

Community Impact Grant:
Stimulating Environmental or Economic Progress
to Empower Underserved Communities

Issuer: University of South Florida, St. Petersburg, Spring 2010 Student Philanthropy Board #9



Community Commercial Kitchen Program Proposal

African People's Education and Defense Fund, Inc.

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Date: March 22, 2010

A. Executive Summary

The African People's Education and Defense Fund (APEDF) is a non-profit, tax-exempt (501c3) organization based in Pinellas County, Florida that develops and institutionalizes programs to address the grave disparities in education, health, healthcare and economic development faced by the African community.

Our Community Commercial Kitchen Program is to outfit a commercial kitchen for community use, located in the historically underserved black community on the south side of St. Petersburg which is joined by geographic, ethnic and economic conditions of poverty and underdevelopment. The Community Commercial Kitchen Program specifically addresses the critical needs of economic development and poverty, and will have a strong impact on the underserved community.

The USF grant funds we are seeking will greatly enhance the kitchen Program which stimulates environmental and economic progress and empowers the underserved community to reach their full potential:

- Creates real community commerce, self-sustaining economic activity, and employment opportunities within the black community
- Enables sustainable economic development by lowering business entry barriers, like cost, for community members to have access to a commercial kitchen
- Enhances opportunities for existing local food enterprises to develop new techniques and products which maintain viability or allow expansion
- Offers opportunities for new entrants in the food service marketplace to incubate start-up enterprises and develop skills to ensure ongoing viability
- Educates participants, as well as the greater community, about the power and benefits of enterprise that retains ties to the local community and encourages community cohesion
- Provides classes and training programs in:
 - o healthy nutrition and cooking
 - o professional food handling service
 - o securing food and business permits and licenses
 - o promotion, marketing and business management

The APEDF Community Commercial Kitchen will be self-sustained by the hourly and monthly rental fees from users of the kitchen including vendors, caterers, bakers, entrepreneurs, special events coordinators, and instructors. Fees from kitchen usage will support a kitchen manager, and a Community Economic Development Committee will build partnerships that bring in resources and support, and empower the underserved community to control and influence its economic progress.

APEDF is a non-profit organization with a track record of providing solutions for economic development. It has successfully managed long-term, community-based institutions and is rooted in the African community that it serves.

APEDF is known for uniquely meeting the needs of the historically under-served black community with such programs and institutions as:

- A community fitness gym and wellness center featuring sliding scale fees and no contracts since 1993
- Annual weight lifting competitions, health fairs, and health educational seminars
- Healthy Connections Newsletter, a free source of wellness articles, recipes and neighborhood information
- Youth leadership and basketball programs since 2000
- Uhuru Furniture & Collectibles stores for economic development since 1989
- Uhuru House community centers since 1990, for community and youth programs including: student tutoring, conferences, book clubs, teen dances, graduations, Kwanza Celebrations, family reunions and special events
- Events, forums, and networking partnerships with like-minded community groups and organizations

APEDF received a Community Development Block Grant from the City of St. Petersburg in 2000 for the purpose of renovating a larger space and purchasing new equipment for the community fitness and wellness program that it first opened in 1995 and continues today.

In 2004, APEDF received a grant from the Allegheny Franciscan Foundation to provide an aerobics fitness program free to the community. The grant paid for an Aerobics Instructor and equipment.

The Community Commercial Kitchen Program directly impacts the underserved community in a sustainable way while addressing the critical issues of poverty and the need for community economic development.

B. One year plan

May through August 2010:

Feb. 22 Contractor and Architect retained after bids and interviews:

EMPAD Architecture & Design

Hensen Development and Construction, Inc.

April 1 -

June 1 Equipment acquisition (use USF enhancement funds)

April 4 Plans submitted to city for permitting

April 14 Promotional Campaign: Initiate twice monthly community partnership meetings

to involve potential users, vendors, class instructors and attendees.

April 15 -

June 15 Construction and installation of equipment

June 1 Kitchen policies, pricing and protocols developed.

Job description for Kitchen Manager created and advertised; interviews begin.

June 15 Brochure printed to promote use of kitchen and advertise trainings and classes.

