

## SUGAR HILL WRITTEN PROPOSAL & RESPONSE SUMMARY

Sugar Hill will . . .

1. Serve as the Master Developer of the Tropicana Field Site. Sugar Hill will negotiate a Development Agreement (DA) with the City that defines the planning, development, financing and community benefits. Todd Chapman, President of JMA Corporate and David Carlock will be project leads for the development team. The team will consist of the entities found in Exhibit A.
2. The project will not require any zoning amendments.
3. Work in partnership with the city, engage the community and discuss the mutual benefits of the project with the Tampa Bay Rays if they decide to stay on the site and an agreement is reached between the Rays and the City.
4. Explore involving Midtown Development in some aspects of the project.
5. Pay the city \$106 million for the site as follows:
  - A. A non-refundable option deposit of \$25,750,000 to be made upon execution of the agreement.
  - B. Phase 1 - \$18,650,000
  - C. Phase 2 - \$21,440,000
  - D. Phase 3 - \$24,710,000
  - E. Phase 4 - \$15,450,000
  - F. The City may negotiate a purchase, a lease-to-purchase, or a long term lease for each phase of the project.

See Exhibit B for the approximate locations of the phases.

Property will only be transferred to the developer after the payment is made and after all development performance requirements have been met. Development Performance requirements will be spelled out in the DA. Failure to make payment and/or execute development performance requirements is cause for termination of the agreement. If Development performance requirements are not met for any phase, the property acquisition amount will be re-imbursed and the city will maintain ownership of the land. The Option deposit will not be reimbursed.

6. Spend approximately \$128 million on infrastructure, horizontal development on the site which will include the following:
  - A. Site Demolition
  - B. Tropicana Field Demolition
  - C. 16<sup>th</sup> St. South Revitalization
  - D. Pinellas Trail Revitalization
  - E. Booker Creek Revitalization
  - F. 175 Bridge
  - G. Central Park
  - H. Street Improvements

- I. Walkways/Sidewalk improvements
- J. Hardscape Allowance
- K. Landscape Allowance
- L. Irrigation Allowance
- M. Directional Signalization
- N. Utilities
- O. Soft Costs
- P. Other fees and Developer Costs
- Q. Escalation

Anticipated infrastructures costs are:

- Site Demolition - \$7,791,000
- Horizontal Infrastructure - \$75,719,000
  - 16th Street South - \$2,049,600
  - Pinellas Trail - \$535,000
  - 1st Avenue South - \$2,364,288
  - 5th Avenue South - \$3,596,163
  - 17th Street South - \$432,175
  - 3rd Avenue South - \$5,475,000
  - Diagonal Road - \$3,847,100
  - 15th Street South - \$898,275
  - 14th Street South - \$868,775
  - 13th Street South - \$1,578,250
  - 12th Street South - \$1,564,975
  - Tech Drive - \$455,338
  - Tech II Drive - \$455,338
  - 175 Bridge North Entrance - \$564,000
  - 175 Bridge - \$10,733,800
  - 175 Bridge South Entrance - \$1,326,000
  - Center Park - \$12,409,299
  - Booker Creek - \$1,667,700
  - Roundabout Walkway - \$810,000
  - Elevated Walkways - \$5,500,000
  - Hardscape Allowance - \$5,250,000
  - Landscape Allowance - \$2,500,000
  - Irrigation Allowance - \$300,000
  - Directional Signalization - \$1,125,000
  - Wayfinding Signage - \$16,250
  - Pad Site Utilities / Hardscape / Landscape - \$9,396,400
- Soft costs - \$45,135,000

The City will contribute \$75 million toward this infrastructure, horizontal development in Tax Increment Funds. The City will approve how these Funds will be used per the above itemized list and approve the infrastructure plan for the site. The Developer will be responsible to cover

any costs above \$75 million and above the approximate cost of \$128 million if necessary. The Developer will consult the Rays if the Rays are part of the project before finalizing the Infrastructure plan. The Developer will also do community engagement prior to finalizing the plan. The plan will be outlined per phases of the project and the public money will be spent proportionally with private dollars for each phase. The Infrastructure costs (Exhibit C) will reflect the proposal submitted to the city as part of the RFP.

7. Parking: The parking for the project will be identified in Exhibit D and will be funded by the Developer as part of the project. The Developer will work with the Rays if they are part of the project on a shared parking arrangement whereby the Rays stadium patrons can use parking garages developed from the project. This financial arrangement will be between the Rays and the Developer. The City will participate in these discussions in terms of the availability of other parking opportunities off site, if necessary.

Exhibit D represents the parking plan for the Rays, should they elect to stay in the project. The parking arrangement will cover construction timeframes for all phases of the project, including a new stadium if an agreement is reached, and will not require any additional funding from the City.

8. The Developer will develop, construct and finance all vertical development outlined in its final proposal to the city (Exhibit C). The city recognizes that there are four development scenarios with (Parks Scheme) and without (Commons) a baseball stadium and without the large convention center with and without a stadium. The Commons development plan will total a minimum of 7,464,800sf and the Parks plan will total a minimum of 5,443,300sf. Office will represent between 36% and 40% of the development program. Full build-out of the project is expected to occur in 2031. Without the small convention center but with the stadium equates to about 6,792,942 sf and with the small convention center and without the stadium equates to about 8,814,942 sf of development. All of the above conditions apply.

It is projected that the large convention center results in a \$4 billion economic impact a year for 20 years. This equates to \$200 million a year in economic impact. A small convention center is projected to result in about \_\_\_\_\_ a year in economic impact.

9. Housing: Each plan will identify how much affordable and workforce housing will be developed. Exhibit E provides the number of affordable and workforce units to be developed and their respective AMIs for development with and without a stadium. Under any case, the affordable units will not be less than 40% of the total units and the workforce units will not be less than 10% of all units. A minimum of 100 affordable homes for sale in the form of condo units will be included in the project under any scenario. The affordable and workforce housing will not require additional city funds to implement; however, the city will support the developer in applying for federal, state, and local programs for affordable housing funds.

10. The developer will pay for and conduct a complete and comprehensive market study to determine the appropriate size of the convention center and engage with the county Tourism Development Corp. to explore all possible options for the facility.
11. Greenspace allocations will be per Exhibit F. Site connectivity plan will be per Exhibit G. Public Space and retail will be per Exhibit H.
12. The project will deliver the following Community Benefits:
  - A. 20% of the construction jobs will be filled by South St. Pete CRA residents.
  - B. 25% of the Affordable/Workforce Housing development will be financed by African Americans investors.
  - C. The Affordable/Workforce Housing will be integrated into the market rate housing and other developments of the site. See section 7 above.
  - D. There will be a Minority owned brewery on the site
  - E. 20% SBE/MWBE participation rate in all phases of the project
  - F. 20% local hiring for the construction of the project will come from the South St. Pete CRA district.
  - G. A \$2 million workforce development program will be implemented for the project and approved by the city that includes outreach, training and mentoring.
  - H. History Walk, as identified in D6 of the RFP Response (Exhibit I)
  - I. 10% of the non-affordable/workforce housing development will be financed/capitalized by African American investors.
  - J. A mentor/protégé program will be implemented, as identified in D5 of the RFP Response (Exhibit I)
  - K. A multi-modal transportation plan will be part of the project per Exhibit J. The Developers will also consult the Rays if they are part of the project about the transportation plan. This plan will include the Pinellas Trail, micro mobility options, and through streets, BRT, and flexible parking strategies.
  - L. The development will include complete streets and BRT transit stops per Exhibit J.
  - M. Booker Creek will be redeveloped into an 11 acre central green space per Exhibit K.
  - N. Support the realignment of Rt. 175 and reconnect streets per Exhibit L.
  - O. Implement the Urban Farming initiative.
  - P. Provide educational space for remote learning in conjunction with St. Petersburg College
  - Q. Implement a Marine Science Institute in partnership with USF.
  - R. Activate public space programming with the involvement of Biederman Retail Ventures
  - S. Develop and program a performing arts venue
  - T. Implement an aggressive public arts program
  - U. Include an on-site early childhood education center and a 24 hour day care
  - V. Create local smaller tenant spaces, flexible lease terms, pop up opportunities, a fund to help kickstart new ventures and marketing and promotional support for local small businesses.

- W. Implement a Smart Cities plan for the site that incorporates the latest smart technology and infrastructure reflective of the city's plan.
- X. Implement health in all policies and work in conjunction with the city's office of health in all policies. A plan will be developed and approved by the City prior to development.
- Y. Implement sustainable, resilient elements to minimize environmental impacts and maximize energy efficiency. District scale technologies such as centralized cooling, solar array and shared energy storage will be explored and incorporated into the development plan. A plan will be developed in conjunction with the City's Office of Sustainability and Public Works and approved by the city prior to development.
- Z. The development plan will align with the 2050 Plan recently approved by the city.
- AA. A public outreach and engagement plan will continue throughout the development of the site. The City will approve this plan.
- BB. The Grow Smarter Strategy will be the guiding source of the projects business development strategy and the developer will work closely with the City, EDC and Chamber of Commerce on these efforts and activities.

