

An architectural rendering of a modern urban development. In the foreground, two men are walking away from the viewer, holding hands. The man on the left is wearing a light-colored plaid shirt and jeans, while the man on the right is wearing a blue and white striped shirt and jeans. They are walking on a paved path next to a water feature with lily pads. In the middle ground, there is a modern building with a glass facade and a sign that says "ICE CREAM". To the left, there is another building with a sign that says "reak". The background features more modern buildings and lush greenery, including palm trees and large trees. The sky is blue with some clouds.

The Future of St. Petersburg **CREEKSIDE**

A Reimagining of The Tropicana Field Site

MIDTOWN DEVELOPMENT

Proposal for the Tropicana Field Site



CREEKSIDE

The Reimagining of the Tropicana Field Site

Presented by Midtown Development + Team

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EXECUTIVE SUMMARY

Midtown Development, LLC, a Florida limited liability company, and other Team members (collectively, “Midtown Development or “Midtown”) are pleased to submit this Response to Requests for Proposals (the “Proposal”) to the City of St. Petersburg (the “City”) pursuant to the Request For Proposals for the redevelopment of the Tropicana Field Site (“Site”) under an Advance Financing Agreement and associated payment structure as part of a Comprehensive Agreement between Midtown and the City (collectively, the “Parties”).

Midtown Development proposes to work in partnership with the City to purchase, master-plan, re-develop, operate, and maintain the Site as a mixed-use neighborhood with strong pedestrian scale and urban design characteristics. This Proposal focuses on a phased approach (Initial and Future Phases) implementing various land uses including office, retail, hospitality, civic and residential to create a mixed-use neighborhood with imme-

diate emphasis on breaking down physical and metaphysical barriers that have unjustly deprived the African American community and heritage of St. Petersburg. In doing so, the neighborhood will be built as a model of inclusion, sustainability, and resiliency. The Project will be transit oriented and technologically adaptable, with a biophilia sensibility in an urban design plan characteristic.

Midtown Development’s concept respects the city’s history and is based upon the City’s Grow Smarter plan, fulfilling both local and regional desires and benefiting its residents, business community and visitors for the next century.

Centering the redevelopment around Booker Creek has been identified as the preferred goal through years of community outreach and prior plans. Team member Randall Morton has prepared and led efforts on these prior plans. Midtown Development is focused on building connectivity of the area to Deuces, South

St. Pete, and the Edge District, along with the broader downtown area. The Midtown Plan also promotes pedestrian traffic use throughout the day and evening, enhanced transit multi-modal linkages and having compatible development with the commercial core.

Midtown Development has strategically partnered with some of the best local and national design partners for the Redevelopment Project to deliver a considerate perspective alongside a track record in large scale, mixed-use developments. This team has the capabilities to work in a successful partnership with the City and the community on all aspects of this Proposal to both develop and deliver a reliable plan of action towards providing the highest level of value for St. Petersburg and the region.

THE MIDTOWN COMMITMENT

Midtown Development will deliver the best value to the City through efficient risk sharing backed by private sector expertise, innovation, and capital. This approach also provides the City with a single point of responsibility for the financing, design, construction and long-term operation and maintenance of the neighborhood. Each phase of the Project's development will be performed by leading real estate development experts, with their collective skills to deliver and meet the expectations of the City and its residents.

Midtown Development believes that any deal for the redevelopment of the Tropicana site must creatively produce citywide benefits, including: affordable housing for a range of incomes, educational initiatives, public spaces that prioritize connectivity between the neighborhood and South St. Pete, and job opportunities. Midtown Development proposes to work in partnership with the City to fund, design and build 1,000 low and moderate income, green-certified residential units in the newly created neighborhood while building educational and employment opportunities with equitable prosperity as the focal point.

It is particularly through our ability to deploy Advance Financing towards construction of necessary improvements for connecting the communities, as well as our desire to invest additional private funds to build the initial offices and retail on speculation, that we believe our Team and approach to be ideal for the success and growth of the community.

EXECUTIVE SUMMARY

WHAT THE NEIGHBORHOODS AND COMMUNITIES ASKED FOR

VALUES SUMMARY

- NEW ECONOMIC OPPORTUNITIES FOR ALL
- ARTS-FOCUSED COMMUNITY
- DISSOLVE NEIGHBORHOOD BOUNDARIES
- GREEN/SUSTAINABLE LIVING
- FUTURE-READY COMMUNITY

\$ 30 MILLION DEVOTED TO PUBLIC PARKS



SCAN TO WATCH VIDEO
Interviews with key team members on our vision and approach to the reimagining of the Tropicana Field Site.



COMMUNITY VALUES SUMMARY

PEOPLE

Unpretentious
 Passionate
 Connection with others
 Inclusive
 Family-centric
 Authentic
 Independent
 Pioneers
 Adventurer
 Family oriented

PLACE

Green spaces
 Natural landscapes
 Safe for families
 Free activities
 Pedestrian friendly / walkability
 Innovation corridor
 Resources (ie, convenient full service grocery store)
 Opportunities and programs
 Open spaces
 Rich history
 Restored buildings
 Accessible public transportation
 Interconnection to all neighborhoods
 Walkability, density, and traditional character
 Fertile ground for startup development
 Multi-cultural neighborhoods
 Preserve authenticity

CULTURE/VISION

Entrepreneurial
 Innovative
 Industrial, warehouses and manufacturing architecture
 Support for the arts
 Progressive / ahead of the curve planning
 Progressive modern design
 Inclusive of all
 Iconic experience
 Keep the funky attitude
 Younger-skewing outlook on the city's future direction
 Fastest-growing sectors are knowledge and technology
 Lifestyle
 Spaces and places for established and fledgling entrepreneurs to meet and network
 Engaging

PART A DEVELOPMENT TEAM

MIDTOWN DEVELOPMENT, LLC

Midtown Development is a master developer with a focus on developing underutilized, large-scale urban tracts. Currently, Midtown is developing the former Florida East Coast Industries Buena Vista Rail Yard site into a cultural and residential center with 12 mixed-use towers, entertainment facilities, prime restaurants, shops, and green recreational spaces. Midtown Miami is Miami's first "city within a city", it occupies 18 blocks on the Biscayne Corridor. As a CDD, Midtown provides the 'solution' to Florida's need to provide valuable community infrastructure generated by growth without overburdening other governments and their taxing residents.

Midtown also owns the 22-acre Orlando Sentinel site where the plans for redevelopment are in the design phase. Alex Vadia is the Managing Principal of Midtown and oversees the acquisition, development, repositioning, and management of the firm's nationwide real estate investments. Mr. Vadia earned his post-graduate from Harvard University's School of Design by completing the Advanced Management Development Program. He also earned his Bachelor of Science in Economics from Suffolk University.

WARHAFT GROUP

Warhaft Group has been working with land-owners and developers since 1999 to maximize value and practice best use. Site Plan coordinates the competitive selection of professionals, vendors, suppliers, architects, engineers, and other consultants through entitlement, design, construction drawings and into construction. Dean Warhaft, is the Managing Member responsible for working closely with owners and performing as their representative with government agencies and consultants to develop new projects. Mr. Warhaft has been in responsible charge of over \$3 billion in development including the recently completed Panorama Tower in Miami. Panorama tower is the tallest residential structure south of New York, containing 2.7 million square feet. It's a mixed-use complex of 4 buildings in the heart of Miami's Financial District.

Mr. Warhaft is also a Managing Member of Cone Mills Acquisition Group, which is redeveloping a 240-acre former textile mill and EPA superfund site in Greenville South Carolina. The site known as "...On The Trail" includes recreation, retail, office, affordable, workforce, market rate product, and like The Tropicana Field Site, is re-weaving a neighborhood that has been cut off from the rest of the community.

A graduate of Seattle University's School of Law, as well as a licensed professional land surveyor and pilot, Mr. Warhaft provides extensive experience in real estate development, land use, and construction.

PINSTRIPEDesign AND ADVISORY GROUP

Midtown has employed Pinstripe Design and Advisory Group firm as the lead planning designer for the Proposal herein. As designers with a vision for cities, their goal is to explore the relationship between structures and public space, weaving architecture into responsible urban environments. Working with urban settings around the world, Pinstripe seeks urban strategies focusing on the unique culture of a place, its physical landform, and experiences of the people who live there.

Randall G. Morton is the lead designer on this Project and brings his wealth of legacy knowledge. Mr. Morton was the lead planner during the two community visioning charrettes that took place between 2016 and 2018 when the Rays announced they would be looking at this site and possibly outside the City. Mr. Morton is a principal of the firm's urban design studio. He is a member of the Urban Land Institute and the American Institute of Architects. He has also served as a visiting critic at Yale



University's School of Architecture, Temple University, the City College of New York, Pratt Institute, and Morton's alma mater Columbia University.

HOOD DESIGN STUDIO

Hood Design Studio, Inc. (HDS), founded in 1992 in Oakland, CA, is a social art and design practice. We currently have 13 employees. The studios practice is tripartite: art + fabrication, design + landscape, and research + urbanism. This breadth allows us to understand each place in its scale and context, and to respond, not with a standard design, but with an approach adaptive to the particulars and specifics of a space. We strengthen endemic patterns and practices both ecological and cultural, contemporary and historic, particularly those that remain unseen or unrecognized. Urban spaces and their objects act as public sculpture, creating new apertures through which to see the emergent beauty, strangeness, and idiosyncrasies around us. We frequently root our design work in collaboration, seeing projects thrive under the joint efforts of design teams and through engagement with constituents and local communities. The studio has received numerous awards and accolades including the AIA Award for Collaborative Achievement and the Cooper-Hewitt National Design Award in Landscape Design.

Nationally recognized projects include the De Young Museum Gardens in San Francisco's Golden Gate Park, which allude to the site's historic dune landscape, the Los Angeles Broad Museum Plaza, an on-structure green space and host to a grove of 100-year-old Barouni Olive Trees, and the Cooper Hewitt Museum Arthur Ross Terrace and Garden, a hybrid of the original 1901 design and the garden as-built, influenced by contemporary needs. HDS neighborhood transformational projects include a street painting and master plan in Opa Locka, Florida, Viaduct Rail Park, a pop up garden in north Philadelphia, and Splashpad Park, site of a weekly farmers market and extension to the Lake Merritt Park system in Oakland.

Walter Hood is the Creative Director and Founder of Hood Design Studio in Oakland, California. Hood Design Studio is a cultural practice, working across art, fabrication, design, landscape, research and urbanism. He is also the David K. Woo Chair and the Professor of Landscape Architecture and Environmental Planning at the University of California, Berkeley. He lectures on and exhibits professional and theoretical projects nationally and internationally. He was recently the Spring 2020 Diana Balmori Visiting Professor at the Yale School of Architecture. Walter creates

urban spaces that resonate with and enrich the lives of current residents while also honoring communal histories. Hood melds architectural and fine arts expertise with a commitment to designing ecologically sustainable public spaces that empower marginalized communities. Over his career, he has transformed traffic islands, vacant lots, and freeway underpasses into spaces that challenge the legacy of neglect of urban neighborhoods. Through engagement with community members, he teases out the natural and social histories as well as current residents' shared patterns and practices of use and aspirations for a place. The Studios' award-winning work has been featured in publications including *Dwell*, *The Wall Street Journal*, *The New York Times*, *Fast Company*, *Architectural Digest*, *Places Journal*, and *Landscape Architecture Magazine*. Walter Hood is also a recipient of the 2017 Academy of Arts and Letters Architecture Award, 2019 Knight Foundation Public Spaces Fellowship, 2019 MacArthur Fellowship and 2019 Dorothy and Lillian Gish Prize.

DEVELOPMENT TEAM

PINELLAS COUNTY URBAN LEAGUE (PCUL)

The Pinellas County Urban League, one of seven Urban League affiliates in Florida, and one of 90 in the nation, has a unique mission that sets it apart from other agencies: to assist African Americans and others to increase their social inclusion, educational competitiveness, and economic prosperity, and to help bridge social-economic barriers, and promote new and strengthen relationships between our communities: public and private partnerships. The strategic approach, adopted locally from the National Urban League, focuses on four key program areas: economic development, housing development, education, and health. The vision is to imagine a world with no equality gaps. This means a world with an inclusive society where opportunities for equitable solutions for everyone to prosper are created. This is exactly where Reverend Watson Haynes, the Pinellas County Urban League CEO, and his leadership team are advancing. Starting four years ago, Reverend Haynes began to pivot the organizational mindset from previously looking through an anti-poverty lens to now focusing on what can be done with a positive wealth building and financial empowerment mindset for each and every client who walks through the door.

The Pinellas County Urban League fosters leadership development throughout its organizational chart—not just in the top tier—and it’s uniquely capable of building progress and hope within its minority communities prior to and during COVID-19 (and in recovery). This includes a focus on the hardest hit neighborhoods, such as the South St. Petersburg Community Redevelopment Area (CRA), with an emphasis on helping individuals and small businesses rebound from unexpected circumstances and loss, such as those brought on by COVID-19, the likes of which none of us has experienced.

Reverend Haynes recognizes, even as he and his team have grown this agency from a \$3.4 million a year operation in 2012 when he came on board to \$7.4 million in operations as of 2020, that there is more to do, and that a Neighborhood Builder grant in collaboration with Bank of America could assist his team to do. Reverend Haynes has spent his entire career promoting management teams to lead the future and knows, at 67 years of age, he won’t lead in this role forever and that succession planning now is critical. He motivates his team at the Urban League to move forward together with individualized, personal plans for growth implemented by each and every

employee. His vision is for all employees to be the best that they can be and for one selected emerging future leader, Charlotte Anderson, to carve the way. In his vision, Reverend Haynes is committed through his entire fiber to diversity, equity, building wealth in marginalized (predominately African American) communities, and to do so without discrimination but with passion, skill, and perseverance to make a difference.

STUDIO@620

The Studio@620 is the brainchild of Artistic Directors David Ellis and Bob Devin Jones, along with a host of hard-working board members, volunteers, patrons, and visionaries. The idea grew out of a core belief that art and diversity play a crucial role in the lives of individuals and communities.

Our Mission

Saying yes to bringing creativity, innovation, and diversity to our community.

- To provide a place where people can experience artistic and educational programs in innovative ways.
- To bring people from diverse cultural backgrounds and experiences together as artists, audiences, and volunteers.



- To work collaboratively with artistic, educational, and cultural organizations in and beyond our community.
- To develop artistic and educational programs that integrate a variety of art forms to encourage new cultural experiences both for the audience and the artists.

The Studio has been a home for several long-running original events and series, including the ever-popular Radio Theatre Project (13+ seasons), Through Our Eyes: Midtown and Beyond (15+ seasons), and The Holizaar: Handmade Holiday Arts Bazaar (12+ seasons). More recent regular series include Poetry Open Mic (4+ seasons) and Shakespeare in the City (2+ seasons).

Bob Devin Jones has been a theatre worker for over forty years. He began as an actor performing in Shakespeare Festivals, including Oregon, Berkeley, Illinois, Idaho, and St. Petersburg – American Stage’s Shakespeare in the Park. A graduate of Loyola Marymount University, he also attended the American Conservatory in San Francisco as well as a one year tutorial at the Royal Academy of Dramatic Art in London, England. For the past twenty, he has worked in the theatre primarily as a playwright and as a director.

Mr. Jones been a resident of St. Petersburg since 1997, participating in many educational and cultural organizations. These include Academy Prep, City of St. Petersburg Arts Advisory Committee, Pinellas County Cultural Affairs Task Force, and the Florida Humanities Council. He currently serves on the board of Florida Craft Art, Friends of the Jack Kerouac House, the Palms of Pasadena and he sits on the Public Arts Commission for the City of St. Petersburg. Bob is a recipient of numerous awards and grants, including the Bank of America’s Hero Award in 2005, Weekly Planet’s Best of the Bay 2001 Directing and 2002 Playwright, Theatre Communication Group (TCG) Artist Collaborative Los Angeles Cultural Affairs, and Florida Humanities Grants, and most recently the Tampa Bay Lightning Community Hero in 2018.

GEORGE F. YOUNG, INC

George F. Young has provided surveying and civil engineering services in the City of St. Petersburg since our founding in 1919. With approximately 100 staff in our local St. Petersburg office, George F. Young provides an array of services including survey, subsurface utility engineering, civil engineering including utility infrastructure, transportation and general site design, and environmental scientists who

specialize in wetlands and critical / endangered species. George F. Young’s team of local engineers have provided utility design and complete streets design for the City of St. Petersburg and has experience with a multitude of projects such as parks, trails, multifamily and corporate office buildings, utility extensions, stormwater, and municipal (schools, libraries, etc.) in all areas of St. Petersburg and Pinellas County. George F. Young has been involved with the Tropicana Field property since it’s development as a baseball facility and has decades of knowledge of this property. George F. Young has licensed professional staff with Envision Certifications as well as other industry recognized certifications.

Matt Walker, P.E. is the Director of Engineering for George F. Young and has 15 years’ experience working and living in the City. In his time in the City of St. Petersburg, Matt has been a member of the Development Review Commission, the Chamber of Commerce, Downtown Partnership, as well as serving on various boards and committees across the City. In his time on the Development Review Commission, Mr. Walker has been involved with several land use and zoning changes that specifically affect this property such as the DC Zoning changes that were recently enacted by the City.

DEVELOPMENT TEAM

George F. Young's historical knowledge of the property and surrounding infrastructure as well as the history of the Gas Plant District and the surrounding neighborhoods helps provide a technical foundation for the redevelopment of this property.

PLACE ARCHITECTURE

As evidenced by their name, PLACE believes in the power of place-making to enhance our quality of life. Led by Tim Clemmons, PLACE has been a leading contributor to St. Petersburg's renaissance. For over 30 years, Tim (through design, civic engagement, and development) has been a strong proponent for a more livable, walkable and vibrant downtown. His firm will utilize its decades of experience to help shape the scale and walkability of the small scale retail environments Midtown Development plans to introduce throughout the new district. Given their extensive experience in urban residential projects ranging from affordable and workforce apartments, townhomes and high-rise condominiums, they will also assist in establishing residential standards for the mixed-use, mixed-income neighborhood. Their participation will ensure that the new district has its own unique identity while simultaneously fitting in with St. Petersburg's special sense of place.

OSPORTS

Mr. Chuparkoff has been a practicing architect for 19 years with a focus on public assembly, sport and entertainment venues. He has vast experience as a project manager, architect, designer, construction administrator and BIM specialist, with a focus in the professional and amateur soccer market. Thom has extensive experience designing arenas, stadiums and entertainment venues across the United States, many of which have achieved LEED certification. He has become an industry leader in the new era of parametric design and process-oriented project execution. Thom's collaborative approach led to the successful design, documentation and execution of Exploria Stadium in Orlando and Daily's Place Amphitheater and Covered FlexField in Jacksonville.

CBJ CONSTRUCTION, LLC

CBJ Construction is a full-service BIM modeling, scheduling, and estimating firm dedicated to large scale projects. Lead by, managing member Christophe Jones, the firm is utilized by some of the nation's strongest developers. Mr. Jones recent BIM modeling and estimating projects have involved the billion-dollar Seminole Hard Rock Casino in Hollywood, Florida, and the 4 million square foot Brightline Central Station in Downtown Miami.

REAL BUILDING CONSULTANTS

REAL Building Consultants has been providing cutting-edge sustainability consulting services to its owner/developer clients since 2006. Founded in St. Petersburg, FL, this Tampa Bay focused consultancy has grown into a leading green building consultancy in the Southeast, completing over 50 green building and LEED certified projects. Working closely with design/build and ownership teams, our sustainable design, energy analysis and modeling and building commissioning teams bring decades of experience to premier institutions, publicly traded companies, and regional and national development teams at the building, district, and portfolio-scale. These holistic, technical service offerings help ensure a thoughtful, cost-effective, and innovative approach to designing, building, and operating responsible, efficient, and healthy buildings.

Taylor Ralph, REAL's founder and President, is a local leader in sustainable development, participated as a panelist for ULI's Realizing Resiliency Technical Advisory Panel, and also helped LEED certify St. Pete's first LEED projects, including Mayor Kriseman's home and the Dunkin' Donuts Store of the Future.



OSBORN ENGINEERING

The team is comprised of a staff of 195+ professionals primarily in Ohio and Florida that provide designs for all phases of a wide range of projects. Osborn has specialists in civil, structural, mechanical, electrical, plumbing, fire protection and life safety, transportation, and technology engineering with specialists in commissioning and construction administration as well. Osborn will provide the professional services to incorporate elements of the surrounding urban infrastructure to cohesively blend this western expansion of the downtown core. Complete streets, recreational trail adaptation, SMART city technology, central energy plant development, multi-modal transportation elements, safety, riverine infrastructure components, parks, and lighting expertise will be provided to enhance the orderly development

Jason Heffelmire, is the principal leading the Florida neighborhood for Osborn, has recently worked with local developers (Florida East Coast, Inc) to help city and county officials reimagine five city blocks in the central core of downtown Miami, resulting in a true transit-oriented development. Miami Central is the main terminal for Virgin Trains, previously Brightline.

Jonathan Gotwald, Director of Civil Engineering for Florida, has 39 years of historical experience working in the Downtown Core of St. Petersburg, as well as the 1995 original redevelopment of the 85-acre Tropicana site when the Tampa Bay Devil Rays came to St. Petersburg.

Grant Ramsay is the Director of Building Technology for Florida. Mr. Ramsay has over 27 years of experience in technology design and has implemented Self-Monitoring Analysis and Reporting Technology (SMART) in facility designs in the Entertainment, Hospitality and Healthcare industries. Creating interconnectivity between systems and devices, such as security systems, audio / visual, telephone networks, lighting, TVs, computer networks, building management systems and more, Osborn's designs improve productivity and energy efficiency, increase safety, allow for remote monitoring and are customizable to meet both the function and budgetary requirements of each Owner.

Given Osborn's vast experience coordinating local infrastructure and facilities improvement projects, along with the leadership of Jonathan Gotwald and Jason Heffelmire with this extensive experience over decades, provides a sound foundation to the redevelopment of this large western downtown expansion of the City.

VHB

VHB is a national planning, design and engineering firm headquartered in Watertown, MA, with 1,600 employees throughout 30 offices in the eastern United States. Our growth in Florida has been rapid and we now have more than 260 employees in Tampa, Orlando, Sarasota, and Chipley offices.

Our planning and urban design practice has worked with numerous municipal and regional planning entities along the east coast to frame land use and transportation planning challenges and develop innovative solutions. As planners, urban designers, landscape architects, engineers, and scientists, VHB has provided the in-house skilled resources to plan, design, and implement solutions for our clients for over 30 years.

As an active member of the St. Petersburg Area Chamber of Commerce, St. Petersburg Economic Development Corporation (EDC), and the Downtown Partnership, VHB understands the larger picture of business development and growth. Our experience in engaging citywide participants in preparing the Integrated Sustainability Action Plan (ISAP) and the StPete2050 Vision Plan represents our ability for extensive public engagement and outreach and reinforces our commitment for equitable growth and development in St. Petersburg.

DEVELOPMENT TEAM

Ben Siwinski, CM, ENV SP, LEED Green Associate is VHB's Gulf Coast Managing Director and focused on environmental planning incorporating sustainability into master planning processes. His project background includes Environmental Impact Statements (EIS), with emphasis on NEPA-related and sustainability environmental planning, alternatives analyses, noise evaluation and monitoring, land use compatibility plans, baseline data inventory, performance targets, and stakeholder outreach. Ben lends his voice as a voting member of the St. Petersburg Chamber of Commerce Public Policy Council and St. Petersburg Economic Development Corporation (EDC) investor representative.

Joseph Barnes, AIA oversees VHB's Planning and Design practice in the Southeast Region, including the Atlanta, Tampa Bay, and Orlando markets, focusing on the delivery of VHB's planning and design services with public and private clients on complex urban in-fill and mixed-use community development projects. Prior to joining VHB, he was the Executive Director of Planning & Design for Qiddiya, a new giga-city outside of Riyadh, Saudi Arabia. As a community development integration specialist, he brings more than 25 years of progressive experience directing innovative, high-profile, benchmark-setting community

and real estate development projects. Joe is proficient in all phases of development, including business and operations planning, zoning, entitlements, design, permitting, construction, stabilization, and disposition. Some of his notable accomplishments include Celebration, Florida a 5,000-acre new town developed by The Walt Disney Company, l'On, a 243-acre mixed-use village in Mount Pleasant, South Carolina, and East Beach a 100-acre mixed-use redevelopment project in Norfolk, Virginia, Nexton, a 5,000-acre mixed-use development in Summerville, South Carolina, and Bundoran Farm, a 2,300-acre preservation development outside of Charlottesville, Virginia.

Neale Stralow, PLA, AICP, ENV SP is VHB's Gulf Coast Planning and Design Leader with more than three decades of experience in creating solutions for complex development challenges. He has worked extensively with both public- and private- sector clients in preparing and managing growth management analyses, land development concepts, establishing design guidance, and facilitated public involvement. Neale managed the StPete2050 and Tropicana Field Assessments. His diverse set of skills has included managing programs, projects, and people that have contributed to the creation of notable places.

Demond Hazley, PE is VHB's Interim Department Manager with experience in a wide variety of transportation planning and engineering projects. Specific tasks include Master Plan and Comprehensive Plan updates, FDOT Public Involvement, growth management and concurrency planning, and corridor/area wide studies. In support of these activities, Demond is well-versed in the recent Florida statutes, the transportation planning initiatives of the Federal Highway Administration (FHWA), and the methodologies outlined in the Quality Level of Service (LOS) Manual and the Highway Capacity Manual (HCM). In addition, Demond has experience and proficiency in software that includes HCS+, Florida Standard Urban Transportation Model Structure (FSUTMS), Florida Department of Transportation (FDOT) LOS software and Microsoft Work Group.

TRENAM LAW, PA

Trenam serves the needs of our clients in the Tampa Bay community with offices in Tampa and St. Petersburg, Florida. We have over eighty attorneys practicing in multiple practice groups, all sharing the goal of working with clients to establish cost-effective, highly automated, and responsive representation. Our attorneys value relationships over projects, and to be not just attorneys, but reliable business partners and trusted advisors to our clients.



Don Mastry brings over 40 years in corporate, general business, zoning, and real estate matters to the team. Prior to joining the firm, he was with Holland and Knight LLP. Don's professional and community involvement is unmatched in St. Petersburg. His representations regarding real-estate projects in St. Petersburg have generated billions in investment and thousands of jobs in Pinellas County.

HOLLAND AND KNIGHT, LLP

With more than 1,300 lawyers in our U.S. and international offices and legal colleagues in over 40 countries around the world, Holland & Knight serves clients globally. HK's mission is to provide seamless, efficient client-centric services over a wide range of industries. Collaboration across practices and offices, along with highly focused management of matters and cases, enables us to deliver dynamic legal support, regardless of location.

Richard Perez is a transactional lawyer who practices in the areas of corporate and governmental law. In addition to a general corporate practice, Mr. Perez has extensive experience in governmental transactions, including procurement matters and public-private joint ventures. Mr. Perez represents sponsors, concessionaires, and other project participants in relation

to capital-intensive projects in the U.S., including public-private partnership (P3) infrastructure projects and privatization transactions.

ATLANTIC|PACIFIC COMMUNITIES, LLC

A|P Communities has experience with a diverse combination of approaches to housing and community revitalization and is accustomed to working within a wide variety of different geographies, construction types, and legal and political environments. The A|P team has experience developing and building multi-family housing in over 20 different counties in Florida from the Panhandle to the Florida Keys as well as in California, Texas, Maryland, and Washington DC. Individuals in A|P's leadership team bring over 21 years of real estate experience, and to date have closed on more than \$2.6 billion in capital and built 12,760 apartments homes. A|P Communities is led by Kenneth Naylor-Chief Operating Officer, and Scott Kriebel would be the lead Vice President for the workforce and affordable housing development sections of the City of St. Petersburg's Tropicana Field mixed-use development. Scott Kriebel oversees the development and construction of multi-phase and mixed-income developments financed with 9% and 4% LIHTC, HUD loan programs and operating subsidies, and local county and city financing.

RD+A

rd+a by PTAH Group provides the design and development communities outstanding visualizations that communicate architecture and place. Founded in London in 2004, rd+a international team works globally and locally with design professionals around the world, building relationships and communicating ideas that extend beyond the life of the project. Using tools such as CGI and photography, rd+a is able to create visuals that include interactive, web media solutions, fly-through animations of urban streetscapes, luxury interiors, historic and master plan projects. rd+a is dedicated to creating photorealistic, high quality, and visually captivating 3D renderings all carefully developed by a talented team of artists and designers giving their work a sophisticated and cinematic edge.

DEVELOPMENT TEAM

BRAND FORM DESIGN

Brand Form Design is a highly experienced brand development and graphic design agency + creative consultancy with a passion for building, architecture and engineering. Brand Form Design builds brands for businesses that design, engineer and develop spaces and places.

Headquartered in Southwest Florida, Brand Form Design creates holistic branded solutions including identity programs, branded collateral, presentations and marketing campaigns.

Founder Chip Barthelmes, a thirty-year veteran of the branding and design profession, conceived Brand Form Design along the foundational principles of creativity, clarity of communication and strategic problem solving to create distinctive, resonant and powerful brands and marketing campaigns that stand apart from the competition and clearly illustrate a project's unique selling proposition.

BELEN ESTACIO, LLC

Belen Estacio, Principal, and Cynthia Drescher of Belen Estacio, LLC are Florida-based marketing and culture consultants who take inspiration from their extensive experience building brands and bringing attention to communities and stories across the globe.

ECONOMICS

PLANNING



Neale Stralow
VHB



Rebecca Goldbach Hill
Economist



Richard Perez
Holland & Knight LLP



Alejandro Vadia
Midtown Development LLC



Vonda Ford
Pinellas County
Urban League



Lindsay Lecour
Atlantic|Pacific Communities



Antonio Serbia
George F. Young



Charlotte Anderson
Pinellas County
Urban League



Demond Hazley
VHB



Hank Humbert
George F. Young



Scott Kriebel
Atlantic|Pacific
Communities



Christophe Jones
CBJ Construction, LLC



Lis Galindo
Real Building Consultants



Dean Warhaft
Warhaft Group



Chris Durham
Osborn Engineering



Jasmin Brown
Osborn Engineering



Bob Devin Jones
Studio @ 620



Donald Mastry
Trenam Law



Rev. Watson Haynes II
Pinellas County Urban League



Thomas Chuparkoff
Osborn Engineering



Joe Barnes
VHB



Tim Clemmons
Place Architecture



Randall Morton
Pinstripe



Joe Clark
rd+a



Ben Siwinski
VHB



Cynthia Drescher
Journalist



Daton Ulett
Osborn Engineering



Paul Peters
Hood Design Studio



Sean Baraoidan
Real Building Consultants



Carolyn Cressman
Osborn Engineering



Kenneth Naylor
Atlantic|Pacific
Communities



Jade Spradley
Pinellas County Urban League



Chip Barthelmes
Brand Form Design



Allison Shaw
George F. Young



Belen Estacio
Digital Strategist



Taylor Ralph
Real Building
Consultants



Kurt Danwolf
ODP



Jonathan Gotwald
Osborn Engineering



Jason Heffelmire
Osborn Engineering



Walter Hood
Hood Design Studio



G. Jeffrey Churchill
George F. Young

COMMUNITY

CONSTRUCTION MANAGEMENT

ENVIRONMENT

PART B REFERENCE PROJECTS, EXPERIENCE, AND MINIMUM QUALIFICATIONS

MIDTOWN DEVELOPMENT is a real estate investment firm specializing in community-focused development, with ongoing projects in major metro areas throughout Florida. Midtown Development purchases and develops land into highly desirable community districts with key spaces for residents and visitors alike, such as walkable infrastructure, anchor grocers, active indoor/outdoor retailers, and much more.

Midtown assumes an active role in curating the community, building neighborhoods and enabling others to shape on-site and adjacent—in line with a vision for walkable, connected communities that raise the value of the entire area while unlocking both business opportunities and value on remaining assets.