Promotional campaign with flyers and media to build community partnerships and

publicize July Open House event (use USF enhancement funds)

June 30 Receive Construction Certificate of Occupancy

Hire Kitchen Manager

July Kitchen Open House: Invite all potential kitchen users including those who have

already expressed need and interest: Market and Festival vendors, caterers,

bakers, entrepreneurs, instructors

July –

August Community promotions and outreach

September 2010 through May 2011:

September Grand Opening - Invite all members of the community and greater St. Petersburg

for a celebration of this new economic development institution, including City of St. Petersburg/Midtown Economic Development Offices; all donors, volunteers and business contributors; all kitchen users; community members and partners.

October -

May 2011 Hold classes and trainings:

Business management and marketing; packaging and promoting products and services; Securing food permits and business licenses; Nutritional cooking and meal-planning; baking and specialized cooking; Growing and using locally

grown produce and herbs; Rainwater harvesting.

Continue community promotion and building partnerships

C. Program goals linked to critical needs

The Community Commercial Kitchen Program will have a strong positive impact on the historically underserved black community of St. Petersburg with critical needs of economic development and poverty that have been identified by the USF Student Philanthropy Board.

Statistics show this community suffers from poverty, under- and unemployment, and lack of economic development, which affects all aspects of health and quality of life.

- 71% of blacks in Midtown St. Petersburg live on or below the poverty level, with a median income only half that of the city as a whole.¹
- More than 25% of blacks in St. Petersburg between the ages of 18 to 24 live in deep poverty.²
- 2/3 of all black children (ages of 1 to 11 years) in St. Petersburg live in deep poverty, which is defined as below 50% of the US government poverty level.³
- Only one third of black students in Pinellas County graduate with a high school diploma.
- 42.3% of those in St. Petersburg without a high school diploma live in poverty.⁴
- Salaries for blacks in St. Petersburg are little more than half of white salaries.⁵
- Unemployment of the black community in Midtown is at least twice that of City as
- Unemployment in Pinellas County, Florida was at 12.7% in January 2010. Florida job growth is 4.1% negative jobs lost since January 2009. St. Petersburg jobs decreased 8.6%. There is increasing unemployment in the black community, estimated at 50% and higher, making most of the community unemployed or underemployed.
- Blacks experience grave disparities in health and mortality due to poverty and lack of access to quality food: rates of diabetes and heart disease are 70% higher than whites; Cancer rates 50% higher for black men and 35% higher than black women, for example. 8 Life expectancies are up to seven years less than whites. Infant mortality in Pinellas County is four times higher for black women than white.⁹

Throughout the historically African community of south St. Petersburg, local economies have been devastated one after the other over the past twenty years. The underserved community has lost its base of locally owned and operated black businesses through demolition of property and housing (Gas Plant area, Laurel Park, 22nd Street South commercial district, 16th Street South, Jordan Park, etc). The current economic crisis has deepened the poverty in the black community due to job loss, home foreclosures, inflated property values and property taxes.

¹ City of St. Petersburg, FL Consolidated Plans

² http://www.city-data.com/poverty/poverty-St.-Petersburg-Florida.html

³ http://www.city-data.com/poverty/poverty-St.-Petersburg-Florida.html

http://www.city-data.com/poverty/poverty-St.-Petersburg-Florida.html

Pew Hispanic Center Report

⁶ City of St. Petersburg, FL Consolidated Plans

⁷ Florida Research and Economic Database,

http://fred.labormarketinfo.com/lmi/area/areadetailreportx.asp?session=areadetail&geo=1204000103

⁸ Centers for Disease Control, American Heart Association

⁹ FL Department of Health

The Community Commercial Kitchen Program addresses this deep poverty and lack of economic development – and the serious health and social problems stemming from them – by creating jobs and community commerce, self-sustaining economic activity, employment opportunities and training, and expanding existing businesses.

The program also gives the underserved community a vision for transforming the conditions and uplifting everyone to a more prosperous, self-sustaining future. It strengthens the economic development capacity of the community as a whole that allows people to stay in their homes and sustain their community.

Historically the African community has provided its traditional foods and culinary arts to its community. There have always been caterers, bakers, barbeque experts, community fish frys and cookouts. Food sales have also traditionally been an avenue for raising funds for youth, community and church activities, as well as subsidizing family income.

