

City of St. Petersburg
Economic and Workforce Development Committee

April 24, 2025 – 9:00 AM

City Hall, Room 100

Members: Council Member Gina Driscoll, Council Member Deborah Figgs-Sanders,
Council Member Richie Floyd, Council Member Corey Givens, Jr.

Alternate: Council Chair Copley Gerdes

Support Staff: Bryan Casañas-Scarsella – City Council Legislative Aide

1) Call to Order

2) Approval of Agenda

3) Approval of February 27, 2025 Minutes

4) New Business – April 24, 2025

- a) Center for the Arts Study Update—*James Corbett, City Development Administrator, Brian Caper, Development Coordination Managing Director, Elizabeth Herendeen, City Development Administration and Finance Managing Director, and John Curran, consultant with ASD/SKY*

Attachments

PowerPoint

Upcoming Meeting Dates & Tentative Agenda Items

May 29, 2025

Creation of a Legacy Business Program to assist and protect long-standing local businesses in St. Petersburg (CM Driscoll).

July 24, 2025

TBD

General Attachments:

Minutes of the January 16, 2025 EWD Committee Meeting
Pending and Continuing Referral List
Agenda Item Support Material

City of St. Petersburg
Economic and Workforce Development Committee
February 27, 2025 – 8:30 AM
City Hall, Room 100

Members: Committee Chair Gina Driscoll, Committee Vice-Chair Deborah Figgs-Sanders, Council Member Richie Floyd, Council Member Corey Givens, Jr.

Absent: N/A

Also present: Council Chair Copley Gerdes, City Administrator Rob Gerdes, City Development Administrator James Corbett, Assistant City Attorney Jeannine Williams, Assistant City Attorney Isabella Sobel, Development Coordination Managing Director Brian Caper, Small Business Liaison Manager Tracey Smith, and Economic Development Specialist Brittany Cagle.

Support Staff: Bryan Casañas-Scarsella – City Council Legislative Aide

- 1) **Call to Order** – 8:30AM
- 2) **Approval of Agenda** – CM Floyd motioned for approval. All voted in favor.
- 3) **Approval of January 16, 2024 Minutes** – CM Givens motioned for approval. All voted in favor.
- 4) **New Business** – February 27, 2025
Greenhouse Updates on Outreach, Business Success Stories, and Other Initiatives as Part of the Annual Action Plan

Committee Chair Driscoll Brian Caper opened the presentation, thanking the committee for the opportunity and acknowledging the work of the Greenhouse team, led by Manager Tracy Smith. He recognized team members Brittany Cagle, and others who were unable to attend. Mr. Caper also noted that several local business owners had been invited to share their experiences working with the Greenhouse, highlighting both challenges and successes. Although one scheduled speaker was unable to attend due to illness, that individual had submitted written comments, which Mr. Caper read aloud on his behalf.

The statement came from Joe Maisonet, owner and operator of iMedic Cell Phone Repair, which he described as Tampa Bay’s first fully mobile electronic repair shop. Mr. Maisonet explained that his business, which services phones, tablets, laptops, and gaming consoles, operates from a “shop on wheels,” offering quick and convenient service with most screen repairs taking less than fifteen minutes. Mr. Maisonet shared how the Greenhouse’s Microfund Program had helped accelerate his business’s growth. He underscored the importance of the Greenhouse as a community resource, stating that several entrepreneurs he knew might have had to close their doors if not for the Greenhouse’s support.

Ms. Smith took the floor to provide a comprehensive update on the Greenhouse’s work. She began by noting that it had been over a year since the team’s last formal update to the committee and welcomed the opportunity to return, particularly given the addition of new Council Members

City of St. Petersburg
Economic and Workforce Development Committee

February 27, 2025 – 8:30 AM

City Hall, Room 100

to the Committee. Ms. Smith explained that the Greenhouse serves as the City’s central hub for small business empowerment, operating as a collaborative effort between the City and the St. Petersburg Area Chamber of Commerce. She emphasized the Greenhouse’s mission to cultivate entrepreneurship and ensure inclusive economic opportunity, highlighting that its services extend beyond City limits and mirror the regional scope of the Office of Supplier Diversity. Ms. Smith described the Greenhouse as a “sister department” to the Office of Supplier Diversity and noted the organization’s capacity-building work across the five-county region.

Ms. Smith proceeded to outline the Greenhouse’s model of service, which is structured around five core tenets: navigation, connection, awareness, capacity building, and coordination. She devoted particular attention to the role of the business navigator, explaining that every entrepreneur who engages with the Greenhouse is paired with a staff navigator, who serves as their primary point of contact throughout their business development journey. These navigators assist clients in identifying appropriate resources, making referrals, and connecting with mentors and service providers. Ms. Smith stressed that this relationship is ongoing, whether the client continues forward with business development or disengages and later returns.

The Greenhouse, she explained, maintains a lean but highly collaborative team, and it relies heavily on partnerships with organizations across the entrepreneurial ecosystem. If a needed service is not available in-house, staff refer clients to external partners. Among the most significant partners are SCORE and the Small Business Development Center, which provide professional mentoring services at no cost to businesses. Ms. Smith remarked on the exceptional value this represents, particularly given the high market rates typically associated with such services. In discussing the Greenhouse’s awareness-building efforts, she noted the team’s work to spotlight successful entrepreneurs and disseminate critical information, particularly during emergencies. She praised Ms. Cagle’s role in maintaining timely updates on the Greenhouse’s disaster preparedness and recovery webpage during recent hurricane events. The Greenhouse also relies on social media channels and newsletters to keep the business community informed, she explained.

