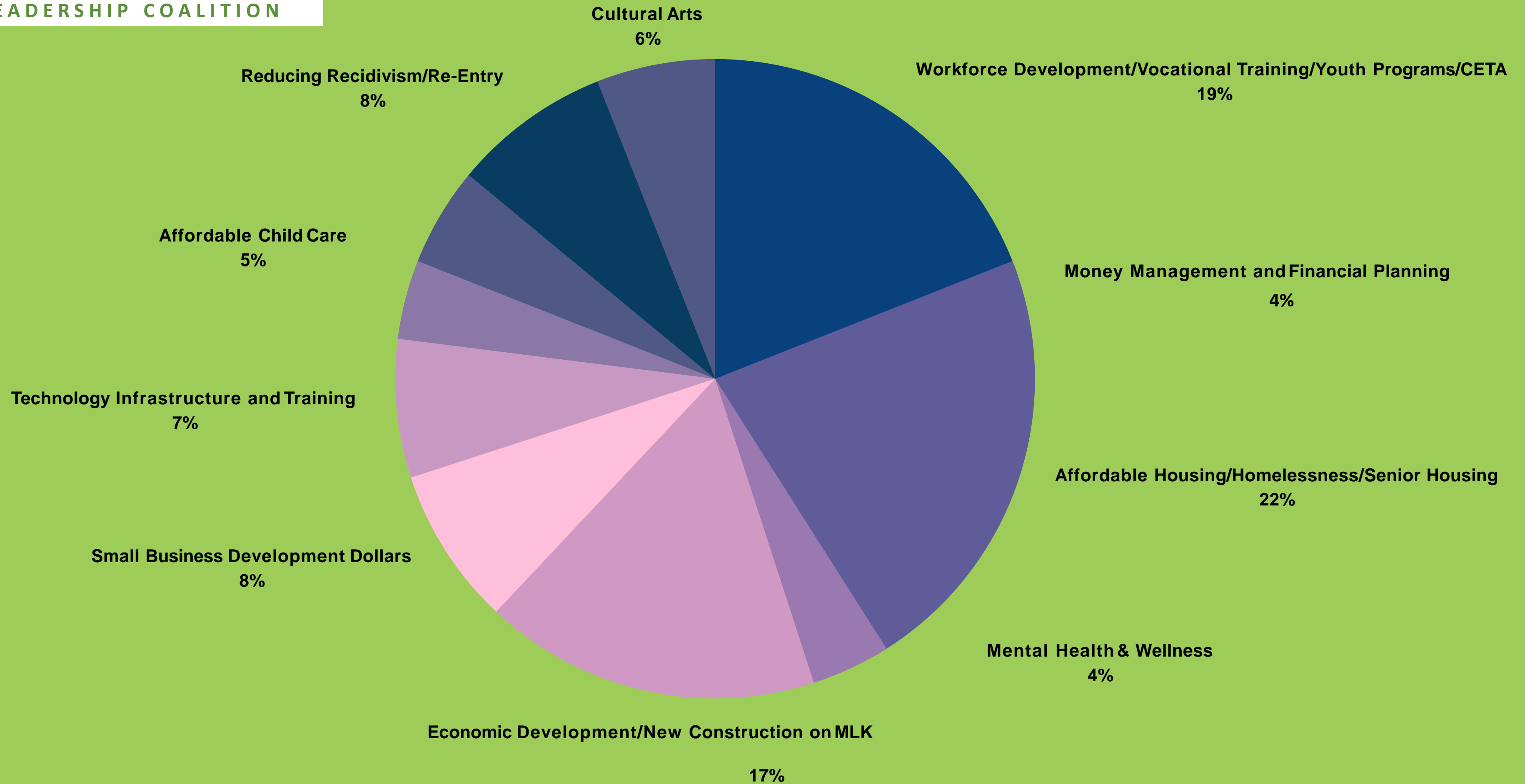
Workforce
Development



Youth Leadership

OUR VOICES, OUR FUTURE.

