

PINELLAS COUNTY HOUSING AUTHORITY



OUR REPORT TO THE COMMUNITY 2012–2013

Message from the Chairman and Executive Director

The 2013 Report to the Community focuses on the many benefits Pinellas County Housing Authority brings to the community. PCHA's mission is to provide safe, quality housing for people in need and the agency continues to work toward that mission on a daily basis. The housing programs we operate and administer add millions of dollars of direct and indirect economic activity to the area providing a boost to the economy by generating local income and revenue and creating jobs. The families and individuals that live in our properties or receive rental assistance are able to secure quality housing that allows them to achieve stability and increase self-sufficiency. The 2013 Annual Report to the Community highlights how PCHA is making a significant contribution to the quality of life and overall economic and social vibrancy of Pinellas County.

We thank you for taking the time to learn more about PCHA and we welcome you to contact us for more information about our housing programs and future plans for helping more people in need.

Sincerely,



Joseph Triolo
Board Chairman



Debra Johnson
Executive Director

OUR MISSION

As a leader and innovator, our mission is to provide safe, quality housing for persons in need and to cultivate healthy vibrant neighborhoods for Pinellas County.

Board of Commissioners

PCHA has five volunteer commissioners appointed by the Governor to four year terms. The Board conducts its business under a Code of Ethics that holds each Commissioner to the highest ideals of honor and integrity. Each Commissioner considers himself/herself as a “trustee” of the Authority and as such, strives to ensure that the Authority is well maintained, financially secure, and operating in the best interest of those who are served by its programs and services.



*Joseph Triolo
Chairman*



*Angela Rouson
Vice Chair*



*Michael Guju
Commissioner*



*Alan Swartz
Commissioner*



*Cynthia Wilson
Commissioner*

OUR CORE VALUES

INTEGRITY | We value honesty and integrity above all else. There is a connection between the integrity of our staff/programs and the success of our residents. Integrity-building within our organization is key toward fulfilling our mission.

DEPENDABILITY | We believe that dependability is a valuable quality in the workplace, whether it comes from our employees or vendors. Having a staff of dependable employees and managers helps our operations run smoothly and ensures that required tasks are seen through to completion.

LOYALTY | We believe that by putting PCHA’s best interest first as well as that of our employees, there will be a direct correlation to our agency’s performance and the resulting benefit to those we serve will be multiplied.

COURAGE | We believe that in order to be successful we must serve the public by being effective stewards of its financial resources; by doing right because it is the right thing to do.

Housing Authority of the Year Award

The Pinellas County Housing Authority (PCHA) was honored as best in the state by the Florida Association of Housing and Redevelopment Officials (FAHRO) at its 2012 Annual Convention & Trade Show in Orlando.

The “Housing Authority of the Year” award recognized the housing authority that ranked highest for its commitment to solving housing and associated community problems, innovation, industry involvement, affiliations with state and federal associations, awards received, and high performer designation from the United States Department of Housing and Urban Development (HUD).

“This award was a testament to the strategic direction provided by PCHA’s Board of Commissioners and the dedication of PCHA’s extraordinary staff” said executive director Debra Johnson. “We have been able to significantly improve the quality of life for residents by creating affordable housing opportunities and by coordinating community resources to help residents overcome barriers to self-sufficiency.”

FAHRO, which is comprised of more than 200 housing and community development agencies and associates, cited the outstanding affordable housing provided by PCHA.

“We were happy and honored to receive this award. This recognition was the result of a dedicated, hard-working staff focused on providing the best possible affordable housing. With the continued leadership of an exceptional executive director, I am excited to be a part of this great housing authority” said Joseph Triolo, Chairman of PCHA’s Board of Commissioners.



“I have probably been to 150 housing authorities and I was very impressed with yours. I know that the goal for a housing authority is to provide fair and decent housing for the less fortunate and it is obvious that this is the goal of the Pinellas County Housing Authority and you are doing a very good job of continuing to achieve this goal. “

Ralph J. Hepburn
Hepburn and Associates

Awards for Administrative Innovation

Pinellas County Housing Authority was chosen as a winner of two prestigious National Association of Housing and Redevelopment Officials (NAHRO) Awards of Merit for their innovative administrative work.