Ms. Smith emphasized the breadth of services offered, including mentoring, business workshops, and networking opportunities. She noted that last year the Greenhouse issued a request for qualifications to expand mentoring services and was pleased to see continued high-quality support offered without cost to clients. Ms. Smith presented demographic data reflecting the Greenhouse’s reach in 2024, noting increased engagement overall and improved participation across several demographic groups. In response to a prior recommendation from the Committee, the Greenhouse began tracking engagement with LGBTQ+ and veteran-owned businesses, and Ms. Smith said was encouraged by those results. However, she expressed concern over a noticeable decline in engagement with Black-owned businesses, coupled with an increase in respondents opting not to disclose racial identity. She committed to investigating the issue more deeply and shared details of outreach strategies

City of St. Petersburg
Economic and Workforce Development Committee
February 27, 2025 – 8:30 AM
City Hall, Room 100

undertaken in 2024, including programming during Black Business Month and the Black Business Walk.

Ms. Smith also discussed participation trends in the South St. Petersburg Community Redevelopment Area (CRA), noting that the majority of participants in the Greenhouse's Microfund Program and related services were women, which she described as an encouraging outcome. She also acknowledged ongoing work to improve online accessibility, citing concerns about outdated or ineffective links on the Greenhouse's website, particularly those intended to support minority- and LGBTQ-owned businesses. She pledged to address these issues and restore functionality with more inclusive resources. She then went on to provide updates on outreach and engagement with Hispanic business owners. She described the contributions of bilingual navigator Jose Sid and the Greenhouse's referral partnership with Prospera. She also reported that engagement with Hispanic businesses had increased, along with participation in multiple program offerings.

Ms. Smith also provided similar updates were provided on efforts to engage Black business owners, including open house events, BIPOC business networking opportunities, and a planned revamp of quarterly programming through the Chamber. Ms. Smith also shared updates on LGBTQ+ business engagement, including a successful panel discussion held the previous year and plans for an expanded panel series in 2025, developed in coordination with the City's LGBTQ liaison and the Tampa Bay LGBT Chamber. She also shared that a new use agreement with the Chamber has also increased community access to the Greenhouse. On veteran-focused programming, Ms. Smith described the Chamber's continuation of the Veteran Entrepreneurial Academy, new workshops, and outreach to the Innovation District. Although prior efforts to connect with the Maritime and Defense Technology Hub were unsuccessful, she indicated plans to revisit that collaboration this year.

Ms. Smith then provided a status update on the Microfund Program, noting that 196 businesses had participated. While official deliverables closed on February 19, the Greenhouse team continues working with businesses who need additional time to complete the program. Ms. Smith concluded with a report on the launch of the Business District Navigator Program, now fully operational across all eight City Council districts. She explained that navigators are actively visiting businesses each week to share information about resources, resolve problems in coordination with other City departments, and serve as liaisons to business owners. Ms. Smith then previewed several new initiatives in development. One is a creative capital program to support grant recipients in the arts sector, developed in response to a request from the Arts Advisory Committee. Another is a Tech Founders Meet-Up, scheduled to launch in spring through a Chamber partnership. The Greenhouse is also planning a Technical Assistance Program (TAP) in coordination with the Office of Supplier Diversity, aimed at helping businesses complete the City's certification process. Additional programming includes an E-Commerce Academy in partnership with Saturday Shoppes and further collaboration with the

City of St. Petersburg
Economic and Workforce Development Committee

February 27, 2025 – 8:30 AM

City Hall, Room 100

CRA Division on what Smith described as “Microfund 2.0,” a deeper financial capacity-building program for graduates of the current Microfund cohort. She also mentioned anticipated support for the CRA’s commercial facade program and previewed upcoming activities for Small Business Week in May. Ms. Smith emphasized the importance of proactive outreach and community engagement, noting that Greenhouse team members routinely participate in public events to increase awareness of available services. She concluded the presentation by inviting questions from Committee Members.

CM Floyd sought clarification on the demographic breakdown slides, asking how the percentages were calculated and whether participants may have selected multiple identities. Ms. Smith explained that, for example, 63 percent of Microfund participants identified as women, with some selecting more than one demographic category. Mr. Caper further clarified that the demographic data reflected all Greenhouse clients, not just Microfund participants, and included those accessing workshops or mentoring services. CM Floyd also raised concern about the federal government’s removal of online resources for minority- and women-owned businesses, calling it a disturbing decision that sends the wrong message about support for underrepresented entrepreneurs. He closed his remarks by voicing support for the new Creative Capital for Entrepreneurs initiative, though he suggested that the name may be misleading, as he initially interpreted it as a financial capital program rather than one focused on the creative sector. Ms. Smith acknowledged the feedback and indicated the name was still under consideration.

CM Figs-Sanders praised Ms. Smith’s deep engagement in the community, noting that it was a point of pride to have accompanied her during neighborhood business visits. She asked when the Greenhouse last surveyed businesses that use its services and suggested it was important to hear not only success stories, but also the perspectives of those who may not have found what they needed. Ms. Smith agreed and acknowledged that while the Microfund Program includes surveying, a broader effort is due. Furthermore, CM Figs-Sanders inquired whether the businesses reflected in the total engagement numbers were also in the City’s procurement database. Ms. Smith confirmed that the figures referred to those accessing Greenhouse services, not necessarily registered vendors. When asked whether those engagement figures included outreach efforts, Ms. Smith affirmed that they did and offered to disaggregate the data into in-person versus outreach contacts. CM Figs-Sanders welcomed that idea, emphasizing the importance of knowing who is walking in the door versus who is engaged through external outreach. She also expressed appreciation that home-based businesses are now receiving support through the Microfund Program.