CLEARWATER URBAN
LEADERSHIP COALITION



FINDINGS AND RECOMMENDATIONS

“...When race is truly the elephant in the room, interventions that ignore race and promise to “lift all boats” have rarely closed chronic racial outcome gaps or changed underlying conditions that drive disparities.” -- The Aspen Institute

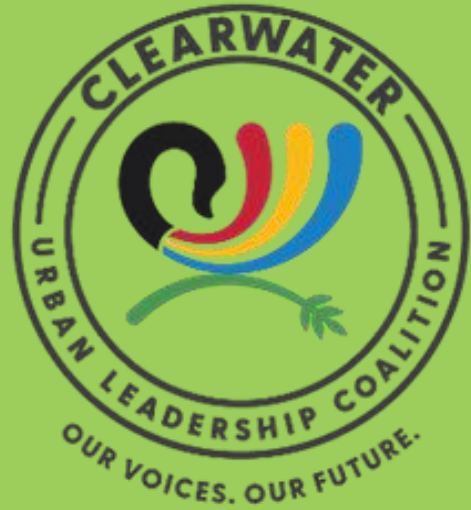
“WORKING TO MAKE SURE EVERYONE HAS A BOAT TO BE LIFTED”

FINDINGS AND RECOMMENDATIONS

- The cost of poverty in Pinellas County is \$2.5 billion annually, which includes high crime rates, poor health, forgone earnings and productivity.
- Despite increased County funding to combat the adverse outcomes of poverty, the same communities have historically experienced high poverty rates and have increased over time.
- The high cost of poverty suggests that the investment of significant resources in poverty reduction might be more cost effective than those targeted at combating the adverse outcomes of poverty.

FINDINGS AND RECOMMENDATIONS

- It is therefore important to invest in these communities to improve the socioeconomics.
- The five At-Risk Zones all suffer from the same 7 factors: insufficient transportation; limited access to food; lower education attainment; limited access to healthcare; increased crime rates, high unemployment and inadequate and insufficient housing.
- These seven factors all contribute to the continued cycle of poverty. A coordinated, comprehensive approach must be adopted to overcome those barriers.
- The County's goal is to work with municipalities and citizens to better align resources to revitalize and redevelop communities.



CLEARWATER URBAN LEADERSHIP COALITION PARTICIPANTS

We are honored to have over 40 various businesses, community organizations and many more individuals who have joined this effort of working together to create a thriving community.



HOW YOU CAN SUPPORT

1. *Stay connected by joining our mailing list for updates.*
2. *Talk up what the coalition is doing to those in your circle of influence.*
3. *Direct people to one of the public information sessions to learn more about the CRA.*
4. *Consider joining our volunteer team. This huge undertaking will require the time and talents of many community members.*



HOW YOU CAN
JOIN THIS
HANDS ON
EFFORT

COALITION MEETING DATES

All meetings will be held via the Zoom Video Conferencing Platform until further notice.

GENERAL PLANNING MEETINGS

4th Tuesday of each month at 6:30 p.m.

STEERING COMMITTEE MEETINGS

3rd Thursday of each month at 10:30 a.m.

Meeting dates subject to change.

OUR VOICES, OUR FUTURE

CLEARWATER URBAN
LEADERSHIP COALITION

GLORIA CAMPBELL, EXECUTIVE DIRECTOR

MARILYN TURMAN, DIRECTOR OF COMMUNICATIONS

(727)-288-1009 * (727) 489-9924

Silkmrt1@tampabay.rr.com

Culc2020Vision@gmail.com



WWW.CULC2020.ORG

(under construction)



Clearwater Urban Leadership Coalition
(Sign in here to be added to our mailing list)

CONTACT US



CLEARWATER URBAN
LEADERSHIP COALITION



**OUR VOICES,
OUR FUTURES.**