

LOI Form

LOI

If you would like to complete this Letter of Intent in Word first and copy your answers over later, use the following link: [Download LOI](#)

The rubric that will be used to score your Letter of Intent can be found here: [Download LOI Rubric](#)

Please pay attention to character limits while working on your draft. These limits include spaces.

Organization Name*

Pinellas County Urban League (PCUL)

Project Name*

Create a brief name for this large capital project. This is how it will appear throughout the PCF grant portal.

Pinellas County Urban League Facility Upgrade

EIN*

59-1665523

Incorporation Year*

What year did your organization incorporate? This will be the year listed on your determination letter from the Internal Revenue Service.

1978

Organizational Mission Statement*

What is your organization's mission statement? This should be no longer than one or two sentences.

The Pinellas County Urban League has been serving the community for over 43 years. The agency's mission is to help African-Americans and others in underserved communities achieve their highest true social parity, economic self-reliance, power, and civil rights. The League promotes economic empowerment through education and job training, housing and community development, workforce development, entrepreneurship, health, and quality of life.

We accomplish this by providing programs that enhance personal growth skills, job readiness training, financial literacy education, entrepreneurship development opportunities, civic engagement initiatives and a variety of other services that meet the needs of hardworking families.

Unique Entity ID (SAM)

Please provide your organization's Unique Entity ID number. This is a specific number used by the federal government to identify your organization. **This is different from a DUNS number, which the federal government no longer uses.**

If you do not have a Unique Entity ID number, you can create an account on SAM.gov and apply for one here (it is free and may take 3-4 days for approval): <https://sam.gov/content/home>

This field is optional as to not stop a qualifying organization from applying. HOWEVER, a Unique Entity ID number will be required if your organization is approved for a grant. Your organization should apply for a number now if it does not yet have one.

Character Limit: 12

X5ECCAJYYMF4

Annual Operating Budget Size*

Please provide the amount of your annual operating budget (expenditures only) for your entire organization.

\$7,096,423.00

Amount Requested*

The maximum grant amount is \$5 million. You may request up to 5% for grant administration, project management, and other indirect costs. Please be sure your indirect cost rate is represented in the figure you put below.

Note: You will be required to upload a more detailed budget if you are approved for the full application stage. You will need to also attach any bids, estimates, and agreements with contractors or other vendors in relation to the proposed project.

\$2,500,000.00

Does the total project cost exceed the amount your organization is requesting?*

Please note: Answering "Yes" will cause additional questions to load later in this application.

Examples

ABC Childcare is seeking funding for a new playground. ABC Childcare is asking PCF to fund \$150,000 for certain equipment, and will seek other funding and donations for the remaining \$20,000 of the playground. ABC Childcare would select "Yes" for this question.

Better Tomorrow, a mental health provider, is looking to expand their counseling center by two rooms to meet increased service demand arising from the pandemic. Better Tomorrow has secured \$25,000 in private contributions, and wants to request the remaining \$125,000 in this grant. Better Tomorrow would select "Yes" for this question.

DBE Food Pantry is seeking funding for a new HVAC unit for their pantry, and is requesting \$40,000 from PCF to

cover the entire cost. DBE Food Pantry would select "No" for this question.

No

Parent Non-Profit/Subsidiaries*

If your organization has a parent non-profit that has multiple subsidiaries, will multiple subsidiaries be applying in this process?

Example

Better Tomorrow is the parent non-profit of three organizations. Two of those organizations want to apply in this process. Both would select "Yes" on this question.

No

Request Specifics

Organization Programming Background*

Please describe the programming your organization offers to the community and the length of time it has been doing so. That is, what does your organization **do** and **how long** has it been doing it?

The Pinellas County Urban League focuses on four key program areas: economic development, housing, education, and health. Each of the past five years, we have demonstrated a continued commitment to service and a need for growth in all areas. Economic Development has grown by 83% to 600 clients served; Housing 7% with 5500 clients served; Education 75% with 350 Youth Served and Health 500% with 600 clients served.