There is tremendous potential for economic development in this very popular area in the African community - food production. The greatest opportunity lies in the unquestionable talent, skill, creativity and entrepreneurial spirit in the African community; the missing factor is the resources and facilities to develop viable businesses.

APEDF conducted a community survey to determine the needs specific to the area surrounding the Community Commercial Kitchen site: culinary and food service is one of the top ten business interests possibilities. In addition, we already have many contacts interested in using the facility once it is completed: individuals interested in marketing a food product, caterers who have used the banquet hall at the community center in the past, Saturday Morning Market vendors, families that vend at the annual Martin Luther King, Jr. parade, and other non-profit and community groups.

The demand for commercial kitchen facilities at reasonable prices is demonstrated in our target community. Existing commercial kitchens either charge rental fees for "state of the art" kitchens that are generally unaffordable, or are lower priced kitchens without all the equipment typically needed.

Many African market vendors, community BBQ institutions, and community organization fundraising committees are not currently able to satisfy the Health Department and State of Florida licensing requirements due to the unaffordable commercial kitchen spaces. Many vendors operate without proper licensing, putting the public and themselves at risk. The City of St. Petersburg has enforced stricter standards prohibiting street vending, even on private property. This has traditionally been a much needed source of economic sustainability for the African community in St. Petersburg and most cities throughout the country.

Statistics show that community-owned projects are a springboard for commerce within the community. Recent economic studies have shown that locally controlled enterprises keep far more money circulating in the community than outside, corporate controlled enterprises run by distant owners. If a dollar is spent at a locally controlled business, 73 cents circulates in the

community, benefiting the people there. If a dollar is spent with a non-local corporation, only 43 cents stays in the community.

There is a demonstrated history of established financial and governmental institutions not serving this community and others like it across the U.S. Since the community is underserved by traditional financial institutions, the need for investment is overwhelming.

It is clear that there is an urgent need for the Community Commercial Kitchen Program. It will keep resources circulating within the local economy thereby increasing local economic control and community commerce.

D. Program activities

The APEDF Community Commercial Kitchen Program will outfit an existing kitchen space with NSF (National Sanitation Foundation) grade commercial kitchen equipment and receive licensing from the County Health Department and State of Florida. The kitchen will meet all requirements and have all equipment for food preparation for resale and vending sales at markets, fairs and festivals, and for service at privately catered parties.

The APEDF Community Commercial Kitchen Program will fill the gap of affordable, available commercial kitchen space for use by the underserved community we have identified. There are no other community-based, available and affordable commercial kitchens to rent.

In addition, the Community Commercial Kitchen will provide classes and training programs in:

- healthy nutrition, cooking, and meal-planning, including use of produce and herbs from APEDF and other community/collective garden programs
- professional food handling service
- securing permits and licenses for food products
- promotion, marketing and business management: including how to market, package and promote products and services, prepare business plans and sales contracts, keep financial records, evaluate market conditions and products.

The Community Economic Development Committee created for this program will enhance its success and long term sustainability by empowering the community with the resources and unity for economic progress. Thus the Community Commercial Kitchen will create real community commerce, self-sustaining economic activity, and employment opportunities within the African community.

The current 1,150 sq. foot kitchen space at the Uhuru House community center was created in 2008 with the overall renovation of the building, with the vision to outfit a commercial kitchen for community use. Additional funds have been raised and APEDF has now retained an architect and contractor to obtain the needed architectural plans, permits, and construction for installation of commercial equipment, including a gas stove, gas convection ovens, hood with fire suppressant system, three compartment sink, tankless hot water heater, grease trap, dishwasher/sanitizer, commercial refrigeration, and other food service equipment and utensils.

The USF grant funds will enable APEDF to purchase key equipment needed for the kitchen as well as initiate the outreach campaign to build community partnerships and communicate to potential users the significance of this program, highlight the high quality of the facilities and promote its accessibility and affordability.

APEDF will host open community meetings and form a Community Economic Development Committee for this program to enhance its success and sustainability. APEDF has a "do for self!" culture that empowers the African community to continue its historic struggle for economic self-reliance and sustainability. APEDF also makes it possible for all people, regardless of race, religion, class or ability, to participate in and support this culture.