The award recognizes outstanding achievement in housing and community development programs throughout the nation. The awards were presented to:

- **Educational Contractor Workshops:** The Pinellas County Housing Authority (PCHA) determined that many contractors view the housing authority bidding procedures overwhelming due to the amount of paperwork and bonding requirements. In an effort to better inform the local contracting community on the various types of solicitations and their differing requirements, PCHA held educational workshops for contractors providing various types of services. Two types of workshops were presented: 1. a general how-to workshop titled "How to Do Business with PCHA," and 2. a workshop aimed to simplify contractors' understanding of the requirements relating to the Davis Bacon Related Act.
- **Peer to Peer Training Program:** As HUD regulations change and PHA policies are revised, training is key to maintaining efficient and effective operations in the Housing Choice Voucher program. Continuous learning opportunities are necessary to reinforce regulatory requirements and agency policies and procedures to maintain high performance. In a climate of significant funding decreases it is more important than ever that innovative, cost-saving techniques are used to maintain a level of staff training to continuously improve and maintain the efficiency and effectiveness of HCV program operations without significantly impacting the budget. The implementation of the Peer to Peer Training Program provides the solution.

"NAHRO members have been leading the way with innovative solutions to address resident services, management and operations, affordable housing preservation and sustainable development, and economic revitalization in their communities," said NAHRO President Betsey Martens. "They have stepped up, taken advantage of opportunities to find new and creative ways to address local housing needs and we are proud to recognize their achievements."



PCHA Staff: from left to right, Brandi Holmes, HQS Inspector, Karen Brodess, Housing Advisor III/Lead, Elisa Galvan, Housing Choice Voucher Program Director, Rhonda Allen, Purchasing and Contracts Director, Danielle Leishman, Contract Administrator.

2013 Communities of the Year

The Bay Area Apartment Association named the following three residential apartment communities owned and managed by the Pinellas County Housing Authority as “2013 Community of the Year”.

First, East Lake Club Apartments, located at 150 E. Lake Club Drive in Oldsmar, is a beautiful market rate affordable property boasting 240 apartment homes. The community provides workforce housing with units designed for comfort in a setting of natural beauty and serene lake views. East Lake Club Apartments won the 2013 Conventional Community of the Year in the 151-300 unit category.



Second, Lakeside Terrace Apartments, located at 4200 62nd Avenue N. in Pinellas Park is a public housing community of 110 apartment homes. Built in 1973, the community is very well maintained and is indistinguishable from non-assisted affordable housing. Lakeside Terrace won the BAAA’s Affordable Community of the Year in the under 150 units category.



Third, Norton Apartments at Lake Bellevue, located at 1450 Martin Luther King Jr. Blvd. S. in Clearwater, won the Major Rehab Community of the Year. The community won first place among renovated properties with less than 150 units. Norton was purchased out of bankruptcy by PCHA in 2011 when the property was unsafe and in a state of complete disrepair. Through partnerships with the U.S. Department of Housing and Urban Development, the Housing Finance Authority of Pinellas County, the City of Clearwater, the U.S. Department of Energy, Gulfcoast Legal Services, Carlton Fields, P.A., and the residents themselves, the Pinellas County Housing Authority has done extensive renovation to the community, preserving the housing assistance, and recently earning a HUD inspection score of 97A. Prior to PCHA’s ownership the property received a failing score of 41C with numerous health and safety violations. Renovations to the property are almost completed.



“We are extremely proud of our outstanding staff who are dedicated to maintaining our communities in good condition” said PCHA’s executive director Debra Johnson.

Helping Those in Need: Homeless Veterans

PCHA remains committed to providing housing assistance to United States Veterans. Thanks to an additional 135 rental vouchers awarded in 2012-2013, PCHA received funding to provide rental assistance to over 300 homeless veterans in Pinellas County. The assistance is provided through the HUD-Veterans Affairs Supportive Housing (HUD-VASH) program.