13. Economic and Fiscal Impact:

- A. The total project will create approximately 2,200-3,650 construction jobs over 10 years and approximately 11,300-19,540 permanent jobs.
- B. Property Tax revenue to the City will result in approximately \$4.7 million to \$17.7 million annually, contingent on development scenario at full buildout. Part E provides total and annual property tax revenue for each scenario.
- C. Sales and Tourist Tax Revenue will result in approximately \_\_\_\_\_ over 20 years depending on the size of the convention center.
- D. The net value to the city on the project equates to approximately \$161 million. Project net value is value given to the city minus value city is giving to the project. (\$106 purchase price + \$128 million for infrastructure + \$2 million for workforce development minus \$75 million from the city).
- E. City Property taxes over 20 years:
  - A. Scenario A = \$354 million (small convention center, no stadium), \$17.7 million annually
  - B. Scenario B = \$262 million (small convention center, with stadium), \$13.1 million annually
  - C. Scenario C = \$138 million (large convention center, no stadium), \$6.9 million annually
  - D. Scenario D = \$94 million (large convention center, with stadium), \$4.7 million annually

- 14. The developer will submit 6 month reports to the city on the status of the project and the status of the requirements of the Agreement.

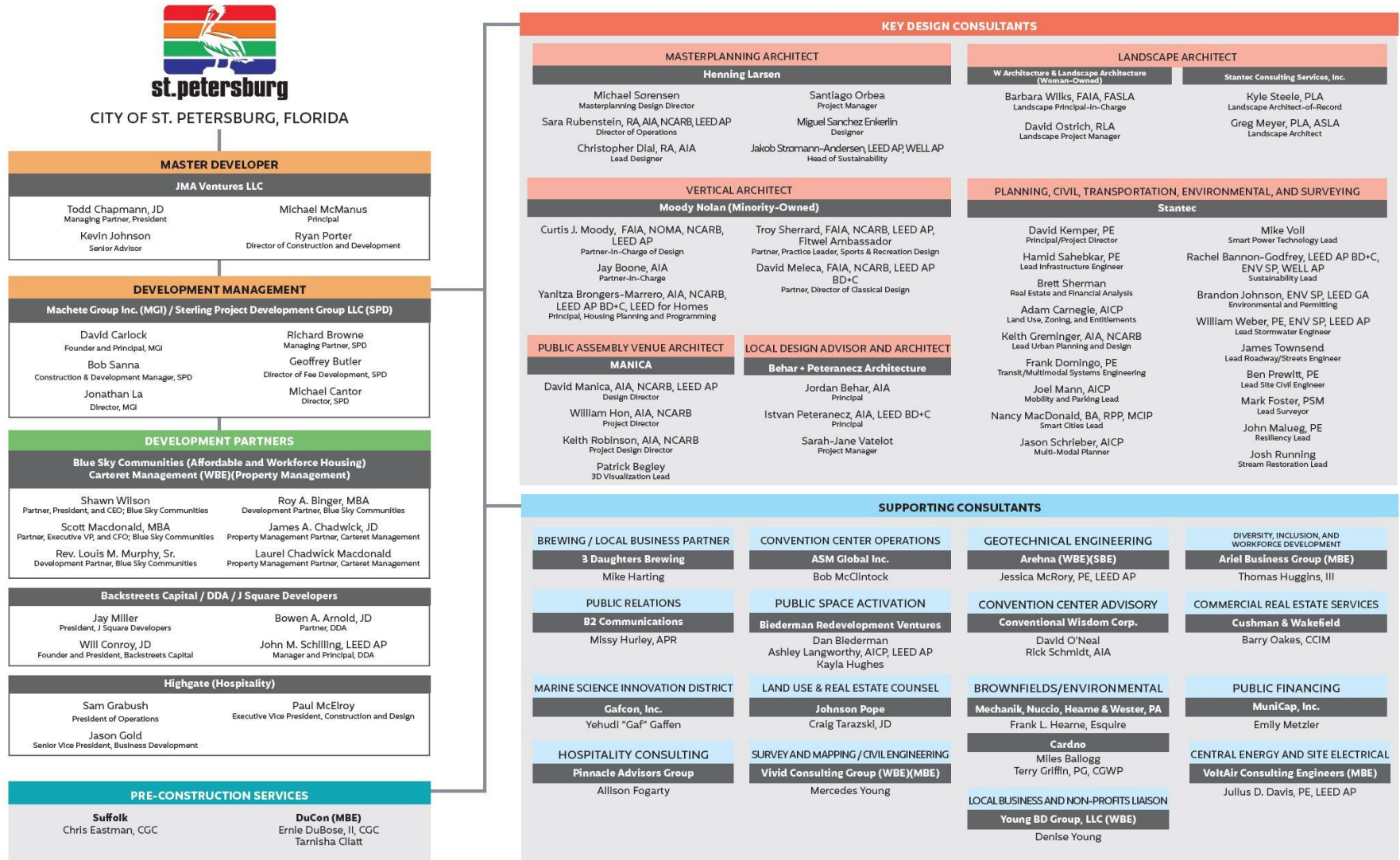
15. The City will support a CDD for the site and any fee attached to the property owners will be in addition to property taxes collected. No city tax revenue will be reduced by the creation of the CDD.

The City will . . .

1. Commit \$75 million to the Infrastructure plan for the site contingent upon the entirety of the plan being executed per the plan. The City's money will be spent proportionate to private funding per phase.
2. The City will lease the property to the developer until each phase of the development plan (horizontal and vertical) is met and then the property will be sold to the developer for the amount shown in item 5 above.
3. The city will facilitate communication and facilitation between the developer and Rays if required. The city will keep the developer informed of the status of the Rays discussions and the important development issues surrounding these discussions.
4. The City will participate in the parking discussions related to the Rays.
5. The City will make all of its departments available to the Developer to assist in finalizing plans and obtaining critical information.
6. The City will facilitate pre-development discussions, permitting and zoning approvals for the project throughout its build out.
7. The City will bring its St. Pete Works program to the table for the project.
8. The developer may apply for funding from any existing program that the city may have that can add value to the project. Otherwise, the city's financial incentive for the project is \$75 million for the Infrastructure plan.
9. The city administration will bring this Term Sheet to Council for consideration followed by a Development Agreement.
10. The City will participate in outreach meetings with the community.

## Exhibit A – Organizational Chart

### ORGANIZATIONAL CHART REPRESENTING KEY TEAM AND SUPPORT TEAM



## Exhibit B – Phasing Plan

### A. Site Plan for Each Phase

The following diagrams detail site plans for each phase under the ballpark (Sugar Hill Parks) and non-ballpark (Sugar Hill Commons) scenarios.