Council Chair Gerdes Gerdes echoed his colleagues’ feedback regarding the potential confusion surrounding the name “Creative Capital for Entrepreneurs” and suggested a name that more clearly conveys collaboration or creative industry focus. He also expressed interest in shadowing navigators during district outreach, stating that he would follow up on this with Greenhouse staff during an upcoming meeting. Council Chair Gerdes emphasized the importance of converting

City of St. Petersburg
Economic and Workforce Development Committee
February 27, 2025 – 8:30 AM
City Hall, Room 100

Greenhouse participants into the City’s procurement system, calling it a vital data point for measuring the Greenhouse’s long-term impact. He was particularly interested in tracking how many entrepreneurs transition from Greenhouse services into formal vendor registration and whether those individuals move toward certification through the Office of Supplier Diversity. On this point, he questioned whether the nine-week timeline for Small Business Enterprise (SBE) or Women and Minority Business Enterprise (WMBE) certification, as outlined in the upcoming TAP program, was too long. Ms. Smith explained that the program includes additional capacity-building elements, such as education on bonding and preparing capability statements. Council Chair Gerdes appreciated the clarification and requested regular access to navigator activity reports so he could follow up with visited businesses directly.

CM Givens shared that he frequently refers residents to the Greenhouse and has received overwhelmingly positive feedback from constituents. He raised questions about support for three specific groups: youth, home daycare providers, and nonprofit organizations. Ms. Smith responded that the Greenhouse currently does not operate youth-specific programming, although the department coordinates closely with other City offices that do. She noted that home daycare providers are well represented in the Microfund Program, especially within the CRA, and that the Greenhouse offers support to nonprofit organizations through cohort programs like Nonprofit Connect and through mentoring partnerships.

CM Givens also raised the issue of physical access to resources, particularly for businesses in South and West St. Petersburg that face barriers traveling downtown during standard business hours. Mr. Caper acknowledged the concern and pointed to several solutions currently underway, including expanded office hours at Enoch Davis Center and hybrid accessibility for workshops and mentoring. He emphasized that much of the Greenhouse’s programming has been shifted online or to hybrid formats to ensure equitable access, and he reiterated that district navigators play a key role in bringing services directly to business owners.

Returning to the earlier conversation about the Creative Capital initiative, CM Givens asked whether arts organizations would also be eligible for support. Ms. Smith responded that the program was developed in response to a specific request from the City’s arts office, and that while other organizations offer business development services for artists, the Greenhouse is seeking to fill gaps, particularly for artists who are individual grant recipients. She explained that while there are some nuances between artists, nonprofits, and traditional businesses, the fundamentals of running a business remain consistent across these groups.

CM Givens closed his remarks by highlighting his recent visits to local schools that offer entrepreneurship academies. He emphasized the potential for the Greenhouse to engage directly with these students and offer real-world context for their learning. Mr. Caper welcomed the idea and noted that Dr. Brown’s office serves as a liaison for youth programming, adding that similar collaborations already exist through afterschool and summer internship programs managed by

City of St. Petersburg
Economic and Workforce Development Committee
February 27, 2025 – 8:30 AM
City Hall, Room 100

the Economic and Workforce Development Department. He expressed interest in expanding these efforts, particularly through site visits and hands-on introductions to the life of an entrepreneur.

On the topic of certification requirements, CM Figgs-Sanders asked whether the Office of Supplier Diversity still required a \$100,000 minimum annual revenue for eligibility. Mr. Caper deferred to the upcoming OSD update but confirmed that the TAP program participants would be referred by OSD only after meeting such criteria. CM Figgs-Sanders raised concern about how these thresholds might impact a business's ability to become a registered vendor with the City and indicated that she would follow up on this in a separate conversation.

Committee Chair Driscoll offered additional context around youth programs, pointing out that while the Greenhouse does not lead youth-specific services, the City does offer such programs, often through the Mayor's Office. She encouraged further integration and coordination between departments. Returning to the Creative Capital initiative, she expressed strong support and indicated her interest in linking the program to her own proposal for an Artist Sustainability Fund. She asked staff to explore options for combining efforts and requested that a discussion be added to the April committee meeting agenda, noting that budget planning would be underway by then.

Committee Chair Driscoll also pointed out several outreach opportunities that could be strengthened, including partnerships with the Innovation District and the Saturday Morning Market. She emphasized that many market vendors represent emerging businesses without brick-and-mortar locations and could benefit from Greenhouse support even if their long-term goals differ from traditional entrepreneurship. She encouraged the Greenhouse team to consider the market as a venue for both outreach and potential programming as part of Small Business Week in May.

Committee Chair Driscoll inquired about marketing plans for Small Business Week and encouraged robust coordination with the City's marketing team. Ms. Smith confirmed that staff are working closely with the City's communications office, and Mr. Caper added that the Greenhouse also maintains its own newsletter, which features monthly business spotlights curated by Ms. Cagle. He previewed that the department would also bring forward a proposal for a Legacy Business Program at the May meeting, an idea initiated by Chair Driscoll. The goal, he explained, would be to recognize and support long-standing businesses that have operated in St. Petersburg, ensuring their continued success in a changing economic landscape.

City of St. Petersburg
Economic and Workforce Development Committee

February 27, 2025 – 8:30 AM

City Hall, Room 100

Ms. Smith reminded the Committee that several business owners were present and had prepared brief remarks. Committee Chair Driscoll welcomed them and expressed her appreciation for their willingness to share firsthand experiences.

The first to speak was Jennifer Schultz, owner of The Merchant Purveyor of Local Goods and The Crislip Café, both located on Central Avenue. Ms. Schultz, a veteran and longtime small business advocate, described her storefront as a platform for over 100 local artists, makers, and craftspeople, operating nearly every day of the year. She spoke with pride about supporting the creative economy and expressed appreciation for the Greenhouse’s outreach, particularly a recent video and interview that helped promote her business during the holiday season. Ms. Schultz, who also serves as director of the Tampa Bay Women’s Business Center, emphasized her concerns about ongoing federal funding uncertainty for programs serving women-owned businesses. She underscored the value of continued local support and highlighted the strength of Greenhouse programming, including her participation in both the Goal Achievement Program (GAP) and the JMI Small Business Executive Program. She suggested future improvements could include opportunities for business owners to engage in more structured dialogues about their challenges and needs, especially those operating brick-and-mortar businesses in high-rent areas. She also noted that the Business District Navigator initiative held promise but shared that drop-in visits during busy hours sometimes made engagement difficult. She encouraged the Greenhouse to consider creating district-wide gatherings where small business owners could share feedback in a more focused setting.