Midtown Miami, Florida

- Client:** N/A Ownership
- Reference:** Mayor Francis Suarez, Mayor for the City of Miami, (305) 250-5300, fsuarez@miamigov.com
- Role:** Master Developer
- Value:** More than \$2 billion in Development has occurred on the site with 7 major development parcels remaining
- Certifications:** Mix of LEED, FGBC throughout the neighborhood
- Timeframe:** 2004-Present
- Description:** Master planning, annexation of additional parcels, development and community curation of a what is now over 70 acres of property in the center of the arts district and, now known as one of the city's most walkable neighborhoods.
- Other personnel in the proposal herein:** Belen Estacio, Warhaft Group



Midtown Orlando, Florida

Client: N/A Ownership
Reference: Mark Jones, AIA Principal LRK, Celebration & Baldwin Park, FL
 Town Architect, (407) 566-2575, mjones@lrk.com
Role: Master Developer
Value: Initial Phase – Master Planning \$ 1 million, Civil Improvement
 Budget est. \$ 75 million
Certifications: LEED (Proposed), Fitwell (Proposed)
Timeframe: 2019-Present
Description: Master planning and future development of a 22-acre parcel in the heart
 of downtown Orlando that is the current home of the Orlando Sentinel Newspaper

**Other personnel
 in the proposal
 herein:** Warhaft Group,
 O'Donnell Dannwolf
 & Partners, VHB.



REFERENCE PROJECTS

MIDTOWN DEVELOPMENT

Gio Midtown 6, Miami, Florida

- Client:** Joint Venture with Magellan Development
- Reference:** David Carlins, President and CEO, Magellan Development Group, (312) 469-8100, dcarlins@magellandevlopment.com
- Role:** Developer
- Value:** \$200 million
- Certifications:** LEED Silver (proposed), Fitwell (proposed)
- Timeframe:** 2017-2020
- Description:** Midtown Development, the real estate investment arm of Midtown Opportunities, together with Magellan Development developed, own and operate the 447-unit luxury multi-family apartment, mixed-use project GIO in Midtown (Midtown 6).
- Other personnel in the proposal herein:** N/A



Midtown 5, Miami, Florida

Client: Joint Venture with Magellan Development
Reference: Craig Wrathell, Manager, Midtown Miami Community Development District (CDD), (561) 571-0010, wrathellc@whhassociates.
Role: Developer
Value: \$150 million
Certifications: LEED-certified building utilized sustainable materials during construction and is a 100-percent smoke-free environment
Timeframe: 2015-2018
Description: Midtown Development, the real estate investment arm of Midtown Opportunities, together with Magellan Development developed, own and operate the 400-unit multi-family project. (Midtown 5)
Other personnel in the proposal herein: N/A



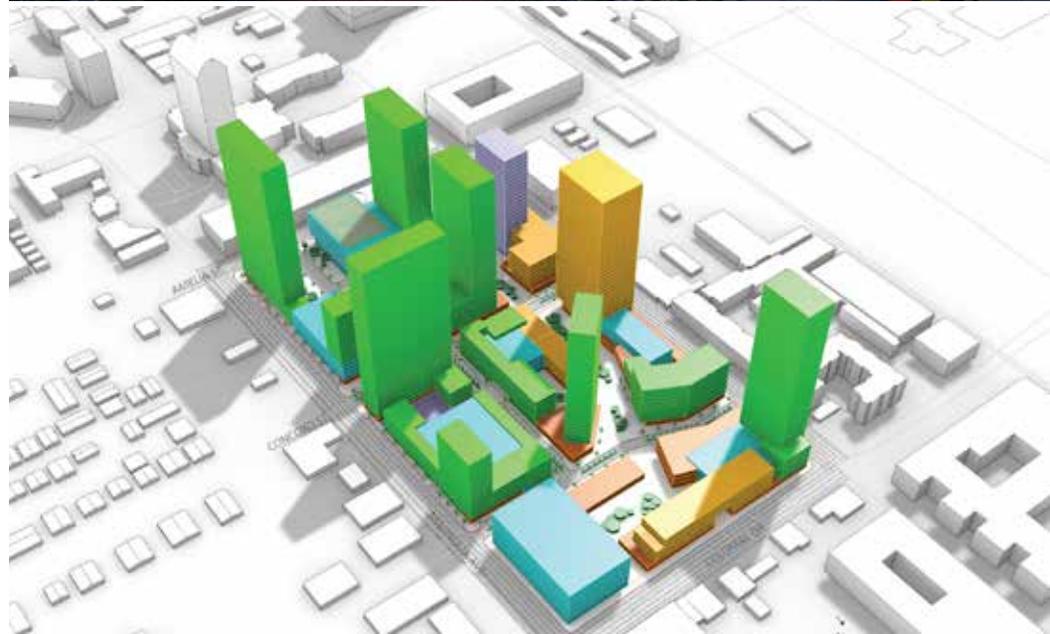
REFERENCE PROJECTS

WARHAFT GROUP has extensive experience working with municipalities to achieve common goals. The Groups core principle is to create a professional atmosphere for all stakeholders to work in a cohesive fashion that results in satisfaction for all. Our experience in representation and consulting spans the entire spectrum real-estate asset classes.

Midtown Orlando, Florida

- Client:** Midtown Development LLC
- Reference:** Alejandro Vadia 305.697.6600 alex@vadia.com
- Role:** Owners Representation/Development Coordinator
- Value:** Initial Phase – Master Planning \$1 million, total project value est. \$75 million
- Certifications:** LEED Silver (proposed), Fitwell (proposed)
- Timeframe:** 2019-Present
- Description:** Master planning and future development of a 22-acre parcel in the heart of downtown Orlando that is the current home of the Orlando Sentinel Newspaper

Other personnel in the proposal herein: Midtown Development, O'Donnell Dannwolf & Partners, VHB



REFERENCE PROJECTS

WARHAFT GROUP

Azure P3, Hollywood Florida

- Client:** Key 13th Floor Hollywood LLC
- Reference:** Shiv Newaldass, City of Hollywood Director of Development Services, 954.921.3201 snewaldass@hollywoodfl.org
- Role:** Owners Representation/Development Coordinator
- Value:** Initial Phase – P3 Submission \$300 Thousand, total project value \$206 million
- Certifications:** LEED Silver (proposed), Fitwell (proposed)
- Timeframe:** 2019-Present
- Description:** Master planning and redevelopment of a 6-acre parcel on Hollywood Beach, including a new Community Center, Hotel, Rental apartments and Townhomes (This is a P3 Competition)
- Other personnel in the proposal herein:** O'Donnell Dannwolf & Partners, Brand Form Design



Panorama Tower, Miami Florida

Client: TWJ 1101 LLC/ Florida East Coast Realty LLC
Reference: Nzeribe "Zerry" Ihekwaba PhD, PE, Chief of Operations/Assistant city Manager, City of Miami, 305.416.1003 NIhekwaba@miamigov.com
Role: Owners Representation/Development Coordinator
Value: \$825 million
Certifications: LEED Silver (applied), Fitwell (applied)
Timeframe: 2011-2019
Description: Master planning and development of a 3.1-acre parcel in the heart of Brickell Financial District including demolition of an existing 10-story structure, relocation of major utilities, construction of Florida's tallest building (868') Total mixed use Square Footage of project is 2.7 million.

**Other personnel
in the proposal
herein:**

N/A



REFERENCE PROJECTS

PINSTRIPE DESIGN AND ADVISORY GROUP, LLC is a design and real estate consulting firm focused on large-scale urban design. Our work is about making great places where one's memory is shaped by a fine balance between the public realm, (streets and parks), public buildings and private development. Our work is transformational, positively impacting an area beyond our project boundaries. We always see our work as part of something larger and beloved by locals and visitors alike. We strive to create work that is inspiring and economically sound. These two aspects are not exclusive but are mutually interdependent. We approach all of our large-scale work to achieve lasting value, to become exemplary places and positively impact a much larger area than the project.

Tropicana Redevelopment, St. Petersburg, Florida

Client: City of St. Petersburg
Reference: Alan DeLisle
 alan.delisle@stpete.org
Role: Lead Master Plan Architect
 (Started with HKS)
Value: Planning Contracts: \$500,000
 Estimated Construction Costs:
 \$2,000,000,000
Certifications: LEED ND (Proposed), WELL Pilot Project
Timeframe: 2017-2019
Description: Public Vision process for 86 acres in the heart of downtown. Current home for Tampa Bay Rays Baseball and SunTrust Dome, the process envisioned rebuilding the site, after lengthy community input, in two scenarios; one with a place for Major League Baseball and a second for redevelopment without baseball.
Other personnel in the proposal herein: NA



American Tobacco Campus Expansion Durham, NC

Client: Hines Development and Columbia Broadcasting Corporation (Goodman Family, Owners)

Reference: Alan Kennedy, Hines
alan.kennedy@hines.com

Role: Master Plan Architect and Principal in Charge (HKS)

Value: Total project value est. \$500,000,000

Certifications: LEED ND (Proposed), WELL (Proposed)

Timeframe: 2017-2018

Description: The expansion of the campus which is currently on 50 acres that includes retail, creative offices, a Performing Arts Center, a Hotel and a minor league baseball park for the Durham Bulls. The expansion onto 30 acres immediately adjacent expands ground floor retail and includes a corporate office tower and three residential buildings

Other personnel in the proposal herein: NA



REFERENCE PROJECTS

PINSTRIPE DESIGN AND ADVISORY GROUP, LLC

SANDAG Airport Transit Center San Diego, CA

- Client:** SANDAG, A California Public Agency
- Reference:** Hasan Ikhata, CEO
hasan.ikhata@sandag.org
- Role:** Master Plan Architect
(Collaboration with Carrier, Johnson)
- Value:** Estimated Construction Cost:
\$1,500,000,000
- Certifications:** LEED ND (Proposed)
- Timeframe:** 2019-Present
- Description:** A Master Plan to coordinate Planning, Development, Open Space and Transportation for a new Airport Connection and Regional Transit Center. Site is on 70-acres controlled by the US Navy, who will remain a tenant along with 12,000,000sf of mixed use development and 25 acres of parks and open space.
- Other personnel in the proposal herein:** NA



Village Walk Irving, TX

Client: Village Walk Partners, LLC

Reference: Craig Atchison, Partner
catchison@amcap.us.com

Role: Master Plan Architect

Value: \$1,825,000,000

Certifications: LEED ND (Pending)

Timeframe: 2017-Present

Description: Master planning and development of an 80 acre parcel wedged between two highways, a light rail line, and the Trinity River and Park. This four phase plan begins with a "Spine" that connects the light rail through the first phase to the Trinity River. Long term plans include 10,000 housing units (20% affordable and workshare), 250,000sf retail, a four-star hotel and 2,000,000 of corporate office space.

**Other personnel
in the proposal
herein:**

NA



REFERENCE PROJECTS

HOOD DESIGN STUDIO

We frequently root our design work in collaboration, seeing projects thrive under the joint efforts of design teams and through engagement with constituents and local communities. The studio has received numerous awards and accolades including the AIA Award for Collaborative Achievement and the Cooper-Hewitt National Design Award in Landscape Design.



Beerline Trail, Milwaukee Wisconsin

- Client:** Greater Milwaukee Committee
- Reference:** Tony Panciera Project Director, MKE United; 414.905.0101 tpanciera@gmconline.org
- Role:** Master Planner
- Value:** \$2.8 million
- Certifications:** LEED ND (Proposed), WELL Pilot Project
- Timeframe:** 2019

Description: This project builds from the history of the Beerline Trail initiated in 2002 and Creational Trails: The artery initiated in 2012. The project's intention is to sustain and enrich the lives of people in these neighborhoods by promoting health, well-being, and prosperity through increased circulation of resources, voices, ideas, labor, and creativity. The Lifeways Plan for this portion of the Beerline will support the communities of Harambee, Riverworks, and the city to take the next step in the evolution of the trail. Although the plan includes ideas and suggestions for temporary and semi-permanent improvements, the ultimate goal is to create a vision that sets the tone for the creation of a permanent and resilient open space offering multiple activities and programs (recreational, cultural, ecological, economic) serving all members of the neighborhood and the community of Milwaukee at large.

Other personnel in the proposal herein: NA



The Broad Museum, Los Angeles California

Client: Diller Scofidio & Renfro
Reference: Elizabeth Diller, Principal,
Diller Scofidio + Renfro,
212.260-7924
ediller@dsrny.com

Role: Landscape Architect

Value: \$12 million

Certifications: LEED Gold

Timeframe: 2015

Description: The on-structure plaza floats adjacent to Upper Grand Ave. in down-town Los Angeles. It employs a structural slab with up-turned beams – a riff on the prominent local freeway structure typology – that create the depth needed to support plaza planting. 100-year old Barouni olive trees were transplanted from a defunct orchard in the Shasta cascade region into an offset grid to imbue the new space with an immediate presence and scale.

Other personnel in the proposal herein: NA



REFERENCE PROJECTS

HOOD DESIGN STUDIO

Solar Strand, Buffalo New York

Client: University of Buffalo
Reference: Robert Shibley, Dean and Professor, University at Buffalo, 716-829-3981, rshibley@buffalo.edu

Role: Landscape Architect

Value: \$14 million

Certifications: LEED ND (Proposed), WELL Pilot Project

Timeframe: 2012

Description: First-place winner of the University at Buffalo Solar Park Competition: a linear landscape formation and DNA fingerprint. Together water and light merge, harnessing nature's energy from sunlight and hydrological infiltration. The project is the centerpiece in the hybrid landscape. Its form, figuratively a fingerprint, highlights the campus' goals and objectives for a sustainable future.

A 5000 PV panel array is at once infrastructure (energy production), emergent landscape (hosting diverse array of flora and fauna), and classroom (communicating live information about ecology, weather, and energy output via a web or mobile app)

Other personnel in the proposal herein: NA



Lift Every Voice and Sing Park/Lavilla Heritage Plan, Jacksonville Florida

Client: City of Jacksonville

Reference: Daryl Joseph. Director of Parks Recreation and Community Services Department, DJoseph@coj.net

Role: Landscape Architect

Value: Not Disclosed

Certifications: LEED ND (Proposed), WELL (Proposed)

Timeframe: In Progress

Description: Written by James Weldon Johnson in 1900 and put to song by his brother, John Rosamon Johnson, "Lift Ev'ry Voice and Sing" is a traditional hymnal song. To some it's the Black National Anthem evoking the history and resiliency of African American peoples. On the site of the brother's historic birthplace and home, a new park is proposed that celebrates the brother's life and achievements. A space of lifted earth, a small workers cottage and stage is overlaid atop of historic ground plane tracings of maps and property lines, forming new spaces and relationships that document the site and neighborhood history. The new park features a lifted lawn for seating, an illuminated Poet's Walk, a shotgun house and stage, and a small garden with sculptures of the brothers.

Other personnel in the proposal herein: NA



REFERENCE PROJECTS

PLACE is a team of creative design professionals committed to high quality architecture and urban design. We believe in the power of place-making to enhance our quality of life. Our goal is to contribute to a sustainable society through the thoughtful design of beautiful spaces, engaging buildings and walkable communities.

Orange Station, St. Petersburg, Florida

Client: J2 Developers, DDA Development

Reference: Jay Miller, 727.471.3542,
jmiller@j2developers.com

Role: Architect

Value: \$60 million

Certifications: LEED (Proposed), NGBS (Proposed)

Timeframe: 2019-Present

Description: Redevelopment of a full-city block in the heart of St. Petersburg's Edge District. The project includes 100,000 square feet of office space, 56 condominiums, 30 workforce apartments, 20,000 square feet of office space plus a 580-space public parking garage. The project is organized around a public plaza enlivened by three restaurants.

Other personnel in the proposal herein: N/A



Bliss Condominiums, St. Petersburg, Florida

Client: Taub Entities

Reference: Brian Taub, 813.763.8282, taubventures18@aol.com

Role: Architect

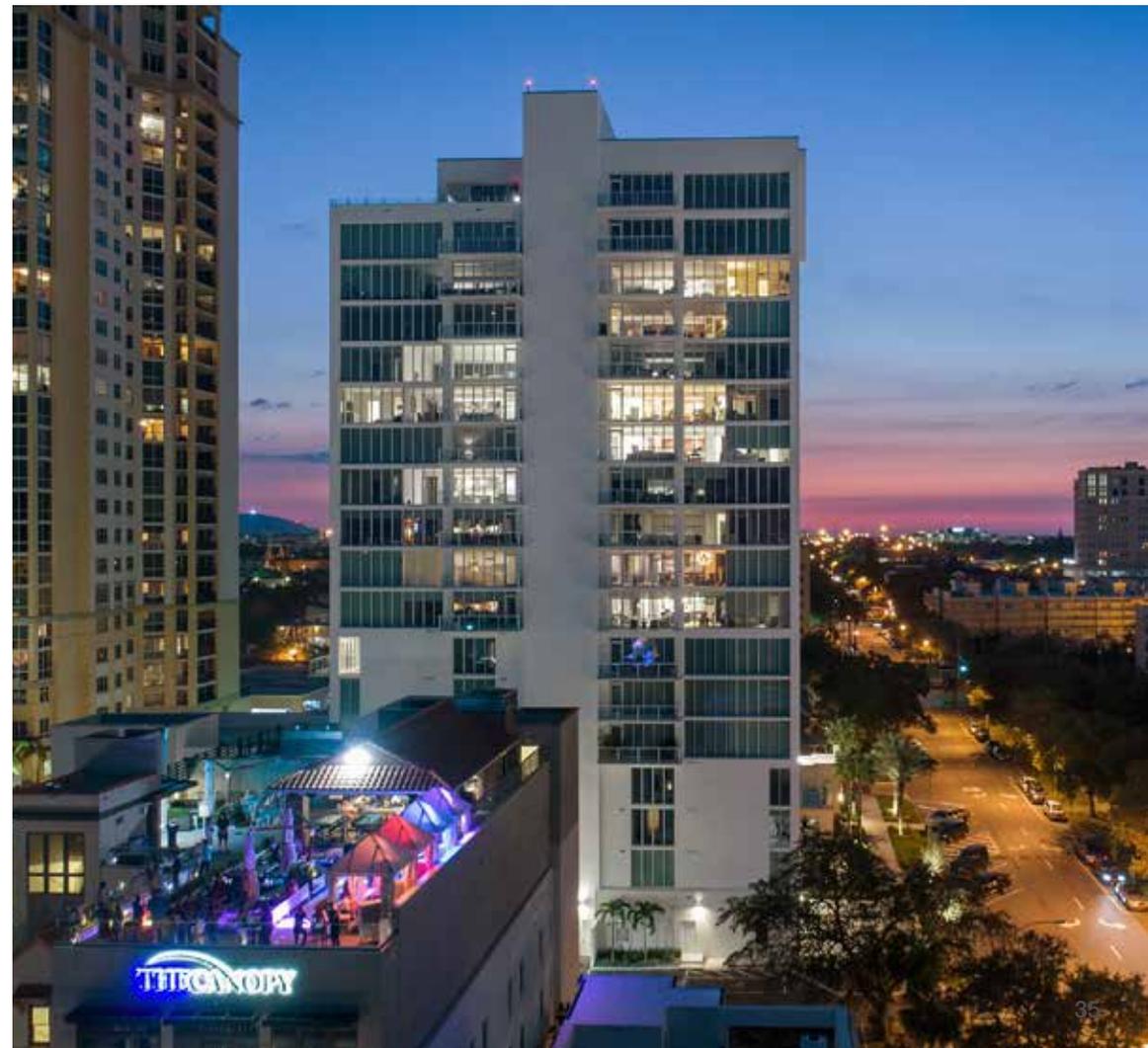
Value: \$20 million

Certifications:

Timeframe: 2015-2017

Description: A new 18-story condominium in St. Petersburg's Beach Drive district. The slender tower has 29 luxury units with spectacular waterfront views. The four-level garage utilizes two automobile elevators, a first for the Tampa Bay area.

**Other personnel
in the proposal
herein:** N/A



REFERENCE PROJECTS

PLACE

The Graham at Gracepoint, Tampa, Florida

Client: DDA Development

Reference: Bowen Arnold, 813.223.1307, barnold@ddadevelopment.com

Role: Architect

Value: \$12 million

Certifications: NGBS

Timeframe: 2015-2017

Description: A new affordable housing apartment building with 45 elderly units and 45 units for at-risk homeless as well as a generous complement of support and amenity spaces. The three-story building is organized into two wings creating a secure, landscaped courtyard.

Other personnel in the proposal herein: N/A



Armature Works, Tampa, Florida

Client: SoHo Capital LLC
Reference: Adam Harden, 813.253.3484, adam@sohocapital.com
Role: Architect, Urban Designer
Value: \$21 million
Certifications: LEED Silver (proposed)
Timeframe: 2016-2018
Description: Restoration and adaptive re-use of a 73,000 square foot local historic landmark into a regional entertainment destination with a food hall, three restaurants, co-work offices, and two event rooms. This building is the centerpiece of a new 43-acre urban, mixed-use district based on a masterplan by PLACE.

**Other personnel
in the proposal
herein:** N/A



REFERENCE PROJECTS

ODP ARCHITECTURE & DESIGN is a full-service architecture, interior, and planning firm providing high-end custom architecture, interiors, and furniture designs that transcend what is normally expected out of an architecture firm. The firm thrives on achieving what has yet to be done, bringing dreams, instincts and desires into form. Architecture is the integration of artistic vision with building technology to create efficiently constructed, distinct building forms. The needs of today's architectural client demand a level of professionalism across a broader spectrum of building disciplines than ever before. The vision, practice, and leadership inherent in the O'Donnell Dannwolf + Partners design process ensure that our client's requirements are achieved and their expectations exceeded. Headquartered in Hollywood, FL, the firm has partnered with International "Star-architect" firms on several prominent South Florida projects including Zaha Hadid Miami's latest luxury tower, One Thousand Museum, Elkus Manfredi's Paramount Miami World Center, Fosters & Partners' Towers at 1201 Brickell, which will be the tallest building South of NYC, Kohn Pedersen Fox's One Bayfront Plaza, and UNStudio.

One Thousand Museum

Client: 1000 Biscayne, LLC
Reference: Kevin S. Venger, One Thousand Museum by Zaha Hadid Architects. C: 305-213-1843 www.1000museum.com
Role: Architect of Record with Zaha Hadid Architects as Design Architect
Value: \$280 million
Certifications: FGBC (Florida Green Building Certified)
Timeframe: 2012-2019
Description: 710'-0" Residential tower with 84 residential units, at a total of 900,000 sf developed. Largest used of "left-in-place" form work in the world

Other personnel in the proposal herein: N/A



Paramount Miami World Center

Client: P-MWC, LLC
Reference: Rene Perez, Vice President Construction. C: 305.218.9293
P: 786.656.0452 www.RPHoldings.com
1010 NE 2nd Ave. Miami, FL 33132
Role: Architect of Record with Elkus Manfredi as Design Architect
Value: \$250 million
Certifications: LEED (Gold)
Timeframe: 2015-2019
Description: Signature tower for the Miami World Center re-development of 40 acre master plan. 680'-0" Residential tower with 330 residential units.
Other personnel in the proposal herein: N/A



REFERENCE PROJECTS

ODP ARCHITECTURE & DESIGN

One Bayfront Plaza

Client: Northwestern Capital Corp
Reference: Dean S. Warhaft, Esq., PSM, Chief Development Officer, O: 305.219.2995 dwarhaft@warhaft.com
Role: Design Architect, Architect of Record
Value: \$950 million
Certifications: FGBC (Florida Green Building Planned)
Timeframe: 2020-Present
Description: 1049'-0" Mixed-use Tower with 650 residential units, 210 key hotel, 240,000 sf of Class-A office, 20,000 sf of commercial retail, and parking for 1,000 cars, 3.2 million Square Feet Gross.

Other personnel in the proposal herein: N/A



Sweet Water 112

Client: Global City Development
Reference: Brian Pearl, Principal. Global City Development. 801 Brickell Ave, Suite 2360
Role: Design Architect, Architect of Record
Value: Withheld
Certifications: LEED (Applied)
Timeframe: 2019 – In Progress
Description: 362'-0" Mixed-use Tower with 376 residential units, 223,000 sf of Class-A office, and parking for 881 cars.
Other personnel in the proposal herein: N/A



REFERENCE PROJECTS

VHB We are VHB. We're passionate about making meaningful contributions to the world through the work that we do. We're proud, yet humbled, to have been doing this for more than 40 years.

We're a team—1,600 strong—eager to deliver value by embracing our clients' goals, anticipating challenges, building lasting partnerships, and always providing a smooth ride.

Our passionate professionals include engineers, scientists, planners, and designers who partner with clients in the transportation, real estate, institutional, and energy industries, as well as federal, state, and local governments. Together, we improve mobility, enhance communities, and balance development and infrastructure needs with environmental stewardship.

Integrated Sustainability Action Plan, St. Petersburg, Florida

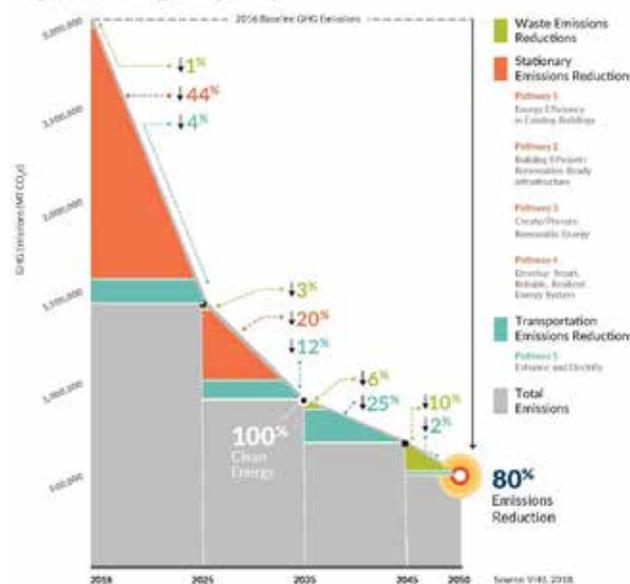
Client: City of St. Petersburg
Reference: Sharon Wright, 727.551.3396, Sharon.wright@stpete.com
Role: Prime Consultant
Value: \$300,000
Certifications: ISI Envision
Timeframe: 2017-2019

Description: VHB created a citywide blueprint for advancing the city's sustainability and resiliency goals, by completing a local government and Community-Scale Greenhouse Gas (GHG) inventory and identified strategies for reducing greenhouse gas emissions, addressing the effects of climate change, and development of a 100 percent clean energy plan, as well as recommended measurable performance targets.

Other personnel in the proposal herein: N/A



Figure 3.3-3 Clean Energy Roadmap Summary



HIGHLIGHTS
Integrated Sustainability Action Plan

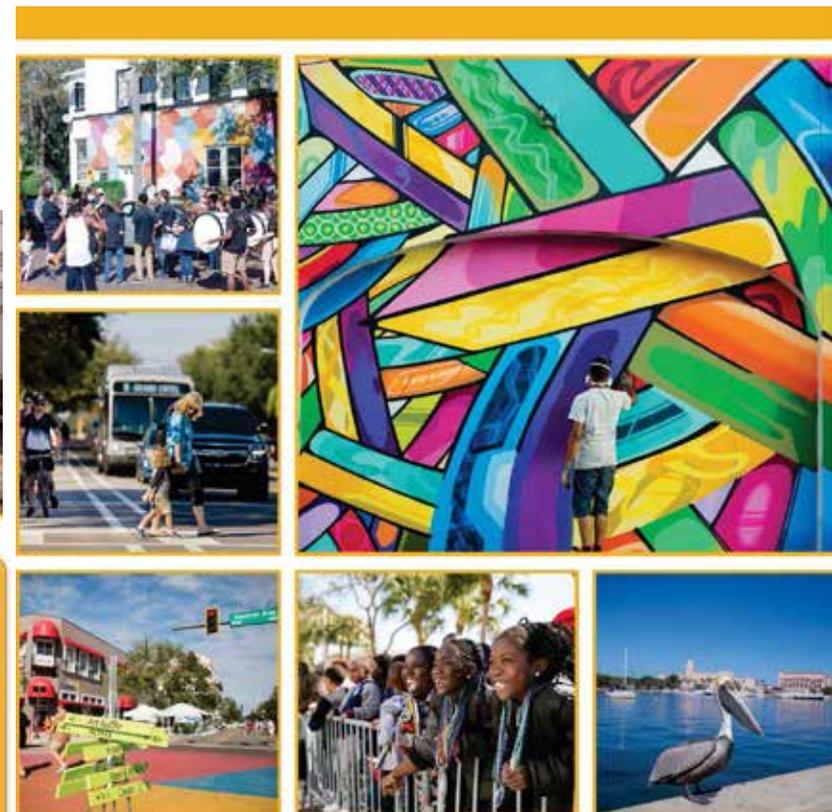


StPete2050 Vision Plan, St. Petersburg, Florida

Client: City of St. Petersburg
Reference: Elizabeth Abernethy, 727.893.7868, elizabeth.abernethy@stpete.org
Role: Prime Consultant
Value: \$516,000
Certifications: NA
Timeframe: 2019-2020

Description: VHB created a citywide vision plan for sustainable, resilient, and equitable growth through the next three decades. The plan fully engaged the community in the broadest means possible and leverage existing assets and resources into actionable solutions that integrate the elements of land use, natural and cultural resources, watershed protection, housing, economic development, open space and recreation, public services and facilities, and transportation.

Other personnel in the proposal herein: N/A



STPETE2050

StPete2050:
A Vision Plan for St. Petersburg

October 2020 Draft

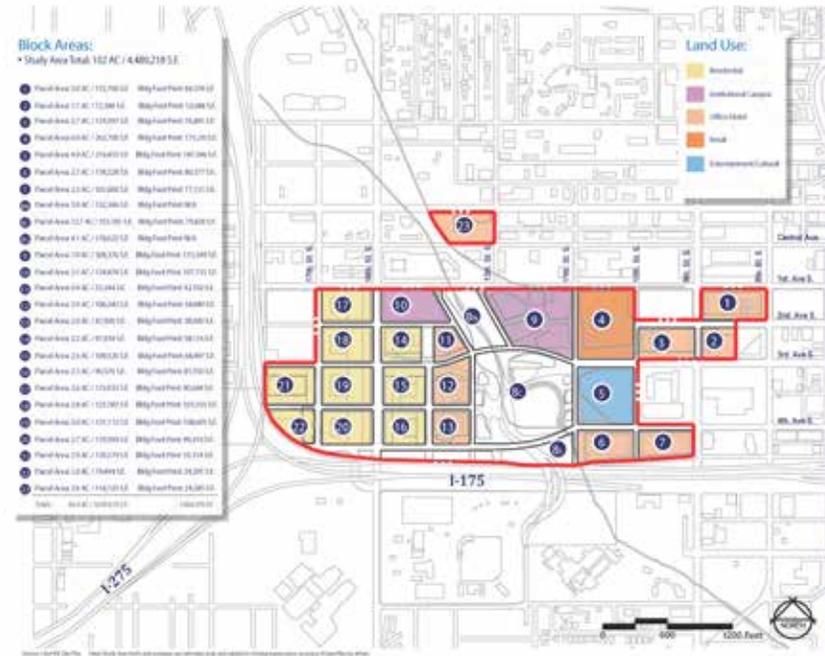
REFERENCE PROJECTS

VHB

ISAP - Smart Cities, Healthy Community Design and Sustainable / Resilient Infrastructure Roadmap Series, St. Petersburg, Florida

Client: City of St. Petersburg
Reference: Brian Caper, 727.893.7035, brian.caper@stpete.org
Role: Prime Consultant
Value: \$15,000
Certifications: ISI Envision
Timeframe: 2017-2019
Description: VHB provided preliminary, innovative infrastructure guidance for the redevelopment of the Tropicana Field site that would make the area financially attractive for redevelopment while also meeting the City's sustainability and resiliency goals, including the commitment to 100% clean energy. A focus on innovation at the earliest stages of infrastructure planning helped to integrate sustainability into site redevelopment. The infrastructure roadmap provided a menu of best practices and the infrastructure needed for investment focused upon the following categories: Economic Development, Health, Energy, Digital, and Transportation.

Other personnel in the proposal herein: N/A




THE Development Process

- Prepare Site Evaluation Assessments**
 Define project and development conditions, determine zoning and regulatory context, develop design program, Phase 1, 2, and 3 environmental assessment, conceptual master plan, develop preliminary design, identify opportunities, identify risks, develop preliminary master plan, develop preliminary master plan, develop preliminary master plan.
- Implement Alternative Redevelopment Strategies**
 Public Private Partnership (P3) Agreements, City/State, Integrated Policy, Infrastructure Redevelopment.
- Prepare Infrastructure Plans for Phased Redevelopment**
 Phased implementation of streets, utilities, accessibility and public space elements, Urban Design Code, Construction Standards (P3), Roadway/Building.
- Complete Demolition and Preliminary Site Preparation**
 Demolition, Brownfield remediation, Preliminary grading, Preliminary drainage.
- Construct Public Infrastructure for Phase Redevelopment**
 P3 Design-Build/Build, Design-Build/Build, Design-Build/Build, Design-Build/Build, Design-Build/Build, Design-Build/Build.