The Community Commercial Kitchen Program will foster a self-reliant, non-charity relationship within the community. APEDF institutions, including the kitchen, engender mutually supportive relationships within the African community through community-focused economic enterprises. Bringing together the community in this way advances the capacity for developing viable economic development projects resulting in an overall increase in community commerce.

Development of community partnerships also brings in support and resources such as volunteer training instructors, donations of equipment, in-kind services, and cash donations, and referrals for facility rental that all contribute to the long-term sustainability of the institution.

Those who will be approached for kitchen use and community partnerships who will be served with this economic development program:

- The St. Petersburg/Tampa Bay area community that is not able to afford the current rental costs of existing commercial kitchens
- Potential entrepreneurs who now see opportunity with a community-based kitchen that also coordinates community training programs
- Fresh/Farmer's Market vendors priced out of existing commercial kitchens
- Caterers and all food service people who would choose to support a kitchen representing economic development for the African community

Specifically, this would include:

- Existing viable businesses and vendors who need affordable certified kitchen facilities and/or who desire to develop new products or services
 - o Caterers with service required on location, and caterers who also need a banquet hall attached to the kitchen
 - o Saturday Morning Market and other fresh/farmer's market vendors
 - o Fair and festival vendors such as the families that vended at the MLKing parade
 - o Pie and cake bakers who would like to widely market and sell their products
- Individual entrepreneurs/entrants into the food service industry, who desire to establish a new business or develop a product
- Existing businesses that are struggling and can benefit from support services
- People who desire employment in the food service industry and need new skills training or who desire to enhance their current skills
- Renters of the adjacent banquet hall who require food service facilities
 - o Family reunion dinners
 - o Non-profits for fundraising dinners and pancake breakfasts
 - o Community youth programs
- Food service providers of every type who choose to rent this kitchen as a way to contribute to the economic development efforts of the African community

Kitchen user fees will be reasonable and take into account the average income in the community. Estimated costs will be based on 1) the number of hours the facilities are needed by the individual or group; 2) the equipment use and electric/gas outlay; 3) the commitment to regular weekly/monthly contract; and 4) whether or not the use of the facilities will be tied to rental of banquet hall.

As shown in the budget, the user fees will be able finance a part-time kitchen manager to schedule and supervise kitchen users, maintain equipment and supplies, and help promote kitchen usage.

Use and support of the Community Commercial Kitchen will be advanced with APEDF's extensive experience in promotion and community networking to ensure maximum usage and benefit to the underserved population. This will include:

- Brochure and business card on the Community Commercial Kitchen with features, rates, classes/trainings offered and a vision of possibilities for economic development projects.
- Flyers announcing open community meetings of the community committee for the program, events such as the Grand Opening and Open Houses.
- Distribution of brochures, business cards, and flyers throughout the city to food vendors and caterers as well as to the general public to businesses, community centers, small business support programs, employment support agencies, campus resource centers, culinary arts programs, chamber of commerce, and others
- Mailing of brochure and business card to all caterers, food service providers, special
 events coordinators, tour coordinators, non-profits, market vendors, and fair and festival
 vendors.
- Online promotion through nonprofit postings, Social networking sites, APEDF website
- Church bulletins and announcements
- Media campaign with
 - o Press release, PSAs, calendar announcements for events and classes/trainings
 - o Print and radio media listings
 - o Internet news sites and online postings
- APEDF website refreshed with new design and updated with campaign including thermometer measuring fund drive and equipment list encouraging in-kind donations.
- Hosting a grand opening celebration upon the completion of outfitting the kitchen and securing the Health Department certification.
- Hosting regular open houses and special events to bring prospective users and community partners to the facility

The Community Commercial Kitchen Program is an innovative and unique program because it:

- Draws upon untapped talent in the community to relieve unemployment and poverty, while deepening the vibrant culture
- Addresses an underserved market with the needed facility and trainings to start community-based independent enterprises
- Creates a self-sustaining, environmentally-friendly facility as a resource for the underserved community
- Promotes healthy eating, cooking and meal planning, proper nutrition, fitness and weight management that can result in substantial improvement in health and quality of life
- Is a model that can be replicated in other underserved communities

Budget and Budget Narrative

The attached budget shows the total capital costs of \$47,000 to outfit and open the kitchen. Also included is a three year operating budget which shows the viability and sustainability of the kitchen program, and the itemized list of equipment and supplies for the capital budget.