**Sugar Hill Parks Phase One**



**Sugar Hill Parks Phase Two**

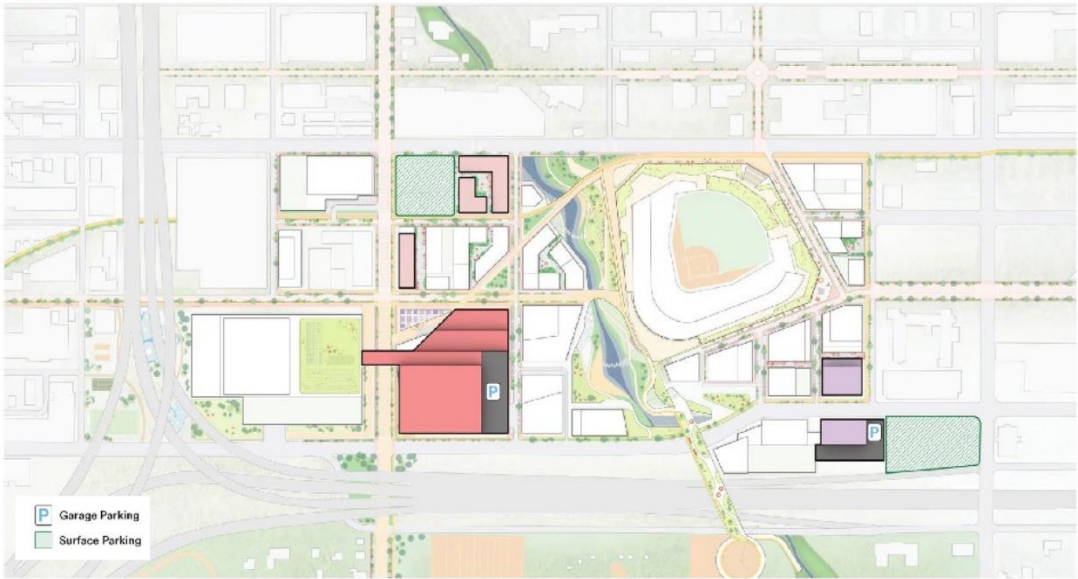




Sugar Hill Parks Phase Three



Sugar Hill Parks Phase Four



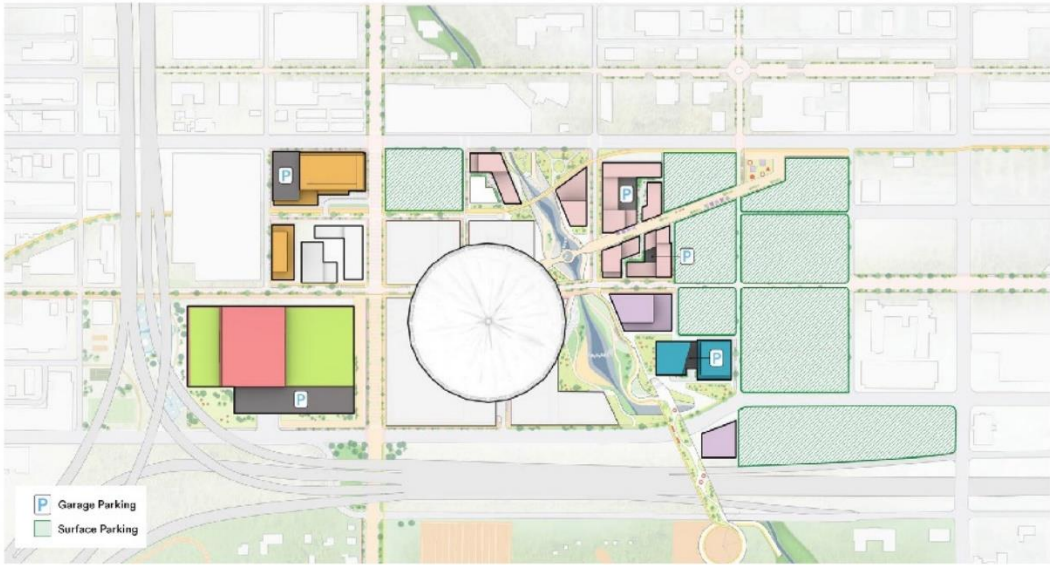
Sugar Hill Parks Phase Five



Sugar Hill Parks Development by Phase

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Total
Residential	458,900 sf	374,700 sf	380,000sf	255,800 sf	153,600sf	1,623,500 sf
Office	484,000 sf	273,600 sf	308,300 sf	272,200 sf	110,000 sf	1,448,100sf
Tech Campus	222,500 sf		434,000 sf			656,500 sf
Hotel	467,375 sf		172,967 sf			640,342 sf
Convention	650,000 sf			262,000 sf		912,000 sf
Total	2,283,300 sf	648,729 sf	1,296,203 sf	790,403 sf	263,776 sf	5,282,411 sf

Sugar Hill Commons Phase One



Sugar Hill Commons Phase Two





**Sugar Hill Commons Phase Three**



**Sugar Hill Commons Phase Four**



#### Sugar Hill Commons Phase Five



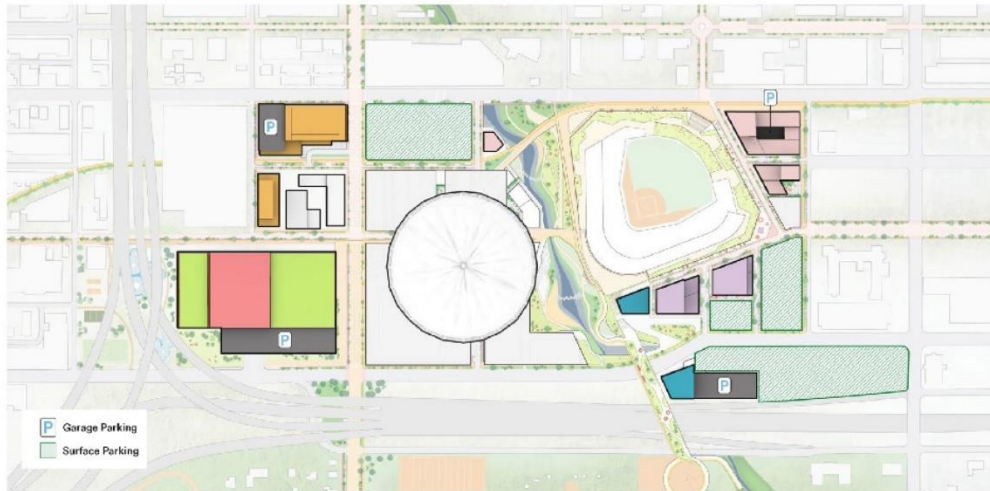
#### Sugar Hill Commons Development by Phase

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Total
Residential	703,600 sf	541,100 sf	611,700 sf	520,400 sf	300,200 sf	2,677,000 sf
Office	452,500 sf	407,500 sf	449,700 sf	476,300 sf	415,400 sf	2,201,400 sf
Tech Campus	362,100 sf		509,100 sf			871,200 sf
Hotel	467,375 sf		172,967 sf			640,342 sf
Convention Center	650,000 sf			425,000 sf		1,075,000 sf
Total	2,636,380 sf	949,355 sf	1,744,167 sf	1,422,296 sf	715,944 sf	7,468,142 sf

## B. Development Program for Each Phase, including Parking Plan

The below phasing programs for both scenarios show the initial, midpoint, and full build out development scenarios with on-site structured parking inventory delivered and residual surface lot inventory indicated. Our plan for parking under both scenarios has been detailed elsewhere in our response.

**Sugar Hill Parks Initial**



**Sugar Hill Parks Mid-point**



Sugar Hill Parks Full Buildout



Sugar Hill Parks Parking by Phase

	Initial	Midpoint	Full Buildout
Residential	458,900 sf	833,600 sf	1,623,500 sf
Office	484,000 sf	757,600 sf	1,448,100 sf
Tech Campus	222,500 sf	222,500 sf	656,500 sf
Hotel	467,375 sf	467,375 sf	640,342 sf
Convention Center	650,000 sf	650,000 sf	912,000 sf
Total	2,283,300 sf	2,932,029 sf	5,282,411 sf
Parking (on-site)	1,431,460 sf	1,292,300 sf	1,690,000 sf
Stalls (300 sf)	4,772 spaces	4,308 spaces	5,633 spaces
Stalls (350 sf)	4,090 spaces	3,692 spaces	4,829 spaces



**Sugar Hill Commons Initial**



**Sugar Hill Commons Mid-point**





Sugar Hill Commons Full Buildout



Sugar Hill Parks Parking by Phase

	Initial	Midpoint	Full Buildout
Residential	703,600 sf	1,244,700 sf	2,677,000 sf
Office	452,500 sf	860,000 sf	2,201,400sf
Tech Campus	362,100 sf	362,100 sf	871,200 sf
Hotel	467,375 sf	467,375 sf	640,342 sf
Convention Center	650,000 sf	650,000 sf	1,075,000 sf
Total	2,636,680 sf	3,586,035 sf	7,468,142 sf
Parking	1,742,280 sf	1,361,900 sf	2,668,000 sf
Stalls (300 sf)	5,808 spaces	4,540 spaces	8,893 spaces
Stalls (350 sf)	4,978 spaces	3,894 spaces	7,623 spaces