Future Development Vision
 Tropicana Field Concept Master Plan, Tropicana Field II, Smart Growth Strategy, Urban Community Plan, St. Petersburg 2030 Plan

Leadership/Institution
 VHB, City of St. Petersburg, St. Petersburg 2030 Plan

Transportation
 Transit, Public, Parking, Transit

Environmental
 Resilient/Redevelopment

Sustainability and Resiliency
 Integrated Sustainability Action Plan, Health as an Industry, Clean Energy Building, Tampa Bay Regional Resiliency Coalition

Public
 Social and economic impact

Champion/Leadership
 City of St. Petersburg, Pinellas County, Tampa Bay Sun, South St. Petersburg, St. Petersburg Area C&D

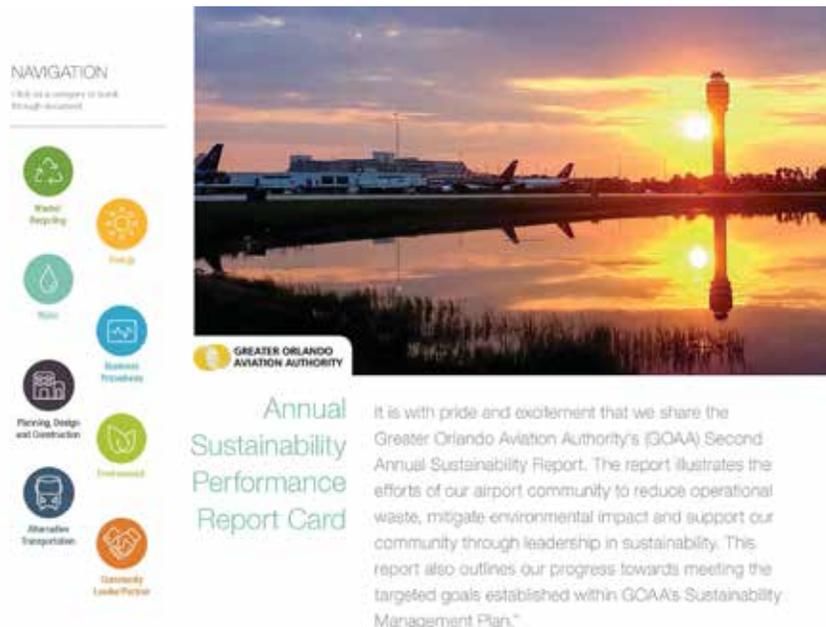


Orlando International Airport (MCO) West Aircraft Rescue and Firefighting Facility (ARFF), Orlando, Florida

Client: Greater Orlando Aviation Authority
Reference: Thomas Draper, 407.825.3021
Role: Prime Consultant
Value: \$40,000
Certifications: LEED Version 4 O+M: Existing Buildings, Silver Certification
Timeframe: 2017-2018

Description: VHB assisted GOAA with preparation of LEED Version 4 Operations and Maintenance (v4 O+M) Certification at MCO through the U.S. Green Building Council (USGBC) "Campus" approach. This innovative approach facilitates certification of multiple buildings and building types as required in an airport environment. As a result of the campus approach, the VHB team was able to obtain LEED certification for two buildings on the GOAA campus to date.

Other personnel in the proposal herein: N/A




Continuing Sustainability and LEED Consulting Services

ORLANDO INTERNATIONAL AND EXECUTIVE AIRPORTS



FY 2016 GOAA LEED O+M AND SUSTAINABILITY PLANNING DELIVERABLES

SEPTEMBER 20, 2016

REFERENCE PROJECTS

OSBORN ENGINEERING is a fully integrated multi-disciplined design firm that uses a specialize team approach to engineering projects. These teams are comprised of a staff of over 220 professionals that provide designs for all phases of a wide range of projects. Osborn has specialists in civil, structural, mechanical, electrical, plumbing, fire protection and life safety, technology engineering, transportation, and commissioning.

Center for Integrated Wellbeing, Lake Nona, Florida

Client: Tavistock Development and Signet Real Estate of Akron, Ohio

Reference: Erin Nellis, enellis@tavistock.com

Role: Owner-controlled team project delivery

Value: Cost Varied by Project

Certifications: Well Building Certification

Timeframe: 2020 - Ongoing

Description: The Lake Nona Center for Integrated Wellbeing is the inspirational heart of a new 3000-acre mixed use Community being created south and west of the Orlando, Florida airport. Osborn is providing Structural, MEP, Technology design and Fire Protection construction drawings and specifications for the 131,950 SF Performance Club and the 160,000 SF Medical Office Building. This Performance Club will be served by a new town center chiller system. The five-story medical office building portion will include physician office space and surgery suites with a dedicated high filtration system, medical gases (a bulk liquid oxygen tank farm), WAGD, vacuum, med air, alarms, air handling units, room environment controls, monitoring, emergency generator, transfer switches, nurse call, telemetry, IP systems, domestic water systems with proper filtration systems, surgical lights, grounding systems, and UPS systems.

**Other personnel
in the proposal
herein:**

N/A



Downtown Core Redevelopment, Cleveland, Ohio

Client: Various clients in the City of Cleveland

Reference: City Block Redevelopment: Martin Burgwinkle - Turner Construction – mburgwinkle@tcco.com
 Public Square Redevelopment: Nora Romanoff – LANDStudio - nromanoff@LAND-studio.org
 First Energy Stadium Renovation: Troy Brown – Cleveland Browns – tbrown@clevelandbrowns.com
 Gateway Arena District Stadium and Sports Arena: Todd Greathouse – Gateway Economic Development – tghouse@gwcomplex.org
 Cleveland Lakefront Redevelopment – Briana Butler - Neighborhood Transformation Initiative - bbutler2@city.cleveland.oh.us

Role: Served in several roles including Principal Engineer, Engineer of Record, Owner’s Rep, Cx Agent

Value: 5 Projects totaling over \$900 million

Certifications: City Block Redevelopment: 2017 AIA Institute Honor Award Winner in Regional and Urban Design; Public Square Redevelopment: 2018 Top 5 Great Public Spaces Award - American Planning Association / Ohio ACEC 2017 Engineering Excellence - Outstanding Small Project

Timeframe: 2011-2019

Description: Public Square Redevelopment - reduction of vehicular traffic involved the closing of Ontario Street and limiting Superior Avenue to bus rapid transit (BRT) only traffic. City Block Redevelopment (4 blocks total) - provide structural engineering design north of Lakeside Avenue under Mall C and be the Civil Engineer-of-Record. Gateway Arena District Stadium and Sports Arena - HVAC and BAS system and equipment assessment and technical review of system and equipment replacements, commissioning services & new addition at Rocket Mortgage Fieldhouse. First Energy Stadium Renovation - structural and MEP design services for stadium modernization. Cleveland Lakefront Redevelopment - review the existing subsurface infrastructure at the Downtown Cleveland Lakefront Development area north of FirstEnergy Stadium.

Other personnel in the proposal herein: N/A



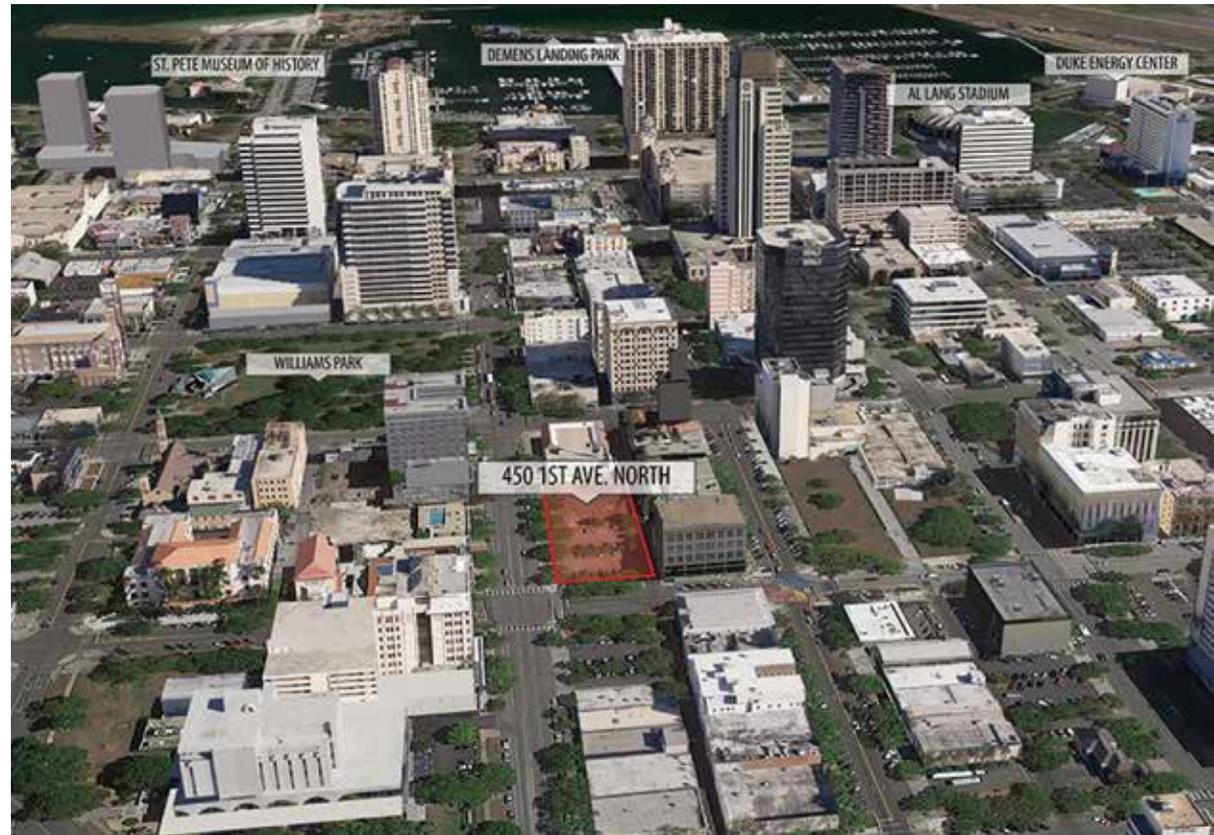
REFERENCE PROJECTS

OSBORN ENGINEERING

450 1st Avenue N. Mixed Use Tower, St. Petersburg, Florida

- Client:** PLDD 1st Ave, LLC
- Reference:** Mechanical, Plumbing, Electrical, Technology and Fire
- Role:** Protection Engineers
- Value:** \$78 million (budget)
- Certifications:** None
- Timeframe:** 2021- 2024 (estimated)
- Description:** The 28-story, mixed-use building will contain at least 40,000 square feet of Class A office space, ground floor retail space, 165 apartments which are expected to be micro-units, and 110 hotel rooms. Under an agreement with the City of St. Pete, the building will also incorporate up to 300 public parking spaces which will be funded by the city.

Other personnel in the proposal herein: N/A



Warehouse Arts District – The Factory, St. Petersburg Florida

Client: Guru and Gaia, LLC

Reference: Jordan Behar, (727) 800-5300, jordan@architecturebp.com

Role: Civil, Mechanical, Plumbing, Electrical and Fire Protection Engineers

Value: \$2.0 million

Certifications: None

Timeframe: 2020-2021

Description: Project includes the redevelopment of 2-1/2 blocks of light industrial property between the Pinellas Trail and Fairfield Ave S in St. Petersburg, Florida as a part of the Economic Redevelopment of the Warehouse Arts District in the South St. Petersburg Community Redevelopment Area. The existing 71,178 SF of warehouse and light manufacturing spaces are being repurposed into mixed retail, commercial and art functions to support the arts community and will soon be home to Keep St. Pete Lit, The Brewery Collective, The St. Pete Arts Alliance, and Fairgrounds (an immersive art experience), and more.

**Other personnel
in the proposal
herein:**

N/A



REFERENCE PROJECTS

GEORGE F. YOUNG has extensive experience working with St. Petersburg to achieve common goals. GFY's core principle is to help turn our clients vision into reality. Our experience in representation and consulting spans the entire spectrum real-estate asset classes.

Toronto Blue Jays Spring Training and Player Complex Renovations

Client: City of Dunedin

Reference: Jorge Quintas, Public Works Director / City Engineer 727.298.3175
jqintas@dunedinfl.net

Role: Civil Engineer

Value: Spring Training Stadium - \$50 million,
Player Development Complex - \$75 million

Certifications:

Timeframe: 2019-Present

Description: Reconstruction / expansion of the existing spring training stadium for the Toronto Blue Jays as well as design and construction of a new 150,000 s.f. training facility with 5 baseball fields at the development complex.

**Other personnel
in the proposal
herein:**

N/A



400 Central (Red Apple Group) Tower

Client: Cats Red Apple Real Estate
Reference: Ralph Zirinsky 212.373.8491
ralph.zirinsky@ragny.com
Role: Civil Engineer
Value: Total project value est. \$ 300+ million
Certifications: LEED Silver (proposed)
Timeframe: 2019-Present
Description: Redevelopment of the now vacant block located at 400 Central Avenue in downtown St. Petersburg with two new towers, parking garages, vaulted stormwater, ground level restaurant / retail spaces.
Other personnel in the proposal herein: N/A



REFERENCE PROJECTS

GEORGE F. YOUNG

UPC Headquarters Expansion

Client: United Insurance Holding
Reference: Mark Stroud / Owners Representative, mstroud@stroudre.com
Role: Civil Engineer
Value: \$91.5 million
Certifications: LEED (Proposed), Fitwell (Proposed)
Timeframe: 2018-2020

Description: Master planning and redevelopment of a 5-acre parcel in downtown St. Petersburg including the closing of 2nd Avenue South with required the relocation of existing City water, sewer, and stormwater facilities within the MLK St. South and 3rd Ave South right of ways. This project also permitted the new 150,000 corporate headquarters for UPC Insurance. This project has recently announced that they will not move forward with construction.

Other personnel in the proposal herein: N/A



ONE St. Petersburg

Client: Kolter Group
Reference: Adam Sizemore 727.474.1790 asizemore@kolter.com
Role: Civil Engineer
Value: \$125 million
Certifications: LEED (Applied), Fitwell (Applied)
Timeframe: 2013-2019
Description: Development of a 41 story tower containing a city block at 100 1st Ave N. Responsible for the civil site design, permitting, and construction inspection for utility improvements, stormwater design, and City permits necessary to construct this project.
Other personnel in the proposal herein: N/A



REFERENCE PROJECTS

REAL BUILDING CONSULTANTS (REAL) is a full-service sustainability consulting team providing collaborative services that help create responsible, efficient and healthy places where we live, work, learn and play. Our diverse team is focused on delivering “triple bottom line” solutions for our clients—integrating services that positively impact the financial, environmental and social performance of real estate development projects.

1050 Water Street, Tampa Florida

- Client:** Strategic Property Partners
- Reference:** Danny Mora, Senior Development Manager, 813.993.0100 dmora@spprealestate.com
- Role:** LEED Consultant/Building Commissioning/ Energy Modeling
- Value:** Not Available
- Certifications:** LEED Silver (Proposed)
- Timeframe:** 2019-Present
- Description:** 22-story, 511 residential unit mixed-use apartment building with 30,000 square feet of retail in Downtown Tampa.

Other personnel in the proposal herein:

VHB



District Cooling Plant

Client: Strategic Property Partners
Reference: Danny Mora, Senior Development Manager,
813.993.0100 dmora@spprealestate.com
Role: LEED Consultant/Building Commissioning/
Energy Modeling
Value: Not Available
Certifications: LEED Gold (Achieved)
Timeframe: 2018-2019
Description: Initial 8,000-ton chiller plant building serving the
Water Street district in Downtown Tampa.
**Other personnel
in the proposal
herein:** Jason Heffelmire



REFERENCE PROJECTS

REAL BUILDING CONSULTANTS

University of Tampa Innovation and Collaboration Building, Tampa Florida

- Client:** University of Tampa
- Reference:** Jennifer Isenbeck, Director of Facilities 813.257.3374
jisenbeck@ut.edu
- Role:** LEED Consultant/Energy Modeling
- Value:** Not Available
- Certifications:** LEED Silver (Achieved)
- Timeframe:** Completed 2016
- Description:** Project includes 65,000 square feet of academic space including entrepreneurship center, cyber security labs and a Starbucks Reserve.

Other personnel in the proposal herein: N/A



The Pearl at The Heights

Client: SoHo Capital / DDA Developmenta
Reference: Bowen Arnold, DDA Development
813-600-0891 / barnold@ddadevelopment.com
Role: National Green Building Standard
(NGBS) Consultant
Value: Not Available
Certifications: NGBS Silver
Timeframe: Completed 2018
Description: 7 story, 314 unit mixed-use apartment complex including 73,000 of retail space on the ground floor.

**Other personnel
in the proposal
herein:** Tim Clemmons, Place Architecture



REFERENCE PROJECTS

TRENAM LAW regularly represents developers and property owners in St. Petersburg and throughout Florida. Representative matters range from variances and special exceptions to site plan approvals, rezonings, land use changes and adoption of zoning and development ordinances. The firm has secured entitlements for hundreds of projects, including many large developments in St. Petersburg.

Carillon, St. Petersburg, Florida

Client: Echelon LLC
Reference: Darryl LeClair, CEO, President and Chairman, Echelon, dleclair@echelonre.com
Role: Land Use Counsel for Owner
Value: \$1 billion estimated project value
Certifications:
Timeframe: 1990s-Present
Description: Master planned, mixed-use project on approximately 430 acres with an estimated five million square feet of floor area.

**Other personnel
in the proposal
herein:**

N/A



***Isla Del Sol, St. Petersburg, Florida***

Client: Trafalgar Developers
Reference: Ramon R. Cacicedo, Jr., 275 Fontainebleau Blvd., Miami, FL
Role: Land Use Counsel for Owner
Value: \$1 billion estimated project value
Certifications: LEED Silver (proposed)
Timeframe: 1970s-1990s
Description: Master planned, mixed-use project on approximately 320 acres with 4,709 multifamily dwelling units, a golf course, a marina and a shopping center.

**Other personnel
in the proposal
herein:**

N/A



REFERENCE PROJECTS

TRENAM LAW

400 Central Ave., St. Petersburg, Florida

- Client:** Cats Red Apple, LLC
Reference: Ralph Zirinsky, Red Apple Real Estate, Ralph.Zirinsky@RAGNY.com
Role: Land Use Counsel for Owner
Value: \$300 million estimated construction value
Certifications:
Timeframe: 2016-Present
Description: Mixed-use project consisting of a 45-story condominium building with 300 residential units, a 20-story, 225 room hotel, 20,000 square feet of office space and 25,000 square feet of commercial space.
Other personnel in the proposal herein: N/A



ONE St. Petersburg, Florida

Client: KT First & First, LLC
Reference: Bob Vail, President, Kolter Urban, rvail@kolter.com
Role: Land Use Counsel for Owner
Value: \$300 million+ estimated project value
Certifications: LEED Silver (proposed)
Timeframe: 2014-2018
Description: Mixed-use project consisting of a 41-story condominium building with 253 residential units, a 13-story, 175 room hotel and ground floor retail space.

**Other personnel
in the proposal
herein:**

N/A



REFERENCE PROJECTS

ATLANTIC PACIFIC COMMUNITY

A|P Communities has competitively won funding for 46 affordable housing developments with over 5,590 units built or under development; and has developed 8 workforce/market rate communities with 2,938 units. Many of these developments leveraged municipal funds and/or land to either revitalize existing communities or establish new neighborhoods ranging from garden-style to high-rise construction, with resident amenities, surface and/or structured parking, kiss-n-rides, transit facilities or improvements, and retail/commercial space.

Block 45, Miami Florida

Client: AtlanticPacific (Self-performing)

Reference: Randy Weisburd

Role: Civil Engineer

Value: \$203,000,000

Certifications:

Timeframe: 2020-2042

Description: Entities Involved/Role: AtlanticPacific (property owner); AtlanticPacific Communities (Apartment Developer)

Master planned mixed-use TOD in pre-development with 616 workforce and market-rate units, parking structure and commercial/retail space in the Overtown neighborhood of the City of Miami.

Other personnel in the proposal herein:

N/A



**Audrey M. Edmonson Transit Village,
Miami Florida**

Client: Miami-Dade Transit

Reference: Eric Thorne, Project Manager
Tel: (786)469-5281
Email: ethorne@miamidade.gov

Role: Owner and Lead Developer

Value: Phase I: \$38,071,130
Phase II: \$29,274,093

Certifications: LEED Silver (proposed)

Timeframe: 2008 – 2016

Description: AtlanticiPacific Communities, LLC, Lead Developer; AtlanticiPacific Community Builders, LLC, General Contractor; Corwil Architects, Inc., Architect; and AtlanticiPacific Community Management, LLC, Property Manager.

Master planned, mixed-use TOD with 176 affordable units, parking garage, black box theater, gallery space, and bus transit facility in the Liberty City neighborhood of Miami.

**Other personnel
in the proposal
herein:**

N/A



REFERENCE PROJECTS

ATLANTIC PACIFIC COMMUNITY

Northside Transit Village I - IV, Miami Florida

Client: Miami-Dade Transit
Reference: Eric Thorne, Project Manager
Tel: (786)469-5281
Email: ethorne@miamidade.gov

Role: Owner and Developer
Value: \$28,450,031 (Phase 1)

Certifications:
Timeframe: 2010-2040
Description: 100% Occupied

Entities Involved/Role: AtlanticPacific Communities, LLC, Developer; Corwil Architects, Inc., Architect; and AtlanticPacific Community Management, LLC, Property Manager.

A four-phased mixed-use affordable housing TOD adjacent to the Northside Metrorail Station in Miami-Dade County

**Other personnel
in the proposal
herein:** N/A



Pacific Village, San Diego California

Client: AtlanticPacific (Self-performing)

Reference: Randy Weisburd

Role: Developer

Value: \$211,800,000

Certifications:

Timeframe:

Description: 324 for-sale homes in three separate neighborhoods and 276 rental apartments

Entities Involved/Role: AtlanticPacific (property owner); AtlanticPacific Communities (Apartment Developer); Lennar Homes (Home Developer)

Master planned 600-home infill community providing ownership and rental opportunities in San Diego, California. The approved development was hailed by the San Diego Union Tribune as "...a model for alleviating the city's housing crisis."

Other personnel in the proposal herein: N/A



REFERENCE PROJECTS

OSPORTS We are a collection of architects, planners, engineers, designers and innovators who specialize in creating immersive environments that connect people digitally and physically.

OSPORTS, a division of the Osborn Engineering Company, provides architectural and planning and design services for sports, recreation and entertainment facilities. We have a rich history in sports and recreation planning and design dating back to 1909 with involvement with the nation's first historic sports specific stadia. Some of our most notable legacy projects are: NY Polo Grounds, Detroit Tiger Stadium, Fenway Park, and Yankee Stadium.

Today, OSSPORTS is a full-service architecture and planning practice. We provide services in sports, recreation, and entertainment facilities across the nation. Some of our current clients include MLS, USL and NPSL, Jacksonville Jaguars, Cleveland Browns, University of South Florida, Eastern Michigan University, and Live Nation.

OSU Stadium, Columbus, OH

- Client:** The Ohio State University
- Reference:** Bill Holtz, 614.247.8406, Holtz.28@osu.edu
- Role:** Architecture
- Value:** \$42 million
- Certifications:** LEED Gold
- Timeframe:** 2019

Description: OSSPORTS was retained by the University to upgrade the 95-year-old stadium. The project was phased over a 3-year period and included, among other improvements, the total renovation of the University's suite located in the press box.

The 5,000 SF suite space includes seats to view the game, lounge area with two bars, and various areas to socialize with all the expected amenities. The large suite features a moveable glass wall that enables the suite patrons to truly experience the unique game day experience at the Horseshoe. The project included the addition of 16 luxury suites to address the growing needs created by the successful football program. The renovation saw the installation of 44 loge boxes to accommodate an alternate price point and revenue generation opportunity. Both areas will be served by a new club space that allows for socialization before, during, and after the game. The work was designed to seamlessly integrate into the existing context of neighboring suite and seat deck areas.

Other personnel in the proposal herein:

Osborn Engineering, Barton Marlow, EA Energy Solutions, LLC.



Cedar Point Sports Center & Sports Force Park

Client: Cedar Fair Entertainment Company
Reference: Duff Milkie, EVP, 419.609.5770, dmilkie@cedarfair.com
Role: Architecture
Value: \$42 million
Certifications: NA
Timeframe: 2020

Description: OSPORTS provided architecture and full engineering design services for a new 260,000 SF athletic complex. The complex includes nine basketball courts (convertible to 20 volleyball courts), a championship court arena with retractable seating, a sports medicine facility and community fitness center. This was a design-build project.

The complex contains the Lee Jewett Sport Medicine Center, a Firelands Regional Medical Center facility. The facility houses Sports Medicine, Orthopedic, Physical Therapy, Occupational Therapy, Pain Management, Athletic Training and Sports Performance programs. The facility is enhanced by a physical therapy gym that has a dedicated sports performance area complete with a completion-level track and turf area. Imaging is also on-site to support scheduled patient and real-time evaluation of injuries.

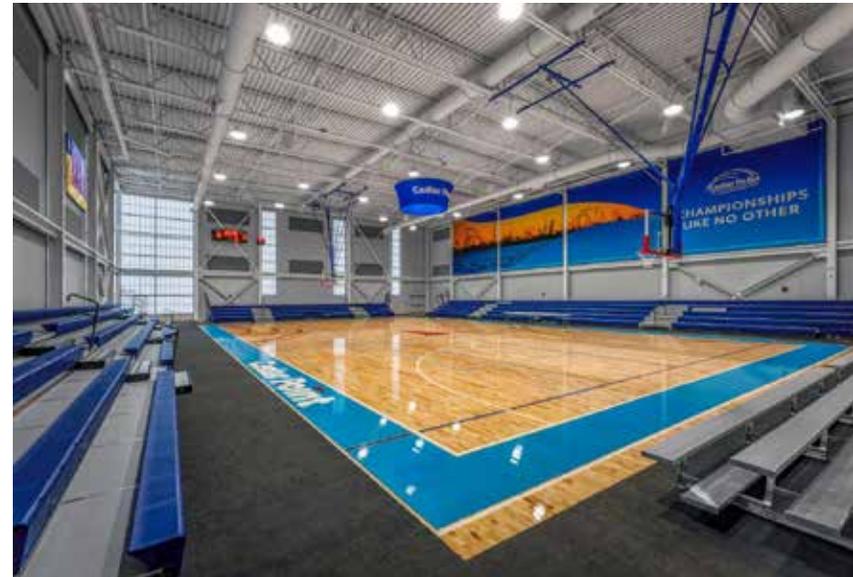
The Aquatic Therapy Center utilizes two plunge pools and a large hydrotherapy pool to provide various treatments. The center is visually connected with the rehab and training gym with a glass wall but utilizes custom transparent graphics to allow daylight and views while maintaining patient privacy.

OSPORTS provided Owner's Representation services for Erie County for the development, design and construction of Sports Force Park. The 57-acre venue features nine multi-purpose synthetic turf fields: four NCAA-regulation baseball fields, eight NCAA-regulation soccer and lacrosse fields, a championship baseball/softball stadium, training areas and an ADA-accessible field.

In addition to the fields, the park includes a large area designed to entertain young athletes and their families. The "great lawn" area includes an 18-hole miniature golf course, a trampoline park, a ropes course, food vendors, an inflatable screen for movies and several playgrounds.

Other personnel in the proposal

herein: Osborn Engineering



REFERENCE PROJECTS

OSPORTS

Stadium & Mixed-Use Development Concepts

Client:	USL 2Jax
Reference:	Confidential Contact
Role:	Architecture & Planning
Value:	\$22-29 million Estimated
Certifications:	N/A
Timeframe:	2020

Description: In the summer of 2020, OSPO RTS was commissioned by JAX FC Holdings to provide a Concept and Stadium Master Plan Development for a new professional soccer team in the Jacksonville, Florida area. The project involved the analysis of three site studies to maximize the program development for the client. It included a three-phased approach for a Championship Stadium, Professional and Youth Training complexes.

The centrally located stadium has a capacity of 8,000 up to 12,000 seats with suites and club lounge, media/broadcast/press box structure, natural grass playing surface, team facilities and event plazas that offer access to fan amenities 360 degrees around the stadium that create the ultimate experience. The training complex is comprised of an indoor training component with offices, locker rooms, weight room and sports medicine facilities that have direct access to both natural and artificial turf fields.

Youth development plays a strong role in sports and the client wanted to invest in the needs of the community by incorporating a youth training complex. The 10-field complex was designed with tournaments in mind and provides space for league offices, changing rooms and group spaces for the teams.

With the addition of a hotel, community innovation lab, residential units, retail spaces, and parking surround the sports complex to make the site truly a Live, Work, Play, and Visit development.

Other personnel in the proposal herein:

N/A



Eastern Michigan University West Campus Master Plan

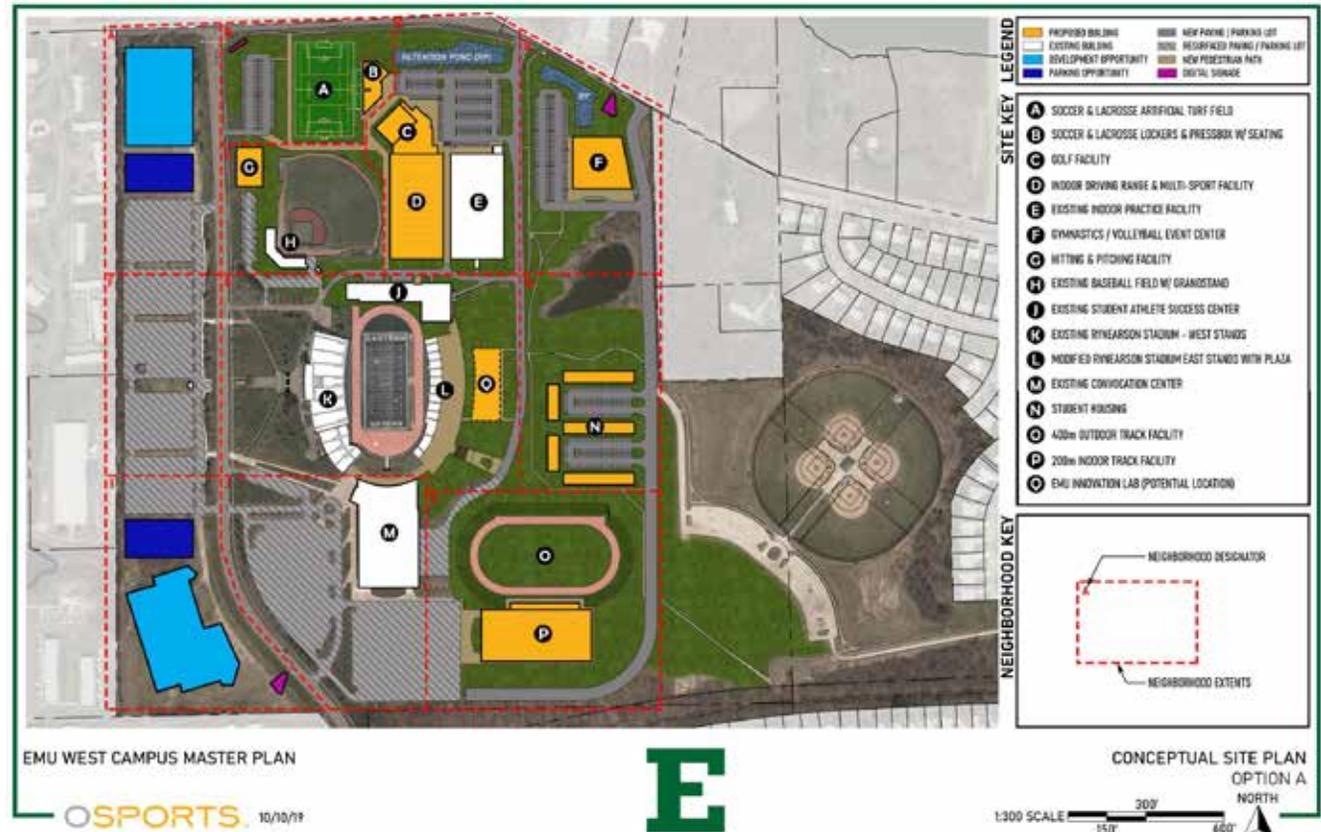
Client: Eastern Michigan University
Reference: Scott Wetherbee, 734.487.1050, scott.wetherbee@emich.edu
Role: Architecture/Sports Planning
Value: \$30 million Estimated
Certifications: NA
Timeframe: 2020
Description: OSPORTS provided sports architecture and master planning services for the comprehensive West Campus master Plan (WCMP) for Eastern Michigan University, in collaboration with Wade Trim Engineering for site civil and surveying.