“It’s a national disgrace that one out of every six men and women in our shelters once wore a uniform to serve our country,” said HUD Secretary Donovan. “But we know that by providing housing assistance and case management services, we can significantly reduce the number of veterans living on our streets.”



PCHA staff members Karen Brodess, and Elisa Galvan provide assistance to veterans at the annual "VA Stand Down"

The VA Medical Center staff works closely with homeless veterans, and refers them to PCHA to receive these special purpose vouchers. HUD provided the vouchers to PCHA based upon a variety of factors; most importantly the duration of the homelessness, and the need for longer term, more intensive support to obtain and maintain permanent housing. The HUD-VASH program includes both the rental assistance the voucher provides, and the comprehensive case management that VAMC staff provides. Veterans that participate in the HUD-VASH program rent privately owned housing and generally contribute no more than 30 percent of their income toward rent.

PCHA’s goal is to continue to work closely with the C.W. Bill Young VAMC to reduce the number of homeless veterans in Pinellas County. As employment and training are also key elements to ending veteran’s homelessness, PCHA stands committed to working with veterans to coordinate PCHA’s Self-Sufficiency program services and resources to further assist them in overcoming the barriers they face.

Helping Those in Need: Preserving Housing for Very-Low Income Families

On Wednesday May 23, 2012 community leaders, residents and Pinellas County Housing Authority's Commissioners and staff celebrated the dedication of Norton Apartments, now named "Norton Apartments at Lake Bellevue", to the community and to the citizens of Pinellas County. The property is located at 1450 S. Martin Luther King Jr. Blvd. in Clearwater, Florida.

PCHA acquired Norton Apartments in 2011 at a time when the property was in bankruptcy and in a severe state of disrepair. The property had suffered from years of neglect and deferred maintenance. "Norton residents were living in very substandard and dangerous conditions" said Debra Johnson, PCHA's Executive Director. With the help of many community partners, including residents, PCHA acquired Norton and immediately began improvements and property renovations, tackling the most critical and dangerous living conditions first. With new on-site property management, maintenance and lease enforcement, coupled with a commitment from the Clearwater Police Department, the crime rate dropped substantially.

The preservation of Norton Apartments was made possible through funding from the Pinellas County Housing Finance Agency, Pinellas County Community Development, City of Clearwater, and Pinellas County Housing Authority. "We were extremely appreciative for all the community partners who made the preservation of Norton Apartments possible" said Joseph Triolo, Chairman of PCHA's Board of Commissioners. Chris Allamanno, Affordable Housing Attorney with Gulf Coast Legal Services and John Lameroux of Carlton Fields, P.A. were key to Norton's preservation through advocacy and representation of Norton residents, as were the residents themselves who fought to keep their homes.

Today, Norton Apartments at Lake Bellevue shines as a pillar of what "home" should look like; a new computer center for youth tutoring and activities has opened in the renovated community center, and the residents who once feared the loss of their homes are beaming with pride.



*Norton Apartments at Lake Bellevue,
Management Office and Community Center*

Norton Apartments Dedicated to the Community and the Citizens of Pinellas County



PCHA Board Chairman Joseph Triolo



Clearwater Mayor George Cretekos



*Commissioner Neil Brickfield and HFA Chairman
Rodney Fischer for Pinellas County*



Clearwater Police Chief Holloway



*Christine Allemanno, Gulf Coast Legal
Services—Nikki Spitzer, HUD Tampa*



*Nikki Spitzer, HUD Tampa Field Office - PCHA
Executive Director Debra Johnson*

Helping Those in Need: Housing for Low-Income Seniors Breaks Ground

A ceremonial groundbreaking for the Pinellas Heights Senior Apartments (Pinellas Heights) was held on Wednesday, November 14, 2012.

Pinellas Heights is a mixed-finance redevelopment of the former Greenhouse Shoppes commercial strip center. The former strip center was largely vacant and in need of significant repair. The new mixed-finance community of 153 apartment homes will provide additional affordable housing for seniors ages 62 and older with incomes less than 60% of the Area Median Income. The apartment homes will be ready for occupancy by summer 2014.