## Exhibit C – Infrastructure Costs

### Appendix A: Tropicana Field Infrastructure Costs

SITE DEMOLITION COSTS		\$2,697,095
Booker Creek Bridges	Site Demolition	100,000
Booker Creek Sheet Pile Walls	Site Demolition	300,000
Asphalt Paving	Site Demolition	2,200,000
8" water piping	Site Demolition	600
24" water piping	Site Demolition	1,185
Fire hydrants	Site Demolition	1,500
8" / 10" sewer piping	Site Demolition	2,820
36" sewer piping	Site Demolition	1,950
Sewer man holes	Site Demolition	8,500
15" RCP	Site Demolition	3,585
18" RCP	Site Demolition	2,040
24" RCP	Site Demolition	2,940
30" RCP	Site Demolition	2,940
36" RCP	Site Demolition	2,040
42" RCP	Site Demolition	495
Storm man holes	Site Demolition	53,000
Storm inlets	Site Demolition	7,500
Culverts/Structures	Site Demolition	6,000
TROPICANA FIELD DEMOLITION		\$5,094,140
Stage I - Enabling Work		
Mobilization	Tropicana Field Demolition	134,700
Erosion Control	Tropicana Field Demolition	20,500
Storm System Monitoring & Protection	Tropicana Field Demolition	27,600
Sanitary System Disconnect	Tropicana Field Demolition	8,400
Domestic & Fire Water Disconnect	Tropicana Field Demolition	8,800
Stage II - Above Grade Demo		
Asbestos Abatement (Allowance)	Tropicana Field Demolition	211,900
Demolition	Tropicana Field Demolition	2,240,000
Concrete Crushing	Tropicana Field Demolition	224,600
Trucking - Demo Site to Crusher	Tropicana Field Demolition	31,800
Trucking - Crusher to Final Placement	Tropicana Field Demolition	31,800
Trucking - Scrap to Salvage	Tropicana Field Demolition	162,000
Trucking - Debris to Landfill	Tropicana Field Demolition	35,000
Non Ferrous Scrap Credit	Tropicana Field Demolition	-142,000
Stage III - Below Grade Demo		
Mobilization	Tropicana Field Demolition	19,500
Demolition	Tropicana Field Demolition	225,600
Concrete Crushing	Tropicana Field Demolition	134,800
Trucking - Demo Site to Crusher	Tropicana Field Demolition	19,100
Trucking - Crusher to Final Placement	Tropicana Field Demolition	19,100
Trucking - Debris to Landfill	Tropicana Field Demolition	12,000

Stage IV - Final		
Rough Grade & Base Material Storage	Tropicana Field Demolition	64,500
Finish Grading	Tropicana Field Demolition	23,500
Adt'l Trop Field Contingency	Tropicana Field Demolition	1,580,940
<b>HORIZONTAL INFRASTRUCTURE</b>		<b>\$75,718,724</b>
16th Street South - Revitalization	16th Street South Revitalization	2,049,600
Pinellas Trail - Revitalization	Pinellas Trail Revitalization	535,000
1st Avenue South - Liner	Street Improvements	2,364,288
5th Avenue South - Liner	Street Improvements	3,596,163
17th Street South - 1/2 Liner	Street Improvements	432,175
3rd Avenue South - New/Primary	Street Improvements	5,475,000
Diagonal Road - New/Primary	Street Improvements	3,847,100
15th Street South - New/Secondary	Street Improvements	898,275
14th Street South - New/Secondary	Street Improvements	868,775
13th Street South - New/Secondary	Street Improvements	1,578,250
12th Street South - New/Secondary	Street Improvements	1,564,975
Tech Drive - New/Tertiary	Street Improvements	455,338
Tech II Drive - New/Tertiary	Street Improvements	455,338
175 Bridge - North Radius	175 Bridge	564,000
175 Bridge	175 Bridge	10,733,800
175 Bridge - South Radius	175 Bridge	1,326,000
Center Park	Center Park	12,409,299
Booker Creek - Revitalize	Booker Creek Revitalization	1,667,700
Roundabout Walkway	Walkways / Sidewalk Improvemei	810,000
Elevated Walkways	Walkways / Sidewalk Improvemei	5,500,000
Hardscape Allowance	Hardscape Allowance	5,250,000
Landscape Allowance	Landscape Allowance	2,500,000
Irrigation Allowance	Irrigation Allowance	300,000
Directional Signalization	Directional Signalization	1,125,000
Wayfinding Signage	Directional Signalization	16,250
Pad Site Utilities / Hardscape / Landscape	Utilities	9,396,400
<b>SOFT COSTS</b>		<b>\$16,701,992</b>
<b>OTHER FEES &amp; OWNERS COSTS</b>		<b>\$27,987,088</b>
Development Fee	Other Fees & Developer Costs	3,664,161
Developer Reimbursables	Other Fees & Developer Costs	73,283
Owner Contingency	Other Fees & Developer Costs	14,114,847
Escalation	Escalation	10,134,796
<b>TOTAL HORIZONTAL PROJECT COSTS</b>		<b>\$128,199,039</b>

## Exhibit D – Parking

### Exhibit 13 - Parking Supply by Phase

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
<b>EVENING</b>					
<b>Available Inventory at Start of Phase (1)</b>					
Onsite Surface Parking	6,299	2,757	4,210	3,213	1,823
Onsite Structured Parking - Office/Tech	-	1,689	2,343	4,118	4,769
Publicly Owned - Serving Rays	881	881	881	881	881
Privately Owned - Serving Rays	1,385	1,385	1,385	1,385	1,385
Publicly Owned - Available for Rays	4,125	4,125	4,125	4,125	4,125
Privately Owned - Available for Rays	2,017	2,017	2,017	2,017	2,017
<b>Total</b>	<b>14,707</b>	<b>12,854</b>	<b>14,961</b>	<b>15,739</b>	<b>15,000</b>
<b>Game Utilization</b>					
Onsite Surface Parking	0%	0%	0%	0%	0%
Onsite Structured Parking - Office/Tech	20%	20%	20%	20%	20%
Publicly Owned - Serving Rays	20%	20%	20%	20%	20%
Privately Owned - Serving Rays	20%	20%	20%	20%	20%
Publicly Owned - Available for Rays	20%	20%	20%	20%	20%
Privately Owned - Available for Rays	20%	20%	20%	20%	20%
<b>Net Available Inventory at Start of Phase</b>					
Onsite Surface Parking	6,299	2,757	4,210	3,213	1,823
Onsite Structured Parking - Office/Tech	-	1,351	1,874	3,294	3,815
Publicly Owned - Serving Rays	705	705	705	705	705
Privately Owned - Serving Rays	1,108	1,108	1,108	1,108	1,108
Publicly Owned - Available for Rays	3,300	3,300	3,300	3,300	3,300
Privately Owned - Available for Rays	1,614	1,614	1,614	1,614	1,614
<b>Total</b>	<b>11,412</b>	<b>9,221</b>	<b>11,197</b>	<b>11,620</b>	<b>10,751</b>
<b>DAYTIME</b>					
<b>Available Inventory at Start of Phase (1)</b>					
Onsite Surface Parking	6,299	2,757	4,210	3,213	1,823
Onsite Structured Parking - Office/Tech	-	1,689	2,343	4,118	4,769
Publicly Owned - Serving Rays	881	881	881	881	881
Privately Owned - Serving Rays	1,385	1,385	1,385	1,385	1,385
Publicly Owned - Available for Rays	4,125	4,125	4,125	4,125	4,125
Privately Owned - Available for Rays	2,017	2,017	2,017	2,017	2,017
<b>Total</b>	<b>14,707</b>	<b>12,854</b>	<b>14,961</b>	<b>15,739</b>	<b>15,000</b>
<b>Game Utilization</b>					
Onsite Surface Parking	0%	0%	0%	0%	0%
Onsite Structured Parking - Office/Tech	75%	75%	75%	75%	75%
Publicly Owned - Serving Rays	30%	30%	30%	30%	30%
Privately Owned - Serving Rays	80%	80%	80%	80%	80%
Publicly Owned - Available for Rays	80%	80%	80%	80%	80%
Privately Owned - Available for Rays	80%	80%	80%	80%	80%
<b>Net Available Inventory at Start of Phase</b>					
Onsite Surface Parking	6,299	2,757	4,210	3,213	1,823
Onsite Structured Parking - Office/Tech	-	422	586	1,030	1,192
Publicly Owned - Serving Rays	617	617	617	617	617
Privately Owned - Serving Rays	277	277	277	277	277
Publicly Owned - Available for Rays	825	825	825	825	825
Privately Owned - Available for Rays	403	403	403	403	403
<b>Total</b>	<b>8,421</b>	<b>5,301</b>	<b>6,918</b>	<b>6,365</b>	<b>5,137</b>