PCUL fuels Economic Development by offering Financial Fitness, Serious Business Academy and Career Counseling. We serve job seekers and partner with employers and agencies throughout Pinellas County and the Tampa Bay area to build the local workforce and expand the economy. The Serious Business Academy is a program that targets entrepreneurs and other minority small businesses operating in the Tampa Bay Area with several (FREE) resources to increase their business knowledge and provide resources for growth. Financial Fitness educates and provides residents throughout Pinellas County with financial literacy resources in the areas of saving, budgeting, credit, and asset building.

The Pinellas County Urban League has a goal to improve Health outcomes for Black people and other people of color in Pinellas County through the elimination of longstanding health inequities. The Urban League launched a Mobile Health Unit to support residents with limited access to healthcare by providing such services as screenings and education.

PCUL's Housing Development focusses on safe, affordable, clean, and efficient housing by offering the Low-Income Home Energy Assistance Program (LIHEAP). The LIHEAP program provides energy-payment assistance on behalf of low-income individuals and families who meet the program's eligibility requirements. Our Youth and Family Services Education area offers Educational Achievement, Leadership Skills, Social & Character Building, and Financial Literacy programs and services.

Community Need*

Please describe the community need that exists for your programming. If you are able to cite quantitative, local data, that will strengthen your proposal.

The Foundation for a Healthy St Petersburg along with Collaborative Solutions published a report providing an assessment of the connection between housing and health in Pinellas County Fla. This report provided quantitative research to better understand the housing, health, education and economic disparities that exist in Pinellas County.

A profile of the county reveals: In 2016, an estimated 940,000 residents lived in Pinellas County and approximately 130,727 lived in poverty (U.S. Census Bureau, 2016b); Poverty has a disproportionate impact on persons of color in Pinellas County - nearly 31% of those living in poverty identifying as African-American, 21% identifying as bi- or multi-racial, and 27% identifying as "other race (U.S. Census Bureau, 2016a)." ;In Pinellas County, the top 20% household income is 4.8 times higher than the lowest 20% (University of Wisconsin Population Health Institute & Robert Wood Johnson Foundation, 2018b); In Pinellas County, 171,245 households (more than 50% renters and over 33% homeowners) are considered "cost-burdened," (U.S. Census Bureau, 2016c) meaning they pay more than 30% of their income towards housing; Income and race are most consistently associated with differences in health outcomes and are the same factors that contribute to access to good housing and neighborhoods (Aidala & Sumartojo, 2007).

In 2020, the Pinellas County Urban League continued it's service commitment by supporting 533 clients with Economic Development; 6,775 families served in Housing; 2,084 supported in Education, and over 228 participants in our Health Initiatives COVID-19 drive-thru/walk-up testing sites. Ninety seven (97%) of the participants who were tested gave our testing site a rating of 4 out of 4 stars.

Through the League's programs and services, persons can be elevated through better education, greater economic development, better housing, and improved health.

Negative Economic Impact*

The following question is the keystone of a strong application in this process. If your organization cannot demonstrate a negative economic impact from the pandemic, your application will not qualify for committee review. If you are uncertain about what constitutes negative economic impact or how to demonstrate it, please contact PCF staff for technical assistance.

Describe your organization's negative economic impact arising from the COVID-19 pandemic. Examples could include:

- A reduction in revenue from 2019 to 2020
- Inflationary pressures
- Increases in demand for services that have not been compensated for through new revenue
- The use of reserves for unbudgeted expenses since the onset of the pandemic, and such use of reserves has prevented the purchase of capital assets
- A need for capital assets to offset community need for which your organization does not have the resources to purchase due to the negative economic harm from the pandemic
- A need for additional capital assets to adapt operations to accommodate health and safety guidelines by the CDC
- Growth in restricted pandemic-related revenue that does not permit capital asset acquisition

Note: If you are applying for both a Small Purchase and Large Project, you may reuse the answer for this question PROVIDED THAT the negative economic impact is relevant to both requests.

The Pinellas County Urban League's request for services has grown from receiving 100 applications for utility help to about 300 a week. A 200% increase! The pandemic drove us to move our applications online while continuing to process them by mail and phone, slowing our ability to provide prompt assistance.