Ms. Mariel Gallagher, owner of MG Graphics, then shared her journey as a Hispanic woman entrepreneur. She described launching her business in 2018 to support small business owners through branding, web design, and social media services. Despite early uncertainty, she found support through the Greenhouse’s mentorship program, where she was paired with a mentor who helped her define her strategy and build confidence. Ms. Gallagher credited programs like 1 Million Cups and the Goal Achievement Program for giving her both the technical tools and emotional support needed to turn her business into a thriving enterprise. She closed her remarks by expressing gratitude to the Greenhouse and encouraging continued investment in its services for underrepresented entrepreneurs.

The Committee next heard from Mr. Johnny Chapman, an Army veteran and founder of Now Our, Inc., a nonprofit organization focused on intergenerational mentoring. Mr. Chapman shared his inspiration for the organization, describing a conversation with a mentee that revealed a lack of genuine appreciation and support. His model connects veterans with college students, who in turn mentor high school students. Mr. Chapman credited the Greenhouse’s Veteran Entrepreneurial Academy and GAP Program for equipping him with the knowledge and structure to turn his idea into a functioning nonprofit. He emphasized that the mentorship and

City of St. Petersburg
Economic and Workforce Development Committee
February 27, 2025 – 8:30 AM
City Hall, Room 100

resources he received from the Greenhouse now serve as the foundation of his own organization's mission.

The final speaker was Ms. Desiree Robertson, founder of Sol to Root Wellness, a South St. Petersburg-based home business specializing in youth mentoring and intentional travel. Ms. Robertson shared that she was a recent recipient of the Microfund grant and described the award as transformational—not only because it was her first grant since relocating from Memphis, but also because it enabled her to expand access to professional mentoring training. She used the funding to invest in mobile technology and pursue national certifications that allowed her to build interactive, online content to support underserved communities. Ms. Robertson shared that her professional pivot from employment to entrepreneurship had been inspired by her husband and their joint engagement with the Greenhouse. She credited her mentor for providing strategic direction and highlighted her new collaboration with Academy Prep, where she is now training mentors and expanding her program's reach. Her testimony highlighted how Greenhouse services can empower emerging entrepreneurs to scale their impact in meaningful ways.

Committee Chair Driscoll thanked each of the speakers for sharing their stories. She noted how powerful it was to hear the personal impact of the City's investment in small business support and how clearly the Greenhouse team's dedication had translated that into tangible, life-changing outcomes.

Committee Chair Driscoll adjourned the meeting at 9:41AM.

Economic & Workforce Development Committee Pending & Continuing Referral List						April 24, 2025	
	Topic	Return Date	Referral Date	Prior Meeting	Referred by	Staff	Notes
1	Center for the Arts Study Update	4/24/2025	3/6/2025		Gina Driscoll	James Corbett, Brian Caper, Elizabeth Herendeen	
2	A Discussion Regarding the Creation of a Legacy Business Program to Assist and Protect Long Standing Local Businesses in St. Petersburg	5/29/2025	2/6/2025		Gina Driscoll	Brian Caper	
3	Advanced Air Mobility Task Force Updates	TBD	5/2/2024	8/22/2024 1/16/2025	Mike Harting	Rich Lesniak	8/22/2024 - Committee requested that Admin draft a resolution for the formation of an Air Mobility Task Force 1/16/2025 - CM Harting took sponsorship of this item from former CM Montanari. Committee requested Administration to move forward with the creation of the task force with the individuals identified as potential members. 2/20/2025 - Resolution to create the task force was approved by the City Council (Res. 2025-106)
4	Continued Discussion of the Municipal Services Building (MSC) Maintenance Study	TBD	2/29/2024	5/30/2024 7/25/2024	Gina Driscoll, City Council	Aaron Fisch	5/30/2024 - CM Driscoll requested this item to remain on the referral list to bring back a new appraisal of the property and discuss updated budget and finances moving forward.
5	<u>Quarterly Report on Grow Smarter Sites</u> Port Site Innovation District Site 800 Block Site Commerce Park Site 22nd Street Sites Tangerine Plaza Site	TBD	Council - 2/15/2018, PSI - 8/10/2023	3/8/2018 5/31/2018 9/13/2018 6/13/2019 11/7/2019 1/12/2023 8/10/2023 1/25/2024 (Port Site & Tangerine Plaza)	PSI Committee	James Corbett, Brian Caper	1/16/2025 - The former SPPD site was removed from the list per the Committee and Administration's direction.
6	A Report and Update on Office Space Development in the City	TBD	2/2/2023	4/27/2023	Copley Gerdes	James Corbett	1/16/2025 - CM Gerdes took sponsorship of this item from former CM Montanari
7	A Discussion on Expanding the City’s “Ban the Box” Policy to Prohibit Businesses Contracting with the City from Including Criminal History Questions in Employment Applications	TBD	Council - 8/4/2022, BFT - 1/12/2023		Gina Driscoll (BFT Committee)	Jeannine Williams, Stephanie Swinson	
8	A Discussion Regarding the Creation of a Dedicated Fund to Directly Assist Local Artists and the Arts Organizations that Directly Benefits Local Artists	TBD	2/6/2025		Gina Driscoll	Tom Greene, Celeste Davis	
Upcoming EWD Dates: 5/29, 7/24, 8/28, 9/25, 12/4							Updated: 4/2/2025