The capital budget includes:

Construction, Architectural Plans and Permit to install the required equipment, including:

- plumbing for sinks, tankless hot water heater, grease trap and dish sanitizer
- gas lines for oven and stove
- electricity and ventilation for hood and fire suppressant system
- additional electricity for refrigeration

Stainless steel, NSF grade Equipment and Supplies including:

- Gas range/grill
- Convection ovens
- Commercial refrigerator and freezers
- Required sinks: 3 compartment, hand wash, and mop
- Tankless hot water heater
- Dish washer/sanitizer
- Grease trap
- Mixer, Food processor
- Prep tables, Utility carts, Sheet pans, Utensils

Initial Promotion and Community Outreach including:

- Brochure to promote use of kitchen and advertise trainings and classes
- Flyers and media campaign to build community partnerships and publicize Grand Opening events

The \$5,000 USF grant funds will be applied to these capital costs:

\$4,400 Equipment

\$2,400 Gas convection ovens

900 Tankless hot water heater

1,100 Sinks: stainless steel, 3 compartment main sink and mop sink

\$ 600 Promotion and Community Outreach

The operating budget includes:

Income from rental of the facility, as projected by set hourly rates and total hours for different types of usage

Expenses including:

- utilities, projected by hourly rate and usage
- supplies, projected by hourly rate and usage
- equipment maintenance and purchases

- Promotion and community outreach including: brochures, business cards, flyers and media to promote use of the kitchen; advertise open houses, special events, trainings and classes; and to build community partnerships
- Kitchen manager (part-time progressing to full-time) to schedule and supervise kitchen users, maintain equipment and supplies, and help promote kitchen usage

Funding Plan for Capital Budget

With the \$5,000 enhancement from USF grant funds, the capital budget shows a remaining \$42,000 required by APEDF to complete the Community Commercial Kitchen Program. APEDF currently has \$17,700 of these funds that have been raised and designated for this program. The funding plan for the \$24,300 balance includes a fundraising campaign currently in progress with these aspects:

- In-kind donations of equipment from manufacturers and distributors
- "Yoga With a Purpose" fundraiser May 9-16, 2010
- Presentation of business plan and appeal to known APEDF supporters for large donations
- Donations from scores of APEDF supporters through appeal mailings, dynamic APEDF website and other internet promotion, corporate matching funds. Identify new donors from the base of support of APEDF and its long time institutions.
- Special events, forums and benefits, including speaking engagements, concerts and cultural benefits
- Outreach booths soliciting donations at upcoming events: APEDF co-sponsored Earth Day celebrations nationally in April, regional Earth Day events
- Grants from schools, foundations, green and community based businesses
- Presentations and solicitations to churches and organizations committed to economic development for the underserved
- Promotional presence with appeals for donations on websites of fair trade groups, green business associations and organizations

E. Assessment plan and Performance measures

Criteria for success of the Community Commercial Kitchen will be measured by how well it meets its operating costs and by the quantifiable number of:

- · kitchen hours used and monthly contracts obtained
- vendors now using the kitchen who previously couldn't get affordable facilities
- people using the kitchen to start new products
- caterers and bakers able to conduct, enhance and expand their business
- people who participate in classes and trainings, and their success in developing and marketing products and enterprises
- community partnerships created
- nonprofits and church community groups able to use facilities for events and fundraisers
- jobs and businesses created, and by
- effective leadership and outreach of Community Economic Development Committee

Monthly goals will be established for the number of users and hours, classes and trainings, promotional campaign work, special events, and community partnerships. Monthly written reports will be given by the kitchen manager to the APEDF Executive Director summarizing what has been accomplished, strengths and weaknesses and how to address, and goals for following month. Reports will include an itemized financial report of income and expenses, and a list of all kitchen users and types of use. These reports will be summarized quarterly by the Executive Director and presented to the APEDF Board of Directors.

Evaluation forms will be given to all kitchen users to complete when leaving the facility, which will survey users on their satisfaction with the facilities and services and solicit suggestions for equipment, classes, trainings and other services. These forms will be summarized by the kitchen manager and included in monthly reports to the Executive Director and the Community Economic Development Committee for the Program.