The scope of work included within the Master Plan consisted of multiple concepts for new facilities to house the University's numerous athletics teams and host a variety of local and national events. The overall program included an indoor practice facility for multi-sport use, a new golf practice facility, new track/field complex, gymnastics and volleyball practice/competition venue with eSports capabilities, new soccer/lacrosse complex and a new hitting facility for baseball. Building programs were supported with new site improvements, including a formal "Main Entry" to the complex, digital site/wayfinding signage, parking, pedestrian pathways, utility upgrades and storm water management.

In addition to the athletics portion of the WCMP, the scope also included a potential West Campus Housing/Dining Complex study, with options for potential Public-Private Partnership development opportunities.

The master plan broke down the west campus into 12 development neighborhoods that were each designed to accommodate flexibility and adaptability for the university and individual project timelines. These difference zones each identified individual programs and use definitions to be used for future campus planning, recruitment, and funding.

Other personnel in the proposal herein: N/A



PART C FINANCIAL INFORMATION

Midtown anticipates funding the public infrastructure through “Advanced Financing” techniques implemented in other similar project. Advanced Financing leverages private and public dollars to undertake infrastructure projects that, singularly, neither the private sector nor the public sector could otherwise afford. We anticipate that the City and other governmental agencies will contribute to the public infrastructure needed to support re-development based on a contribution formula tapping the following types of revenue sources: Tax Increment Financing (TIF), Impact Fee credits, infrastructure Sales Tax, Parking/ticketing Fees, Employee Creation Credit, Tax Allocation and Brownfield Reimbursements. Further, Midtown anticipates working with the City to create a Community Development District (CDD) to spearhead the financing of the public infrastructure. The CDD will, in turn, enter into an Advanced Financing Agreement with the City and other relevant governmental agencies providing for the installation of and payment for advance financed public improvements via an agreed upon contribution formula.

THE MIDTOWN FINANCIAL COMMITMENT IS MORE THAN \$185 MILLION AND THE FIRST \$10 MILLION WILL COME IN THE FORM OF AN UPFRONT PAYMENT TO THE CITY.

THE OFFER

MIDTOWN DEVELOPMENT proposes to enter into a Comprehensive Agreement with the City of St. Petersburg to develop and execute a milestone-based transaction for the 85 acres commonly referred to as the Tropicana Site. While not part of the RFP Response herein, Midtown further proposes that certain adjacent sites that are City Owned also be contemplated for a separate public noticing and inclusion in the final Master Planning process. Midtown proposes to enter into the Comprehensive Agreement for the purchase of the Tropicana Site for the following consideration:

1. Midtown will commit to building affordable and workforce housing.
 - a. Midtown is committed to the building and/or funding of 1,000 affordable, workforce and/or moderate-income homes spread throughout the Project footprint
 - b. Midtown will provide up to \$ 1 million additional funding for the “FROM ALL FOR ALL” public initiatives in housing prior to ground-breaking at the site.
2. Midtown will commit to creating substantial jobs on-site with it’s PCUL Local Hiring Program and associated SMALL BUSINESS ENTERPRISE (SBE) Local Supplier Program (See Exhibit A).

3. Midtown will commit \$ 30 million in equity to fund the building of the initial 200,000 square feet of “small box” retail and creative office above with associated parking in Phase 1 (Proof of Concept Investment).
4. Midtown will provide, upon execution of the Comprehensive Agreement, \$ 1 million towards the startup of Creekside’s Vocation, Education, and Equitable Justice initiatives (Community benefit Foundation), which we will seek to endow with an innovative perpetual funding mechanism under FL Stat § 689.28, which permits the imposition of transfer fees upon a sale of property if such fees benefit a nonprofit or charitable organization for the purpose of supporting cultural, educational, charitable, recreational, environmental, conservation, or other similar activities benefiting the community.
 - a. Midtown will provide funding and/or art development site requirements to expand the City’s Public Art initiatives with input and oversight from Studio@620 as we work with the other community art initiatives.
 - b. Midtown is committed to Art in Public Places and will exceed all funding and initiatives in this realm because cultural enrichment of the arts is what helps define a place.
5. Midtown will provide open-source data regarding all of Midtown’s resiliency and sea level rise efforts to allow for expedited advancements County-wide
6. Midtown will perform all environmental cleanup of the existing issues on the Site and perform associated watershed benefits to downstream Booker Creek residents and Businesses.
7. Midtown will provide required replacement parking for the Tampa Bay Rays.
8. Midtown will create the necessary expansion of utilities for the up to 15 million square feet of future development potentially created by this Project.
9. Midtown will pay to the City \$60 million for fee simple title to the property, which will be paid to the City in installments upon the achievement of development milestones. Upon the execution of the Comprehensive Agreement, Midtown will make an upfront payment to the City of \$ 10 million dollars, which will be credited to the closing of the purchase of the portion of the property for the first phase of development. Midtown will then make further payments to the City for the purchase of other phases of the project subject to Midtown achieving certain development milestones tied to infrastructure improvements (“Infrastructure Development Milestones”) described in the Comprehensive Agreement.
10. Midtown (or the CDD) will construct all \$ 169 million* of utilities, roads, street parking, sidewalks, stormwater management and treatment, lift stations, power substation, parks, streetscapes, landscapes, art, signaling systems, streetlights and other necessary public features and associated environmental cleanup, which are all part of the required work by Midtown to create a smart city expansion.
 - a. \$ 94 million in equity is anticipated to be contributed from Midtown in addition to City TIF already in place
 - b. \$ 30 million is devoted to public park and recreation space for all to enjoy

FINANCIAL INFORMATION

*Tropicana Field is a single use facility and associated surface parking and requires a complete infrastructure system to be designed and developed in order to maximize value and usage. This key work is to be addressed by incorporating the expertise and local history of both George F. Young & Associates and Osborn Engineering. The Site has environmental issues that will require remediation in order to create a truly transformative Project. Midtown has a unique understanding of dealing with these types of environmental issues while redeveloping a site. The Midtown Miami site was the Buena Vista rail yard for Florida East Coast Industries and had significant environmental issues to overcome as part of that site's transformation. The utilities, roads, parking, sidewalks, stormwater management and treatment, lift stations, power substation, parks, streetscapes, landscapes, art, signaling systems, streetlights and other necessary public features are all part of the required work by Midtown to create a smart city expansion. The Phased plan has been designed by the Midtown team of experts to address each of the issues listed above, with an understanding of how they each have unique scopes of work

but are interdependent on each other to create a successful neighborhood. These improvements are estimated to approximately \$169 million based on our plans herein. The City has earmarked \$ 75 million at this time from its TIF and Midtown will provide the additional \$94 million as part of this proposal.

THE ADDITIONAL FINANCIAL INFORMATION REQUESTED IN PART C IS BEING PROVIDED UNDER SEPARATE COVER BECAUSE SUCH ADDITIONAL INFORMATION CONTAINS CONFIDENTIAL FINANCIAL INFORMATION OR TRADE SECRETS EXEMPT FROM FLORIDA STATUTES SECTION 119.07 AND 286.011.

LITIGATION HISTORY:

Midtown Development is not party to or affected by any litigation, administrative action, investigation or other governmental or quasi-governmental proceeding which would, or could, have an adverse effect upon the Property or upon the ability of Midtown to fulfill its obligations under any agreement relating to this RFP, and there are no lawsuits, administrative actions, governmental investigations, or similar proceedings pending or, to Midtown's actual knowledge, threatened against or affecting the Midtown's interest herein.

PRIMARY CONTACTS FOR MIDTOWN DEVELOPMENT TEAM:

Alejandro Vadia,
305.697.6600 alex@vadia.com

Dean S. Warhaft,
305.219.2995 dwarhaft@warhaft.com

R. Donald Mastry,
727.824.6140 dmastry@trenam.com



PART D NARRATIVE RESPONSE

Our Vision for the Tropicana Site Redevelopment: CREEKSIDE

The redevelopment of the Tropicana site will be a Place designed to connect to surrounding neighborhoods, to connect the past heritage of this site to the future endeavors of the community and to connect to a nationwide movement of Social, Racial and Environmental Justice that will define the future of St. Petersburg for the next Century. We will achieve this through a rigorous process that includes robust Community Outreach, an imaginative Urban Design strategy aimed at building a community that reflects the desires of the residents, especially those in South St. Pete, and with a long-term sustainable financial model that produces good jobs, funding for public benefits that the city sees as critical attributes for a successful future and a public realm and construction of high quality for all residents.

Our Creekside proposal is defined by two intersecting green bands; the rebuilding of Booker Creek into a verdant natural environment and social destination and The Greenway, a continuous series of parks and open spaces that tumble diagonally across the site connecting to all of the surrounding neighborhoods.

An integrated Green Street system ties the Creekside together within the site and ties this site to nearby neighborhoods. The Rebuilding

of Booker Creek into a citywide destination and new important address will be a place where water, nature and community interaction will be celebrated. The Greenway will link 2nd Avenue across Booker Creek, through Central Park and extend seamlessly into South St. Pete, the Arts Warehouse District and The Deuces. A Heritage Trail will loop along The Greenway and Booker Creek over the freeway into Campbell Park and back up 16th Street. The Pinellas Trail will be upgraded and interact with the Heritage Trail | Phase 3, parks and streets to be an integrated experience at Creekside. With leadership and input from the African American Heritage Association, South St. Pete Residents and local artists, the Heritage Trail will be its own cultural destination and tell the story of what once was on the Tropicana Field site and detail the lives and moments of important figures and events.

Our Integrated street system will reestablish this site's connections to all of the surrounding neighborhoods equitably. Every nearby street will be extended to become part of the new Creekside. The new streets will be "Complete Streets" and more. The grid pattern responds to the geometry of Booker Creek, creating streets that bend to naturally slow traffic. The streets are designed to prioritize pedestrians first, with flexible designs that include wider sidewalks, bike lanes, green bioswales

and traffic lanes that can be easily closed for outdoor dining or civic events. Smart City technology already in use will be used to monitor and maximize smooth flow and movements on the streets. The ground floor uses along the streets will be consistently retail, food and beverage and community spaces—like job training centers, along with other cultural, professional and civic uses.

Over 30 blocks of new development will be built. The streets and blocks will redefine the area in a way reminiscent of how this site was part of the city before The Tropicana site was developed.

The predominant land use will be residential with at least 20% of the units in affordable and workforce range. Most of the buildings will have multiple uses within them with public uses on the ground floor, creative offices above and residential on the highest levels. There are blocks set aside for Grow Smarter commercial space, an Innovation Campus and a full service hotel with a conference center. Our phasing strategy allows time for the Rays to choose their destiny, time for targeted environmental cleanup and brings equity in development in each phase along the way.



NARRATIVE RESPONSE

The city's investment in transportation will drive much of the project's program. The new BRT is building a station at 13th Street, where we will add a new transit hub: a place where all of the different forms of transportation will intersect and promote easy exchange between systems from buses to trolleys to cars to bicyclists to pedestrians. We will work with the community and the city to ensure that future expanding transit modes are incorporated and part of the new hub.

The project team brings a blend of Global, National, Florida and local knowledge and perspective that is the foundation of our success and proposal and is highly adept at the process of building this kind of community. Midtown Development and the team are in the midst of building Midtown Miami, the largest mixed-use and residential project in Miami's history. Our urban design team is led by Randy Morton and his firm Pinstripe. Randy was the city's lead consultant for this site, producing two visions, leading community outreach and engaging local engineers and artists. Hood Design Studios is a nationally-prominent African American led landscape architecture firm with work in large diverse cities throughout the country. Tim Clemmons and Place Architects has been a well-established design leader in

St. Pete for many years. Our supporting engineers, Osborne, George F. Young and VHB all have significant local knowledge and long standing record of work with the city and county. Most importantly, Rev. Watson Haynes II of the Urban league will be our partner and a sound and reliable voice as our community outreach program moves toward consensus and agreement on all of the project's elements.

We are very excited to present our vision and proposal for Creekside. We believe our development goals and the needs of the various communities are not mutually exclusive, but rather are interdependent. The sensitive weaving together of these social, physical and financial issues is at the core of our team's strength. We look forward to working with the City and the community for many years to come and create a place with significant historical significance and of lasting beauty.

A GENERAL DESCRIPTION OF CREEKSIDE

The redevelopment of the 86-acre Tropicana site will be an exercise in connecting the past to the future. The dark historical narrative of what went on here will go beyond simple remembrance. An opportunity this large has the power to reconnect cultures, build the next

great place for St. Pete and to begin a process of healing that crosses social, racial and environmental boundaries. In order to achieve this mighty goal, the Creekside proposal is based on sound city-building principles, community driven ideas and a creative approach to bringing together the issues that will define the future of the city. The public realm we'll build will create the experiences that attract people to live, work and visit St. Petersburg. Our development program provides vibrant mixed-use and mixed income development with entrepreneurial opportunities for all people, with a particular emphasis on jobs and opportunities for the residents of South St. Petersburg.

The origin of St. Petersburg was a waterfront city, composed of streets and blocks in the manner of John Nolan who influenced so many Florida cities. As the city grew, the African American population settled in the area then known as the Gas Plant District and today known as The Tropicana site. That thriving community also had important streets, jobs, retail, churches and cultural institutions. Like many cities at the time, ethnic enclaves promoted their culture and beliefs, grew into stronger communities, and contributed to the overall success of the city at large.



1962



1973



1986



1997



NARRATIVE RESPONSE

Then...we all know what happened. First, an interstate freeway sliced through the Gas Plant District, disrupting community life. And then the neighborhood was demolished to make way for 70 acres of asphalt parking and The Tropicana's domed stadium. This so-called "urban renewal" that was also endemic in America cities of that era, had a disastrous affect on the community. The Gas Plant District, African American community and culture was erased from the land.

Fast forward to 2021: Creekside was conceived to repair the physical mistakes of the past and also begin the healing process of establishing a new African American experience and culture as part of a mixed-use place that knits the city back together again. This will not be the Gas Plant rebuilt, but a modern, inclusive and sustainable place that will blur the neighborhood boundaries that the Tropicana site has etched into the landscape and fabric of the city.

DESIGN PRINCIPLES

The concept for our Creekside proposal is rooted in four simple, but strong design principles:

1. **Celebrate the past heritage of this site and enhance the rich cultural diversity and authenticity as an engine for economic opportunity within the district and the surrounding neighborhoods**
2. **Create a vibrant multi-cultural city scene with abundant housing for all income levels, jobs, education, entertainment, and family oriented places that will promote economic development for every neighborhood**
3. **Knit the city together again and re-integrate the Tropicana site with the rest of the grid system. Employ a comprehensive street and park system that extends into each neighborhood, integrates existing resources like Campbell Park and builds on the city's Smart Technology to make a safe and efficient place.**
4. **Make it easy to get around and expand all transportation options to reduce traffic and increase access between the neighborhoods and Downtown. Transportation inclusive of all modes as part of an integrated network of movement:**

- light rail
- BRT
- buses
- trolleys
- autos
- bicyclists
- joggers
- pedestrians

ACHIEVING THE PRINCIPLES... CREATING CREEKSIDE

CELEBRATE THE PAST HERITAGE OF THIS SITE AND ENHANCE THE RICH CULTURAL DIVERSITY AND AUTHENTICITY AS AN ENGINE FOR ECONOMIC OPPORTUNITY WITHIN THE DISTRICT AND THE SURROUNDING NEIGHBORHOODS.

This begins with robust and earnest community outreach. Our team has led an effective outreach program for the city over the last few years. Ideas in this proposal grew out of that earlier community input. This effort will focus on a deeper dive into the past culture, iconic figures, important events, successes and tragedies that will become the lore expressed in our expansion of the award winning **Heritage Trail**. The Heritage Trail will bridge the past and present and tell the story of what happened here years ago. The marketing of this site as an educational, cultural and historic resource is part of a larger economic strategy.

Community benefits are part of the community outreach discussion. There are 36 acres of parks and streets to be programmed with activities, public art, events and ways for Creekside to extend into neighborhoods and at the same time invite neighborhoods in. At street level, there are opportunities for

community programs within buildings such as job training, public halls, community galleries and needed resources like grocery stores and entertainment.

CREATE A VIBRANT MULTI-CULTURAL CITY SCENE WITH ABUNDANT HOUSING FOR ALL INCOME LEVELS, JOBS, EDUCATION, ENTERTAINMENT, AND FAMILY ORIENTED PLACES THAT WILL PROMOTE ECONOMIC DEVELOPMENT FOR EVERY NEIGHBORHOOD.

Our team has deep experience building mixed-use downtown projects. An 86-acre site is large enough to create a critical mass of its own and at the same time blend characteristics of the neighborhoods around it. The vibrant place here will start with what's already successful around us. **The Edge District** and **Central Avenue** to the north is an entertainment corridor, **Campbell Park** is a large community asset to our south, the **Deuces** and **Arts Warehouse District** to our west and Downtown and iconic waterfront and **Pier** to our east are all starting points that have shaped our vision. The big opportunity is to remove 70-acres of asphalt parking and construct a sense of place that is unique and builds on the city's current successes.



NARRATIVE RESPONSE

The rebuilding of **Booker Creek** and **The Greenway** will be the addresses on site for new development and set the stage for the careful integration of buildings and open spaces. Our land uses are predominantly residential mixed-use with affordable and workforce housing throughout. The east-end of the site is focused on **Grow Smarter** commercial development, an **Innovation Campus** and a **Hotel & Conference Center**. The middle of the site with Booker Creek will be the city-wide destination and entertainment center. To the west, 16th Street will be the neighborhood **Main Street**. Each distinct area will have a mixture of every use, catered to the community's input of what will best serve the city based on location.

Each area will have micro-retail and office opportunities that address the needs of various income groups. A truly vibrant place will operate day and night, weekday and weekend, with large and small events. And our Creekside proposal includes over 10,000 housing units to further add life to the streets and create normal serendipity.

KNIT THE CITY TOGETHER AGAIN AND RE-INTEGRATE THE TROPICANA SITE WITH THE REST OF THE GRID SYSTEM. EMPLOY A COMPREHENSIVE STREET AND PARK SYSTEM THAT EXTENDS INTO EACH NEIGHBORHOOD, INTEGRATES EXISTING RESOURCES LIKE CAMPBELL PARK AND BUILDS ON THE CITY'S SMART TECHNOLOGY TO MAKE A SAFE AND EFFICIENT PLACE.

The defining element of every great city is the public realm. We remember places by walking along streets and through parks. Our proposed system of parks and streets is designed to do two things; provide convenience and delight on site and to seamlessly and effortlessly connect these 86-acres back into everyday life in St. Pete. When completed, like all of our previous successful work, the property boundary will disappear and Creekside will be fully integrated into the fabric of the city.

Our street system begins as a simple extension of the city's grid into this site. The streets on site that are influenced by Booker Creek, will bend with the creek rather than passing through and as a result provide a slow, safe pedestrian-oriented environment. Our street

network is reminiscent of past streets from the Gas Plant era but do not replicate them.

The Rebuilding of Booker Creek and The Greenway form the armature that completes the public realm. This diverse and extensive park system creates wonderful moments on site and reaches out to include the important places in surrounding neighborhoods.

Make it easy to get around and expand all transportation options to reduce traffic and increase access between the neighborhoods and Downtown. Transportation using all modes from light rail to BRT to buses and trolleys, autos, bicyclists, joggers and pedestrians will all be part of an integrated network of movement.

All great cities have integrated transportation plans and visions for the future. St. Pete is no exception and "future" visions like the BRT are being realized along with this project. Our Creekside proposal incorporates every regional and local transportation mode. We propose a **Transit Hub** on 1st Avenue South and 13th Street to coordinate with the soon to open BRT. This hub brings together all modes of transit in a single place, simplifying transfers,

departures or arrival as easy as possible for all residents. Getting to and from Creekside will be convenient with access to downtown, the beaches, ferries, freeways and other Tampa Bay attractions like Clearwater and Tampa.

This site is surrounded by workhorse assets like two freeways (I-275 and I-175), 1st Avenues N and S with the BRT and MLK Street. As a site with a heavily attended sports venue, it has always been easy to get here. The opportunity is to slow the pace on site and incorporate transit, but in a manner that prioritizes pedestrians. The Pinellas Trail is an example of a bike system that serves the region and is a friendly and integrated part of our public realm. Our streets are two-way except around major parks, with minimum lanes and the widest possible sidewalks within traditional street Rights of Way. The ROW's are kept as narrow as possible (60' typical) to create scale and intimacy that are familiar to St. Pete.

Our team is prepared to address long-term transit visions, especially rail, that are compatible with our street and park system. We see transit as an opportunity to create great open spaces rather than flashy buildings.



NARRATIVE RESPONSE

USING THE LAND WISELY, WHY CREEKSIDE IS SO APPROPRIATE

Land uses are usually associated with buildings—some are residential, some commercial, some with retail on the ground floor; some are hotels and so on. But on an 86-acre parcel we are working at the scale of city -building. Fittingly, our approach to land use starts with the three fundamental elements of cities: streets, parks and blocks. Creekside will provide **36 acres of Public Realm**, land used for streets and parks as part of the building of Booker Creek and The Greenway highlight the park system. These 36 acres are designed as a single network and programmed to include variety and delight for everyone who comes here. Another measure of our commitment to open space is the public **Boardwalk, Terraces** and **Paseos** that will pass over and through buildings with full landscaping and public access.

Creekside also includes 30 new city blocks for development encompassing 50 acres of land. These blocks define where the buildings will go and fit the traditional land use categories of residential and so forth. Our design for many of the buildings includes significant setbacks with public terraces and paseos that expand the public realm. Our moniker of Creekside reflects the sense of nature people will experience here. Creekside provides ample park and

recreation space, bike and pedestrian trails, and buildings that will have nature incorporated into the designs creating a unique appeal that reinforces the garden quality of the place.

Total Pedestrian Open Space:

Parks, The Piazza and Booker Creek	24 acres
The Dog Park	1 acre
The Boardwalk and Terraces	2 acres
Paseos	1.5 acres
.....	
Total	28.5 acres

The boardwalk, terraces and paseos are dedicated public ways either on top of or through buildings in Phase 1.

PARKS AND OPEN SPACES — 24 ACRES *The Rebuilding of Booker Creek*

Booker Creek on site today is a largely underutilized storm drainage ditch that is predominantly man-made and has little value. Further to the south though, Booker Creek is a beautiful natural creek, adding value and enjoyment to the Roser Park neighborhood. Our vision for Booker Creek is to reroute and rebuild the creek into a citywide destination that maxi-

mizes the pleasure of nature, water, trees and a new environment for St. Pete. Booker Creek will be the front door address for the first phase of Creekside and set the tone for the rest of the place.

Rebuilding Booker Creek starts with the existing conditions and constraints on site today. First, the Tropicana dome must stay in operation while the first phase commences. The alignment of the creek is very close to the dome today so rerouting the path of the creek allows us to build Phase 1 on both sides of the creek, making the Phase 1 environment feel complete. The second constraint is the topography. The actual creek itself drops over six feet as it flows from north to south. The upper creek and the lower creek can be engineered to meet at a special place on the site.



A NETWORK OF NATURE PATHS THROUGH THE NEIGHBORHOOD

The rebuilding and realignment of Booker Creek creates **five different creek environments; The Upper Creek, The Water Pavillion, The Lower Creek, The Banyan Village and The Heritage Bridge**.

The Upper Creek and The Water Pavillion

The **Upper Creek** flows below 1st Avenue S where the creek is about 25 feet below the street, creating an opportunity for a piazza that gently slopes down to the creek level (+16') from the city level (+40'). The foot of the piazza is where the Upper Creek (+16') and Lower Creek (+10') will meet, forming a dazzling water room with terraces, seating and shade trees. This presents a wonderful opportunity to create waterfalls and terraced waterways to introduce sound and playfulness to the creek. The Upper Creek, Water Pavillion and Piazza all work together, forming the dining and entertainment center. Terraces and a Boardwalk with pedestrian bridges that overlook the entire scene frame the Creek and Piazza.



NARRATIVE RESPONSE

The Lower Creek and Banyan Village

As the water flows south from the Water Pavilion it forms the **Lower Creek**, a place with terraces and pedestrian bridges lined with shops and restaurants. The Lower Creek is a quieter experience with slower moving water. Just to the south the creek opens up and widens, performing 2 distinct functions. The first is a practical matter to store storm water and overflow in the form of a large basin encrusted with wetlands and trees. The second is to create a setting for a series of small floating islands and bungalows within a Banyan Hammock. This special area is part park, part historic, part sustainability and part fun.



THEN & NOW: ST. PETES ONGOING LOVE AFFAIR WITH BANYAN TREES
 far left: St. Petersburg's Famous Banyan tree at Shuffleboard Club—a popular wedding location
 left: 18 year old banyan tree at 6th Street and 5th Avenue (March 26, 1930) Courtesy of Florida Division of Library Information Services

The Heritage Bridge

Booker Creek flows below I-175 but the Heritage Bridge is an iconic extension of the Creek over the freeway into the Park. I-175 is an elevated Interstate Freeway structure built on solid landfill that walls off the African American community in South St. Petersburg from all points north. The Heritage Bridge is envisioned to have landscaping, bike paths and

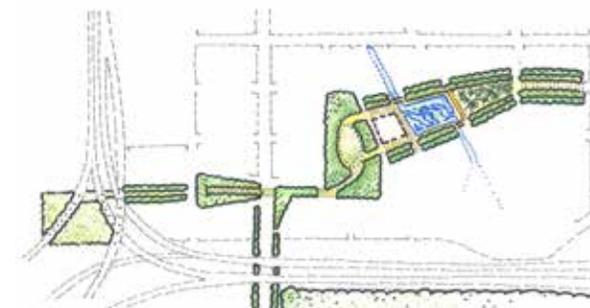


pedestrian paths in an elegant park-like sinuous form. While the bridge addresses the challenge of crossing the federally funded freeway,

it is a larger symbol of bridging the past with the future, connecting the disenfranchised to become part of the larger whole again.

THE GREENWAY

The Greenway is a series of linked park and open spaces that respond to the existing conditions. As a compliment to Booker Creek that flows north-south, The Greenway is an east-west phenomenon.



From the east, 2nd Avenue extends on site and leads into the Piazza, a place that slopes gently down to the creek. The Piazza is a palm grove lined with The Boardwalk where there are shops and restaurants. While the Piazza slopes, The Boardwalk remains flat at City level and connect through to 1st Avenue South. At the foot of The Piazza is The Water Pavillion, a special place where the creek flows most actively. Crossing the creek is a pavilion and paseos that lead up to Central Park. This is the largest park and anchors the center of

the neighborhood west of the creek. From Central Park there are two neighborhood parks flanking 16th Street. One gently angles to 16th Street connecting under the freeway to Campbell Park and South St. Petersburg. Crossing 16th Street is a neighborhood market and green street leading to an Arts Park that engages the columns below the freeway. The Arts Park is a gateway to the west, leading directly to the African American Museum site, the Pinellas Trail, The Deuces and the Arts Warehouse District.

2nd Street Retail and The Piazza

These are tree filled spaces lined with shops, restaurants and creative office spaces. The Piazza is a pedestrian-only space filled with greenery, benches, plantings and everything needed for fairs and festivals. The slope of the Piazza forms a gentle amphitheater with a focus on the creek for performances and other special events. The focus of the Piazza is the Water Pavillion and the sonic pleasure it creates.

The Boardwalk

While the Piazza slopes down to the creek, The Boardwalk stays level at the streets and becomes a terrace overlooking the creek. The Boardwalk is lined with shops and restaurants and has multiple pedestrian bridges over the creek and the Piazza. The Boardwalk and all

of the public terraces are designed as public spaces, to be lined with shade trees, benches and lighting. This area and the entire length of Booker Creek are intended to be the center of nightlife and entertainment.

Crossing the Creek

Having people interact with Booker Creek is a key aspect of this plan. At the Water Pavillion,



people are invited onto the water along paths to small pods for seating within the babbling water and under the trees. There are multiple chances to cross the creek on bridges. Some bridges are low, at the creek level. Some are midlevel at The Boardwalk and Terraces and some at street level for cars. The family of bridges is meant to be expressive and fun, with many designed by local artists and artisans. The crossing at The Water Pavillion happens on at least two levels and engages the Piazza with Central Park.

Central Park

This park is the primary recreational space for the neighborhood and will be framed by resi-



dential development. Here is where soccer games will happen, sports leagues can setup, and casual recreation like throwing balls and Frisbees occur. The park will also be equipped for summer concerts and seasonal festivals. The park has a central lawn that is bound by a group of garden rooms; children's play areas, exercise areas and passive rest areas. Tall residential towers will frame this large park, making this a place that will be heavily used throughout the day and week. There will be a secure feeling having so many eyes on the park.

NARRATIVE RESPONSE

THE HERITAGE TRAIL

The Heritage Trail | Phase 3 is a 1.5 mile loop that meanders through Central Park, along Booker Creek, winds in the Banyan Village, crosses on the Heritage Bridge, then makes its way through Campbell Park and the sports fields, engages 16th Street northward until it rejoins back in Central Park. This trail will be visually distinct with 5-foot black granite squares placed every 40 feet on center. This repetitive pattern will be a hallmark of



the route along with live oaks lining the path, special lighting and seating with a distinctive landscape.

The pattern of granite squares will yield about 200 opportunities for each panel to celebrate an event or a person, describe a piece of historical lore, or contain a photo/illustration of an icon.



above: African American dwelling - Saint Petersburg, Florida (circa 1900)
 Courtesy of Florida Division of Library Information Services

Righting past wrongs



The Heritage Trail can become much more than a local attraction for school groups, residents, scholars and visitors. It should be marketed as a statewide and Southeastern United States attraction, and create cultural agreements with other African American museums and institutions across the country.

The final route, historical content, visual vocabulary and operation will be a key part of our community outreach process as we work with The African American Heritage Association to add this Phase 3 to their award winning process.

16th Street Parks

Once passing through Central Park you will find two parks on either side of 16th Street. East Park has a shape that bends toward South St. Petersburg and makes a clear and strong connection onto 16th Street to Campbell Park. This is seen as another park with highly active uses, with basketball courts that face 16th Street so neighborhood passers by can enjoy the show. West Park is envisioned to be a local market and a place for pop-up entrepreneurs and artists to set up.

Arts Park

This western-most park in The Greenway is on land situated under the freeway and will become an Arts Park. Local artists will create an ephemeral environment on the concrete structure of the freeway, create impromptu sculpture gardens between the columns and have small classes and shared learning on display.



Connections Westward

The Greenway will extend beyond The Arts Park along 4th Avenue to The African American Museum, intersect The Pinellas Trail, and

connect with the Deuces and Arts Warehouse District.

Paseos

There are a number of Paseos, pedestrian-only spaces that are intimate and quiet in their nature. These are designed to connect busier streets and parks without the noise and bustle. These present unique and special opportunities for micro-shops and small businesses.



Dog Park

An important part of the park system is the Dog Park. This park is located just away from the action, but with good visual connections to the Piazza and Booker Creek. The Dog Park is framed by residential developments, but is an amenity for the entire neighborhood. It is a generous 1-acre in size, reinforcing the community commitment to pets and family life. The Dog Park is also woven into the parts of Paseos the wander from 1st Avenue to Booker Creek.



NARRATIVE RESPONSE

AN INTEGRATED STREET SYSTEM –

12 Acres

Streets define the character of a place more than any other element. Creekside will be truly unique within St. Pete because of the street pattern. Here the streets will bend to create a geometry that responds to Booker Creek as the primary place. Not only do streets bend, many of them will not pass through from end to end, a natural device that slows traffic since it won't be possible to drive through the project. That can be done on 1st Avenue S, the Free-ways, MLK Street and 16th Street.