Norstar Development USA, LP and the Pinellas County Housing Authority were the co-developers for the project. Richard Higgins, President of Norstar, said "It was a delight to work with the Pinellas County Housing Authority on the Pinellas Heights project. It was an extremely complicated deal that required the participation of myriad public and private sector organizations. In the end, it was well worth the hard work as we are now under construction on a beautiful building that will house 153 low income seniors who desperately need affordable housing in Pinellas County."

Funding for the \$24 million development was

provided by the U.S. Department of Housing and Urban Development, Housing Finance Authority of Pinellas County, Pinellas County Community Development, City of Largo, Norstar Development USA, LP, RBC Capital Markets, JP Morgan Chase and the Pinellas County Housing Authority. The Federal Home Loan Bank of Atlanta also provided a \$1 million Affordable Housing Program grant to the project.

"We were very excited to break ground on additional affordable housing for low-income seniors in Pinellas County and we're thankful to all of our funding partners for making this possible" said Debra Johnson, PCHA's executive director.

"This was another step forward for the Pinellas County Housing Authority in providing more affordable housing to the citizens we serve. I am honored to be a part of this great organization" said PCHA's Chairman, Joseph Triolo.



Pinellas Heights Construction Gets Underway



Helping Those in Need: Youth Aging Out of Foster Care

In 2012, the Pinellas County Housing Authority (PCHA) looked at the growing need for housing assistance among youth aging out of foster care. To address the need, PCHA's Board of Commissioners established an admission preference for this special group of youth in the agency's Housing Choice Voucher (HCV) program. The HCV program assists in making housing affordable. Adding to the housing benefit, the youth that participated were able to take advantage of PCHA's Family Self-Sufficiency (FSS) program. "Case management and the coordination of existing services and resources for FSS participants helps to provide participating youth the guidance they need as they go out on their own" said Regina Booker, PCHA's Director of Resident Services and Programs. FSS participants are provided assistance in establishing goals for education, training, and employment, as well as in determining the steps necessary to achieve those goals, and in setting a timeline for their accomplishments. A built in escrow account provision allows the participants to save money as their incomes increase due to employment. On-going case management provides support and stability.



"Our partnership with Eckerd Community Alternatives enabled us to make housing affordable to a number of youth, and the FSS program was the perfect complement to their housing assistance" said PCHA's Executive Director Debra Johnson. Eckerd Community Alternatives is the lead agency for child welfare in Pinellas County and has developed an integrated and collaborative system of care that assures the safety, well-being, and permanency of children, while also strengthening families through front-end prevention programs and aftercare supports.

Helping Those in Need: Preserving Housing for Very-Low Income Families

In November 2013, the Pinellas County Housing Authority closed on \$24 million in funding for the preservation and renovation of the French Villas public housing apartments, which is located in unincorporated Pinellas County. Thanks to a competitive, low-income housing tax credit allocation secured by PCHA's development partner Norstar Development USA, LP, from the Florida Housing Finance Corporation, and the sale of those tax credits to Raymond James Tax Credit Funds, Inc. for more than \$16 million along with construction and permanent financing from Raymond James Bank in excess of \$13,000,000, all 184 units at French Villas are scheduled to undergo a complete gut rehab, with new infrastructure and community facilities planned as well. In addition, Pinellas County has also pledged \$300,000 in HOME funds to the project.

"We're excited that this public-private partnership will enable us to move forward with our strategy of sustainable affordable housing by allowing this property to be offered to low-income families for many years to come" said Joseph Triolo, Chairman of PCHA's Board of Commissioners.

"We are looking forward to delivering a transformed development to the Housing Authority and to the Pinellas County residents it serves," added Rick Higgins, President of Norstar Development. "It took two years and a lot of hard work to get from the tax credit application, to commencement of construction,

and we could not have done it without our development, financial, and governmental partners."

French Villas, located at 6835 54th Avenue North, was constructed in phases from 1970 to 1973. Over the years, the property has suffered from infrastructure failure and environmental issues, and the unit interiors are original and many are in poor condition. PCHA and Norstar applied for Tax Credits in the Preservation set-aside from the Florida Housing Finance Corporation in 2011 to preserve French Villas. In March of 2013, the tax credits were approved and Raymond James agreed to provide the tax credit equity. Resident relocation and renovations were underway as of December 2013.