Center for the Arts Master Planning Process

Economic and Workforce
Development Committee

April 24, 2025



Background

- The Center for the Arts is the zone bounded by First Ave. South to Fifth Ave. South (Dali Blvd.), First Street to the water
- Mahaffey Theater opened in 1965
 - Includes theater, garage, Center for the Arts Plaza, and surface parking
 - Bayfront Center Arena was removed in December 2004; Mahaffey Theater renovation and lobby expansion in 2005/2006
 - Mahaffey seeks to expand entry and drop-off areas
- Dali Museum – established new location in 2011
 - Seeks to expand museum beyond existing structure
- Firestone Grand Prix of St. Pete was established in 2004
- Tampa Bay Rowdies (Al Lang Field)



Concept Development

- Following the creation of Mahaffey Theater in 1965, the addition/subtraction of surrounding structures was done on a case-by-case basis, not master planned
- City Development worked with ARC3 Architecture in 2020 to explore alternatives for the Center for the Arts site
- Following the first phase of visioning through ARC3, City Development recently completed a second phase to review the area with ASD | SKY architecture
- Objectives include a long-term planning horizon to satisfy the needs of all users, allowing for sustainable growth and management within the context of the Downtown Waterfront Master Plan

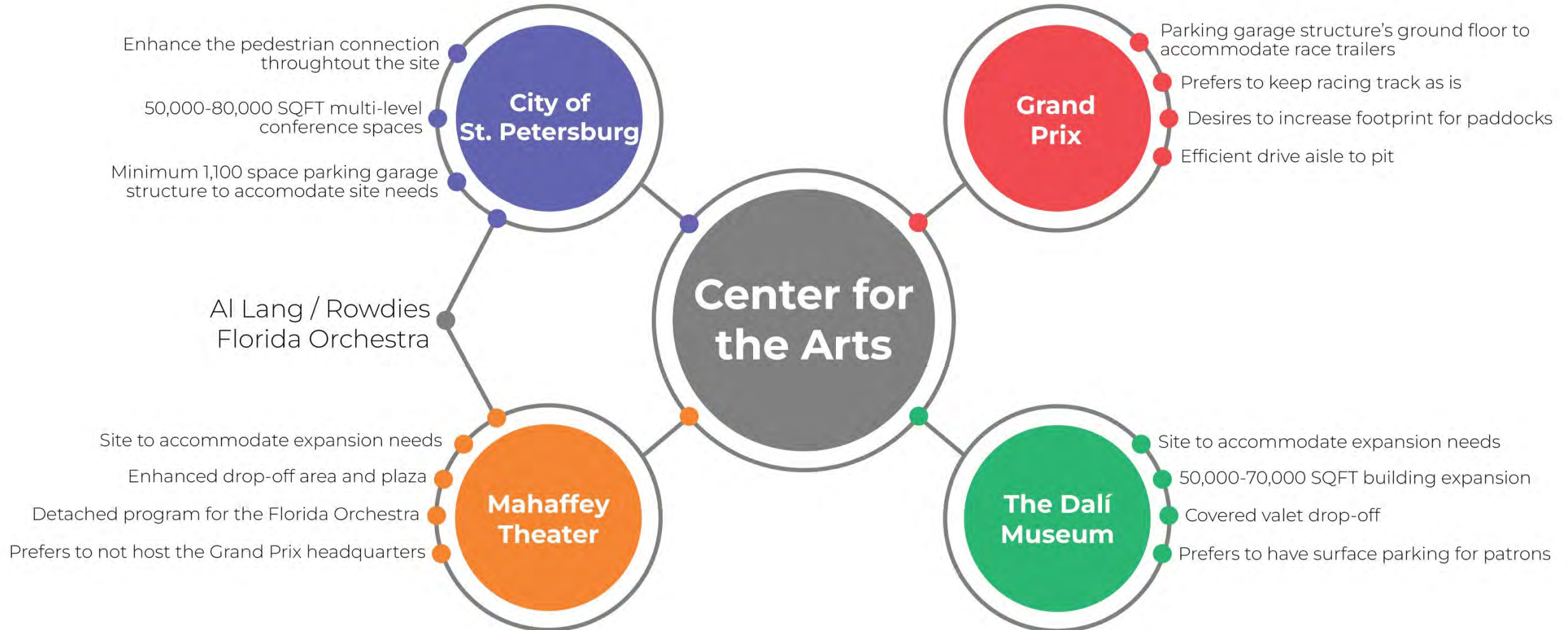
Considerations

- Established stakeholders, growth over time projected to increase
- There are 1,100 total parking spaces (surface and garage) currently; the Mahaffey garage is 45 years old
- Dali Museum expansion plans are in process; implications include parking and construction space needs
- Mahaffey Theater infrastructure needs are in planning stages now
- Grand Prix track and paddock areas must be accommodated
- Al Lang facilities, while rehabbed, are dated

01

BACKGROUND & PRECEDENT





The Center for the Arts presents a unique opportunity for connecting the city through storytelling and engagement with the arts in its public space. The overarching goals for these concepts is to present opportunities for public art, storytelling, way finding, and engagement within the broader context of St. Petersburg while activating the public space within and around this waterfront space.

Simultaneously we must plan for growth and integration of the existing users & events on site: the Mahaffey theater, the Dali Museum, and the Grand Prix.



*Woodruff Arts Center
Atlanta, GA*



*Cumberland Park
Nashville, TN*



*Millennium Park
Chicago, IL*



*Waterloo Greenway
Austin, TX*



*Soundscape Park
Miami Beach, FL*



*Novartis Visitor Reception Center
East Hanover, NJ*



Inspiration Image



*Lynn Wyatt Square for the Arts
Houston, TX*



*Riverfront Park
Wilmington, NC*



Inspiration Image

02

CONCEPT DEVELOPMENT





Alternate: Al Lang Study

In all cases, the site that Al Lang Resides on is underutilized and could play a significant role in shaping the City of St Petersburg's public waterfront.







