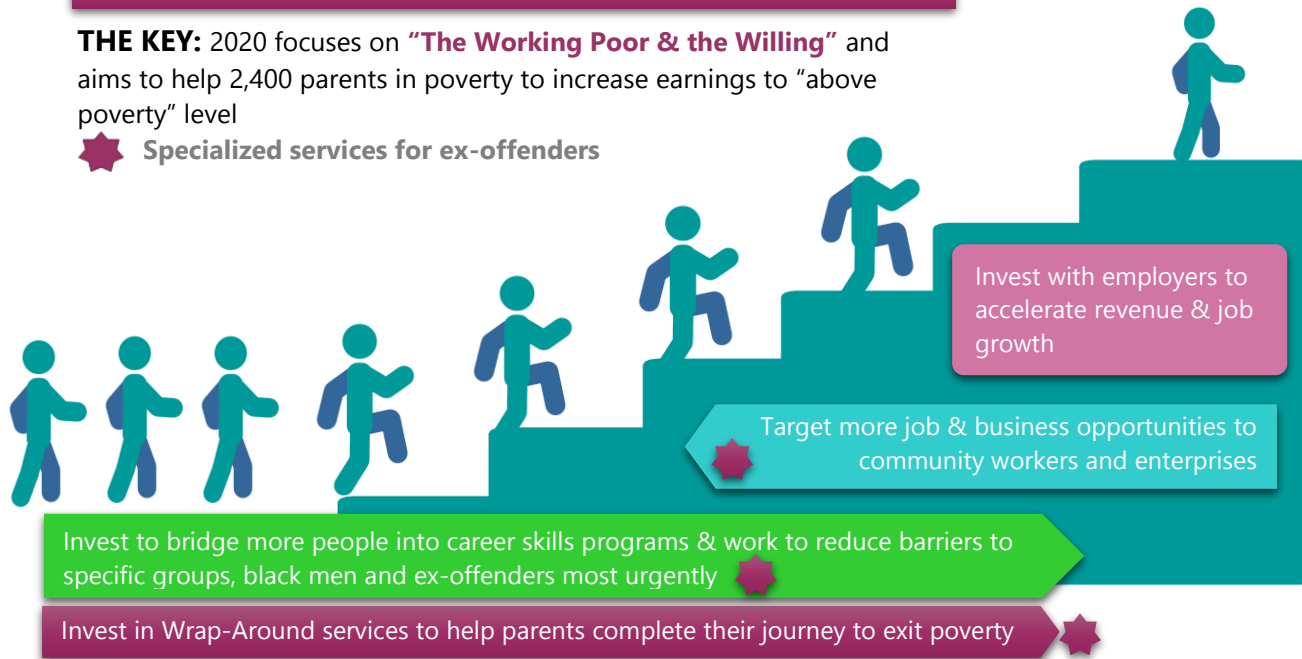


# THE 2020 PLAN FORMULA

To reduce poverty by 30% in South St. Petersburg by the 2020 Census

**THE KEY:** 2020 focuses on **“The Working Poor & the Willing”** and aims to help 2,400 parents in poverty to increase earnings to “above poverty” level

★ **Specialized services for ex-offenders**



## Accelerate Hiring & Job Creation

**2020 formula:** Invest with 540+ employers to help them grow revenue & jobs:

- Training and capital for 500 micro & small businesses
- Capital & support for 12 developers
- Grants & support for 12 employers & for 20 social enterprises

## Bridge More People to Career Track

**2020 formula:** Invest to bridge 1,500 parents in poverty into career skills training & degree programs and good-paying jobs via apprenticeships, internships, and the program portfolios of PTC and SPC; invest to help 1,000 youth earn career skills.

## Support parents to start & complete their journey to exit poverty

**2020 formula:** Provide Wrap Around Support to help parents achieve 4 goals: 1) start a journey to exit poverty, 2) complete journey; 3) get fit – physically, financially & mentally; and 4) become stronger parents

## Raise & leverage new resources

**2020 formula:** Raise & leverage \$78 million to fund interventions that move the needle, including economic, workforce, commercial & business development

## Raise a new performance standard

**2020 Plan formula:** Work with funders & researchers to raise new standards of evaluation & reporting among service providers & policy makers

### LOW-SKILL WORKERS

Unemployed, underemployed or working in the underground

### LOW-WAGE WORKERS

who want to advance

### MIDDLE & HIGH WAGE WORKERS

already earning good money who want to move upward on the ladder

## IMPACTS for the City economy and workforce



- Poverty rate reduced by 30% to 15.3%
- Annual income grown by \$200 million per year
- Annual taxpayer poverty costs reduced by \$158 million
- Employment increased by 3,000 and 1,200 new jobs created
- Unemployment, underemployment & underground employment reduced

City ranking & competitiveness improved relative to other cities in attracting new jobs