## Exhibit E – Affordable & Workforce Housing

### Exhibit 3: Affordable & Workforce Unit Mix

Affordable & Workforce Units (Sugar Hill Parks Scheme)			Affordable & Workforce Units (Sugar Hill Parks Revised Scheme)			Affordable & Workforce Units (Sugar Hill Commons Scheme)			Affordable & Workforce Units (Sugar Hill Commons Revised Scheme)		
Proposed AMI Commitments		Total Units	Proposed AMI Commitments		Total Units	Proposed AMI Commitments		Total Units	Proposed AMI Commitments		Total Units
Phase			Phase			Phase			Phase		
30% AMI		132	30% AMI		245	30% AMI		214	30% AMI		315
60% AMI		557	60% AMI		1,041	60% AMI		906	60% AMI		1,385
80% AMI		184	80% AMI		362	80% AMI		299	80% AMI		483
100% AMI		96	100% AMI		164	100% AMI		157	100% AMI		212
120% AMI		15	120% AMI		25	120% AMI		24	120% AMI		33
Total Affordable & Workforce Housing Units		984	Total Affordable & Workforce Housing Units		1,837	Total Affordable & Workforce Housing Units		1,600	Total Affordable & Workforce Housing Units		2,428
From Exhibit 1: (80% Defined as "Workforce")			From Exhibit 1: (80% Defined as "Workforce")			From Exhibit 2: (80% Defined as "Workforce")			From Exhibit 2: (80% Defined as "Workforce")		
Baseline Program			Revised Program			Baseline Program			Revised Program		
Affordable (30/60% AMI)		689	Affordable (30/60% AMI)		1,286	Affordable (30/60% AMI)		1,120	Affordable (30/60% AMI)		1,699
Workforce (80/100/120% AMI)		295	Workforce (80/100/120% AMI)		551	Workforce (80/100/120% AMI)		480	Workforce (80/100/120% AMI)		728
Total Affordable Housing Units		984	Total Affordable Housing Units		1,837	Total Affordable Housing Units		1,600	Total Affordable Housing Units		2,428
Variance		-	Variance		-	Variance		-	Variance		-
Unit Count			Unit Count			Unit Count			Unit Count		
Market Rate Units	50.0%	984	Market Rate Units	50.0%	1,837	Market Rate Units	50.0%	1,600	Market Rate Units	50.0%	2,428
Affordable Housing Units	35.0%	689	Affordable Housing Units	35.0%	1,286	Affordable Housing Units	35.0%	1,120	Affordable Housing Units	35.0%	1,699
Workforce Housing	15.0%	295	Workforce Housing	15.0%	551	Workforce Housing	15.0%	480	Workforce Housing	15.0%	728
Total Units	100.0%	1,968	Total Units	100.0%	3,674	Total Units	100.0%	3,200	Total Units	100.0%	4,855

Exhibit F – Green Space & Open Space

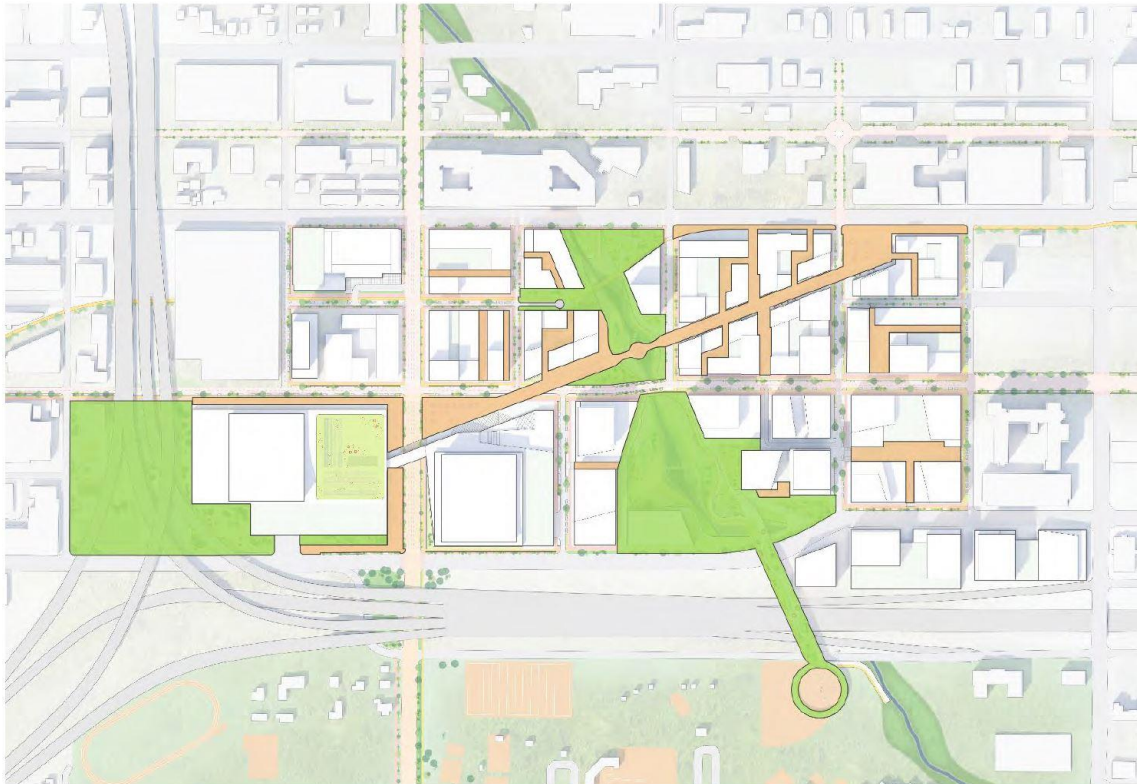
## Sugar Hill Parks



 Green Space	910,900 sf
 Open Space	331,600 sf
Total Public Space	1,242,500 sf




## Sugar Hill Commons



 Green Space	859,062 sf
 Open Space	393,123 sf
Total Public Space	1,252,185 sf

## Sugar Hill Parks Alternate Scheme



 Green Space	965,800 sf
 Open Space	363,600 sf
<b>Total Public Space</b>	<b>1,329,400 sf</b>