The streets in the plan are designed to prioritize pedestrians with one lane of traffic in each direction, limited on street parking, wider than usual sidewalks and some streets designed to be partially or fully closed for outdoor dining or events. The impact of COVID 19 will be expressed through the design of these streets. The streets are also designed to be part of our larger sustainability package with storm water management made visible with bio-swales built in to the design of the street scene.

When needed, bike lanes are part of the street plan with 6' lanes in each direction on bike paths throughout the plan. Every street in the plan will be lined with trees.

The intent is to provide “Complete Streets and Beyond.”

Three Typical Street Widths

As a way to reinforce the intimacy of the street experience, the design of each Right-of-Way will be carefully controlled and coordinated as part of the larger system. The general plain vanilla street section will be a 60' wide R.O.W. All 60' streets will be two-way with wide sidewalks and either parking, bio-swales, bike lanes or additional sidewalk width as described above. A few streets, mainly those that wrap around Central Park, will be 40' wide R.O.W. These narrow streets are designed to emphasize pedestrians, allow for multiple street crossings and discourage traffic in general. The park side of the street will have rules that require character that conforms to the park while the neighborhood side of the street will feel part of the normal street scene. One anomaly is 16th Street, which is currently a 100' R.O.W. We envision 16th Street as the Main Street for the local neighborhood. This wider street character allows better vehicular access and easier parking. Pedestrians will cross at Street Signals. The cars stop, and the people cross.

STREET CHARACTER

Typical Two-Way Street

- 2 lanes of traffic at 11' each
- 2 lanes of on street parking at 8' each
- 2 sidewalks at 11' wide each with street trees

Two-Way Street No Parking

- 2 lanes of traffic at 11' each
- 2 sidewalks at 19' wide each with street trees

Two-Way Street with Bike Lane(s)

- 2 lanes of traffic at 11' each
- 2 bike lanes at 6' each with 2' buffer
- 2 sidewalks at 11' wide each with street trees

Two-Way Street with Bio-Swales

- 2 lanes of traffic at 11' each
- 1 lane of on street parking at 8' each
- 1 row of Bio-Swales at 8' each
- 2 sidewalks at 11' wide each with street trees

Streets for Outdoor Dining or Street Events (To be Identified)

- 60' of special paving with bollards or curb to define 11' sidewalks on each side
- Street trees in rows to align with adjacent streets



An Integrated Street Network



NARRATIVE RESPONSE

DEVELOPMENT BLOCKS — 50 Acres

Our proposal for Creekside will create 30 new city blocks for development on 50 acres of land. Each of these new blocks are defined and shaped by the streets and open spaces. A number of important factors contribute to our overall development program. Land use, density and phasing to mention an obvious few. There is also a good dose of uncertainty given the Rays indecision on whether they will stay or go in the next 7-8 years. This is one project *without* Major League Baseball and it is a very different project *with* Major League Baseball. We will show how we can account for either scenario.

In a world impacted by COVID-19, we are reminded about a long-term approach to market feasibility. At a quick glance this is a 4-5 phase, 20-30 year build out, optimistically. A quick look back at the last 30 years (1990-2020) will show us the Dot.com bubble, 9/11, the Housing Crisis, Zika and now COVID. We also experienced two significant boom periods coupled with any personal interpretation of what's happening today. Projects like this made it through those times, and this project will make it through the next three decades. A sound marketing strategy will have a clear vision for the long-term. In our case it is a commitment to the sound vision of Creekside

built on community support and consensus with a high quality public realm. Back to those 30 or so development blocks—they will come into reality as groups of blocks and buildings over time. The shorter the look forward, the more certainty, and value, in the plan. Our approach to addressing the market is to build a sound public realm and infrastructure now to capitalize on the value at the right precise moment. The timing matters more than the quantity. Our 30 or so development blocks will require flexibility to react and adapt to market conditions at the time. Our development program is based on our understanding of St. Pete with high and low ranges projected into the future. The further out in time, the wider the projected range.

The pattern of the development blocks reveals how our concept of the Creekside will be realized. Blocks work in harmony to frame open spaces and streets. The blocks are all generally a little over an acre in size but almost every block has a unique shape. These two qualities are intentional results from an urban design plan that reacts to the conditions particular to this site. These blocks will produce buildings that are connected to the place, and we are certain there will not be another place quite like this one.

LAND USES

Creekside will be composed of a mix of uses. There will be residential, office, creative office, hotel and conference center, an Innovation Campus, retail, food and beverage, cultural and civic community uses. Many of the buildings will also have on site parking, wrapped by other uses so that it's not visible. Most of the buildings will be mixed-use themselves with a combination of street level retail, creative office above that for a floor or two with residential over the offices. Hybrid buildings and this list of uses have become fairly common in large-scale developments around the country these days. So what will make this a special place?

The answer lies in how we will handle the first phase. The glue that binds these uses to the rest of the city is the public realm. A vibrant city, a great place happens when many parts work together. Streets are lively with people moving about, parks are full of people, buildings have people moving in and out and through them. A place becomes lively when it is in demand, it is desirable. A buzz is created. The streets and parks in our plan are the new addresses; places to be that are part of the action. Properly done, a good public realm will produce good real estate, good sites. That is the first challenge in redeveloping the Tropicana site. The first phase is critical and will have build-

ings with all of the uses listed here. But more importantly, the land will be used to establish the Piazza, the rebuilding of Booker Creek and starting The Greenway. These public places will create the spectacle of something wonderful happening. There will new blocks and good parcels never imagined before. This will be the first phase of the Creekside.

A DESCRIPTION OF LAND USES FOR DEVELOPMENT

Residential

Our land use strategy is based on groups of buildings working together that are carefully integrated with public spaces. The predominant use will be residential which will be spread throughout the project. There is a mix of affordable and workforce housing mixed with market rate housing. There are rentals and for-sale units mixed together. What is important in such a large project that may yield 10,000 units or more, is building enough variety to keep the marketplace interested. The residential buildings with units of any type near the Edge District will compliment that specific character. Residential buildings on the east end near downtown will have a different character but appropriate to that location. Residential units on Booker Creek will have a unique aesthetic.

The residential buildings around Central Park will have their own identity. The residential buildings on 16th Street will have a flavor that reinforces that special place.

Retail and Entertainment

Our retail thinking follows logic similar to our residential approach, it will be place based. One center of retail and entertainment is along 2nd Avenue, The Piazza and Booker Creek. This place will be a citywide destination, active day and night, weekday and weekend. We see a concentration of higher end shops next to micro-scaled stores for local entrepreneurs. Well-known restaurants alongside new entrants into the game. This will also anchor the first phase so considerable time and effort will go into the specific design qualities and merchandising of this area.



NARRATIVE RESPONSE

The Banyan Village will be a very unique environment for retail, entertainment and food opportunities. The dominant Banyan trees will create an identity. The scale is kept small and intimate, a place where people come in contact with the waters of Booker Creek and abundant nature.



16th Street will be a neighborhood retail street, a beloved Main Street. There could be grocery stores, job training centers, restaurants and bars. Everything about 16th Street will come from our outreach with the South St. Petersburg community. We are imagining a place with an authentic way of expressing the culture, dreams and desires of the African American community.

The ground floor uses on Central Park are another opportunity. This could be a place with small professional offices, civic and community offices, diners and galleries. The more surprise

and delight the better this place will be. The mix of retail uses will need to have a range of appeal to meet the demand of a wide range of customers that we foresee being here.



Creative Office and Startup Space

We see these almost loft-like spaces on the second and third floors of many buildings. Again, a place-based strategy will define these uses by location. Following the cues for ground floor retail, a variety of flexible office spaces could cluster around the Piazza, Booker Creek and along 16th Street. There are opportunities for freestanding loft buildings on the south side overlooking Campbell Park. The floors in these building should be configured to allow vertical connections and duplex offices if desired. This represents a perfect opportunity for smaller companies in the five target sectors the city is targeting.

Grow Smarter Office District

Every site has a 100% corner as realtors like to say, and here it is the Northeast corner. This location on 1st and 2nd Avenues is designated for Corporate Office towers. The blocks are generous with capacity for large floor plates of 40,000 sf or more. There is good access from transit and for vehicles. We are proposing the tallest buildings in our plan, and maybe in the city, are located here. A major corporate tenant could take an entire building or a portion with other larger companies in the five sectors that the city is targeting.

Innovation Tech Campus

We propose a site for this campus adjacent to the **Grow Smarter** district and across the street from the Hotel/Conference Center. This site is also the most proximate to the **Innovation District** already well established just a short distance to the Southeast. A direct connection between the two Innovation Districts is easy to achieve. This campus site has the capacity for education, research and innovation uses.



GROW SMARTER/INNOVATION



GROW SMARTER/INNOVATION



GROW SMARTER/INNOVATION

NARRATIVE RESPONSE

Hotel and Conference Center

We have a fantastic site for a Hotel/ Conference Center located on the southwest corner of the Piazza and on Booker Creek. This site is in the heart of the entertainment district and immediately near the Innovation Campus and Grow Smarter Corporate complex. We envision the hotel to front on the piazza with views to downtown. The conference center would overlook Booker Creek and include outdoor terraces for breakouts and events.



Parking

Most of the blocks have a parking garage wrapped with other uses so the parking is hidden. There won't be any visible parking once the project is fully built out. And over the next 30 years while build out is happening, it's very likely that the demand and approach for parking will change radically. The design of the garages will include floors that align with the general structure of the building and shared cores. Knockout bays in the center of the floor plate can become light wells and courtyards in the future. This will facilitate a smooth transition of space from parking to other uses.

ACCOMMODATING THE RAYS

There is a large cloud of uncertainty around the Rays decision to remain in this site in a new stadium or locate elsewhere. But one thing is certain; we know where they play today and how they operate the site on game days. That is the basis of our long-term strategy to accommodate the Rays. The Tropicana dome today is on a large "parcel" between Booker Creek and 16th Street. We are holding this entire piece of land for the Rays as they explore stadium options on this site if they choose to

stay. For illustrative purposes of our proposal, we are showing one potential stadium site on the corner of 1st Avenue and 16th Street. This site also has frontage on Booker Creek and works well with our retail Piazza, an extension on the stadium side we are calling **Rays Way**.

Our Phase 1 lays out on approximately 20 acres to the east of Booker Creek (which we will rebuild and realign) between 1st and 3rd Avenues. There is little impact on the Rays game day operation during our first phase except to replace parking. There is considerable shared parking within the Phase 1 buildings and any shortfall would be made up on Phase 2 dirt in a structure that would be absorbed into the Phase 2 build out. We presume given the timing of our phases and the Rays lease, there will be a decision before we embark on our third phase and we can modify and firm up our master plan in response.



NARRATIVE RESPONSE

TRANSPORTATION AND CREEKSIDE

Every great city has a significant transportation plan and vision. Transportation is at the core of sustainability, real estate development and social equity. The transportation network is important to St. Pete for all of these reasons. Creekside will change the nature of this part of St. Pete from what was “a hole in the donut” (a 70-acre asphalt parking lot) to a thriving well-populated community with a hunger for better transportation.

Transportation is a driving force that has shaped our vision for Creekside, by integrating the known network of BRT, ferry, bus, trolley, auto, bicycles and pedestrians. These elements compose the transit system today. We are aware of other long-term visions such as light rail, a hyperloop tunnel under the Bay from Tampa and monorail service from Clearwater. Expanding the transit system means expanding ridership. All of these thoughts are exciting to us, the kind of planning we encounter on every project we do. Our strategy is simple; Integrate all of the transportation elements into Creekside today and do not preclude any transit visions for the future.

A Multi-modal Transit Hub in Creekside

The biggest impact on our project will be the opening of the BRT with a new station on our front door at 1st Avenue and 13th Street. This strategic location is at the head of Booker Creek where a little known pedestrian tunnel passes below 1st Avenue to the north. We propose a multi-modal transit hub at this location. This is a place where we will create an interface for buses, cars, bicycles and pedestrians. Our transit hub need not be a flashy building, we envision this as an open air public place, part of the public realm. At this place people can transfer and move freely from one transport method to another. Pedestrians can walk here. Bicyclists can ride here and park their bikes or grab a bike share. Cars can park, utilize charging stations if needed, and ride.

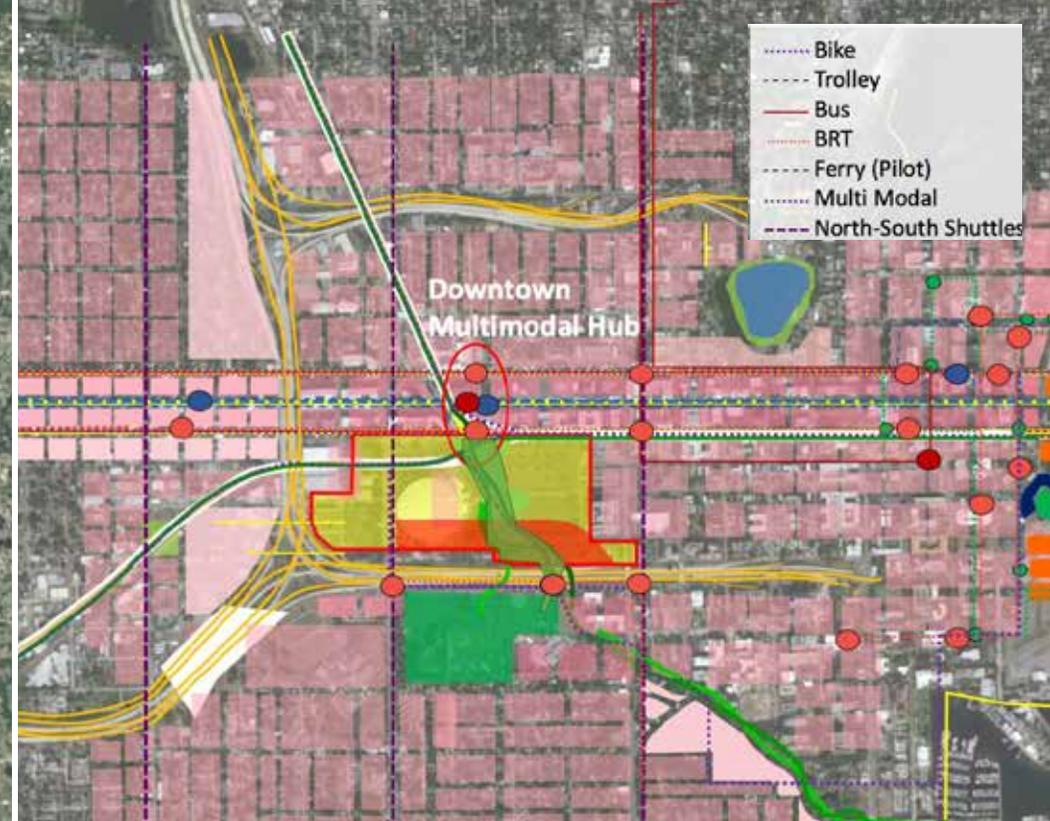
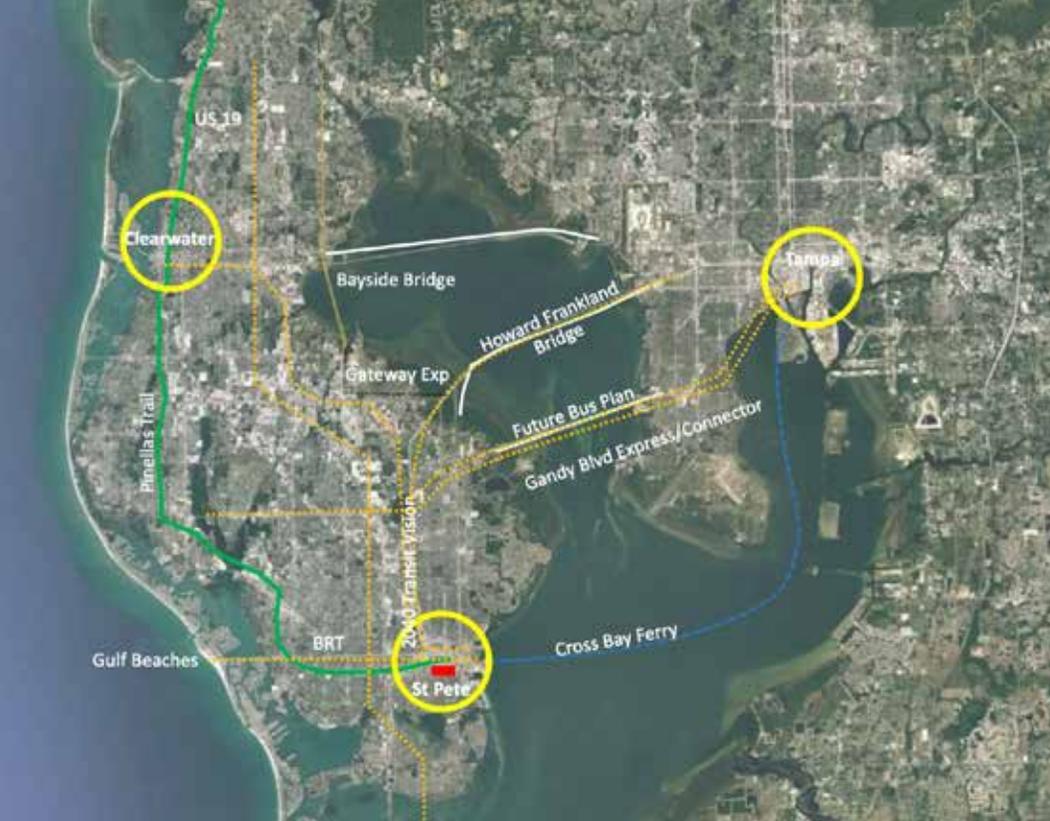
Connections to the Region

Our site connects to the region by multiple modes of transportation. Getting here will be easy. There has long been good freeway access and the regional bus network continues to grow with connections to Tampa International Airport. The Pinellas Trail connects the St. Pete waterfront, though this site and all

the way to Clearwater and beyond. The CSX right of way, underutilized today, also connects this site directly to the north. The Tampa ferry connects St. Pete to Tampa and is conveniently connected to this site with the new BRT stopping at our doorstep.

Creekside’s Transportation Plan

Creekside is well served by transportation at the edges, BRT along 1st Avenue, Freeways to the west and south, MLK Street to the east. The plan for Garden City is to balance the need for convenient access with pedestrian safety. Because the larger and faster transit systems are at our edge, our plan is to prioritize pedestrians with Creekside. We achieve this with carefully choreographed routes for cars, bikes and pedestrians. Conflicts are reduced to a minimum. The streets of Creekside will serve a dual purpose; Circulation routes for cars and bikes, but more importantly as Civic and Public Spaces. Our vision for an Integrated Street System is all about the pedestrian. By design, it will be much easier and more convenient to walk through Creekside than it will be to drive.



NARRATIVE RESPONSE

21 GUIDING PRINCIPLES AND HOW WE MEET THEM:

1. A PUBLIC/PRIVATE COLLABORATION

Outreach efforts conducted by VHB for both the ISAP and StPete2050 clearly helped to inform both of those city-wide plans. The ISAP's initial web-based survey collected approximately 1,600 responses with the following issues identified as most important qualities of where residents live, work and play, respectively: safe neighborhoods for biking and walking, jobs that pay a wage that exceeds needs, and a neighborhood that is safe for me to exercise outside.

These led to the development of the following goal categories for the ISAP, which will be incorporated into the redevelopment of the Tropicana Field site, as applicable:

- Affordable Housing
- Climate and Energy
- Development and Infrastructure
- Jobs and Transportation Access

Likewise, StPete2050 collected nearly 7,800 points of engagement from the community during the planning process' various outreach

efforts, even during the COVID-19 pandemic. The community engagement process led to the following theme areas that will be integrated into the redevelopment of the Tropicana Field site:

- Arts and Culture
- Attainable Housing
- Diversity, Equity and Inclusion
- Education
- Growth and Character
- Healthy Communities
- Parks, Recreation and Open Space
- Shared Economic Prosperity
- Sustainability and Resilience
- Transportation and Mobility

2. APPROPRIATE INFRASTRUCTURE

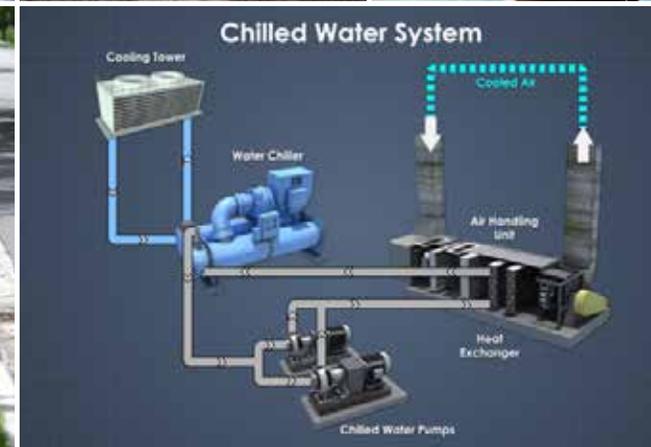
The idea of "appropriate infrastructure" is vast because it encompasses roads, utilities, parks, drainage, wayfinding and signalization to name a few. All of these topics are covered herein, as Midtown responds to the 21 Guiding Principles. Our process for understanding the collaborative opportunities and challenges of transforming the single use site into an extension of the existing city, incorporating the street

traffic network into the development circulation patterns; understanding present and future utilities consumption, along with the delta that can be produced with a well-planned sustainability program are just a fraction of the collaborative efforts that will be encountered and appropriately developed.

This development will require an unusually dense and complex utility network infrastructure. The property has access to all typical utilities as it is located in an urban setting. However, since the development site will be completely reconfigured, the majority of all site utilities will be abandoned and removed. While George F. You will focus on the offsite upstream and downstream connectivity. Osborn Engineering will program manage all of the utilities for the interior development treating it as a utility sub-district even though the ownership of most of the utility infrastructure will be retained by the operating entity. In some cases new utilities specific to this sub-district will be created. All utilities are to be located underground. The following utilities are anticipated to be included in the program:

1. Condensate Recovery
2. Chilled Water (Supply and Return)
3. Emergency Management Systems
4. Electric
5. Gas
6. Fire Protection Water
7. Potable Water
8. Reclaimed Water
9. Sanitary Sewer Collection (Gravity and/or Force Main)
10. Smart City Infrastructure
11. Street Lighting
12. Storm
13. Telecom
14. Traffic Management (ITS)

As program manager, Osborn Engineering will serve as a single point of contact and interface with the appropriate providers for each utility as appropriate. Compliance verification with all conditions set forth in any governing tariffs will be tracked. Osborn will assist the owner with the development of any tariff required for chilled water or any other sub-district utility system that needs one.



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The single biggest challenge for a dense utility distribution network is the coordination between the various utilities. Rarely is this done with the necessary foresight to foster and/or accommodate future growth or change in use. To best plan for these contingencies, Osborn will master plan the utilities for the entire development district. Routings, utility separation and right of ways will be determined to avoid congestion that would limit, complicate, or otherwise hinder any development activities for the parcels in this improvement district. This effort will include service laterals to each parcel and proposed utility infrastructure that may not be implemented such as condensate recovery.

The phasing of development activities will also be considered when developing the master utility plan and will be enhanced by this holistic approach. Laterals will be designed in such a way to minimize or avoid utility disruptions when connecting to a main.

Resiliency will be designed into the utility distribution system. Radials will be avoided or minimized. A microgrid feasibility study will be performed; NERC implications will also be examined as part of this study. Osborn will also work with the utility providers to connect to the existing mains in multiple locations where possible.

Osborn will seek permission to design the distribution network on behalf of the utility via a developer agreement. If this is not acceptable to the utility, then Osborn will work closely to coordinate their design with the other utility infrastructure and incorporate it into the master plan. Should any rebate from a utility owner be offered for Osborn's role in helping effect the expansion of their infrastructure, then the funds will be turned over to the developer.

Osborn will establish construction standards for each sub-district utility system included in the program. In some cases these standards already exist by the utility provider. In other cases, there may be standards that provide a wide range of acceptable construction methods, yet it may be desirable to issue more restrictive standards for this sub-district while remaining in compliance with the broader standards that are already in force. By having clear cut methods of construction identified, quality will be greater and the opportunity for disruption when making a utility connection also decreases.

It has been determined that land must be set aside for an electrical substation on site, reference the Duke Site Readiness Report in Section 11.1.18.15. Osborn will work with Duke, Hood and Pinstripe to locate the elec-

trical substation that will be concealed by an aesthetically pleasing building.

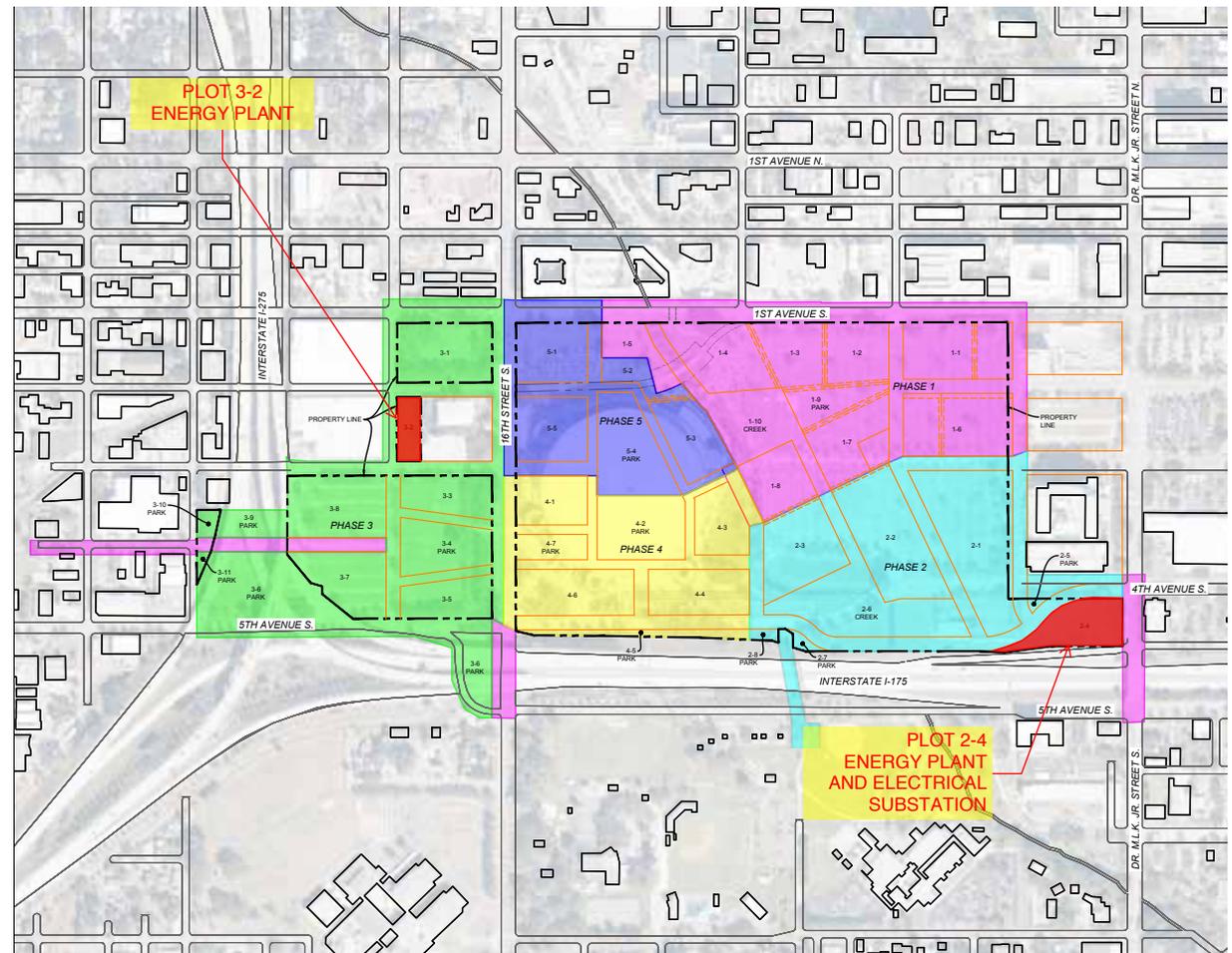
A district cooling system feasibility study will be performed as part of this program. If it is deemed desirable it is anticipated that two (2) 16,000-ton chiller plants will also be constructed on site. These will also require land to be allocated and will be architecturally pleasing. The chiller plants will be constructed in such a way that the equipment can be added as the development progresses while maintaining N+1 redundancy. This method has numerous benefits including staggering the installed equipment base; this is also favorable for future renewal and replacement planning. The chilled water loop will be decoupled from the facilities that they service via heat exchangers. This will allow incremental development without significantly changing the hydraulic requirements of the pump sets saving future pump upgrades as the development progresses.

All connection requirements, terms of service, construction standards, and limits of construction will be memorialized in a single utilities development document that will serve as a program guide. Should a field condition warrant a deviation from the guide, then the program manager can review the situation and engineer a solution that will be acceptable to all parties involved.

Osborn Engineering realizes that the Tropicana Redevelopment Vision must be current with today's technology and adapt to future technologies as they become available. Osborn will plan and design this infrastructure that will be comprised of multiple systems that blend together to create a seamless communication and collaboration environment comprised of the following technologies. The primary components of this infrastructure include the following:

Outside Plan (OSP): OSP is the main infrastructure that is the basis for the entire development's voice, video, and audio data networks. Consisting of underground conduits, cabling, concrete encase duct banks, and warming systems all outside plant will be carefully coordinated.

Gigabit Optical Network: This data network converges all services into a single Optical LAN, eliminating the need for multiple platforms and cabling infrastructure, while providing highly scalable high-speed data, video, and voice services to all users.



NARRATIVE RESPONSE

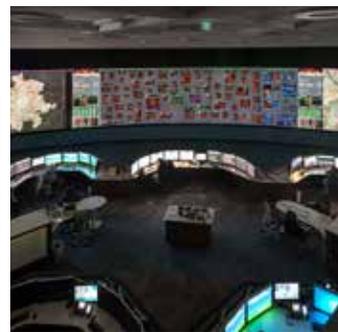
Emergency Call Boxes: Emergency phone stations and their required infrastructure are an ideal security solution for frequently traveled areas. The units can be used to summon assistance or as part of a Wide Area Emergency Broadcast System to notify large masses of people of an event. The scalable technology infrastructure will include the ability to place these where desired.

Digital Signage/ Interactive Touch Panels: This system should include CATV and internal display of information throughout the development and can be used also as an emergency notification tool. The scalable technology infrastructure will include the ability to place these where desired.

Audio Visual: The audio-visual system will be site-wide and add to the overall feel of the environment without detracting from the ambience. The scalable technology infrastructure will include the ability to place these where desired.

Wi-Fi: A development-wide wireless data network will be deployed using access points at various building locations. Mounting locations on buildings will be determined using mapping software to provide full coverage for both private and guest wireless networks.

Cellular Coverage: A distributed antenna system (DAS) will provide uniform cellular and public safety radio coverage throughout the facility. OSP and riser cabling along with coordination with all cellular carriers will help to distribute this technology throughout the complex.



Tropicana Redevelopment Vision Mass Notification: Whether mobilizing first responders, informing residents of evacuation procedures, or notifying employees of an emergency, mass messaging allows sending alerts and life-saving information to communication devices simultaneously. The infrastructure will be capable of providing this service throughout the development.

Security Devices: Security devices will assist public safety without detracting from the overall atmosphere and aesthetics of the facility. Security cameras will increase general overall surveillance, while access control automatically locks and unlocks buildings and secured areas.

All of the systems will function together to create a managed and integrated solution that supports all of the Tropicana Redevelopment technology goals for the various functions and occupants.

3. HISTORY, ECONOMIC EQUITY AND INCLUSION

The Team is seeking to acknowledge and honor the history of the site with both physical and mental stimulation, bridging former divides. The Heritage Trail Park will engage people in a meaningful experience of the rich African American history of the creation and growth of not only this site, but all of St. Petersburg. The extensive additional public improvements Midtown is proposing along the southern portion of the neighborhood will be a major contributors to making actual inclusion a reality whether the interstate is ever removed or not. Midtown is proposing an additional 10 acres of public park and multi-user trail connectivity improvements that will make meaningful connections to Campbell Park on both Martin Luther King Jr. Street and 16th Street South. Midtown will also look to work closely with the City and Lantmannen Unibake to integrate to the Pinellas Trail only 1 block east of Deuces.