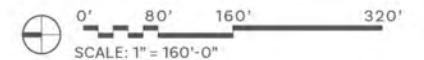
03

MASTER PLAN PHASE 1



LEGEND

- 1 The Dalí Museum
- 2 Mahaffey Theater
- 3 Green Space / Event Lawn
- 4 Tree Bosque
- 5 Service Area
- 6 Vehicular Drop-Off
- 7 Canopy / Elevated Walkway
- 8 Surface Parking
(120 parking spaces)
- 9 Park & Grand Prix Paddock Area
- 10 Al Lang Surface Parking
(360 parking spaces)
- 11 The Dalí Museum Expansion
(70,000 SF - Five floors)
- 12 Al Lang Stadium
- 13 Grand Prix Track
- 14 New Parking Garage
(1,045 parking spaces - Four floors)
- 15 Retail (18,500 SF - Ground floor)
- 16 Mahaffey VIP Expansion
(17,600 SF - Two floors)
- 17 Conference Space
(45,000 SF - Two floors)
(22,500 SF - Roof level)
- 18 Pit Row Access





ASD | SKY















04

MASTER PLAN PHASE 2



LEGEND

- 1 Green Space / Event Lawn
- 2 Service Area
- 3 Canopy / Elevated Walkway
- 4 Vehicular Drop-Off
- 5 Park & Grand Prix Paddock Area
- 6 Education Center
- 7 The Dali Museum Expansion
- 8 Mahaffey VIP Expansion
- 9 Surface Parking
- 10 New Parking Garage
(1,475 parking spaces)
- 11 Retail
(26,000 SF - Ground floor)
- 12 Conference Space
(45,000 SF - Two floors)
(22,500 SF - Roof level)
- 13 Amphitheater Covered Seating
(3,000 seats)
- 14 Amphitheater Lawn Seating
(3,000 Lawn & 3,000 Berm seats)
- 15 Pavilion / Park Support Building
- 16 Berm Seating
- 17 Surface Parking
(75 parking spaces)
- 18 Pit Row Access

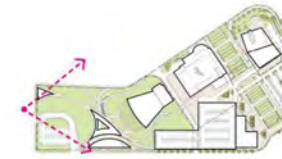












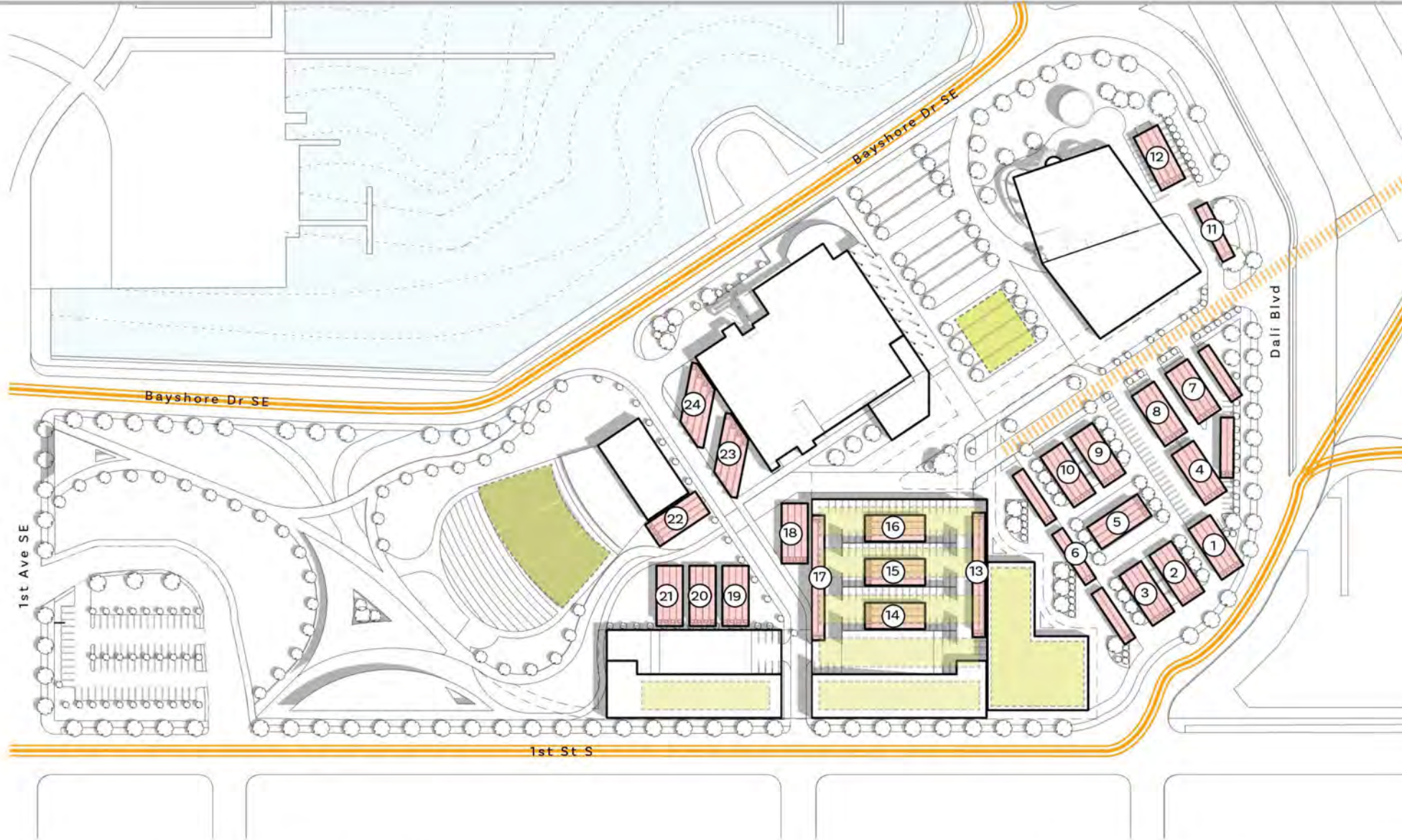












LEGEND

90'x10' GRAND PRIX SPACES DEDICATED FOR PADDOCKS & TEAM USE.