## Sugar Hill Commons Alternate Scheme





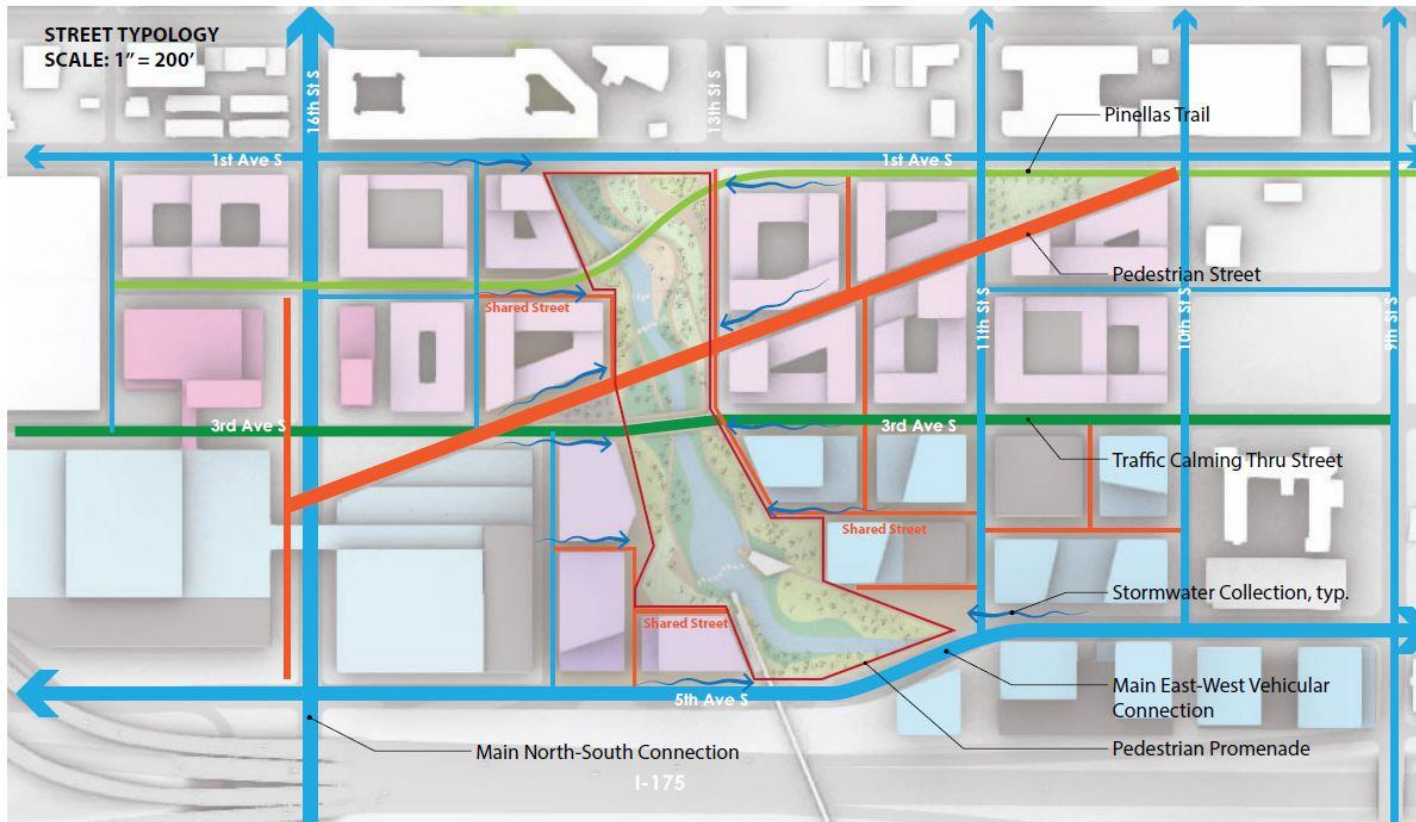
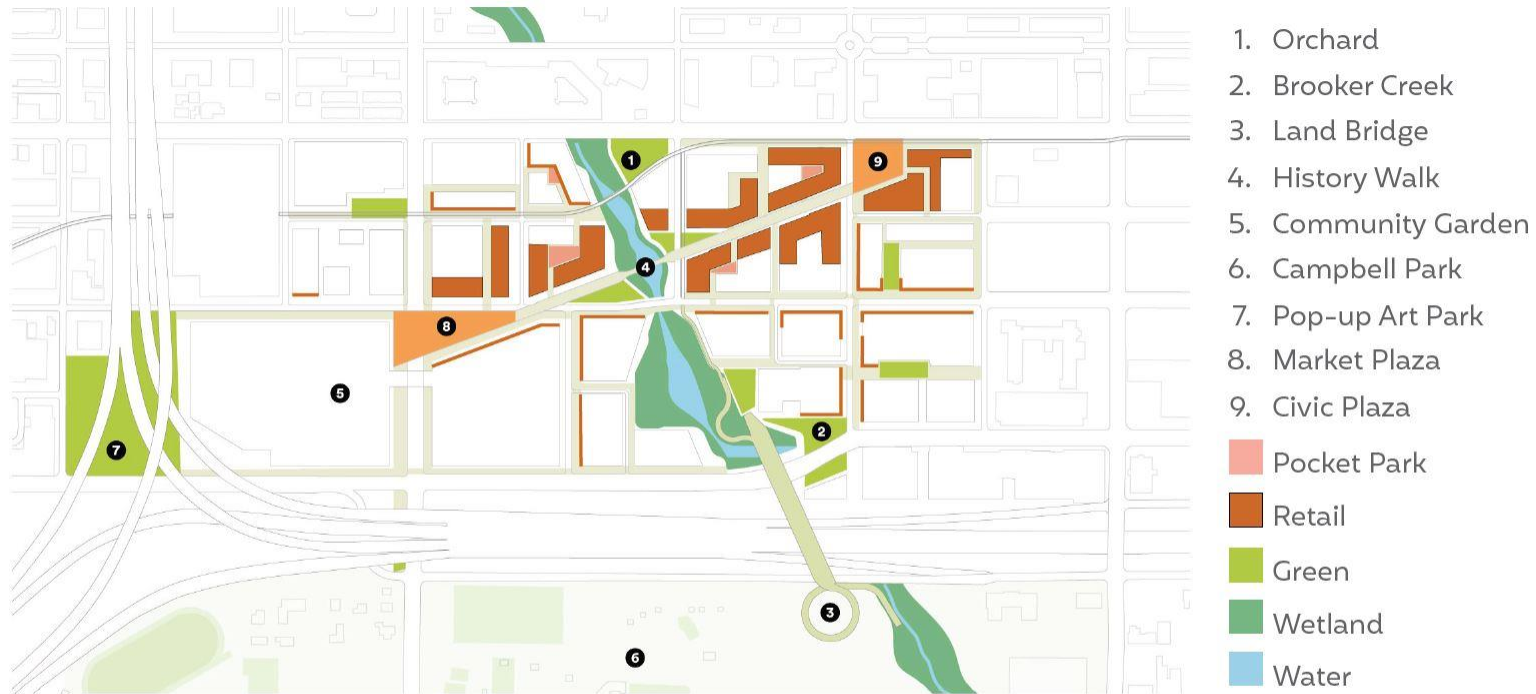
 Green Space	909,900 sf
 Open Space	396,000 sf
Total Public Space	1,305,900 sf

Exhibit G – Site Connectivity



## Exhibit H – Public Space & Retail



### Public Space and Retail

A network of public spaces further stitches the different neighborhoods together in unique ways: vibrant open spaces in the urban Core; an urban and inviting pedestrian street along the Civic Diagonal; a wetland recreational area in the Booker Creek Park; The pop-up arts park under I275; The Land Bridge over I175; and, the richly programmed waterfront all enhance and tie in various parts of the plan.



## Public Space and Retail

A network of public spaces further stitches the different neighborhoods together in unique ways: vibrant open spaces in the urban Core; an urban and inviting pedestrian street along the Civic Diagonal; a wetland recreational area in the Booker Creek Park; The pop-up arts park under I275; The Land Bridge over I175; and, the richly programmed waterfront all enhance and tie in various parts of the plan.



## Exhibit I – Community Benefits

### **D.5 A description of Proposer's approach to the City's Community Benefit Program**

A redeveloped Tropicana Field can and should become a symbol of unity and opportunity for the thriving downtown St. Petersburg and, most importantly, underserved South and Midtown St. Petersburg.

Tropicana Field stands as a reminder of a once vibrant neighborhood that is now divided by freeways and literally paved over. The legacy of social, economic, racial, and geographic segregation historically imposed on the local African American community must be acknowledged and inform a new vision for what Tropicana Field can become: an urban anchor and model of inclusive development, providing opportunity for all residents regardless of income and demographics and best reflecting St. Petersburg's vision of itself as a young, diverse, and inclusive city.



Achieving this vision requires successful development and execution of the following:

1. A proactive and sustained Community Outreach Program – which is described in detail in Section D.4 – that is aligned with the key initiatives of the Community Benefit Program
2. A multi-faceted Community Benefit Program

St. Petersburg's historical and social context calls for a development plan focused on achieving equity. Redevelopment of Tropicana Field – 86 acres in the heart of a progressive and dynamic city – is a generational opportunity to acknowledge and address prior missteps while delivering a transformational development designed to fully realize the potential of the city.

The project will have economic, physical, environmental, cultural, social, and emotional impacts far beyond the boundaries of the site. Producing successful outcomes accordingly requires that community benefit efforts extend to the adjacent communities and St. Petersburg generally.

### Key Initiatives

Based on a careful study of the area's history, local community needs, and current data, we have developed and are proposing a Community Benefit Program (CBP) that we believe addresses the core goal of enhancing social equity. Our proposed CBP features the following key initiatives:

- Site Programming
- Workforce Development
- Small Business Enterprise
- Affordable Housing
- Arts and Culture
- Food Security
- Equity Participation

We have outlined a preliminary plan for each initiative that will be adjusted as necessary and applied to each phase of the project over the full development process.

### Site Programming

#### Description:

SHCP will ensure that the site program is inclusive and responsive to community needs.

#### Plan:

- o Engage stakeholder groups in brainstorming sessions and design charrettes
- o With the assistance of key stakeholder groups, present key decisions identified in these settings to the public through community workshops, conversation toolkits, and online surveys
- o Design flexible on-site public spaces to accommodate the growing and changing needs of the community

Careful and successful programming of the site will highlight St. Petersburg's diversity, provide a welcoming space, instill a sense of ownership and pride in its residents, and showcase to visitors the best that St. Petersburg has to offer.

### Workforce Development

#### Description:

Providing stable, long-term jobs to the community is vital to promoting wealth creation. We are committed to maximizing employment opportunities to residents of the South St. Petersburg CRA.

#### Plan:

- o Coordinate awareness campaigns via partner channels
- o Host job fairs and other recruitment events
- o Develop "first source" programs where local high-need residents will receive priority access to new job openings
- o Provide mentoring, training, and placement programs in professional and non-professional capacities
- o Advocate for and support grants to partner organizations focused on capacity building, internships, mentorships, and technical assistance
- o Require implicit bias training for all staff to ensure the creation of a welcoming environment for all
- o Invest in diversity, equity, and inclusion officers and staff

### Small Business Enterprise

#### Description:

St. Petersburg is a town of authentic local retailers, restaurateurs, and shopkeepers. We are committed to celebrating and supporting this home-grown ethos.

#### Plan:

- o Small Storefronts: The city's Storefront Conservation Corridor Plan promotes and protects independently-owned businesses while enhancing the pedestrian realm along Beach Drive and Central Avenue. We will align with these efforts and provide a connection in the form of an active retail district between the small businesses in the South St. Petersburg CRA and thriving Central Avenue corridor.
- o South St. Petersburg Small Business Support Framework: We will commit to establishing a framework that will invite and maintain a thriving network of small businesses, identifying and giving priority to, with community stakeholder support, local businesses. The framework will also give priority to residents of the South St. Petersburg CRA to establish and receive support for start-up businesses on the site.



