



Sponsor Information Packet

St. Petersburg Downtown Neighborhood Association (SPDNA)

The St. Petersburg Downtown Neighborhood Association, Inc. is a 501(c)(3) nonprofit organization. Donations are tax-deductible to the extent allowed by law. EIN 81-0792407

200 2nd Avenue South
#101

St. Petersburg, FL 33701

www.stpetedna.org

president@stpetedna.org

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Our History

The St. Petersburg Downtown Neighborhood Association is a combination of many former neighborhood associations. The association traces its roots to a smaller neighborhood group called the Mirror Lake Neighborhood Association, which formed in 1993 to address issues in the area around the former St. Petersburg High School. Eventually, the boundaries of that association expanded to include the area from Central Avenue to 5th Street North, between 4th Street and ML King Street. In 1999, a new association held its organizational meeting. Those attending voted to name it the North Downtown (“NoDo”) Neighborhood Association, with new boundaries extending from Tampa Bay to ML King Street, and from Central Avenue to 5th Avenue North. At this time, the Mirror Lake group joined NoDo. ***In January of 2004 the St Petersburg Downtown Neighborhood Association was officially formed*** when the University Park board of directors decided to join NoDo. In 2010, the association expanded its boundaries once again to include the area between the 1st Avenues North and South all the way to 18th Street. That is the boundary that still exists today. We are a large association with members on Beach Drive, in the EDGE, and north and south of Central Avenue to the 5th Avenues.

Join Hands with St Pete DNA

It is our goal to maintain and enhance downtown’s quality of life by strengthening the connection and collaboration between government, commerce and residents through advocacy, social interaction and information. Our general meetings are packed with current information about city services, transportation information, development information, and other initiatives important to the downtown residents.

Williams Park Initiative

In 2021, the board decided to focus our energies and resources on Williams Park. We received information that the bandshell, originally designed and built in 1954 was in the process of being looked at for restoration. We also learned the plan included upgrades of the electrical systems to modern performance standards. The back of the house is scheduled to be refinished as well. Our research can be found on our website:

<https://stpetedna.org/Williams-Park>

The association filed a partnership grant with the City of St. Petersburg to improve the Northeast corner. We are using that corner as a prototype to honor the historical significance of Williams Park as our first city park. We commissioned an artist to paint a mural of the former resident for whom the corner was designated in 1981. The association signed a memorandum of understanding to take care of the artwork. The city parks department agreed to install a new ADA compliant drinking fountain complete with a pet watering station, a new concrete wall and pavers, and new bushes. The neighborhood association replanted the planters, purchased branded

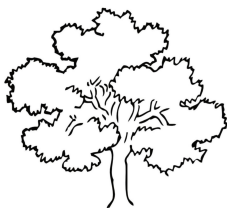
trash cans and pet waste stations, too. We also agreed to maintain the pet waste stations.

Our goal is to create an inviting entranceway in order to encourage residents and visitors to walk through the park. To that end we are hoping to find other residents and businesses interested in helping us revitalize the park. We would like to see each corner with branded trash cans and eventually the pathways as well. We are looking at lamp post flags which would note the year the park was named (1908) officially for John C. Williams, one of the city founders, who donated the land to the city and designated it as park land in 1888.

The neighborhood association has been instrumental in other improvements as well. We maintain the planters with association sponsored clean ups in partnership with Keep Pinellas Beautiful. We asked the parks department to repair and refurbish the front monument at the South West corner. The planter will be planted with Florida specific plants provided by Keep Pinellas Beautiful and maintained by the association.

Read about our progress [here](#).

<https://greenbenchmonthly.com/news/a-new-drinking-fountain-and-mural-in-williams-park-honors-esther-wright/>



Williams Park
est. 1908

Our Mission

The association, as a 501 C (3) also has other opportunities for area businesses and companies to support our growth as we continue to work to improve the downtown area. The association provides our services free of charge to all residents. All of our general meetings are free and open to the public. There are opportunities to support our website and our general meetings. We also gather at area restaurants for our quarterly “porch parties”, which are essentially happy hours for members held four times a year. StPeteDNA in the [news](#).

<https://greenbenchmonthly.com/neighborhood/getting-to-know-our-neighborhoods-downtown-neighborhood-association/>

Become a Sponsor

Sponsorship opportunities have been designed on multiple levels to meet corporate and business needs, while allowing your company to be part of a unique and proven neighborhood association in our community. Your contributions will further enhance our work not only in the park, but in our neighborhood where we continue to provide a free service to all downtown residents.

A St Pete DNA Representative will be happy to work with your business to put together a package that meets your business needs.

St. Petersburg Downtown Neighborhood Sponsorship Opportunities

Platinum Sponsor • \$5,000 (3 available)

- *One corner of Williams Park (this includes two sets of branded trash/recycle bins)*
Adopt one of the three remaining corners of the park, letting us upgrade and improve landscaping, addition of new branded trash/recycle bins

Gold Sponsor • \$2,500 (choose one)

- *Flag pole banners*
Banners to be hung from lampposts commemorating the history of the park est. 1908.
- *One set of trash/recycle bins*

Silver Sponsor • \$1,500

- *Website sponsor*
Cover cost of DNA's website, which provides quarterly newsletters, announcements of upcoming events, downtown development, membership/registration processes. Your company logo will be prominently displayed in the footer of our website and all communication.

Bronze Sponsor • \$500

- *Replant the planters*
Provide funds to refresh the eight planters and front entranceway planter. Planters are upgraded every six months at spring and fall cleanups.

Supporter • \$100 (choose one)

- *Meeting refreshments for one of our four quarterly general meetings*
- *Pet station bags*

Samples of the trash bins can be seen in the NE corner of the park.



Other Support Opportunities

We welcome restaurants, organizations, hotels to host our quarterly membership porch parties. While members pay admission, hosts' costs above what members pay may be charitable donations, due to our 501 C (3) Non-profit tax status. Specifics open to case-by-case planning. We also have an annual matching grant opportunity for park improvements for donations of \$10,000 or more.

*All sponsors and corresponding donations will be acknowledged on our website, in our member communications and our quarterly newsletter. Logos for sponsors will be displayed on our website sponsorship page.



Sponsorship Application

Yes, I want to join the St. Petersburg Downtown Neighborhood Association, in support of our neighborhood interests.

I am interested in the _____ sponsorship level.

Business Name _____ Contact Name _____

Primary Business Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Email or Mailing Address for Invoice _____

Specific Sponsorship Interest _____

If your business provides a service, such as catering, meeting space, supplies, etc. and you are interested in being a part of the St Pete DNA, tell us how we can work together. _____

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