Minority small businesses have been disproportionately affected by the pandemic, however, we continued our support to small business development initiatives and fostered employment and revitalization efforts in the communities we serve. Many small businesses did not have the documentation required to qualify for assistance from the Paycheck Protection Program. These increased needs put a strain on our organization, as we strived to assist both those who normally turn to us for help and others new to seeking assistance. The City of St Petersburg launched the Fighting Chance Fund locally, however, it did not provide the intended impact for this disproportionately underserved community.

The Pinellas County Urban League worked tirelessly to ensure that Black people take advantage of the new vaccine. We partnered with the Florida Department of Health in Pinellas to dispel rumors and provided accurate information to congregations, other community organizations, and individuals about the vaccine. Even as we proceeded with this education effort, we continued our partnership with the Health Department to get Covid-19 tests to Black communities in St. Petersburg, Largo, and Tarpon Springs.

Lower-paid essential workers such as nurses' aides, licensed practical nurses, cooks, and janitors were bearing and continue to bear the brunt of the coronavirus. Some have been laid off or have lost their jobs because of the pandemic. These are the new poor who are increasingly turning to the Urban League for assistance.

We continue to collaborate with community leaders and the founders of the 2020 Plan, an initiative to reduce poverty by 30 percent in South St. Petersburg. We've worked with the Florida Department of Health to provide Mental Health Days at Jordan Park. Residents could sign up for mental services and we provided free meals. The presence of the Urban League helped residents feel comfortable accessing such services, which often carry a stigma in the African American community. We continued our partnerships with Pinellas Technical College and St. Petersburg College for training to help our clients procure better jobs.

The surge in demand for services was not offset by increased donors. We were forced to delay much needed building repairs and upgrades in order to provide the services our community so desperately needed.

Proposal Description*

The American Rescue Plan Act requires a request that is reasonable and proportional to the level of economic impact your organization experienced. This means the request you describe below should not be greater than the economic harm your organization has suffered.

Please describe your project proposal and address the following:

- What project will be undertaken with these funds?
- What is the estimated lifespan of the project/property improvement?
- How does it address the negative economic harm you described in the previous question?

The Pinellas County Urban League has experienced a 200% increase in request for services which caused us to displace core services in remote locations. Our Career Connection, Senior Jobs and Health Affordability Care Act Navigators are now displaced in temporary locations.

This request is to expand the existing building at 333 31st St N by adding 1800 sq ft of office space to the second floor of the facility. The current building is 10,696 heated square feet. It is a 2-story facility built in 1966. Our facility upgrade request is to add new office space above the existing parking canopy and upgrade the entire facility with new flooring, paint, roof, electrical, plumbing, bathrooms, backup power generator, elevator and new air conditioning.

This new space will enable us to co-locate services in one facility and create optimum workflow for services, improve client responsiveness, and improve building safety for clients/employees with disabilities.

We will also create a new Covid compliant workstation zone where individuals can complete applications and upload required documentation without leaving the facility. All clients will be able to complete the Intake form and get exposure to all services offered by The League.

The new upstairs office space will include an IT Infrastructure upgrade. The new network will enable cycle time reductions for Housing Assistance Applicants (Low Home Income Home Energy Assistance Program and Weatherization Assistance Program) and Enhance job placements by offering in house online training with new digital job-readiness skills. Clients requesting housing or utility bill assistance will see a reduction in cycle time to approval.

The facility upgrade project includes adding an elevator providing access to the second floor to help clients and employees with limited mobility (ADA). On behalf of our recently transitioned CEO, the new addition will feature the Rev Watson L Haynes Youth Education and Training Center. Rev Haynes led the League since 2012 and provided leadership, counsel and represented the entire underserved community striving for justice and equality. The new center will host youth wrap around services training, industry certification testing/training and community multi-function space.

The capital improvements will also lower our risk for future hazard insurance. These improvements will enable the League to remain a beacon of hope in the community for decades to come.