“MIDTOWN ASKED US TO JOIN THE TEAM BECAUSE THEY WANTED TO MAKE SURE WE REALLY HAVE AN ACTIVE SEAT AT THE TABLE TO ENSURE WHAT’S BEST FOR OUR COMMUNITY.”



REV. WATSON HAYNES II

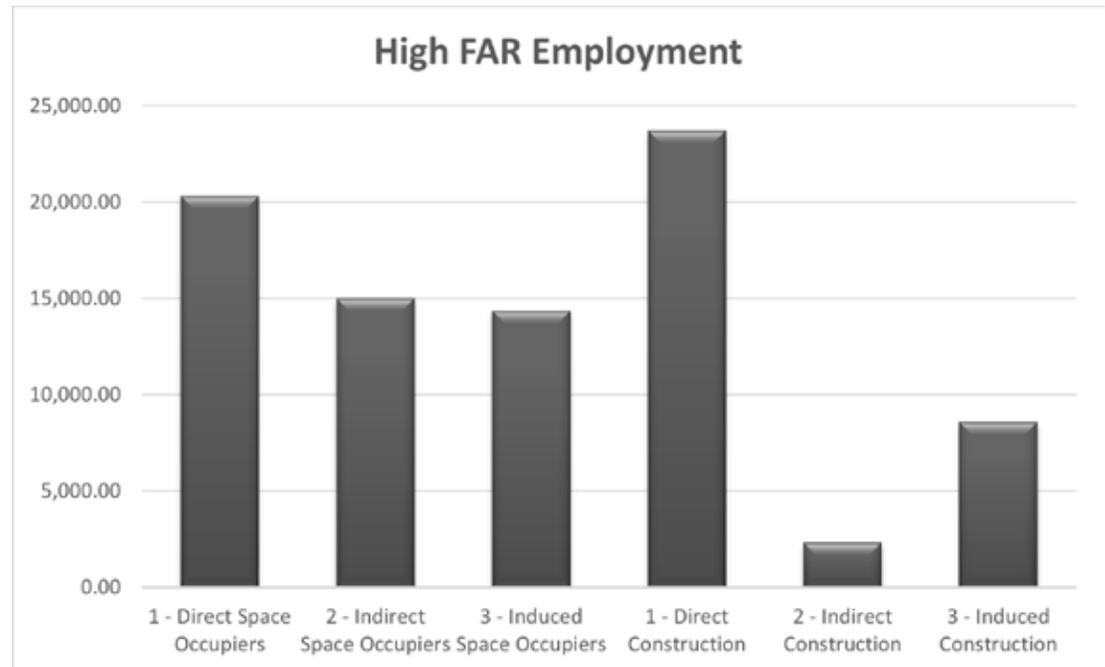
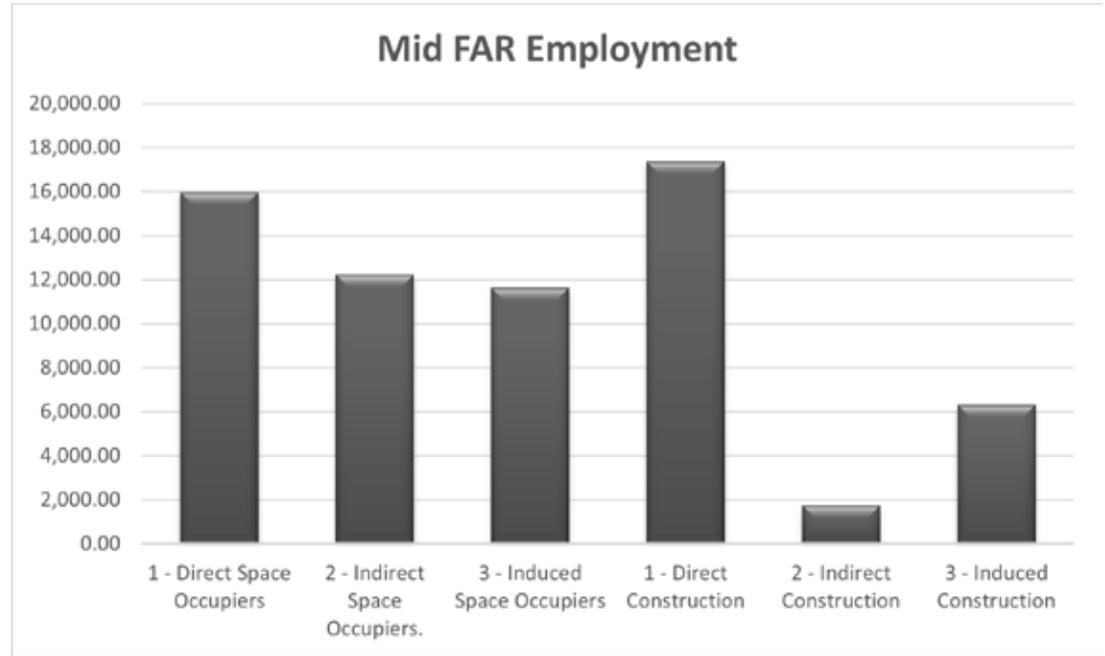
The opportunities for economic equity and inclusion will be clear and evident. As part of Midtowns commitment to economic equity, we will work through team member PCUL with deep job training and employment opportunities designed to create permanent employment in meaningful numbers for those that were formerly ejected from the more than 500 homes and more than 30 businesses when the site was known as the Gas Plant neighborhood. Beside the many programs and opportunities, the Team will work with organizations like St. Pete Works. Midtown also plans to create incubator businesses within the new neighborhood. Midtowns philosophy of working with small business owners within it’s developments, helps these urban centers to flourish into neighborhoods. This same practice will also be used to have small business competitions, where several hard-working members of the South St. Petersburg community, will win the opportunity to open small-box retail stores in the newly developed neighborhood. As part of the Midtown commitment, we will take on the permitting and build out costs to help these new business owners on their path to prosperity.



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4. JOBS, ENTERTAINMENT, MIXED-INCOME HOUSING, AND FAMILY-ORIENTED PLACES BENEFICIAL TO SURROUNDING COMMUNITY

Midtown’s commitment to job creation in St. Petersburg as a whole began more than 2 years before the RFP process began, when Midtown began hiring local consultants and eventual team members Jonathan Gotwald and Don Mastry. Both understood the importance of righting past wrongs associated with the Tropicana Field project and had been part of the RFP in the early 2000’s and again with Team Member Randall Morton during his 2 charrettes on behalf of the City a few years ago. Midtown envisions a significant and diverse workforce at all levels filling out the neighborhood we are seeking to create. We have laid out a strong local hiring and local business opportunity support program herein. A true live-work-play environment is created by appropriately blending all communities, a balance between public and private facilities, and proper connectivity. The Midtown plan fulfills all of the City and the CRA’s goals on these fronts. As addressed in the market feasibility section below. A brief preview shows the total direct, indirect, induced job creation from 2022 through 2048 will range between 65,174 and 84,289 which is in-line with the expectations set out in the VHB authored StPete2050 Plan.





5. GROW SMARTER STRATEGY

The VHB-led Integrated Sustainability Action Plan (ISAP) developed goal categories based on community input that were also aligned with the St. Petersburg Area Chamber of Commerce’s Grow Smarter Strategy Focus Areas.

St. Petersburg’s Grow Smarter Strategy includes the following five target business sectors and associated niches that represent key existing market characteristics. The niches represent sub-categories that can be differentiated in terms of subsectors and growth characteristics but shares strategic advan-

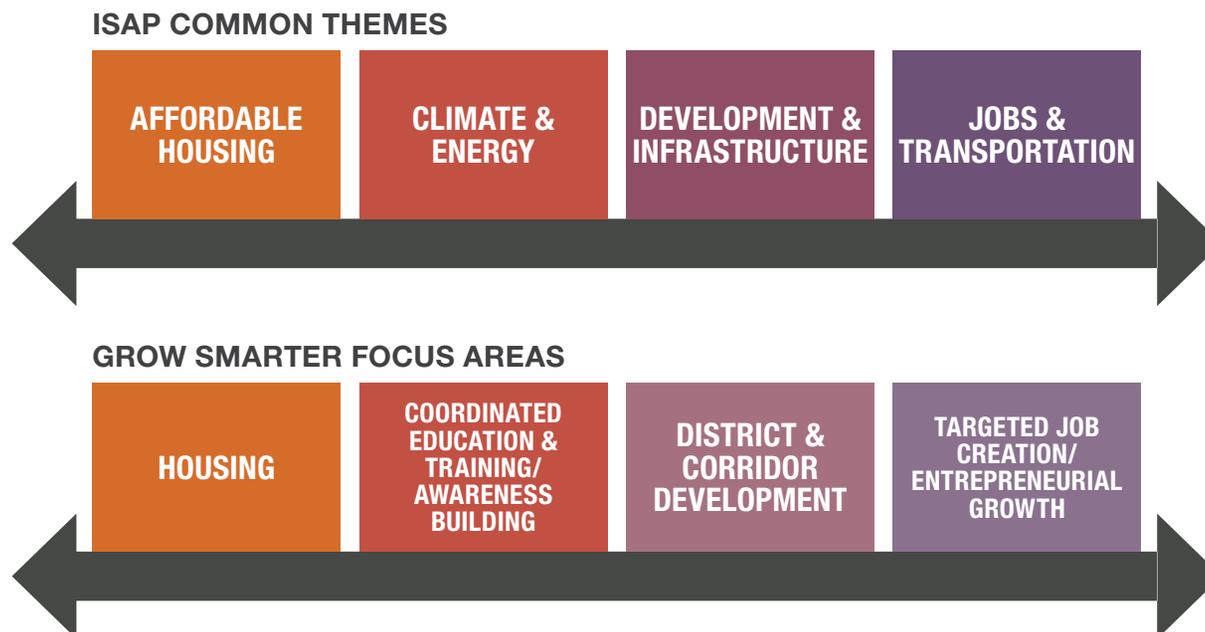
tages in talent, networks, infrastructure needs and messaging.

- Marine & Life Sciences (including Marine Sciences and Life Sciences)
- Specialized Manufacturing (including Electronics and Medical Devices)
- Financial Services (including Securities & Asset Management, Insurance, and Customer Care Services)
- Data Analytics, and
- Create Arts & Design

The Midtown Team’s development program includes the opportunity for a variety of land

use typologies that will support the attraction and retention of the identified target industry

clusters. While market conditions dictate ultimate occupancies, we anticipate that business recruitment that builds upon the increasing in-migration trends and will be within the sectors that are attracted to new developed Class A Office space, as well as more flexible entrepreneurial spaces. These spaces may be associated with local educational and key employer’s expansion needs, as well as affordable space in an incubator environment that will be able to grow together with support services of the district.



NARRATIVE RESPONSE

6. JOBS TRAINING AND PLACEMENT

The Midtown Team recognizes the unique opportunity that the project presents to the future workforce employment within the City. Our team commits to work with partner institutions to identify supportive training and placement programs within the project development program. We will seek, support, and engrain workforce development within the development program.

St. Petersburg is fortunate to have many community partners with existing programs that can be utilized to support and increase workforce development. Partner institutions include certificate and degree programs that are integral to the needs in creating an active city district. St. Petersburg College (SPC) Workforce Institute includes short-term training in Business, Healthcare, Communications, Manufacturing, Technology and Engineering, Manufacturing and Building Arts. The University of South Florida St. Petersburg campus provides access to the extensive undergraduate and graduate degree programs. Additionally, USFSP has a Guaranteed Admissions Pathway Program for students who attend local high schools serving historically underrepresented communities, including three in St. Petersburg.

The Midtown Team sees this as another opportunity to increase access to local secondary educational programs in the project. The Midtown development program will generate significant opportunities in engineering, architecture, construction, civil services, hospitality, retail, and logistics. We plan to provide **\$1 million** toward startup of Midtown's Vocation, Education, and equitable Justice initiatives (Community benefit Foundation), which we will seek to create perpetual funding under FL Stat § 689.28 as a nonprofit or charitable organization for the purpose of supporting cultural, educational, charitable, recreational, environmental, conservation, or other similar activities benefiting the community that is subject to a declaration or covenant.

Jobs from 1B

time armed with memos, estimates and some plans to build on.

"This is a really great time to capture all of the people that we've been looking for" and give them a beginning point for new opportunities, Owens said. "We need to aggressively market this to the community, and we'll need to be more creative in our outreach to those hardest to serve."

She was referring to the people in St. Petersburg's poorest neighborhoods, where on two fall nights in 1996, some of them were the perpetrators or the victims of sporadic looting and arson. Afterward, many residents complained of hopelessness, of having no stake, no sense of opportunity in their lives.

At the same time, President Clinton promised "to change welfare as we know it." People who had relied on public food, housing, child care and income subsidies, sometimes for generations, would be notified that those programs were being capped. People who had used up their benefits would be removed from the programs.

Enter the Tampa Bay Devil Rays. Awarded a Major League Baseball franchise in 1995, the team signed a 30-year lease to use what was then called the ThunderDome. The city-owned stadium had been built in the late 1980s where the Laurel Park public housing complex had been demolished to make way for it. The demolition alone had generated some animosity within the African-American community.

Now, as a \$63-million stadium upgrade nears completion, Tropicana Field, as it's now called, needs employees. Lots of them. So many, in fact, that the Devil Rays and their primary vendor, Volume Services, are holding job fairs around the area.

But the majority of the estimated 1,700 people that the team and

vendor plan to hire will fill seasonal, part-time jobs. Many of them will pay in the range of \$6.50 an hour.

Jobs experts say it would be very difficult to support a family on those kinds of wages. Still, that didn't stop hundreds of people from turning out for the first three-day job fair a week ago.

And many of those applicants, armed with attache cases, turned out in business suits.

Owens noticed that, too.

In effect, people who may have never held a job are competing with veteran job holders who know the value of a white shirt, updated resume and eye contact.

Members of Owens' jobs task force are pulling together a system to assist applicants at a special jobs fair they've organized for residents of low-income neighborhoods on Feb. 6.

That jobs session will run from 4 p.m. to 7 p.m. at the Enoch Davis Center, 1111 18th Ave. S.

But even when applicants from those neighborhoods land a job, the tasks for Owens' group will just be starting.

They will try to develop transportation and child-care systems that work not only for the new workers, but also for the Devil Rays and Volume Services. For example, they know that the employers typically need workers at the stadium by 4 p.m. for a 7:05 p.m. game.

Since games last an average of three hours, and some workers might be needed for another hour after the game, peak demand times for transportation might occur around 3 p.m. and again around 11 p.m.

Will transportation operate between peak times? Who will operate it? Will workers have to pay?

The same kinds of issues surround child care for the workers. How much demand will there be? Will the operation be public or private, or perhaps a combination?

The jobs themselves also are being scrutinized. In effect, Ow-

7. CONNECTING NEIGHBORHOODS

Midtown understands the City of St. Petersburg and the neighborhoods that make this City special. The history of this property is a sensitive one for many of the city's residents and with local representation being a big part of our Team, Midtown understands and respects those feelings. As stated by team member and St. Pete resident Matthew Walker from George F. Young, *“at one time this property was part of a culturally rich and diverse neighborhood for the African American community in St. Petersburg. With the construction of the interstate, I-175, the natural connection to the residents of south St. Petersburg was severed.”* Subsequently the development of a baseball facility in place of the Gas Plant left many residents feeling the City wasn't forthcoming when they redeveloped the property and promised jobs for those who would be most impacted.

It is also imperative for the vitality of the surrounding community, greater Tampa Bay Region, and the development to have safe and efficient transportation means that align with the City's established complete streets policies. The focal point of our access plan will be safe connectivity to the surrounding community leveraging the goals and objectives in the City's Complete Streets Implementation Plan.



Specifically, we will evaluate repurposing lanes on Dr. Martin Luther King, Jr. Street S. and 16th Street S. to provide protected bicycle facilities and wider sidewalks. As part of our evaluation, we will consider the impacts on transit and vehicular capacity, striking the right balance of safety and mobility. The transportation industry is rapidly changing as technology continues to play a more prominent role. Our plan will consider dedicated curb space and traffic flow for micro-mobility trends and transportation network companies (TNCs). VHB is on the leading edge implementing connected vehicle projects across Florida and the Southeastern U.S. Midtown understands the current state of the practice and will anticipate the trends.

The Midtown plan will reconnect this property with those south of I-175 by employing a variety of methods to increase mobility. A park area has been shown on the southern end of the Tropicana Field property with a pedestrian connection across I-175 to Campbell Park has been incorporated into our design to allow for a natural progression of pedestrians into the property. Enhancements to 16th Street South also will reconnect the areas south of the interstate to this property.

The Deuces Live District on 22nd Street South is the heartbeat of the African American community in St. Petersburg. Our proposed development extends west to 20th street and the Pinellas Trail where other local business will help us close the divide and creates a lineal park into Creekside. Connecting our proposed development with the Deuces Live Business District is an important step in reconnecting the African American community.

A subsequent benefit to extending the lineal park west and incorporating the Pinellas Trail into the proposed layout of the development is that this connection brings all of Pinellas County right into the heart of the proposed redevelopment. The users of the Pinellas Trail will be directed through the development and reconnected on 1st Avenue South as the trail continues east into downtown and to the



NARRATIVE RESPONSE

waterfront. This connection also ties into the Warehouse Arts District which lies directly west of the proposed redevelopment, further integrating this development into the surrounding neighborhoods.

Perhaps no neighborhood will be more directly impacted than the Edge District which encompasses this area west of the downtown core. Our development team is intimately familiar with the Edge District Master Plan and is committed to developing the property in keeping with the principles outlined in it.

8. REGIONAL TRANSPORTATION NETWORK

This property is situated between many of the major corridors within St. Petersburg. Interstates 275 to the west and 175 to the south border the property and 1st Avenue South abuts the property to the north. Also, the Pinellas Trail currently runs the length of the property along the south side of 1st Avenue South along the extents of this property. This property will tie into the regional transportation network by incorporating the Pinellas Trail into the overall design of the project. The Midtown Team will work with Forward Pinellas and the Florida Department of Transportation to ensure that regional projects, such as Tampa Bay Next and the pilot project for

bus on shoulder (BoS), consider the access needs for the proposed development program. Specifically, two major projects are proposed on I-275 adjacent to the redevelopment property – 1.) Express/managed lanes, and 2.) Lane continuity. There may be opportunity for these projects to improve interchange access to the property without accessing via Martin Luther King, Jr. Street S. The forthcoming BRT project running along 1st Avenue South will also have the potential for a bus stop if the planners designing the BRT so require one.

Based on our knowledge of the Intown Redevelopment Plan as well as the Complete

Streets Implementation Plan, the City of St. Pete strongly desires mass transit opportunities within the downtown core. This development will work with the City of St. Petersburg to identify possible locations of a preferred mass transit station in case a voter referendum to approve such a venture should occur in the near future.

In a dense urban environment bicycles are an important mode of transportation, costing little and requiring little room for parking. By incorporating elements of the Complete Streets Implementation Plan into the design of the interior right of ways, our development team





is dedicated to providing a complete network of bicycle and pedestrian facilities throughout the development that will tie into the surrounding multimodal network.

In addition to Midtown's commitment within the site, we also believe adding the 2.5 acre block east of the U-Haul site is an excellent opportunity for a large scale Urban Mobility Hub as described further in the Smart City Technology section.

9. CULTURAL DIVERSITY AND AUTHENTICITY

The Midtown Team understands the importance of the Tropicana Field property as a prominent and highly identifiable location within St. Petersburg, and that it has been a focal point of disruptive community change. From its earliest history, this portion of the City has been primarily one of an African American history. The community's culture grew from its Jim Crow era segregation, created a vibrancy that was disrupted by the Interstate highway construction, and then most recently further erased during the Tropicana Field stadium siting.

The redevelopment's conceptual design becomes a center of the community that reconnects neighborhoods through diverse,

dynamic and flexible public realm. It is forward looking and creates a welcoming and inclusive community for all with a sense of ownership.

10. CONNECTING SOUTH ST. PETERSBURG

St. Petersburg's multi-generational African American community has personally experienced traumatic loss as locally owned businesses, churches, and important community identity. While strides have been made during the past two decades that address this disruption, there is more to be done. The project holds the promise to help repair both the physical, economic, and emotional connections with the south St. Petersburg community.

Physical connections will be enhanced through the 16th Street corridor business district, enhanced with pedestrian bridgeworks over the I-175 highway to connect with Campbell Park neighborhood, and expanded with tunnel connection under the I-175 highway.

Economic connections will be engrained within local business opportunities including business development education, creation and support of incubator spaces, and establishment of funding programs that will cultivate small business growth.

Emotional connections will be respected and enhanced through regular and continued outreach and engagement. Growing community will require increased interest in the process and outcomes. Community members will need to be integral to both for project success.

11. COMMUNITY OUTREACH

The Midtown Team has worked throughout the United States in projects of all sizes that were built upon effective community involvement. Members have worked with St. Petersburg on its Integrated Sustainability Action Plan (ISAP) and the StPete2050 Vision Plan that experienced the largest amount of community outreach and engagement in any City planning projects.

We recognize that authentic and continual outreach and engagement are integral to any successful project in St. Petersburg. Our experience includes preparation of design charrettes, workshop events, in-person small group meetings, virtual and online surveys, social media, and regular project communications. The Midtown Team believes that local neighborhood partners will be needed to provide for insight and feedback. We propose the following preliminary concept refinement process.

NARRATIVE RESPONSE

PHASE I: COMMUNITY OUTREACH AND STAKEHOLDER DISCUSSIONS (3 MONTHS)

- Meeting sessions with key stakeholders – Beginning and end of analysis
- Team working session – Data collection in City with interviews (3-4 days)
- Set goals / aspirations / priorities; gain feedback on Analysis and Focus Areas – team with team sessions (2 days)
- Emergent Findings Documents – market analysis; urban design and built form analysis; public space activation and programming analysis; transportation/multi-modal analysis; street type analysis; champions / capacity
- Presentation and review
- Street Fair 1 Mobile Event

PHASE II: ALTERNATIVES (4 MONTHS)

- Meeting sessions / week long charrette – Present conceptual frameworks / development principles / alternative futures
- Charrette summary – Review with city
- Downtown Forum – The future of downtowns

PHASE III: PREFERRED STRATEGY TESTING (2 MONTHS)

- Meeting sessions / Working session with Team on Preferred Strategies (2 days) / Design Refinements – Focused sessions on Public Space Design; Festival Streets; Development Opportunities; multi-modal Transportation frameworks
- Preferred Plan and Elements / Priorities (City review and input)

PHASE IV: PLAN REFINEMENT AND MASTER PLAN DEVELOPMENT (3 MONTHS)

- Meeting stakeholder session / Working session on Preferred Strategies (3 days) / Design Refinements
- Draft Plan Development
- Final Plan Development and Presentations
- Street Fair 2 Mobile Event



12. CONFERENCE SPACE

The Midtown team has extensive hospitality experience and has envisioned a Phase I hotel and conference center to work in conjunction with the Water Pavillion and greenspace and the Piazza. The team brings experience with Hyatt, Marriott, Hilton, Kimpton to name just a few. This design concept will likely be an Autograph Collection or similar, to allow us the ability to capture the a distinctly St. Pete vibe while incorporating approximately 50,000 square feet of indoor conference center areas and a solar panel roof system. The hotel and convention center will have real sense of focus and support from an energized small-box retail and restaurant scene both in the neighborhood and the Edge District. By placing the hotel on 2nd Avenue South, accessibility to the mobility hub is simplistic, as is the ability to get out and explore beyond the new neighborhood. As designed, the hotel will have 510 keys, full concierge services, fine dining, multiple pools, and hot tubs, high-class fitness centers, bellhops, room service, valet parking, day spas, limousine services and an array of special suites. With all of this is yet another distinct opportunity for Midtown and the hotel operator to work through the PCUL and St. Pete Works to create meaningful permanent non-construction employment.



NARRATIVE RESPONSE

13. RESEARCH, INNOVATION, AND HIGHER EDUCATION

St. Petersburg's economic growth and cultural environment benefits from the quality of its higher education leadership, including St. Petersburg College (SPC), Stetson Law (SL), Eckerd College (EC), and University of South Florida St. Petersburg Campus (USFSP). The combination of these institutions contributes to annual research, equity, inclusion, and opportunity throughout the community.

The community has a unified vision for expanding the target industry clusters through academic excellence in an environmental and marine science hub, leveraging of existing USGS and NOAA in environmental and marine sciences, expansion of STEM education, finance, performing arts, and workforce expansion for economic mobility.

Midtown Team member VHB is currently enhancing St. Petersburg's Innovation District through civil engineering and landscape architecture design of Pinellas County's Tampa Bay Innovation Center. The Midtown team is committed to expanding these types of land uses from the Innovation District into the Tropicana Field redevelopment site to reach a

scale that competes with the nation's largest research, innovation higher education districts in the nation.

Midtowns desire to meet the needs of the City with a tech campus will start like all other long-range plans with Creekside. Midtown and the City will collaboratively meet with stake holders including but not limited to:

- Tampa Bay Innovation Center
- University of South Florida
- University of South Florida St. Petersburg
- Johns Hopkins/Johns Hopkins Medicine
- Eckerd College
- St. Petersburg College
- St. Pete Works
- Pinellas County Urban League
- Pinellas Opportunity Council
- Pinellas Technical College

This think-tank will work collectively to gauge interest, potential scale and programing, marketing, recruitment, business, and industry focuses, financial needs and facility requirements. It will be important to identify voids to be filled rather than cannibalizing the growing Innovation District to the southeast. Incorpor-

ated into the Creekside design, we envision the Phase II 2-1 block to become the campus for education, research, and innovation uses. This partnership with local/national higher-education institutions will require financial "buy in" from multiple stakeholders listed herein. Midtown plans to work in concert with all interested parties to create and empower this "Innovation Center of Opportunity."

Building upon the creation and growth of the "Innovation Center of Opportunity" will justify the addition of more hotel and convention space within Creekside. The 2016 RCLCO Hotel/Conference Center Opportunity Analysis ranked the Tropicana field site with a redeveloped ballpark below the waterfront and Mid-Downtown. We believe that the incorporation of the "Innovation Center of Opportunity", will likely reshuffle the order, opening the door to more conference/hotel space needs within Creekside. Quality master planning of the development blocks and phasing of the project is what will ultimately allow for these adjustments as Midtown acts as a curator for community needs for years to come.



NARRATIVE RESPONSE

14. CHILDCARE FACILITIES

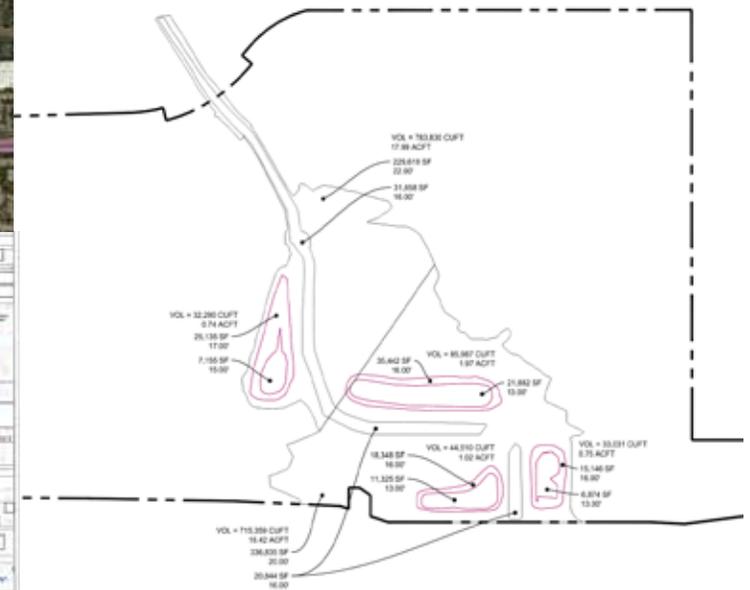
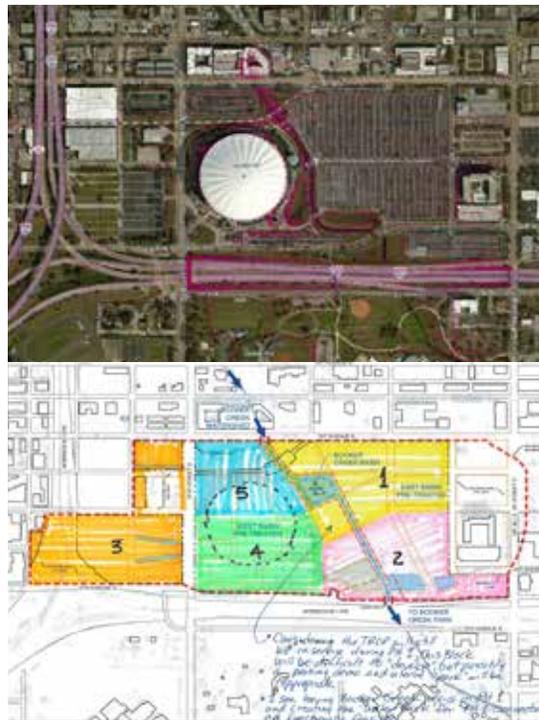
Midtown envisions multiple avenues of childcare for residents and employees of the site. First and foremost is working with the City and Community leaders during each of the outreach phases of the project to understand the existing needs, past success and struggles. Since the project will ultimately be built out in phases over many years, it is important for Midtown, the City and the community to remain vigilant and flexible in order to meet these needs which may be very different during Phases IV and V.

The early Phases will require immediate input from the City, Schoolboard, and Community leaders. Through the PCUL Midtown has learned about the success they have had with the Sing Out And Read (SOAR) program that is having a huge impact at Jordan Park. The Midtown team is committed to education first. Funding and promoting educational childcare for the employees and residents of the neighborhood will be a tier one priority forever. Also, the Midtown Plan includes significant park space with multiple kids parks and playgrounds. The ability to utilize the Heritage Trail Park system as both an exercise and teaching tool for children must not go unnoticed either. The PCUL and Studio@620 will help guide the community input as these programs are created as a community.

15. BOOKER CREEK AND THE PINELLAS TRAIL

Great consideration has been made regarding the natural contours of the site, the flood plain and the interaction between the geology of the site and how its uses will impact the larger area around it. Accordingly, George F. Young Inc., provided the Team with detailed geological, historical survey and civil information as part of Midtown's master planning process. Now Osborn's engineering will incorporate the functions of the Trail and the Creek into the onsite infrastructure.