Through HUD's new Rental Assistance Demonstration (RAD) program, the Landings at Cross Bayou will be covered by a project-based rental assistance agreement which will enable the development to provide housing to individuals and families with incomes at or below 60% of the median income for the area. The program will allow Housing Authorities to utilize non-HUD funding sources needed for capital renovations. Occupancy requirements for residency in the renovated property will include a work or job-training component for non-elderly and non-disabled households. The property will be subject to a HUD Use Agreement that will ensure long-term affordability.



Small Business Development Workshops for Public Housing Residents

PCHA held a series of Small Business Development Informational Workshops throughout 2012 –2013 to conduct self-assessments, and to share valuable information about the local business development centers such as the Pinellas County Economic Development Center and the City of St. Petersburg’s Business Assistance Center. Both centers provide consulting and training designed to teach prospective and new entrepreneurs the basics of starting and successfully operating a business.

PCHA conducted a survey of all public housing and rental assistance participants and found that over 100 residents/participants expressed an interest in entrepreneurship. Business interests among those surveyed varied widely. “Residents have some outstanding ideas regarding what type of business they would like to own and operate” said Regina Booker, PCHA’s Director of Resident Services and Programs. Ideas ranged from service businesses and temporary staffing agencies, to owning and operating restaurants and retail establishments.

The residents and program participants who expressed an interest through the survey were invited to attend special sessions to learn more about how to get started. “We were excited to encourage entrepreneurship among our residents” said Debra Johnson, PCHA’s Executive Director. Residents in attendance were also encouraged to enroll in PCHA’s Family Self-Sufficiency program to assist them in establishing career goals and in identifying and taking the steps needed to achieve their employment goals.



**PINELLAS
COUNTY**

ECONOMIC DEVELOPMENT
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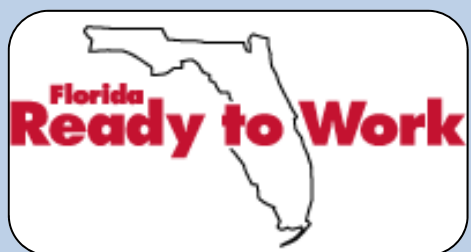


Florida Read To Work Named Pinellas County Housing Authority and Assessment Site for 2012—2013

The Pinellas County Housing Authority was designated as a Florida Ready to Work Assessment Center. As a Florida Ready to Work Assessment Center PCHA can assist and test participants to determine whether they have the fundamental job skills to receive a credential. If not, the participants have the opportunity to study the on-line courseware to increase their areas of weakness in order to successfully complete the Florida Ready to Work Credential. This process provides further benefits to participants striving to meet their goal of self-sufficiency.

“PCHA was very excited about the opportunity to provide our residents with another great opportunity to succeed in yet another direction that leads to self-sufficiency”, said Regina Booker, Resident Services & Programs Director.

About Florida Ready to Work:



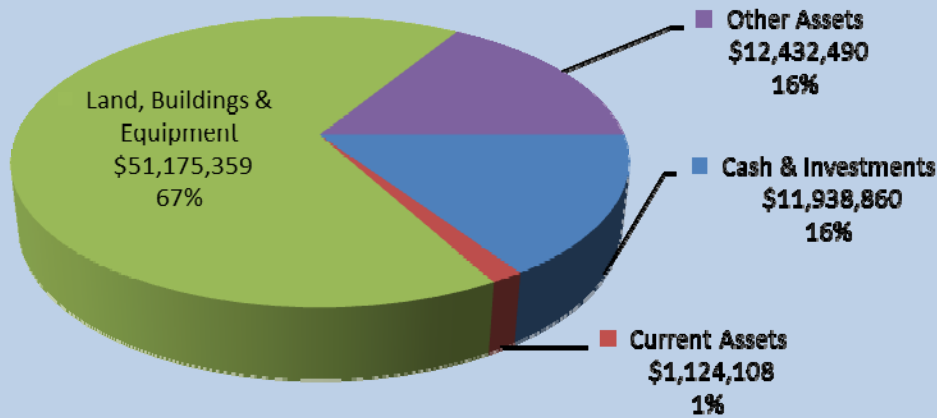
Florida Ready to Work is an innovative, workforce education and economic development program. The centerpiece of the program is the Florida Ready to Work credential, a career readiness certificate – signed by Governor Rick Scott – that certifies that a Florida student/jobseeker has the fundamental job skills necessary to succeed in today’s rapidly changing and competitive economy.