Number Served*

How many people will directly benefit from this capital project annually?

13000

Unduplicated vs. Duplicated*

Is the number indicated above duplicated or unduplicated?

Duplicated: A client is counted each time they access services

Unduplicated: A client is counted once, regardless of the number of times they access services

Example: ABC Food Bank operates two mobile food pantries, one in Clearwater and one in St. Petersburg. Taylor, a Pinellas County resident, goes to both food pantries. If ABC Food Bank counts Taylor's visit TWICE, it is **duplicated**. If ABC Food Bank counts Taylor's visit ONCE, it is **unduplicated**.

Unduplicated

Other (Explanation Required)

If you selected "Other" in the previous question, please explain how your organization determined the number of clients that will benefit from the proposed capital project.

Rent vs. Own*

Does your organization rent or own the property for which you are proposing modifications?

Note: Selecting "Rent" will cause more questions to load below.

Own

Guiding Principles - Client Impact*

The American Rescue Plan Act, which provides the funding for this grant program, aims to ensure an equitable recovery from the COVID-19 pandemic. The term “equity” is defined as:

The consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

One of the guiding principles of this fund is that it will apply a lens of equity to ensure the needs of specified priority populations are met.

Will this project benefit the community members defined above that have experienced disproportionate negative impacts from the COVID-19 pandemic? If so, how?

As a result of these capital improvements, we anticipate all pillars of services offered by the Pinellas County Urban League will benefit the community. In Economic Development, we expect small businesses to expand and increase revenue. In 2021, we served 150 new business and provided 1600 hours of training. This directly resulted in \$310K of new capital acquired for business and even prevented some business from complete shutdown. The new office space will enable even more training for small businesses.

For our Youth and Family Services, we will continue expanding our Summer Youth Leadership Program (Summer Training in Leadership and Employment). The Summer Youth will be exposed to more Disruptive Innovative science activities including Artificial Intelligence, Robotics, Renewable Energy and Block Chain education and Advances in Health Screening technology like DNA Sequencing.

Housing Services will see a 30% cycle time reduction from initial application to approval/rejection. All clients will be able to apply and load all required documentation for services from the internal workstations and track status of applications from their phones.

Our Health Services will see a tremendous benefit as we continue to partner with The Moffit Center to bring Mobile Heredity Cancer Screening to our communities. We will need new space for liquid biopsy data collection and analytics.

Community Connection

The American Rescue Plan Act (ARPA) prioritizes organizations that either have headquarters or carry out the majority of their operations inside Qualified Census Tracts (QCTs). QCTs are a standard method of identifying communities with a large proportion of low-income residents. The U.S. Department of Housing and Urban Development determines what areas qualify as QCT.

To assess if your organization serves or is headquartered in a QCT, use the following link:

https://www.huduser.gov/portal/sadda/sadda_qct.html

In the top right-hand corner, choose the state of Florida and Pinellas County. Then on the left-hand side of the screen, click the box next to “Color QCT Qualified Tracts.” The QCT zones are denoted in purple. You can also map your address by adding it into the address box at the top to see if your location is inside the zones.

Below, please provide the location of your operations and the location of your headquarters, if different.

Headquarters Location*

Please provide your organization's headquarters address as it appears on your Sunbiz account. To check your Sunbiz registration, you may search here: <https://dos.myflorida.com/sunbiz/search/>

333 31ST STREET NORTH ST. PETERSBURG, FL 33713

QCT Determination - Headquarters*

Is this organization headquartered in a QCT?

No

Project Location*

Please provide the address or intersection where the property being modified is.

333 31ST STREET NORTH ST. PETERSBURG, FL 33713

QCT Determination - Project*

Is this organization's project in a QCT?

No

QCT Impact*

PCF understands that just because a project may not be located in a Qualified Census Tract, those who reside in one may access your services and may come to the location where your organization's project will take place.

- If applicable, please describe if you have clients that reside in a QCT as indicated on the map linked above, and the proportion of your clients that come from these areas.
- If your organization does not serve clients from a QCT, you can write "Not Applicable" below.