- o **Minority-Owner Brewery:** As described in Section D.1, we are partnering with 3 Daughters Brewing and the Florida Brewers Guild to develop a mentorship program to support, educate, and empower a local entrepreneur to become one of the state's first minority-owned breweries, reconnecting the site to its history as an African American community celebrated for its beer gardens and community spirit. 3 Daughters, a leading St. Petersburg-based brewer, has committed to provide financial support and mentoring to a Black entrepreneur interested in pursuing the opportunity.
- o **Minority and Small Business Enterprises Commitment:** Locally-owned businesses will be identified for short- and long-term contracting opportunities, including construction, landscaping, operations and maintenance, cleaning, technology, catering, programming, and public art and media support, with priority given to Minority Business Enterprises (MBE) and Small Business Enterprises (SBE). Our SBE and MBE goals are provided in Section D.3 of our response.



#### **Affordable Housing**

##### **Description:**

Blue Sky Communities – an affordable and workforce housing development specialist with extensive experience in St. Petersburg – is a member of the SHCP team. Blue Sky will partner with city agencies, community organizations, and other stakeholders to ensure that high-quality affordable and workforce housing comprise a substantial portion of residential units developed on site.

##### **Plan:**

- o We will commit to a goal of developing 35% to 40% of total residential units on site as affordable with a cap of 80% AMI. Affordable units will be provided at three distinct levels: 30% AMI, 60% AMI, and 80% AMI, with priority given to South St. Petersburg CRA residents.
- o We will commit to a goal of developing an additional 10% to 15% of total residential units as workforce housing for households earning 100% AMI and 120% AMI.
- o We will develop approximately 100 affordable homes for sale in the form of condo units.
- o We will integrate affordable and workforce housing with market-rate residential product.

#### **Arts and Culture**

##### **Description:**

Celebrate the history of St. Petersburg's African American community and the city's rich arts legacy.

##### **Plan:**

- o **History Walk:** We propose creating a History Walk – free and accessible to all – along the primary pedestrian pathway in both development schemes. The Walk will incorporate memorials, artwork, and narratives throughout the site to educate residents and visitors on the stories, culture, and heritage of St. Petersburg's Black community. While naming the walk requires and will be subject to community feedback, we have identified three potential names:



- **Ponder Walk:** Dr. James Ponder served St. Petersburg's black community for more than 30 years. City Hall flags flew at half-staff on his death in 1958. His wife, Phannye Ponder, founded the St. Petersburg Metropolitan Council, an affiliate of the National Council of Negro Women. They were prominent residents of Sugar Hill.
  - **James Way:** Chester James was widely known as the unofficial mayor of and fierce advocate for Methodist Town, the only historic African American neighborhood located north of Central Avenue, which was later given the name Jamestown in his honor.
  - **Wimbish Walk:** Dr. Ralph Wimbish was a physician in the 1950s and elected branch president of the NAACP. Bette Wimbish, his wife, was a lawyer and the first African American elected to the St. Petersburg City Council in 1969. She later went on to become Vice Mayor, as well as the Deputy Secretary of Commerce in Tallahassee, at which time she was the second highest-ranking woman in state government. They are celebrated figures in the community whose work in the advancement of local civil rights cannot be understated.
- o Celebrating Names: We will select names for special buildings, plazas, gardens, and walks to connect the project with the people and businesses who made the site their home before the development of Tropicana Field.
  - o Celebrating Stories: We will partner with community stakeholders and subject-matter experts, such as the African American Heritage Association of St. Petersburg and the Carter G. Woodson Museum, to develop the historical content described above and in greater detail on Section D.6.
  - o Flexible Spaces for Arts Uses: Provide a variety of spaces in the public realm that support a broad range of informal, formal, and temporary art uses, including local museum exhibits, school exhibits, murals, and seasonal art installations. Informal gathering spaces will support and encourage free and spontaneous programming and creative expression.
  - o Performing Arts Center: As described in Section D.1, we will explore the opportunity to develop a cross-functional space with tiered seating in the convention center that can both support convention center meeting needs and function as a performing arts venue.
  - o Celebrating Community Artwork: We will partner with community arts organizations, such as the St. Petersburg Arts Alliance, as well as individual artists and studios to generate visual and performing arts programming. We will facilitate on-going educational programming in collaboration with the African American Heritage Association, the Carter G. Woodson Museum, and the Arts Alliance to engage young and emerging artists, with an emphasis on school-aged children from Campbell Park Elementary, Perkins Elementary, John Hopkins Middle School, and Gibbs High School.

### **Food Security**

#### **Description:**

The South St. Petersburg CRA currently meets the definition of a food desert according to the United States Department of Agriculture (USDA). Yet these neighborhoods are recorded in memory as providing sustenance to the community, with abundant fruit trees and vegetable gardens. We will reconnect the Tropicana Field site to those roots and ensure the development is contributing to the broader food security plan being developed by USF Health and its community partners. Incorporating elements of a local food system creates entrepreneurial opportunities, with a high economic multiplier effect keeping revenues circulating within the community. Local food-related businesses also help create stable employment, as well as economic and social justice opportunities.

#### **Plan:**

- o Develop on-site community orchards and gardens to be tended by USF Health's Metropolitan Food Project's (MFP) staff, students, and volunteers. Provide learning and working opportunities for students from John Hopkins Middle School and Campbell Park Elementary to participate in harvesting efforts. Coordinate with on-campus restaurants and food service providers to collect and deliver prepared-but-not-served food to local food banks and homeless shelters.



### Equity Participation

#### Description:

Facilitating meaningful financial investment for communities that have suffered from years of disinvestment and institutionalized, racially-biased policies is one of many actions needed to help close the generational wealth gap between white communities and communities of color. We will provide direct investment opportunities in the development to local investors of color.

#### Plan:

- o Allot 10% of limited partner (LP) capital pool for each commercially-developed asset (i.e., this would not include the ballpark or convention center)
- o Investment terms to be on par with other LP investors
- o Note: This offering will be subject to applicable securities laws and regulations

An effective and impactful CBP requires an organized, managed, and measured approach stemming from close collaboration between industry experts, community stakeholders, and public participation. Our proposed CBP will be a living document that can and will adapt to the needs of the community. The potential key stakeholder partners identified in Section D.4 have been assembled to maximize genuine community representation and encourage meaningful participation. The most important ingredient to any successful partnership is trust, and so our team will work to earn the community's trust through inclusion, communication, and transparency on issues that matter most to its stakeholders, even beyond the direct scope of this project.





## D.6 A summary of how the pre-Tropicana Field historical context will be recognized

### Recognition of Historical Context

The history of Tropicana Field is well remembered by St. Petersburg's African American residents. It seems everyone knows someone who was personally affected by the razing of the Gas Plant neighborhood. Yet this history is little known or understood by the rest of the St. Petersburg community. Now is the time to reckon with both the rich and troublesome legacy of the site. For healing to truly occur, there needs to be explicit acknowledgment of the vital contribution St. Petersburg's African American community has made to create the city we know today.

St. Petersburg was a stronghold of the Klan and fertile ground for Jim Crow. Yet St. Petersburg's African American residents persevered through difficult times, building a proud, rich, and beautiful culture on a foundation of strong community bonds and connections. The three historical African American neighborhoods of Peppertown, Methodist Town, and the Gas Plant are gone today, victims of neglect and progress in the form of freeways, the ballpark, and parking lots, leaving a legacy of massive displacement, loss of cultural identity, and unfulfilled promises of urban renewal.

SHCP is committed to redeveloping Tropicana Field based on the core values of inclusion and equity, which we believe is the most fitting way to honor the history of the site. To that end, we have developed the following approach:

### Community Outreach

Feedback from and sustained engagement with St. Petersburg's African American community is an essential measure and one absent from the initial Tropicana Field development process. As described more fully in Section D.4, we are committed to a comprehensive outreach program.



### **Reconnection to South St. Petersburg**

Today, the Tropicana Field site and highway I-175 stand as literal and emotional barriers between the predominantly African American neighborhoods to the south and largely white neighborhoods to the north. Our plan is inspired in large measure by the opportunity to transform Tropicana Field into a place of inclusion and destination for all residents. As part of that, we will reestablish strong connections to the street grid south of I-175 and have prepared a preliminary study of how those links can be further strengthened in the event that I-175 is demolished. We are also proposing a footbridge connection over the existing I-175 spur that will function as an important link to Campbell Park.

### **Project Nomenclature and Design**

Peppertown, Methodist Town, and the Gas Plant previously bustled with doctors, community leaders, and entrepreneurs, notably Dr. James Ponder, Dr. Ralph Wimbish, Bette Wimbish, Enoch Davis, Chester James, Rosa Jackson, James Sanderlin, and many others. Businesses such as the Harlem Theater, Harlem Cafe, Citizen's Lunch Counter, Bill's Ron Rico Club, Central Life Insurance, and Selenia's Beauty Salon served the Black community and became institutions in their own right. We will honor the residents who built these neighborhoods and fought for their civil rights, along with the businesses and institutions they created, by naming the buildings, plazas, gardens, and walks at the Tropicana Field site development after them. The development team will partner with community and subject-matter experts, such as the African American Heritage Association of St. Petersburg and the Carter G. Woodson Museum to select meaningful names.