The Florida Ready to Work program is sponsored and funded by the State of Florida, administered by the Florida Department of Economic Opportunity, and is free to all jobseekers or employers.

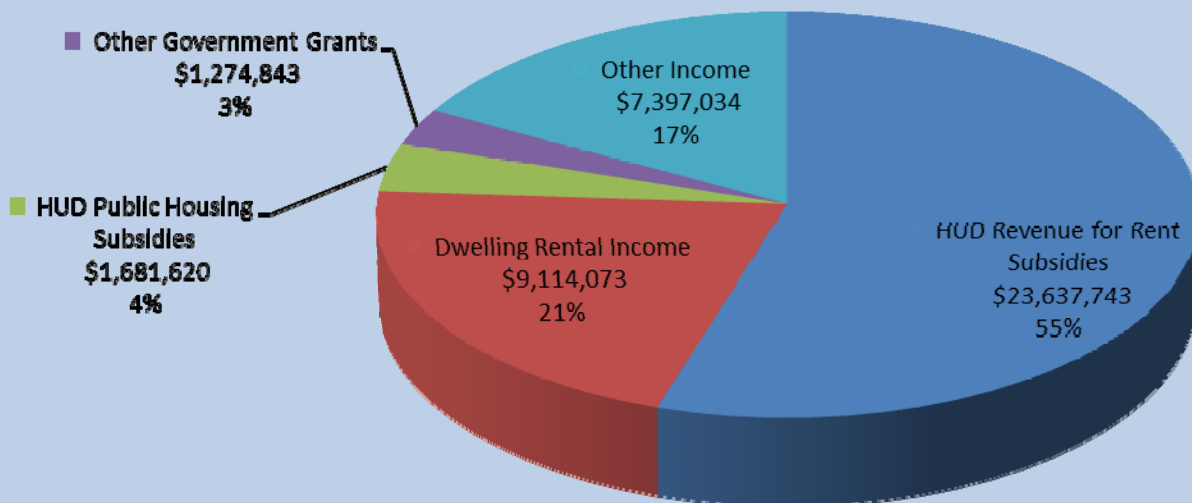
The three-step process includes skill-building courseware, skill assessments, and the Florida Ready to Work Credential. To earn a credential, the participant must score at least a 3 on all three required assessments - applied mathematics, locating information, and reading for information.

2013 Summary of Assets, Liabilities, and Equity

Assets: \$76,670,817



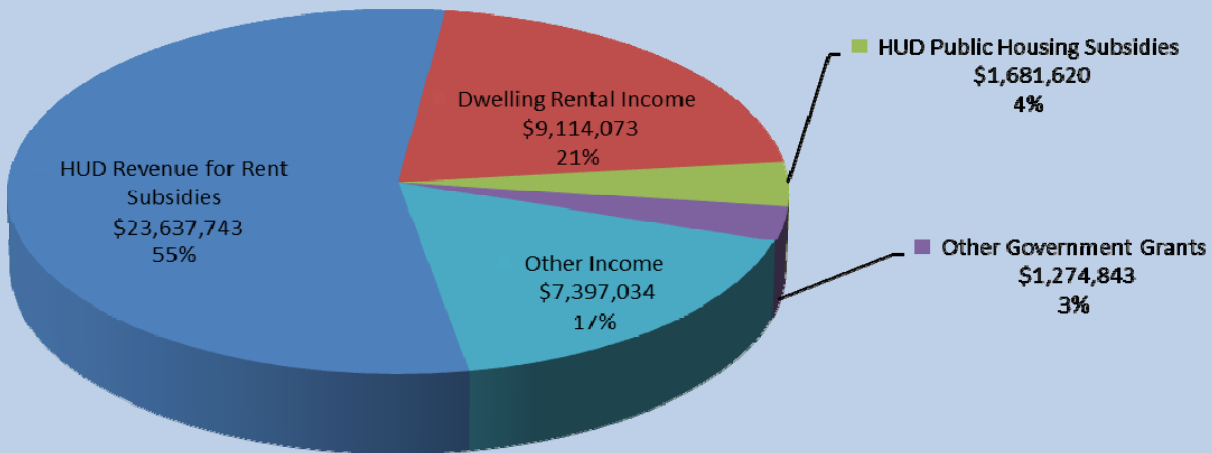
Total Liabilities and Equity: \$76,670,817