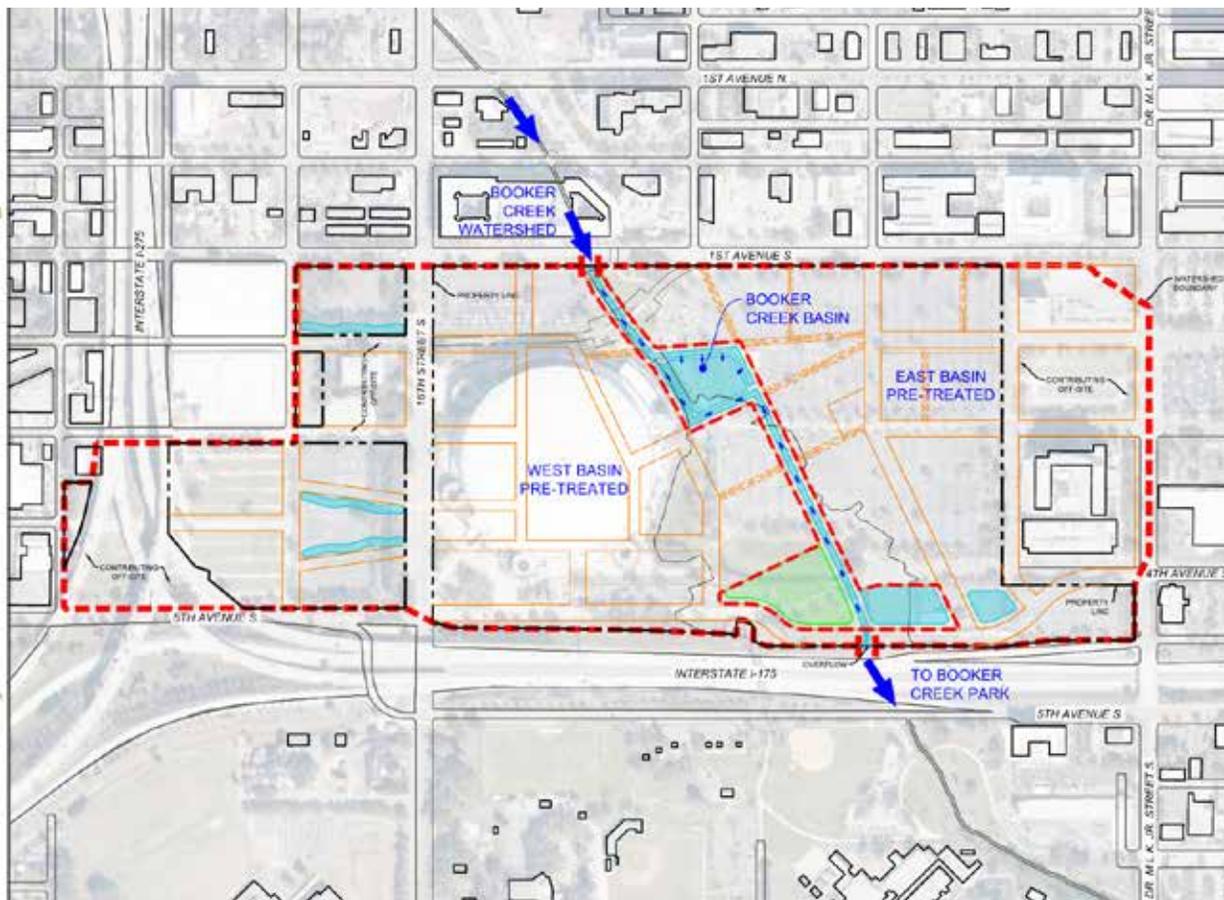
Stormwater management for redevelopment will be incorporated into the Booker Creek watershed management system. By recreating a watershed beginning under 1st Avenue South, Midtown will generate a gravity fed flow reconfiguring Booker Creek into a naturalized ecosystem through the community that empties into Booker Creek Park south of the interstate. This technique will recreate the natural sound and motion originally part of the contour dropping from the northwest to the southeast Plio-Pleistocene age flood plain. This technique also allows the natural gradient of the site to be incorporated into the levels of buildings, preventing the requirement of significant amounts of foreign fill being intro-



duced. Part of creating an inviting place for people and wild- life to coexist in a designed ecosystem, is appreciating and working with the natural habitat rather than disrupting it. In the Spirit of Frederick Law Olmsted, the American father of landscape architecture, Walter Hood, the Master Land- scape Architect responsible for Midtown’s greenway plan, is looking back to the teachings of the master by “combin- ing the conveniences peculiar to the finest modern towns with the domestic advantages of a most charming country”.

THERE ARE TWO ASPECTS OF SUBURBAN HABITAT THAT NEED TO BE CONSIDERED TO ENSURE SUCCESS; FIRST, THAT OF THE DOMICILIATION OF MEN BY FAMILIES, EACH FAMILY BEING WELL PROVIDED FOR IN REGARD TO ITS DOMESTIC IN-DOOR AND OUT-DOOR PRIVATE LIFE; SECOND, THAT OF HARMONIOUS ASSOCIATION AND COOPERATION OF MEN IN A COMMUNITY, AND THE INTIMATE RELATIONSHIP AND CONSTANT INTERCOURSE, AND INTERDEPENDENCE BETWEEN FAMILIES. EACH HAS ITS CHARM, AND THE CHARM OF BOTH SHOULD BE AIDED AND ACKNOWLEDGED BY ALL MEANS IN THE GENERAL PLAN OF EVERY SUBURB.

Frederick Law Olmsted: Writings on Landscape, Culture, and Society



REBUILDING OF BOOKER CREEK



NARRATIVE RESPONSE

16. PARKS AND PUBLIC SPACES

ALONG THE CREEK, RESIDENTS AND VISITORS ALIKE WILL BE EDUCATED WITH NATURE AND CONSERVANCY INTERACTIVITY, HISTORIC INSTALLATIONS DEVOTED TO THE INHABITANTS OF THE SITE OVER TIME AND ROTATING ART EXHIBITS. AS ONE GENTLY STROLLS DOWN THE CREEK, EMERGING UPON THE PIAZZA. AN OPEN VENUE ALONG THE CREEK PROVIDING YEAR-ROUND OUTDOOR MUSIC, THEATRICAL PERFORMANCES AND EXHIBITIONS BY THE CITY'S CREATIVE COMMUNITY.

Along the Creek and throughout the 24 acres of natural habitat we are proposing, special care and horticultural techniques will be employed with native trees, shrubs and ground cover to attract and maintain birds and butterflies that

call St. Petersburg home or an annual migratory stop. Midtown's efforts will be toward gaining approval as a premier wildlife viewing site along The Great Florida Birding and Wildlife Trail for Black Skimmers, Limpkins, Roseate Spoonbills, Short-tailed Hawks, Swallow-tailed Kites and Wood Storks.

In its reimagined form through the newly created neighborhood, Booker Creek will serve as a natural filtration element to enhance water quality while continuing its journey to downstream neighborhoods. This type of innovative approach to green infrastructure is also consistent with the City's Integrated Sustainability Action Plan (ISAP) Natural Systems goal to "protect and restore the natural resource base upon which life depends."



VHB: PLANTING, WATER QUALITY MONITORING AND PLANT MAINTENANCE PROJECT IN PINELLAS COUNTY'S BEAR CREEK CHANNEL LOCATED WITHIN ST. PETERSBURG.



17. THE ARTS AND CULTURE

Midtown is committed to Art in Public Places. The Studio@620 is the Midtown Team member leading the initiative. Bob Devin Jones and David Ellis are local pillars of the strong St. Pete art culture and through their initiative, Midtown seeks to empower their core belief that “art and diversity play a crucial role in the lives of individuals and communities.” Midtown actually owes a lot of its success at the Midtown Miami project to its commitment to the arts. During the early days of development, Midtown Miami played host to many of the Art Basel functions that ultimately helped create a neighborhood. Midtown is committed to providing opportunities for the Shine Mural Festival, Art Walks and education.

18. SMALL BUSINESS OPPORTUNITIES

In a world where retail has seen a significant decline since the start of the 2020 pandemic, it was not an unforeseen issue in development circles. Midtown’s business model specifically shies away from the national chain, credit tenant. When neighborhood building retail, should be an amenity. It should be the reason, you leave your apartment to have bite to eat, and the reason you decide to ride your bike across town on the Pinellas Trail. The uniqueness of smaller artisan shops is what will make this newly created neighborhood a special place to shop. It’s also what opens the door to the independent retail and commerce the Burg wants. Midtown as Master Developer has a history of controlling the pedestrian retail

experience in favor of the independents and has in fact won those battles against some of the largest retail entities in the market today. People want to live, work and visit a neighborhood. The shops and restaurants are a tremendous part of that experience.



NARRATIVE RESPONSE

19. COMMUNITY BENEFIT PROGRAM

The development will advance the City’s Integrated Sustainability Action Plan (ISAP) and its Clean Energy Roadmap. In addition to the ISAP goal categories described previously in Item #1, the City has committed to a future with clean energy use in St. Petersburg. The first step in the City’s clean energy path is enhancing efficiency of existing buildings. Since the Tropicana redevelopment will consist of new construction, opportunities to fulfill the following principles will be sought in new infrastructure design and construction:

- Building efficient/renewables-ready infrastructure
- Create or procure renewable energy
- Develop smart, reliable, and resilient energy systems
- Enhance and electrify transportation systems

The City has entertained the idea of a centralized chiller plant for the site and Osborn did calculations to understand the possibilities, regardless of all the potential issues associated with multi-

ple private entities and when they would come on-line in reference to useful/O&M fiscal responsibilities. Also, while the expected loads Duke Energy has calculated for the fully built out site are in excess of 13 megawatts, we believe we will be able offset at least 2-3 megawatts with solar collection and micro-grid technologies. When necessary, Midtown located a substation in the southeasterly portion of the site where will employ modern urban screening.

SAMPLE PHASED CONSTRUCTION OF A CENTRAL COOLING PLANT

Phase 1 – (2) 5,000 Ton Chillers – 10,000 Tons Total

Phase 2 – Add (1) 5,000 Ton Chiller – 15,000 Tons Total

Phase 3 – Add (1) 5,000 Ton Chiller – 20,000 Tons Total

Phase 4 – Add (1) 5,000 Ton Chiller – 25,000 Tons Total

Phase 5 – Add (1) 5,000 Ton Chiller – 30,000 Tons Total

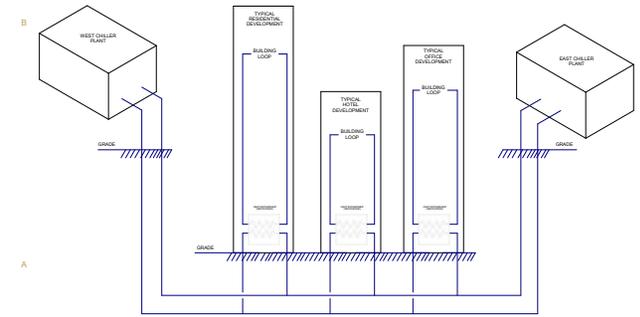
PHASE I (14 acres)	TONNAGES @ 350 S.F. / TON FOR URBAN DISTRICT	
Residential (1,500 units)	1,500,000	
Creative Office	100,000	
Office	1,150,000	
Retail	100,000	
Hotel (w Conference)	250,000	
Cultural	100,000	
Phase 1 Totals	3,200,000	9,000 Tons
PHASE 2 (8 acres)		
Residential (1,500 units)	1,750,000	
Creative Office	25,000	
Office	750,000	
Retail	75,000	
Hotel (w Conference)	n/a	
Cultural	25,000	
Phase 2 Totals	2,625,000	7,500 Tons
PHASE 3 (7 acres)		
Residential (1,500 units)	1,750,000	
Creative Office	25,000	
Office	200,000	
Retail	75,000	
Hotel (w Conference)	n/a	
Cultural	25,000	
Phase 3 Totals	2,075,000	6,000 Tons
PHASE 4 (13 acres)		
Residential (1,500 units)	1,750,000	
Creative Office	25,000	
Office	200,000	
Retail	50,000	
Hotel (w Conference)	n/a	
Cultural	25,000	
Phase 4 Totals	2,050,000	6,000 Tons
PHASE 5 (8 acres)		
Residential (1,500 units)	1,750,000	
Creative Office	25,000	
Office	200,000	
Retail	50,000	
Hotel (w Conference)	n/a	
Cultural	25,000	
Phase 4 Totals	2,050,000	6,000 Tons

**TOTAL CHILLER PLANT SIZING:
35,000 TONS @ 0.85 BLOCK LOAD FACTOR = 29,750 TONS**

Medium Voltage Chillers and large pumps can be utilized for increased efficiencies. New substation planning would make this infrastructure addition a minimal cost increase.

Thermal Storage (ice or chilled water) can reduce total plant size, while providing lower peak demand electrical requirements during high-usage periods. Thermal storage requires more footprint and maintenance for the life cycle of the plant.

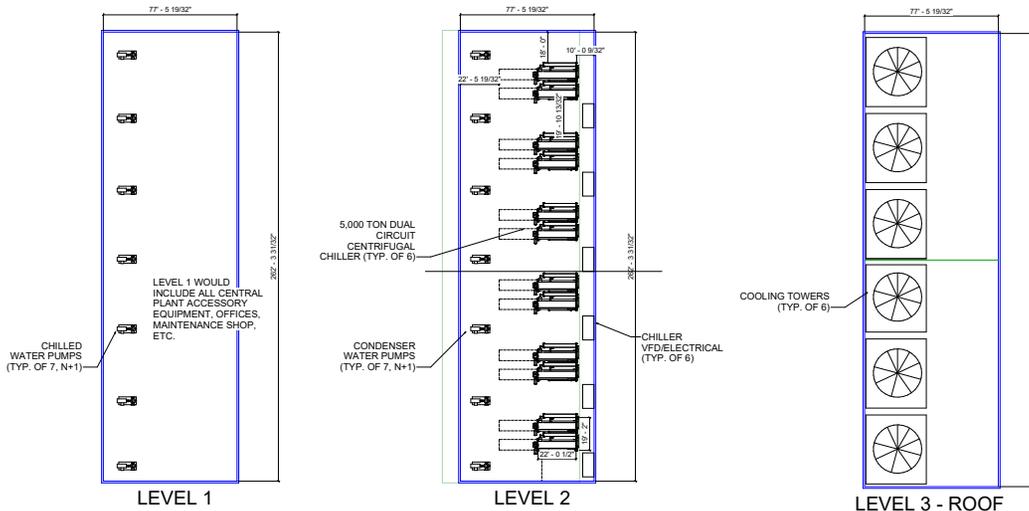
Cogeneration or tri-generation is an option with a Central Plant of this size to generate electricity, cooling, and heating.



MIAMI INTERNATIONAL AIRPORT



OHIO STATE UNIVERSITY CHILLER PLANT



NARRATIVE RESPONSE

20. THE DEVELOPER WILL REMEDIATE ANY POTENTIAL ENVIRONMENTAL ISSUES ON THE SITE

A 6.5-acre section of the southeast Booker Creek bank is environmentally compromised. We have reviewed the engineering reports and coordinated the anticipated remediation efforts with the overall phasing plan to advance the project and clean the environment simultaneously.

The realignment of Booker Creek together with the reshaping of the landscape will include the remediation of the impacted areas and will be coordinated through the Florida Department of Environmental Protection and the US Army Corps of Engineers permitting procedures to protect the environment and remove the potential for further soil contamination. The proposed infrastructure and development improvements in the previously impacted area will follow strict guidelines to prevent further spread of contamination. The Booker Creek realignment and required environmental cleanup will be planned and incorporated into the phased plan of development prior to the implementation of Phase II.

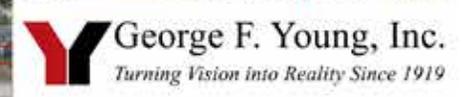
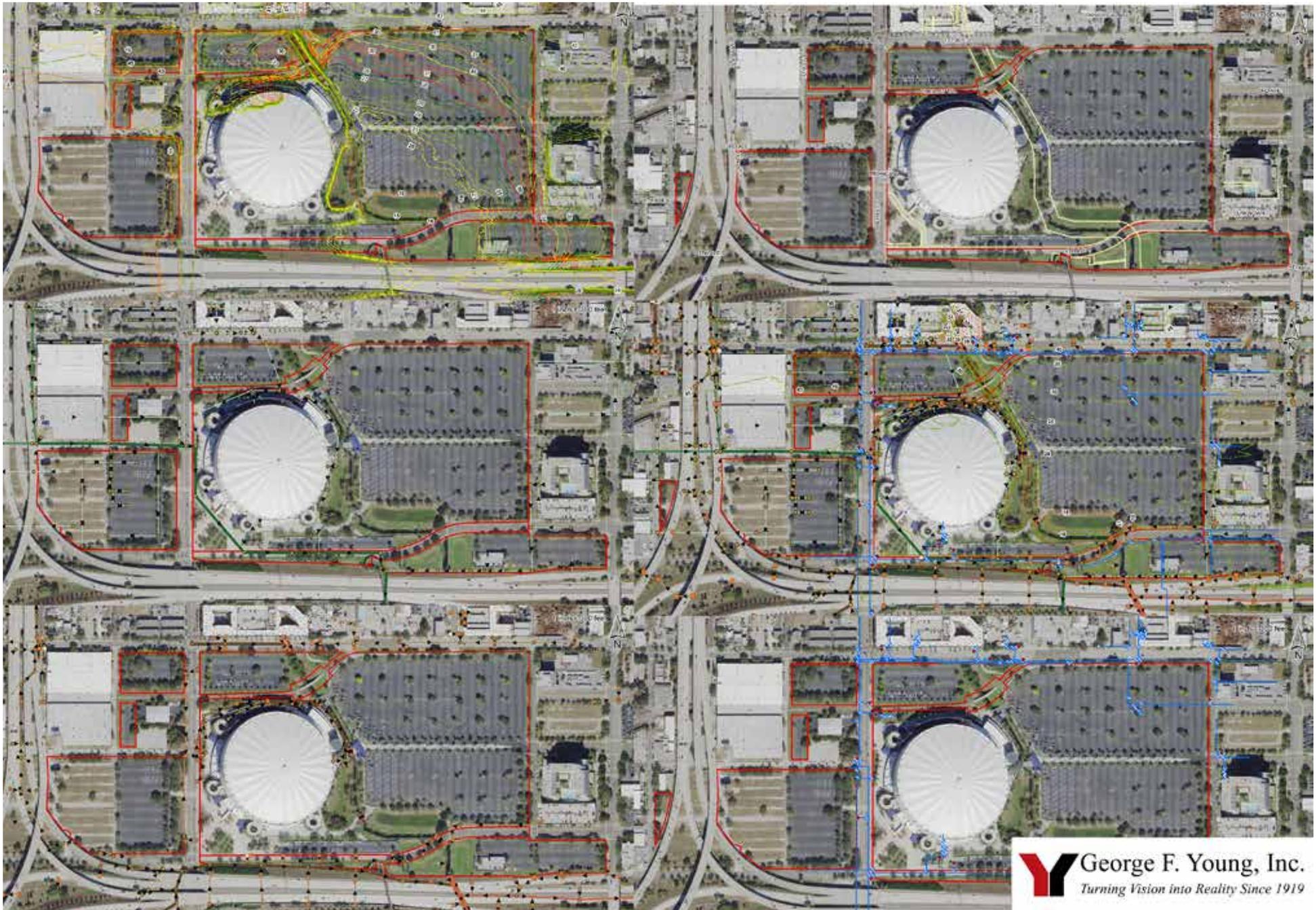
21. SMART CITY TECHNOLOGIES

The Midtown Team has extensive experience with smart city technologies, campus wide implementations as well as individual building rollouts that must be interconnected to an existing infrastructure. An appropriate program is one that not only focuses on the future technologies, but proper integrations with current and legacy technology as well. Currently, Team member VHB is serving the City of Orlando as the lead consultant for its Future-Ready City Master Plan.

The Midtown Team will use its extensive experience in this arena to work with the City and all members of the community to create a roadmap that integrates smart city technologies and innovation into the new neighborhood's operations to better provide municipal services to residents, businesses, and visitors. Providing equitable services and meeting the needs of disadvantaged citizens will be foundational element of this plan, and it will start with listening to the community first, not technology vendors. Extensive community engagement to identify future challenges, brainstorm potential solutions, and analyze and prioritize actions to implement the plan, will lead to use of the "best fit" technologies for St. Pete, which may include, but not be limited to:

- Distribution of mobile hotspots
- Alternative mobility rewards programs
- Integrated transportation applications
- Smart parking and wayfinding applications
- Urban air mobility connectivity
- Public space exercise applications
- BACnet requirements
- Public Safety BDA
- Micro-mobility.

Healthy Building Design Elements are a cornerstone of the Midtown Proposal. The Team is composed of professionals responsible for shaping these programs and people that live their lives by the same virtues. As professionals, Real Building and VHB have teamed up on the Pinellas County Sustainability & Resiliency Action Plan. Warhaft Group is currently designing a town center of over 240 acres that incorporates over 10 miles of multi-user trails and paved bike paths as core components of the live, work, play habitat being created. Directly related to our Proposal, VHB recently employed the Healthy Mobility Model to the Tropicana Field Redevelopment Assessment and identified geographic health disparities and vulnerable populations during the StPete2050 Visioning process.



DETAILED ENVIRONMENTAL, UTILITY DISTRIBUTION, AND RIGHT OF WAY RESEARCH HAS BEEN DONE BY THE MIDTOWN TEAM

NARRATIVE RESPONSE

This methodology was also used specifically for the Tropicana Field area in 2018 as a component of the Integrated Sustainability Action Plan. This information empowers the City to act upon its Health in all Policies (HiAP) resolution by providing relevant health risk data that is not easily accessible, allowing the City to prioritize health interventions and investments in open space and recreational facilities in the areas that need it the most.

The Team intends to use VHB's Healthy Mobility Model uses publicly available data, including US Census data (age, race, poverty and income, educational attainment, labor force participation, commute times/mode share, housing affordability, and population/employment density) to project health outcomes at

the census tract level. These projections are created through regression analysis that correlates dependent variables (chronic disease risk factors) published by the Center for Disease Control and Prevention (CDC) 500 Cities Project. VHB also uses urban design and mobility GIS data (such as block lengths, sidewalk widths, travel lane widths, availability of active transportation facilities, and distance to community amenities) as part of this analysis.

The Midtown Proposal envisions wide right of ways with street side parking, aesthetically pleasing bioswales, bicycle paths and wide pedestrian friendly sidewalks to help meet many of the City guidelines and design elements. Utilizing a typical cross section as described above will help our group meet the

requirement of the Complete Streets Implementation Plan by providing secure paths for bicyclists and pedestrians that are separated from vehicular traffic. The use of bioswales in the development will help meet the guidelines of the Integrated Sustainability Action Plan by providing immediate and onsite stormwater treatment prior to discharging downstream. The bioswales will also serve to separate vehicles from pedestrians.

Our team has envisioned a project that successfully meets the requirements of the Complete Streets Implementation Plan and the Integrated Sustainability Action Plan by looking at this development holistically instead of block by block. By utilizing natural parks and green spaces, wide right of ways, the natural



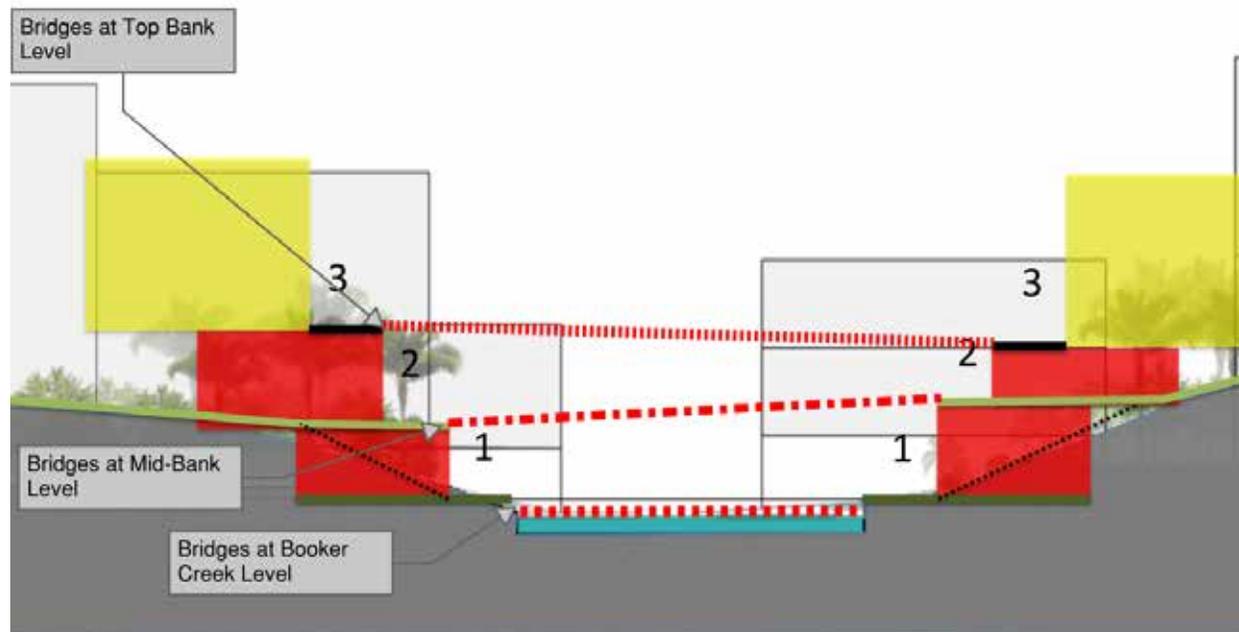


topography of the site and Booker Creek, we feel our proposed development will provide a model for future redevelopment in the City of St. Petersburg that is sustainable, pedestrian friendly, while meeting the standard requirements of the City.

The proposed network of internal streets will provide the needed reconnection of adjacent neighborhoods, providing for all modes of traffic, pedestrian, bicycle, passenger vehi-

cle, and public transportation with safety and comfort as the top priorities. The internal parks and water features of Booker Creek will be connected to the internal and external business community, employment, schools and community services. The Master Plan implements the placemaking within the community to attract trips while reducing the barriers to traffic.

The Tropicana Development is surrounded by multiple Street Levels; Level 4 Thoroughfare 1st Ave N/S pair, Level 3 City Connector Dr. MLK/8th Street pair and Level 2 Neighborhood Connectors 16th St., 5th Ave S., and Central Ave as well as the Level 5 Freeway, I-175 and I-275. The integrated sustainability plan allows the multi-level connections to create a unique connection experience not normally experienced in relatively “flat” Florida.



1.Creek Level , 2. Street Level and 3.Office Level Terraces at Booker Creek

NARRATIVE RESPONSE

SECTION 11 RFP RESPONSES (DEVELOPMENT ELEMENTS):

In this Proposal we have outlined how the Project can proceed as a Comprehensive Agreement, incorporating a multi-phase purchase and sale agreement with an associated Advance Financing Agreement. A P3 providing significant benefits to the City and County, including, but not limited to:

ACCELERATION OF PROJECT DELIVERY PROVIDING OPPORTUNITIES FOR INNOVATION AND EFFICIENCIES SIGNIFICANT BENEFITS TO SMALL AND COMMUNITY-BASED BUSINESSES AND OTHER LOCAL ENTERPRISES CREATION OF JOBS FOR CITY AND COUNTY RESIDENTS TRANSFERRING KEY RISKS TO THE PRIVATE PARTNER ENSURING HIGH LEVELS OF PERFORMANCE AND ULTIMATELY, DELIVERING THE PROJECT AS A P3 WITH MIDTOWN DEVELOPMENT WILL SIGNIFICANTLY IMPROVE VALUE FOR THE CITY OF ST. PETERSBURG, COUNTY, OTHER PUBLIC ENTITIES AND MOST IMPORTANTLY, THE RESIDENTS AND VISITORS OF ST. PETERSBURG.

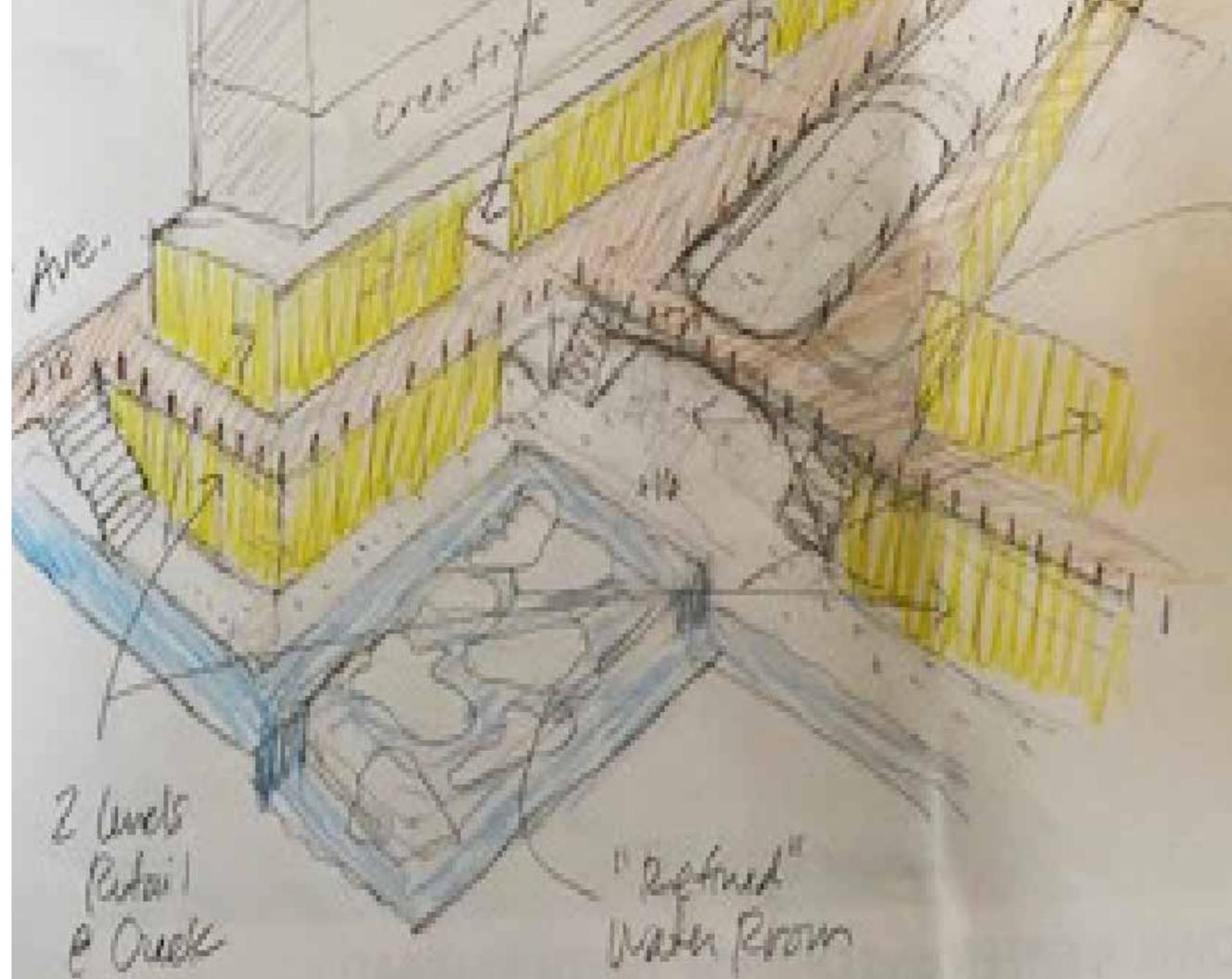
A UNIQUE EXPERIENCE AND STRONG SENSE OF PLACE FOR ALL PEOPLE.

All of Midtown's planning and design is based on the principles of building a complete community that is diverse, sustainable, resilient, walkable, compact, vibrant, and connected to the adjoining neighborhoods within the larger family that is St. Petersburg. The new neighborhood will be a place for people to make new friends and enjoy a unique sense of place with old ones as they live, work and play. Pathways such as the "Heritage Trail" will reconnect South St. Petersburg, while also educating all to the history of the land and providing a means of wellness.



THE PROJECT FOLLOWS THE GUIDING PRINCIPLES AND OVERALL VISION OF THE TROPICANA FIELD CONCEPTUAL MASTER PLANS.

Team member Randall “Randy” Morton was an integral component of the 2 vision exercises performed by the City as the Master Planner/ Architect that ran the HKS team on the first visioning with baseball as well as the second one without. His extensive community engagement, work with city staff and creativity helped guide the discussion and lock down the principles established for that overall vision. As a member of Midtown, Randy has been given the opportunity to refine many of the principles and visions that were first laid out in the charrette process. For example, Randy was able to further explore and work with Jon Gottwald of Osborn engineering to address the contours of the site in a meaningful way that also allowed him to tie the Booker Creek story to a cleaner watershed system. Those same contours also lead to unique features being created as addressed below.