27 INDY CARS IN ST PETEBURG GRAND PRIX RACE & 52 TOTAL DRIVERS

16 TOTAL TEAMS 2024 NTT INDYCAR SERIES REQUIRING PADDOCK SPACE

SITE PLAN IS PROPOSING UP TO 24 PADDOCK SPACES

HOSPITALITY & CORPORATE LOCATED ON GROUND OR AT ROOFTOP

GRAND PRIX RACE TRACK ROUTE TO REMAIN AS IS

ADJUSTED GASOLINE ALLEY





ASD | SKY





05

PRELIMINARY ECONOMIC IMPACT

CENTER FOR THE ARTS**Preliminary Economic Impact**

This Preliminary Economic Impact report provides an initial indication of the economic benefits of the planned expansions of the Mahaffey Theater and the Dali, including newly introduced uses and property enhancements. The future concepts are sensitive to preserving the Grand Prix route that travels around the property. They also contemplate a future where the Al Lang Stadium could be in play for redevelopment.

This report highlights an amplification of existing economic benefits already generated at the property and calculates economic impact from new construction activity. Construction impacts are presented in a phased approach to align with potential project timing.

CENTER FOR THE ARTS ASSUMED PHASING**Phase 1 (2025-2030) - Probable Costs w/ Contingency = \$161.7 M**

- New 1,100-car garage (includes 20,000 SF ground-level retail)
- Demolition exiting garage
- New plaza and site improvements
- New St. Petersburg Conference Center (60,000 SF)
- Dali Museum expansion (45,000-50,000 SF)
- Mahaffey Theater improvements (visitor drop off + 10,000-16,000 SF)

Phase 2 (2028-2038) - Probable Costs w/ Contingency = \$127.5 M

- Demolition of Al Lang Stadium and earthwork
- Additional 400-car garage (includes 15,000 SF ground-level retail)
- Florida Orchestra facility (30,000 SF)
- New 3,000-4,000-seat amphitheater + supporting uses
- New Park at Al Lang and site improvements



Center for the Arts Existing Conditions

AMPLIFYING EXISTING**Economic Benefit**

There are established reports that highlight the annual economic impact that the Dali Museum, the Mahaffey Theater, and the Grand Prix bring to the City of St. Petersburg each year. The anchoring facilities and events at the Center for the Arts have strong annual benefits driven by visitor attraction, spending, and hotel stays.

The previously stated benefits of these facilities are expected to be amplified by enhancements to the property. Amplified benefits would be driven by expanded museum space, enhanced site design, a new 60,000-square-foot Conference Center, and 35,000 square feet of new retail.

ANNUAL ECONOMIC BENEFIT**The Dali Museum**

A 2022 economic impact study prepared in anticipation of a future expansion for the Dali Museum estimated \$106 million in annual benefit. This figure was driven by more than 320,000 annual visitors in that year. Approximately 75% of the Dali's visitors are not local to St. Petersburg generating 117,000 room nights in 2022. Visitors to the Dali are typically spending 3.2 nights on average in the area. Visits prompted \$53 million in direct visitor spending as part of multi-day trips.

**a global destination**

The Dali provides a unique and inspiring cultural experience that attracts, engages and educates visitors from around the world.

440K+Annual Museum visitors
pre-pandemic**320K+**Annual Museum visitors
post-pandemic**5M+**Page views annually
on TheDali.org**500K+**Global social
media audience

ANNUAL ECONOMIC BENEFIT

Mahaffey Theater

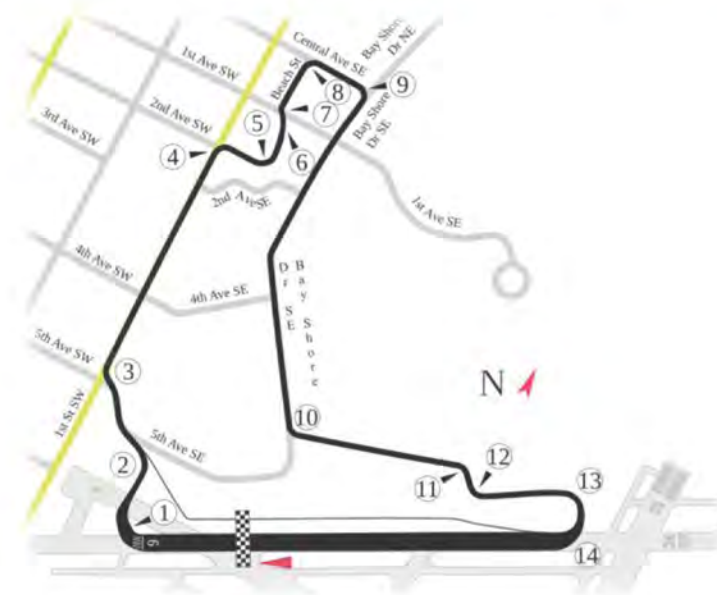
The Mahaffey Theater's impact is driven by visitor spending on tickets, concessions, hotel stays, and dining/visitor spending. While no economic impact report was publicly available, an estimated 250,000 people visit the theater annually.

Based on findings from the *"Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in St. Petersburg"* report, which highlights spending and overnight stays averaged over all facilities, the Mahaffey Theater has an estimated economic impact of \$65M to \$80M annually to the City of St. Petersburg.