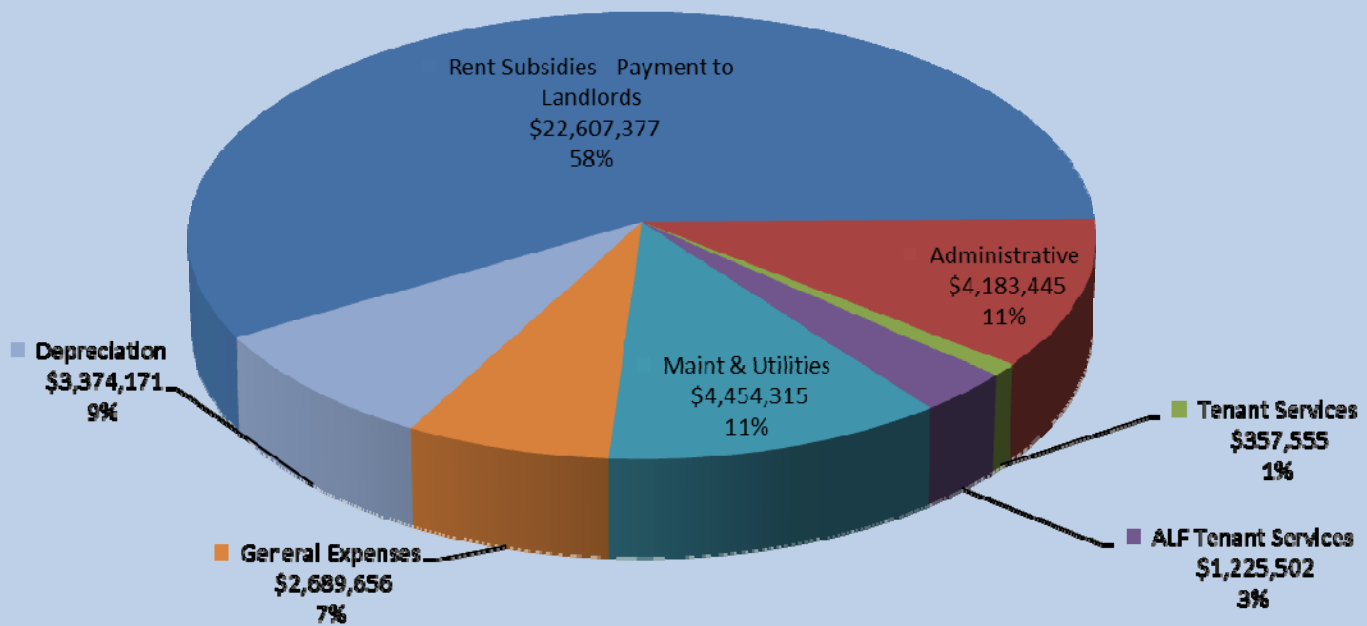
This financial information is intended to provide an overview of key financial data. These graphs summarize Pinellas County Housing Authority's unaudited assets, liabilities, and equity as of December 31, 2013.

2013 Summary of Revenues and Expenses

Total Revenues: \$43,105,313



Total Expenses: \$38,892,021



This financial information is intended to provide an overview of key financial data. These graphs summarize Pinellas County Housing Authority's unaudited assets, liabilities, and equity as of December 31, 2013.