In keeping with that idea, we have selected "Sugar Hill" as the working name for the Tropicana Field site development. Before being condemned to make way for the I-175 spur, Sugar Hill was the home of many of the African American community's leading citizens and a neighborhood remembered with fondness and respect. Sugar Hill stood for hope, attainment, comfort, dignity, and beauty. And it was accessible to and by all. These are the values that underpin our vision of what the Tropicana Field site can become. We also want to emphasize that, while we have been thoughtful and deliberate in our choice of name, we view it as a placeholder subject to discussion with the community as part of our outreach program. We will also explore opportunities to incorporate design elements and gestures that create a visual connection between the site and historic Gas Plant neighborhood.

### **History Walk**

The History Walk, a self-guided tour lining the main pedestrian boulevard, will be a featured part of the project named in honor of an important pioneer in the St. Petersburg African American community. Candidates include Ponder Walk (after Dr. James Ponder and Phannye Ponder), James Way (after Chester James), and Wimbish Walk (after Bette Wimbish and Dr. Ralph Wimbish). As noted above, naming of the Walk will ultimately be determined based on community feedback.

The Walk itself will be designed to educate and inform. The history and culture of the local African American community will be described using elements such as public art, statues, and plaques. We will partner with the St. Petersburg Arts Alliance Artwork to award commissions to African American artists. Narrative content will be developed with community stakeholder groups led by the African American Heritage Association of St. Petersburg and the Carter G. Woodson Museum.

The History Walk will also act as a connector between the existing African American Heritage Trails on 22nd Street South and 9th Avenue South and the trail being planned by the African American Heritage Association in Methodist Town to the northeast of the Tropicana Field site.

### **Small Business Opportunities**

Delivering economic benefit to St. Petersburg's African American community is a central focus of our proposal and an important way of recognizing the economic vitality that existed before Tropicana Field was developed. To achieve this end, we will prioritize hiring of South St. Petersburg CRA residents and work with local partners to make training, mentorships, and technical assistance available. We will also give priority to local minority-owned businesses and reserve investment opportunities in the project for investors of color. Please refer to Section D.5 for a more detailed description of our Community Benefits Program.

**Accessible Green Space**

Children of the Gas Plant neighborhood used to swim in Booker Creek when access to beaches was restricted for African Americans. While the creek was polluted, it represented something important to the neighborhood. We will transform the creek to create an active and inclusive green space. Creating a green oasis in the heart of the city will be an important acknowledgment of what Booker Creek used to — and an overdue delivery on the promise of what it can — be.

**Site Programming**

As described in Section D.2, #11.2.8, we believe in and will implement an active green and public space programming strategy. As part of that, we will partner with community organizations to host festivals, celebrations, and other events that highlight African American culture and content.

**Food Security**

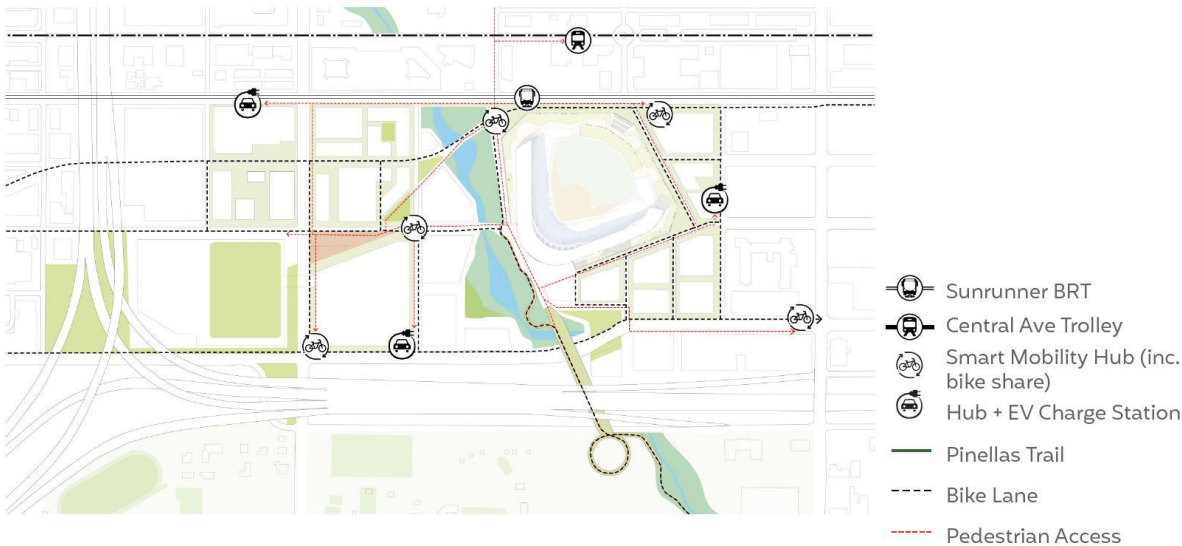
As described in Section D.5, we are proposing to work with USF and other community organizations to reestablish community orchards and gardens to again making the site a source of nourishment. These orchards and gardens will provide health, educational, economic, and social benefits to local residents and be part of a network that supplies markets, restaurants, and kitchens with seasonal offerings.

Exhibit J – Transportation & Mobility



Mobility

The mobility plan is focused on access and connection. Active mobility is prioritized, promoting healthy life styles and sustainability.



Mobility

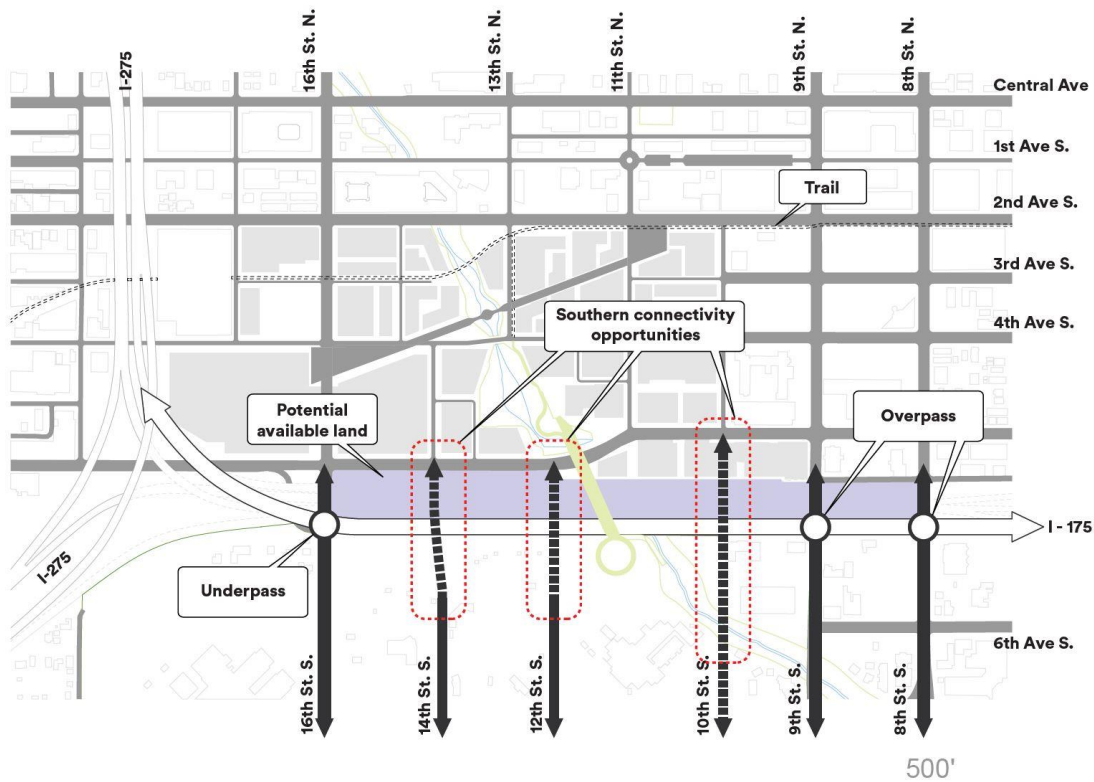
The mobility plan is focused on access and connection. Active mobility is prioritize, promoting healthy life styles and sustainability.



Exhibit K – Booker Creek



Exhibit L – I175 & Connectivity



I-175 Conversion and Grid Extensions