ANNUAL ECONOMIC BENEFIT

Grand Prix

The Firestone Grand Prix of St. Petersburg is held annually in the spring on a temporary course surrounding the Center for the Arts site. In 2024, the race generated approximately \$60 million in economic benefit over a one-weekend period. This incorporated the spending and overnight stays of nearly 200,000 visitors. The 2025 race, which took place at the end of February, is anticipated to have generated \$66 million in benefit showing upward momentum from the previous year.



ESTIMATED ANNUAL

Economic Benefit

The Dali Museum, the Mahaffey Theater, and the weekend-long Grand Prix race generate more than \$200 million in annual economic benefit to the City of St. Petersburg combined. Phased improvements to the Center for the Arts, as contemplated in this effort, would amplify the impact that this area already has on the city currently.

In fact, expansion plans for the Dali Museum alone are anticipated to nearly double the impact of that facility in a ten-year period after completion based on data from the impact report completed in 2022. By year ten after the expansion of the museum is completed, the Dali is forecasted to attract 517,000 visitors annually, creating 183,000 room nights and \$206 million in economic benefit.

It should be noted that this Preliminary Economic Benefit assessment does not estimate possible impacts of new Conference Center, Florida Orchestra, or retail facilities. It also does not estimate the potential impact associated with annual visitors and spending generated by a new amphitheater that could replace the Al Lang Stadium. Additional study is recommended once a preferred concept plan is selected and details of the phasing are refined.



PRELIMINARY

New Construction Impacts

In addition to the amplification of annual benefits that is expected to be created through additional investment on the property, temporary impacts from the construction of new facilities and improvements on site will also be realized. An IMPLAN model was used to understand the direct, Indirect, and Induced impacts of preliminary construction costs for enhancements. These benefits are based on phased construction activity at the Center for the Arts, anticipated to take place between 2025 and 2038. Data is presented for the two distinct phases presented earlier.

NEW CONSTRUCTION

Terminology

Economic benefits can be described as the sum of economic activity within an area resulting from an initial change in the economy. These initial investments then lead to subsequent indirect and induced activities. The preliminary assessment relies on relationships across industries that are captured using an input-output mode (I/O) model which estimates how spending in one industry relates to others. Definitions for terminology related to new construction impact are as follows:

- **Initial Investment:** This is the initial change in the economy that is being modeled. In this instance, it reflects the phased investments possible at Center for the Arts.
- **Direct Impact:** The impact of producing all inputs that are required to complete the investments at Center for the Arts. As an example, the production of tools used by contractors would be captured here.
- **Indirect Impact:** The impact of producing inputs of the direct inputs above. For example, producing the parts required to make the tools needed for construction contractors.
- **Induced Impact:** Supplemental economic impacts that are generated through the wages that are created (i.e. purchases the toolmaker makes with earnings).

CENTER FOR THE ARTS ASSUMED PHASING

Phase 1 (2025-2030)

Probable Costs w/ Contingency = \$161.7 M

Phase 2 (2028-2038)

Probable Costs w/ Contingency = \$127.5 M

PRELIMINARY NEW CONSTRUCTION IMPACTS

Phase 1

The direct, indirect, and induced impacts of probable construction costs for the first phase of Center for the Arts enhancements are presented here. Phase I includes a new 1,100-car garage, demolition of the existing garage, landscaped plaza, a 60,000-square-foot conference center, the Dali Museum expansion, and Mahaffey Theater improvements. This phase (and the associated impacts) is expected to occur between 2025 and 2030 and have a probable construction cost of \$161.7 million. Impacts are presented in 2025 constant dollars.

PRELIMINARY NEW CONSTRUCTION IMPACTS

Phase 2

Center for the Arts second phase preliminary economic impacts on the new construction are presented here. Phase 2 is anticipated to occur between 2028 and 2038 and includes the demolition of Al Lang Stadium, a 400-car garage, a new Florida Orchestra facility, and a new amphitheater and park at the former Al Lang site. This phase has a probable construction cost of \$127.5 million. Like the first phase reporting, impacts are presented in 2025 constant dollars.

PRELIMINARY NEW CONSTRUCTION IMPACTS

Total

Across the potential development timeframe (2025-2038), construction activity could generate more than \$444.9 million in total economic output, or an estimate of \$34 million annually during the time of construction. Total payroll (labor income) generated through the construction of the enhancement to the Center of the Arts is estimated at \$138.5 million. Construction activity is expected to support more than 2,200 jobs during between 2025 to 2038.

Impact	Employment	Labor Income	Value Added	Output
Direct	859.9	\$50.9 M	\$83.5 M	\$161.7 M
Indirect	179.4	\$12.7 M	\$21.8 M	\$42.6 M
Induced	237.9	\$13.7 M	\$26.9 M	\$44.1 M
Total	1,277.2	\$77.3 M	\$132.1 M	\$248.4 M

- Based on current plans, the first phase of the Center for the Arts project could generate \$248.4 million in economic output, \$77.3 million in total payroll, and 1,278 jobs.

Impact	Employment	Labor Income	Value Added	Output
Direct	651.5	\$40.2 M	\$66.0 M	\$127.5 M
Indirect	135.7	\$10.0 M	\$17.2 M	\$33.6 M
Induced	180.2	\$11.0 M	\$21.6 M	\$35.4 M
Total	967.4	\$61.2 M	\$104.8 M	\$196.5 M

- Based on current plans, the second phase of the Center for the Arts project could generate \$196.5 million in economic output over ten years, \$61.2 million in total payroll, and 967 jobs.

PHASE 1 (2025-2030)

Total Economic Output:
\$248.4 M

Total Payroll:
\$77.3 M

Total Jobs Supported:
1,277

PHASE 2 (2028-2038)

Total Economic Output:
\$196.5 M

Total Payroll:
\$61.2 M

Total Jobs Supported:
967

TOTAL (2025-2038)

Total Economic Output:
\$444.9 M

Total Payroll:
\$138.5 M

Total Jobs Supported:
2,244

