



About Deuces Live

Deuces Live is a nonprofit organization created to revive and revitalize the historic neighborhood of St. Petersburg's 22nd Street, dubbed "The Deuces" after its double 2's, the heart of a vibrant and prosperous African American community on St. Pete's South Side.

This area of St. Petersburg was the former hub of black businesses, homes, and entertainment during the time of segregation. It is where Duke Ellington and Billie Holiday played, famous African American baseball stars stayed and the black residents of St. Petersburg lived, worked and worshiped. Having survived decades of blight caused by the construction of I-275, it remains the heartbeat of the community.

Deuces Live, Inc has worked tirelessly in its revitalization efforts of The Deuces corridor to create a vibrant community that attracts businesses and consumers while preserving its history and heritage.

A lot of communities wait for investment to happen, but **Deuces Live is out in front, laying out a vision for a revitalized 22nd Street corridor.** The NEA grant and the City's commitment of matching funds are a testament to that effort.

This grant will allow Deuces Live to tell its story through branding and public space design that is uniquely "Deuces." Cap Ex is happy to have played a supporting role in this application for funding.

Cailin McGough
CAP EX Partner

Determining Key Priorities for Long-term Planning & Support

C4G worked with Deuces Live to complete a needs assessment to build a long-term plan for the Deuces Corridor. The evaluation uncovered key priorities that C4G would support:

- Financial restructuring and funding outreach
- Purchasing of vertical design elements in the street scape
- Building interest in and attendance for current programming and activities
- Adding more community connectivity events to expand the mission of Deuces Live
- Promoting the rejuvenation of the 22nd Ave South downtown area

C4G assigned a team that matched Deuces Lives needs and delivered vital results:

Grant Writing and Negotiation

C4G helped secure \$25,000.00 in grant funding from **NEA Our Town FY20 Grant** and worked with the city of St. Petersburg to get a matching commitment for any awarded funds up to \$100,000 **resulting in \$50,000 total for the Deuces Corridor.**

The C4G team also applied for \$50,000 in grant monies from the **Florida Blue Foundation Community Grant** to support the Deuces Live Jazz Festival and other community connectivity programming.

"We are so glad to have partnered with The Deuces Live and to contribute matching funds for the National Endowment for the Arts: Our Town project. The Deuces corridor is a vibrant, historic area of our City, and I am proud of its continued growth and vitality."

Mayor Kriseman

Foundational Training & Development

Finance and Bookkeeping

C4G Finance Specialist reviewed current financial and bookkeeping practices with the Deuces Live Executive Director and set up future financial operations for ease of use and maintenance.

Website Development

C4G completed extensive market research and strategic planning to develop an improved web presence supporting the mission. Enhancements included expanding the history, adding pages for promotion of businesses and organizations, an online store featuring deuces merchandise and Friends of the Deuces sponsorships, and a section for updates on redevelopments, revitalization efforts and partnerships plans.

Social Media Training

C4G's Social Media Specialist worked with the Executive Director completing training to improve community outreach and engagement.