The Community Economic Development Committee will also make a monthly assessment of the kitchen use, promotion, special events, classes and trainings, and community partnerships. A representative from the committee will make quarterly reports to the APEDF Board, along with reports from the kitchen manager and Executive Director.

The Community Commercial Kitchen Program is urgently needed to address the critical issues of poverty and the need for community economic development. The plans have been started and a contractor secured. With USF Student Philanthropy Board funds, APEDF can purchase the key needed equipment and begin community partnership and involvement outreach to insure a successful program.

Budget - APEDF Community Commercial Kitchen Program

Capital Budget to Outfit and Open Kitchen												
	•			US	SF - SPB	A	APEDF	TOTAL				
Construction and plans:						L						
Architect						\$	3,500	\$	3,500			
Contractor						\$	19,000	\$	19,000			
Construction Permit						\$	500	\$	500			
Equipment and Supplies (itemized list attached)				\$	4,400	\$	19,000	\$	23,400			
Promotion & community outreach				\$	600			\$	600			
TOTAL				\$	5,000	\$	42,000	\$	47,000			
3 Year Operating Budget for Sustainability												
Income from rentals:		YEA			E	YEAR TWO			YEAR THREE			
	Rat	te/Hr.	Hours	Inco	ome Total		Hours	Income Total		Hours	Inc	ome Total
Vendor prep	\$	15	485	\$	7,275	L	650	\$	9,750	725	\$	10,875
Caterers prep	\$	15	255	\$	3,825	L	375	\$	5,625	475	\$	7,125
Stove/Oven-Cater/Chef/Baker	\$	20	140	\$	2,800	L	190	\$	3,800	240	\$	4,800
Classes	\$	10	40	\$	400	L	80	\$	800	120	\$	1,200
Monthly contracts	\$	12.5	550	\$	6,875	L	900	\$	11,250	1,100	\$	13,750
Kitchen rent with auditorium	\$	100	30	\$	3,000	L	33	\$	3,300	50	\$	5,000
Total			1,500	\$	24,175	L	2,228		34,525	2,710	\$	42,750
Expenses:			YE	AR ONE		YEAR		TWO		YEAR THREE		
Utilities: gas	\$5/h	r		\$	3,000			\$	4,456		\$	5,420
Kitchen manager	\$10/	hr h	20 hrs/wk	\$	10,000	30	hrs/wk	\$	15,000	40 hrs/wk	\$	20,000
Supplies	\$1/h	r		\$	1,500	L		\$	2,228		\$	2,710
Promotion & Literature				\$	1,000	L		\$	1,000		\$	1,000
Equipment Maintenance				\$	2,400	L		\$	2,400		\$	2,400
Equipment Purchases				\$	2,000			\$	3,000		\$	4,000
Total Expenses				\$	19,900			\$	28,084		\$	35,530
Income - Expenses = Reinvestment to programs			\$	4,275			\$	6,441		\$	7,220	

Itemized Equipment and Supplies for APEDF Community Commercial Kitchen Program

(Items good quality used, unless noted)

	TOTAL		USF - SPB		APEDF	
Six burner gas range/grill (donated)	\$	_				
Donated/Reduced shipping cost to St. Pete, FL	\$	500			\$	500
8 foot Hood/Fire Retardant System (new)	\$	9,200			\$	9,200
Convection Ovens, gas, double stack	\$	2,900	\$	2,400	\$	500
3 compartment stainless steel sink with spray faucet	\$	850	\$	850		
Mop sink	\$	250	\$	250		
Hand wash sink	\$	125			\$	125
Tankless Hot Water Heater	\$	900	\$	900		
2 Door Stainless Steel Commercial Refrigerator	\$	1,200			\$	1,200
2 Door Stainless Steel Commercial Refrigerator	\$	1,200			\$	1,200
Dish washer/sanitizer	\$	2,000			\$	2,000
Grease trap	\$	375			\$	375
30 qt. Hobart commercial mixer	\$	1,800			\$	1,800
Robot coupe commercial food processor	\$	1,000			\$	1,000
Speed racks, Sheet Pans, Utility carts, Utensils	\$	1,100			\$	1,100
TOTAL	\$	23,400	\$	4,400	\$	19,000