



Board of Directors Meeting

June 9, 2011

City of St. Petersburg Matching Funds Opportunity

Item III.B.

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- Recommended Action:** Approve an allocation beginning June 24, 2011 of up to \$500,000 (annualized) in match funding for the City of St. Petersburg for after-school and summer slots.
- Issue:** The City of St. Petersburg is a target area for the implementation of prevention programs, particularly in the 33705, 33711, and 33712 zip codes.
- Budget Impact:** This match is contingent upon: the City Council's approval of \$500,000 in match funding and a reduction in ad valorem revenues, no greater than 4.46%.
- Strategic Plan Goal:** Wise investments of public funds, pursue matching opportunities, and implementation of the 3 focus areas.
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Background:

Staff have been in discussion with the City of St. Petersburg, seeking to expand our collaboration in providing high quality after-school services in St. Petersburg (these slots are not limited to St. Petersburg residents). City staff proposed a \$500,000 matching opportunity to JWB on Monday, June 6, 2011. This dollar for dollar match would have the potential to draw down an additional \$1M in state funding, and would need to be approved by the City Council on June 23, 2011. Given the desire to expand the availability of summer child care slots and summer jobs, staff is bringing this memo to the Board in advance of the City Council meeting to assure implementation of the program in early July, subject to Board approval.

JWB currently supports, in collaboration with the City's match, over 400 slots per year, and a city recreation program that provides services to over 4,286 children annually. Given recent discussions with the JWB Board, the City Council and City staff, there is clearly an opportunity to amplify the local public dollars through this partnership. The possibility of additional match funding through the state Child Care Executive Partnership makes the proposal even more attractive. Staff propose to explore matching opportunities with other municipalities and agencies as new dollars become available in future years.

When viewed in relation to other areas of Pinellas County, the City of St. Petersburg is unique in its densely populated, racially isolated neighborhoods, which are characterized by systemic generational poverty, higher proportions of female headed households, high crime rates, and lower levels of educational attainment. These socio-demographic factors work as effective barriers for children growing up in this environment. As a result, a lower proportion of St. Petersburg's children are ready

to learn and succeed when they enter kindergarten and many are not reading at grade level in 3rd grade. The County's highest number of births to teen mothers and the largest portion of referrals to the juvenile justice system also originate in St. Petersburg. The consistent failure of a significant portion of a community's children to meet these basic benchmarks of continued school success and experience an adolescence free from teen parenting and delinquency continues to create the next generation of adults with poor outcomes.

This proposal would provide \$1M for after-school services for 400 youth and expanded services for at least 750 youth. There is also a jobs component for 20 youth as Recreation Attendants. Overall, JWB's investment in City Out-of-School-Time slots would increase by \$500,000 to \$1.6M, with the City's investment advancing to \$ 7,904,240. These new slots would give priority to at-risk youth in high need zip codes who are 200% or below the poverty level.

Staff is basing this proposal on the following criteria:

1. City Council's approval of \$500K in dollar for dollar matching funds.
2. The latest estimate for ad valorem revenue reductions has been reduced to 4.46%, generating an unanticipated additional \$500K. The proposal does not require an increase in the millage rate. Funds generated as a result of this proposed action would be used to populate the Family Services Pool, designated specifically for the high-risk youth in St. Petersburg.

Information Item V.A. expands on this action item.

Information on the Family Services Pool is provided in Item III.