The Pinellas County Urban League's facility is not located in a Qualified Census Tract, however, 85 – 95% of Housing Services clients served are from a Qualified Census Tract. These services include Low Income Housing Energy Assistance and Weatherization. Additionally, in an effort to provide additional ease of access to our services, The Pinellas County Urban League partnered with other organizations to gain access to remote sites in QCT areas.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

Yes

This section aims to capture general demographic data about your organization and to see how you engage with and represent the community you serve. PCF has generalized the demographic data questions more than it has in other processes because of the public nature of this process. PCF understands that identity disclosure can be a sensitive matter and wants to respect your organization's board and staff. If your organization feels comfortable sharing more detailed demographic information, it may do so in the "Community Representation and Connection" section.

Community Representation and Connection*

Describe how your organization is representative of, or has authentic connections to, the community your proposal seeks to serve. You can list other community-based organizations that work on programming with you and/or list examples of your work within this community.

The Pinellas County Urban League is committed to addressing the challenges emanating from the pandemic. The Urban League has been using Education to alleviate skepticism in the African-American community regarding the vaccine's safety and efficacy. The Urban League is proud of its partnerships with the University of South Florida, the Department of Health and the Foundation for a Healthy St. Petersburg in providing health services to reach at-risk communities in a non-threatening environment with our Mobile Health Unit, a vehicle donated by the Pinellas County Board of County Commissioners.

The Urban League was able to continue providing job opportunities through funding from the United Way of Tampa Bay, the National Urban League and Bank of America Neighborhood Builders® award for disadvantaged communities. Our commitment is to continue addressing issues fundamental to economic mobility, specifically basic needs and workforce development. Minority small businesses have been disproportionately affected by the pandemic and the Urban League has been able to utilize these funds in support of small business development initiatives and foster employment and revitalization efforts in the communities we serve.

The Pinellas County Urban League stand firm in our commitment to getting people into jobs and out of poverty. As we continue our collaboration efforts with community leaders and the founders of the 2020 Plan, an initiative to reduce poverty by 30 percent in South St. Petersburg, an effort which has shown steady success.

Additionally, the Urban League provides financial literacy education to thousands of residents each year. We've also worked with the Florida Department of Health to provide Mental Health Days at Jordan Park whereby residents receive mental health services and free meals. Mental health issues often carry a stigma in the African-American community. The presence of the Urban League in underprivileged neighborhoods has helped local residents feel comfortable accessing these services.

Leadership Demographics - CEO/Executive Director*

Does your CEO/Executive Director consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Leadership Demographics - Executive Level Leadership Team*

Does your executive leadership team consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Leadership Demographics - Board Membership*

Do your board members consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

LGBTQ+

Financial Overview

Budget Summary*

Please provide a brief sketch of the categories of expenses and the costs needed for your project. If your organization is requesting compensation for indirect costs, be sure to note the percentage (up to 5%) and dollar amount below.

If you are invited to complete the full application, you will be asked to upload current verifiable bids, proposals, price lists [from your potential vendor(s)] from the past 60 days. If a contractor has already been selected for a construction project for which you are requesting funding, you will need to upload their bid. You are strongly encouraged to collect any remaining bids, proposals, and price lists shortly after submitting this LOI.

Add 1800 sqft second story above existing canopy

New low maintenance tile throughout the facility 5600sqft base + 5600 sqft upper + 1800sqft new = 13000sqft

New interior and exterior paint (repair walls as needed)

New roof 5600sqft upper

New electrical including junction box, internal wiring as needed and new LED lightning throughout facility

New plumbing (repair existing leaks and upgrade pipes as required)

New bathroom fixtures and vanities (4 bathrooms)

New backup power generator to provide power for 13,000 sqft facility

New elevator to gain access to second floor

New air conditioning (repair vents and ductwork as required)

Project Preparedness*

If your letter of intent is approved, you will have 30 days to submit a full proposal. This will require multiple estimates/bids for your project that detail the costs you've sketched out above from potential contractors that would do the actual work.

Where are you in the planning process for the implementation of this project? Please describe your organization's readiness for this project including your ability to collect bids and select contractors and/or vendors. **If you have already selected a contractor for the project, you will need to describe how that contractor was chosen.**

Example

Better Tomorrow has spoken with contractors about their counseling center expansion project, but has only sought one proposal from a contractor. Better Tomorrow would describe so below, having sketched out the costs in the previous question. Better Tomorrow would indicate its plan to obtain more quotes/bids upon submitting this LOI.

Community Arts 'R Us has begun construction on its new arts center, as it had secured 75% of the funding for it before the pandemic. Therefore, a contractor has already been selected, and is looking to obtain the funding necessary to complete the project. Below, Community Arts 'R Us would explain it has a cost proposal ready to upload from their selected contractor, and is ready to carry out the rest of the project if funding is awarded.

We have created a capital improvement team. The team has created a concept rendering of the new design and we are getting material quotes. We have identified high priority repairs needed for the facility upgrades and developed ROM pricing based on square footage and average labor costs in the city of St Petersburg. Our next steps would be to complete the final drawings for the office space addition and develop a request for pricing package for bids.

Other Funding Sources*

Please describe any other funding not already mentioned that your organization has applied for or obtained for this project. This includes but is not limited to Community Development Block Grants (CDBG), local government grants (including Tourist Development Council funding), foundation grants, and donors (you do not need to disclose donor identities, simply amount raised that is allocated to this project). This includes any matching grants or in-kind contributions you may have obtained.

If none, please write N/A.

The Pinellas County Urban League is investigating other private funding sources for the project. For example, as we work with the City of St Petersburg to offer input on affordable housing, we create opportunities to work with developers on new mixed use developments and provide services on behalf of the community.

Changes in Operating Costs*

Please answer this question based on the descriptions below:

- If this project **increases** ongoing operational costs (programmatic, operating maintenance or other costs), how will you compensate for the difference?
- If this project **decreases** ongoing operating costs, how will it do so?
- If this project **does not affect** operating costs, please note so below.

For this facility upgrade, we anticipate there will be increases and decreases in our cost of operations. We will work with ATLAS Professional Services, our IT provider, to install new computers, firewalls, switches and desktops. On a recurring basis, we expect an increase due to more desktop computers being available to support clients, an increase in utility bill from adding 1800 sqft office space and slightly higher water usage. We are planning to offset most of the increases through increased efficiencies, less paper documentation and energy efficient air conditioning systems. Our overhead cost will also decrease as we offer online application

tracking decreasing the need for office staff. We will also offset recurring cost by renting the Multi-function space to for profit and private entities.

Fund Management Capacity*

Please describe your organization's capacity to manage these potential ARPA funds in terms of fiscal management and financial infrastructure.

This includes, but is not limited to, the use of accounting software that can track a general ledger and multiple accounts and the ability to work on a reimbursement-basis.

The inability to handle a reimbursement-basis grant does not disqualify your organization from applying.

The Pinellas County Urban League uses QuickBooks Premier Nonprofit Edition 2021. This software enables us to track multiple accounts using a class list and a chart of accounts. Custom reports can be generated by program or by service area.

We currently have multiple programs that are on a reimbursement basis. In most cases, our general fund is used to cover the reimbursements. We also have access to a line credit and if needed we can access the Foundation for Healthy St Petersburg low interest loan.

Our Director of Finance, Vonda K. Ford, has been with the League Team for over 30 years. She has a BS in accounting from the University of South Florida and numerous certificates and training hours including Quickbooks, Accounts Payable, COBRA Liability and Regulations and Microsoft tool suite. We are proud of the fact that we have maintained a clean audit for many years.

Additional Information

Additional Upload

If you have something else to share, you can upload it here in PDF format.

Please note: Due to limitation of this grants system, the upload field will not carry over to the full application if you are moved forward to the full application phase. You will need to upload this file again if you are moved forward in the process.

Anything else to share?

If you have any details to share regarding this grant request, you may do so below.

File Attachment Summary

Applicant File Uploads

No files were uploaded