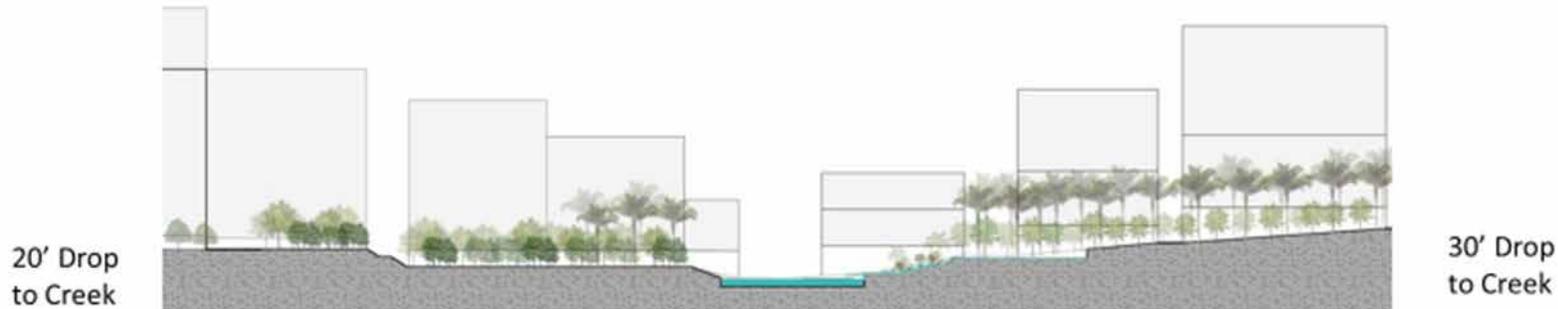
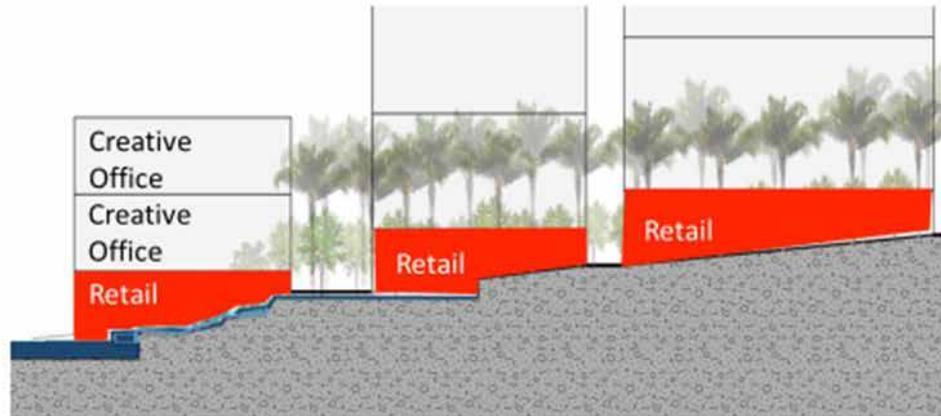
NARRATIVE RESPONSE

ARCHITECTURALLY SIGNIFICANT, UNIQUE DESIGNS, WITH INTEGRATED DISTINCTIVE PUBLIC OPEN SPACES, IS EXPECTED.

The site has several grade changes of approximately 30 feet, previously not addressed. These grade changes offer an opportunity to introduce unique characteristics to the site,

not normally experienced in Florida. As previously addressed herein, Midtown plans to utilize Low Impact Development techniques to incorporate water quality treatment at points of connection to the master drainage system. These staged weir systems to accommodate controlled discharge and expansion of a water body to the creek to develop a central water

feature that will be functional while also being naturalistically and architecturally significant public open space. The Water Pavillion will be a uniquely St. Pete experience to attract visitors from outside the community.





MARKET FEASIBILITY

Midtown Development, in consultation with Alvarez & Marsal (“A&M”), performed an extensive market study analysis in 2019 that set forth comparable sales, market data and the residual analysis.

The information in the Market Feasibility study by A&M assisted Midtown in understanding the present value of shovel ready development land at different Internal Rates of Return, which

can be seen above. Once we understood the valuations, we could then begin to work through the process of estimating the project infrastructure costs that would ultimately create those valuations. This is an important distinction because the Site, “as is” requires \$169 million in infrastructure upgrades. Because there are only 49.34 actual development acres, that equates to \$3.4 million per development acre to be invested. With the TIF contribution by the City currently at \$75 million the devel-

oper costs are lowered to \$1.9 million per development acre in infrastructure expense. All of these are present value numbers and do not consider cost to carry, housing requirements or other impacts that may be imposed as part of a Master Developer Agreement. All of this has been considered in the Offer located in Part C of this Response to RFP.

LAND ANALYSIS

Tropicana Field - Mixed Use Development

EXECUTIVE SUMMARY

Key Factors

- 86 total acres
 - » 34 public acres with \$175mm budget for development of roads, parks, etc.
 - » 13.5 acres used by ballpark (need budget for scenario 2)
 - » **38.5 developable acres**
- TIF of \$115mm, available through future tax revenues
- Funding gap of \$60mm + financing costs on when TIF is available
- Land sales in St. Petersburg, Florida trade in a wide range
 - » 10.5 acre site (3rd Avenue North Portfolio) sold in 2017 for \$305,419/acre for MF development
 - » 410 Central Avenue sold for over \$8mm/acre (hotel)
 - » Recent Tampa site (owned by city) sold for \$7mm+/acre to hotel developer
 - » Higher density trades tend to be \$1-\$2.5mm per acre
- Absorption for projects will come from greater Tampa area, but may benefit from St. Pete market rates
- Have produced development models for Multifamily, Office, Retail and Hospitality for discussion (can replicate for the entire project)

NARRATIVE RESPONSE

LAND ANALYSIS

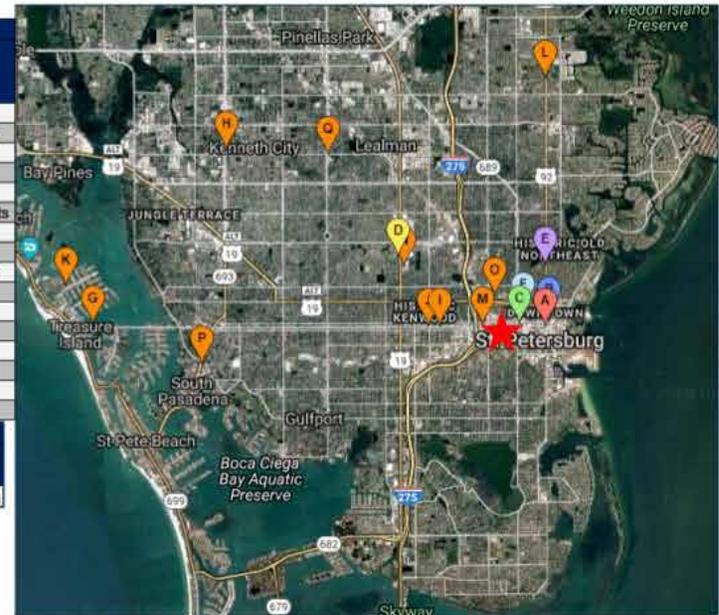
Tropicana Field - Mixed Use Development

Comparable Land Sales

St. Petersburg, FL CBD: \$1MM+/Acre

St. Petersburg, FL									
Rank	Property Address	Property City	State	Sale Price	Acres	Price/AC	Sale Date	Status (Sold/Under K)	Proposed Use
A	410 Central Avenue	Saint Petersburg	FL	16,500,000	2.05	\$ 8,048,780	4/3/2017	Sold	Hotel
B	333-352 2nd Ave	Saint Petersburg	FL	5,800,000	0.89	\$ 6,502,330	1/2/2018	Sold	Mixed-Use/Multifam
C	801 Central Ave	Saint Petersburg	FL	9,180,000	2.5	\$ 3,672,000	12/22/2016	Sold	Office/Multifamily
D	1330 N. 4th Street	Saint Petersburg	FL	\$2,000,000	0.72	\$ 2,775,053	12/20/2016	Sold	No Information
E	803 Burlington Ave N	Saint Petersburg	FL	\$2,000,000	0.85	\$ 2,354,595	2/16/2018	Sold	Townhome
F	286 107th Ave	Treasure Island	FL	\$2,100,000	1.06	\$ 1,981,115	7/21/2017	Sold	42 Hotel Condo Units
G	4625 66th St N	Saint Petersburg	FL	\$2,671,302	1.37	\$ 1,949,862	11/9/2016	Sold	No Information
H	2556 Central Avenue	Saint Petersburg	FL	950,000	0.53	\$ 1,792,438	4/2/2018	Sold	No Information
I	2800 Central Ave	Saint Petersburg	FL	1,002,534	0.67	\$ 1,505,979	1/19/2018	Sold	Mixed-Use/Multifam
J	320 Capri Blvd	Treasure Island	FL	1,020,000	0.69	\$ 1,481,040	8/17/2018	Sold	Multifamily
K	4th St	Saint Petersburg	FL	\$ 700,000	0.52	\$ 1,346,166	3/30/2018	Sold	Comm/Ret/Rest.
L	1700 Central Ave	Saint Petersburg	FL	900,000	0.69	\$ 1,307,018	5/12/2017	Sold	No Information
M	1301 34th St N	Saint Petersburg	FL	2,631,200	2.02	\$ 1,304,252	3/3/2017	Sold	Retail
N	540 N 14th St	Saint Petersburg	FL	1,050,000	0.88	\$ 1,200,000	5/19/2017	Sold	Multifamily
O	900 Paasadena Ave S.	Saint Petersburg	FL	\$1,600,000	0.78	\$ 2,051,282	NA	Under K	No Information
P	4501 49th N	Saint Petersburg	FL	\$ 875,000	0.70	\$ 1,250,000	NA	Under K	No Information

St. Petersburg, FL									
Rank	Property Address	Property City	State	Sale Price	Acres	Price/AC	Sale Date	Status (Sold/Under K)	Proposed Use
A	3rd Avenue North Portfolio	Saint Petersburg	FL	3,100,000	10.15	\$ 305,419	4/3/2017	Sold	Mixed-Use/Multifam



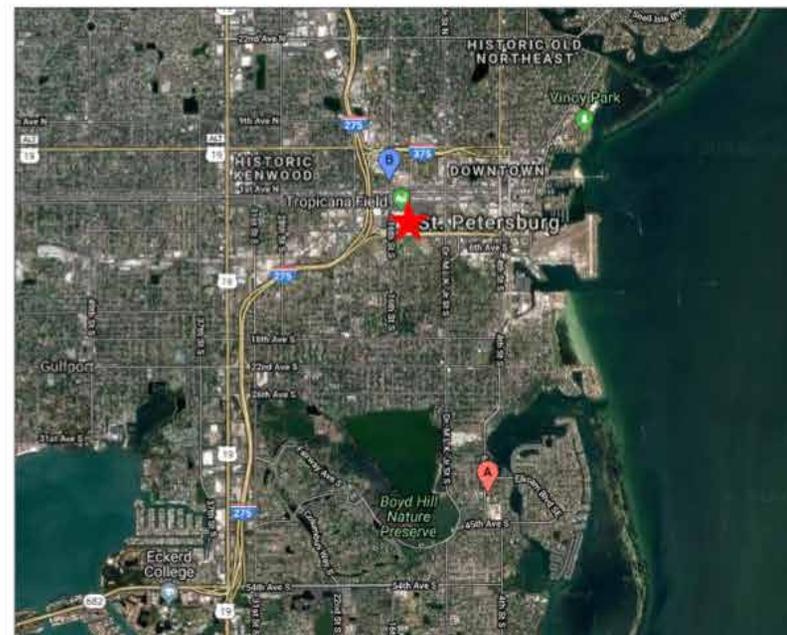
- ❖ A) Ground Lease for a Hotel that went into default. Hotel owner agreed to demolish hotel and grant access to the entire block of land in exchange for cancelling the ground lease.
- ❖ B) Multifamily consists of a 21-floor, 217 unit Luxury Apartment building totaling 1.6MMSF.

Land Analysis |

Comparable Land Sales

Tampa – St. Pete CBSA: Properties Flipped

Property Rank	Property Address	Property City	State	Sale Price	Acres	Price/Acre	Sale Date
A	4142 6th St S	Saint Petersburg	FL	\$ 2,389,200	0.82	\$ 2,909,114	9/5/2018
A	4142 6th St S	Saint Petersburg	FL	\$ 650,000	0.82	\$ 792,683	7/28/2017
B	150 16th St N	Saint Petersburg	FL	\$ 2,250,000	1.46	\$ 1,538,401	8/1/2017
B	150 16th St N	Saint Petersburg	FL	\$ 1,300,000	1.44	\$ 902,784	10/18/2016



NARRATIVE RESPONSE

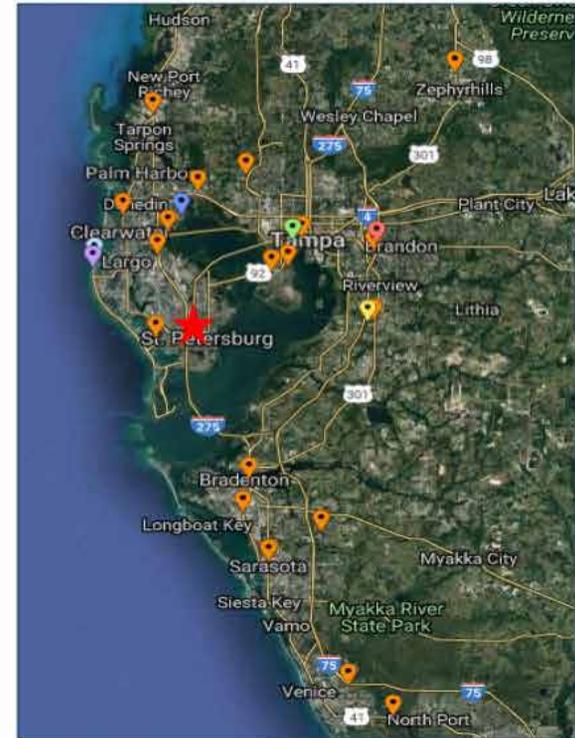
LAND ANALYSIS

Tropicana Field - Mixed Use Development

Comparable Land Sales

Tampa – St. Pete CBSA

Greater Tampa - St. Petersburg, FL								Status
Rank	Property Address	Property City	State	Sale Price	Acres	Price/AC	Sale Date	(Sold/U nder K)
A	10335 Estuary Lakes Dr	Tampa	FL	\$3,142,900	1.83	\$1,714,201.78	9/27/2018	Sold
B	221 Main St	Safety Harbor	FL	\$1,600,000	0.96	\$1,659,389.21	4/6/2018	Sold
C	201 S Tampania Ave	Tampa	FL	\$2,875,000	1.74	\$1,652,307.59	9/14/2018	Sold
D	6910 Simmons Loop	Riverview	FL	\$1,175,000	0.82	\$1,432,934.87	4/24/2018	Sold
E	Gulf Blvd	Indian Rocks Beach	FL	\$1,100,000	0.83	\$1,331,074.06	3/1/2018	Sold
F	2513 Gulf Blvd	Indian Rocks Beach	FL	\$3,000,000	2.3	\$1,304,347.83	5/29/2018	Sold
G	9055 Tamiami Trl S	Venice	FL	\$ 700,000	0.57	\$1,227,635.12	10/24/2018	Sold
H	Gulf To Bay Blvd	Clearwater	FL	\$1,050,000	0.86	\$1,219,680.06	10/10/2018	Sold
I	1919-1925 Edgewater Dr	Clearwater	FL	\$3,222,000	2.67	\$1,206,743.65	5/21/2018	Sold
J	510 Jacaranda Blvd	Venice	FL	\$1,650,000	1.42	\$1,160,100.15	7/9/2018	Sold
K	5315 E Bay Dr	Clearwater	FL	\$ 900,000	0.86	\$1,046,640.27	7/18/2018	Sold
L	5305 E Bay Dr	Largo	FL	\$ 900,000	0.86	\$1,046,500.55	9/2/2018	Sold
M	Big Bend Rd	Tampa	FL	\$3,280,000	3.17	\$1,034,701.82	3/1/2018	Sold
N	7010 Gall Blvd	Zephyrhills	FL	\$ 975,000	0.96	\$1,011,190.30	6/27/2018	Sold
O	2401 W Kennedy Blvd	Tampa	FL	\$2,700,000	0.74	\$3,848,648.65	NA	Under K
P	20 N Washington Blvd	Sarasota	FL	\$3,300,000	0.96	\$3,437,500.00	NA	Under K
Q	1102 W Camen St	Tampa	FL	\$6,250,000	2.14	\$2,920,560.75	NA	Under K
R	4712 Legacy Park Dr	Tampa	FL	\$2,750,000	1.02	\$2,696,078.43	NA	Under K
S	10755 Rodeo Dr	Bradenton	FL	\$2,500,000	1.32	\$1,893,939.39	NA	Under K
T	3011 W Gandy Blvd	Tampa	FL	\$2,950,000	1.74	\$1,695,402.30	NA	Under K
U	2152 4th St	Sarasota	FL	\$3,501,540	2.09	\$1,675,377.99	NA	Under K
V	6215 W 14th St	Bradenton	FL	\$2,300,000	1.8	\$1,277,777.78	NA	Under K
W	St. Petersburg Dr & State	Oldsmar	FL	\$1,150,000	0.91	\$1,263,736.26	NA	Under K
X	0 GREVILLE Ave	South Pasadena	FL	\$1,600,000	1.27	\$1,259,842.52	NA	Under K
Y	115 W Manatee Ave	Bradenton	FL	\$1,650,000	1.36	\$1,213,235.29	NA	Under K
Z	1525 US Highway 19	Holiday	FL	\$ 999,000	0.83	\$1,203,614.46	NA	Under K
AA	Falkenburg Rd & Causeway	Brandon	FL	\$1,800,000	1.7	\$1,058,823.53	NA	Under K
AB	7014 Gunn Hwy	Tampa	FL	\$1,400,000	1.35	\$1,037,037.04	NA	Under K

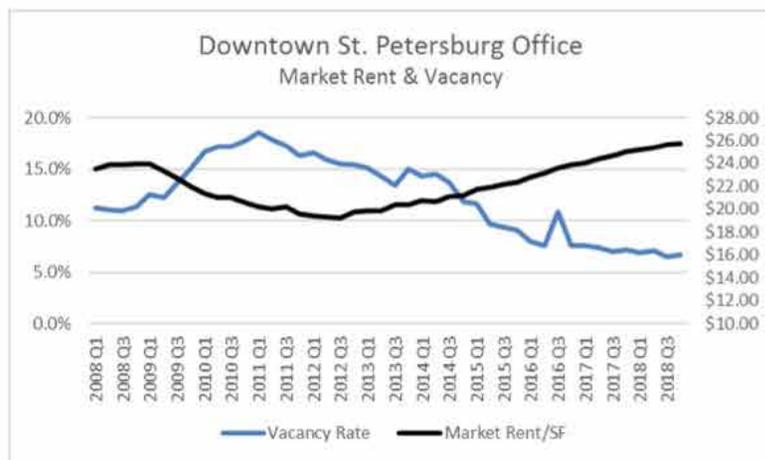


ALVAREZ & MARSAL



St. Petersburg, FL Market

Downtown St. Petersburg, FL: Office and Retail Market Snapshot



Office – 4 & 5 Star

- ❖ Vacancy Rate: 7.6%
- ❖ Gross Asking Rent: \$29.99
- ❖ Absorption: 1,195sf



Retail

- ❖ Vacancy Rate: 5.4%
- ❖ Gross Asking Rent: \$23.41
- ❖ Absorption: 7,388sf
- ❖ Under Construction: 149,190sf

NARRATIVE RESPONSE

LAND ANALYSIS

Tropicana Field - Mixed Use Development

St. Petersburg, FL Market

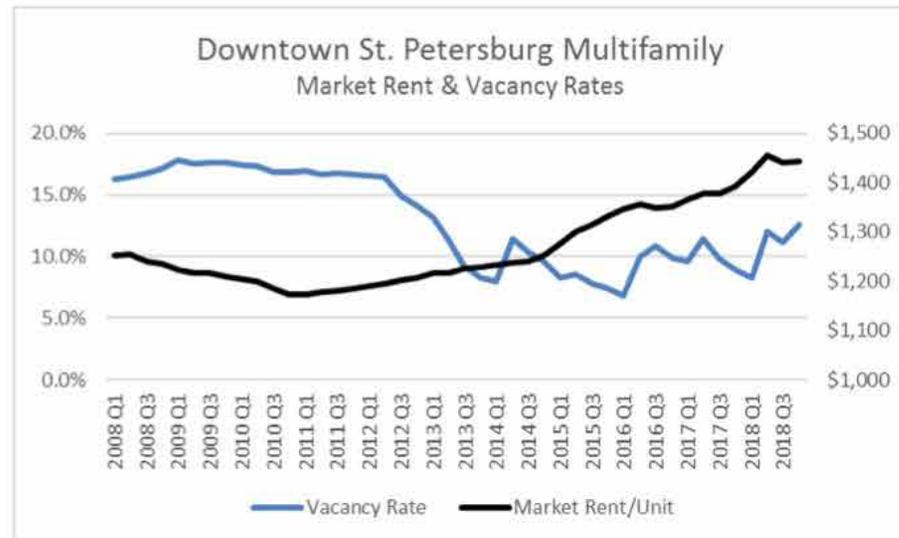
Downtown St. Petersburg, FL: Hospitality & Multifamily Market Snapshot

Hospitality

- ❖ Occupancy: 73%
- ❖ Average Daily Rate (ADR): \$245

Multifamily

- ❖ Vacancy Rate: 12.6%
- ❖ Asking Rent: \$1,443
- ❖ Absorption: 86
- ❖ Under Construction: 1,673 Units





Tropicana Field – Development & Residual Land Analysis

Example Project	Construction Costs & Return Metrics (at \$1.5mm/acre)	Market Assumptions	Land Analysis	Additional Parcels
Multifamily— 500,000sf on 2.5 acres	<ul style="list-style-type: none"> ❖ Cost to Build: \$84,540,000 ❖ 2.73x Cash Multiple ❖ 19.01% IRR 	<ul style="list-style-type: none"> ❖ 550 units ❖ Vacancy: 12.6% ❖ Average Rent: \$1443/unit 	<ul style="list-style-type: none"> ❖ 12% IRR - \$6,451,969/AC ❖ 15% IRR - \$4,237,851/AC ❖ 20% IRR - \$1,031,440/AC 	Total of 3.2MM SF, 12 parcels, with 28.3 Acres
Office—1,000,000sf on 3.6 acres	<ul style="list-style-type: none"> ❖ Cost to Build: \$181,000,000 ❖ 2.74x Cash Multiple ❖ 20.44% IRR 	<ul style="list-style-type: none"> ❖ Vacancy: 7.6% ❖ Average Rent: \$29.99/sf ❖ TI/LC: \$25/sf 	<ul style="list-style-type: none"> ❖ 12% IRR: \$9,773,428/AC ❖ 15% IRR: \$6,574,619/AC ❖ 20% IRR: \$1,878,668/AC 	Total of 2.5MM SF, 3 parcels, with 7.8 Acres Also Education uses of 1MM SF, 4 parcels, on 3.8 Acres.
Retail—500,000 on 2.6 acres	<ul style="list-style-type: none"> ❖ Cost to Build: \$104,188,000 ❖ 2.77x Cash Multiple ❖ 19.37% IRR 	<ul style="list-style-type: none"> ❖ Vacancy: 5.4% ❖ Average Rent: \$23.41/sf 	<ul style="list-style-type: none"> ❖ 12% IRR: \$6,047,531/AC ❖ 15% IRR: \$4,133,584/AC ❖ 20% IRR: \$1,362,808/AC 	Total of 700,000 SF
Hospitality— 500,000sf on 3.6 acres	<ul style="list-style-type: none"> ❖ Cost to Build: \$92,400,000 ❖ 2.51x Cash Multiple ❖ 25.23% IRR 	<ul style="list-style-type: none"> ❖ 500 rooms ❖ Occupancy: 73% ❖ ADR: \$245 	<ul style="list-style-type: none"> ❖ 12% IRR: \$7,240,815/AC ❖ 15% IRR: \$5,757,531/AC ❖ 20% IRR: \$3,531,687/AC 	Total of 540,000 SF

NARRATIVE RESPONSE

JOB CREATION PLAN

Midtown is committed to work with the City so that at least fifteen percent (15%) of the initial employees hired for construction jobs be residents of South St. Petersburg. The Midtown Team is well versed in the development of large-scale mixed-use projects. The best part of these projects is their ability to generate construction jobs. Midtown plans to focus recruitment efforts targeting individual job seekers within the South St. Petersburg CRA area by holding **no less than 20 separate job fairs** with city, county and state authorities and communicated job opportunities through organizations including team member Pinellas County Urban League, St. Pete College, Pinellas Technical College, Veterans for America and especially St. Pete Works.

As a large-scale project that will ultimately span up to 30 years, many of the jobs created in the construction fields will be permanent in nature and may require job training. Team member Pinellas County Urban League will be at the forefront of identifying and collaborating with St. Pete Works, St. Pete College, and other stakeholders to develop and maintain the necessary workforce training programs required for the project.

A second Midtown goal is to use commercially reasonable efforts to contract with companies that are owned by St. Petersburg residents or located in the City for goods and services. A goal of 10% of the direct hard costs shall be dedicated to City-located contractors or businesses. In order to accomplish the goals, we have identified numerous tasks required by both Midtown and the City designee working in unison. It is assumed by Midtown that the St. Pete Works will be the City designee in these matters and as such, the PCUL would take on an advisory and auditory roll. Ultimately, Midtown and PCUL plan to work with the City and any designee to make the program prosperous for the South St. Pete.

The Complete proposed plan is attached as **Exhibit A in Part G.**

RECONNECTED CITY

Midtown's resilient and sustainable vision reflects the requirement of adaptation over time. This is why the actual project site is approximately 107 acres rather than just the 80, as measured, encompassing the Tropicana parcel itself. The redevelopment incorporates the necessary right-of-way improvement projects around the perimeter of the overall parcel to seamlessly integrate and blend. The Midtown plan then goes a step further with over 7 acres of additional beautification and connection to South St. Pete and Deuces.

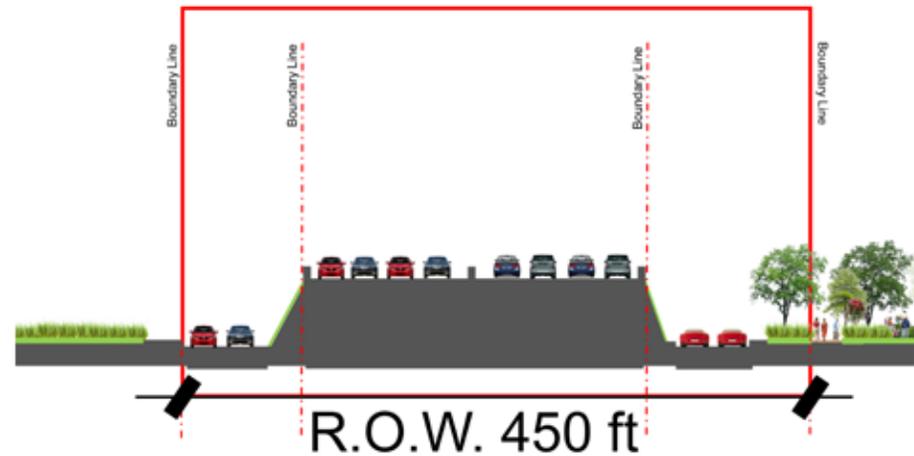
The Midtown Plan is focused on mitigating flood risks through the use of abundant greenspace / stormwater parks, providing extensive recreational opportunities and reducing urban heat island effects through the provision of green space on rooftops and bioswales throughout the neighborhood. The Midtown plan will also restore lost sections of the City's street grid, transform underutilized portions of land under I-175, open better access to Downtown and allow for more north-south circulation within the greater Intown St. Petersburg, the airport, Mahaffey Theatre, the new Dali Museum, Progress Energy Center for the Arts, St. Petersburg Museum of History, the new Pier, Al Lang Stadium, and the new Ray's stadium (if they choose to remain).

BREAKING THE I-175 BARRIERS

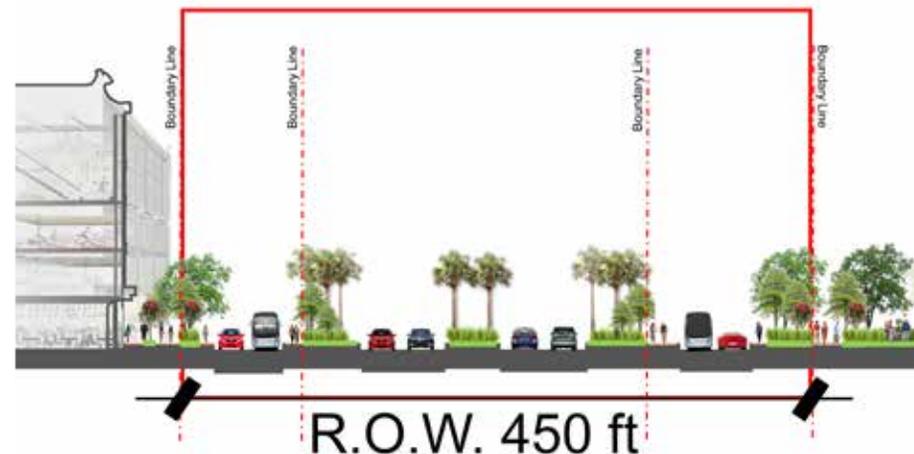
During the prior charrette periods, the City and residents addressed the affect I-175 has had on the community through the years. It has become a physical and economic barrier to the City. While we cannot control whether there will be success on this issue, Midtown is committed to reconnecting the community with or without the interstate. We plan to reconnect to the south through improvements to 16th Street, MLK Street, the new signature bridge and a southern Pinellas trail spur. If FDOT were to pull back I-175, the most southerly portions of the new neighborhood would seamlessly melt into Campbell Park rejoining the neighborhoods and creating a complete streets boulevard in the process.

Another way we plan to connect the new neighborhood to the south side of I-175 is to recognize the cultural and historical importance of the Deuces Live District on 22nd Street South and connect around the interstate as well as across it. One unique characteristic of our proposed approach is extending the Tropicana Field Redevelopment west to 22nd Street via a series of linear parks. This solution would not only connect the new neighborhood to the south side of I-175, it is not dependent on the lowering of the interstate to make the important connection with the Southside of St. Petersburg.

CURRENT SITUATION



FUTURE SITUATION



NARRATIVE RESPONSE

CREATE VIBRANT ACTIVE TRANSPORTATION AND COMFORTABLE PEDESTRIAN SHADE AND STREET FURNITURE OUTSIDE OF PEDESTRIAN PATHS.

Beside the Pinellas Trail being integrated into Creekside, Midtown has designed additional bike paths throughout the site along with a complete streets program that utilizes bioswales to create pedestrian separation along with pedestrian only pathways throughout. There are Paseos integrated into the overall pedestrian pathway and foot bridges crossing Booker Creek at it's multiple levels. All of this happens in a green way environment, providing plenty of shade in the summer months and places throughout the integrated trail network to stop and sit to enjoy the place.

INCORPORATE THE HISTORY OF THE NEIGHBORHOOD THROUGH ART.

The Heritage Trail loop is a multi-use path that connects Campbell Park, 16th Street and the new neighborhood. The Heritage Trail is an excellent opportunity to work with the The African American Heritage Association and Dr. Carter G. Woodson African American Museum to integrate art and historical graphics along its path. Existing heritage oak trees will be relocated onsite to provide shade along its length. Along 16th Street the path will restitch the neighborhood across I-175 by integrating lighting and graphics under the overpass.



Above: Cheryl Weber (Jujmo), John Gascot, Cameron Parker, Catherine Weaver, Nuclear Sky Art, Jason Harvin (Wayward Walls), Laura Spencer, James Hartzell, Eric Hornsby (Esh), Jade Jackson, James Kitchen, David Casablanca (Megasupremo), Von Walters, Plum Howlett, Melanie Posner, Daniel Barojas, Vitale Bros

Left: Sandy Cornish was born a slave, found freedom and lived out his days in Key West selling vegetables and fruits as a treasured member of the community.

North of the highway the path will create a connection to the new retail shops and services. At the north end of 16th the trail will connect with Pinellas Trail. The improved Pinellas trail will continue to integrate art and historical markers along its route as it travels east and connects to Booker Creek. Midtown will also work closely with the St. Pete Arts Alliance to select the best locations for permanent installations as well as rotating installations throughout the neighborhood. Midtown will then work with the City and the local art community as a whole to develop the Creekside art in public places project. In addition to the public art program, Midtown has already begun negotiations with Thomas Dambo, “Father of the Trolls” to create a unique installation as part of his global fairy tale.

DEVELOP A DESIGN PLAN, WHICH INCLUDES PUBLIC INPUT, WHICH MUST BE APPROVED BY THE CITY.

The Midtown Team’s development program and conceptual design represents a manner by which the Tropicana Field site may redevelop over the next three decades. It establishes city blocks, new public realm attractions, provides new infrastructure, and will accommodate Major League Baseball. However, creation of an authentic place requires community.



NARRATIVE RESPONSE

As we addressed in number 11 of the “21 Guiding Principles”, our team will build upon the prior site studies and citywide plans, to effectively outreach, engage, and engrain public input in the evolution of the conceptual design with our detailed public outreach program.

DEMONSTRATE THAT THE PROPOSAL ADHERES TO THE CITY’S VISION OF A DOWNTOWN WITH AN ACTIVE 24/7 ENVIRONMENT.

The Midtown Team’s development program and conceptual design represents the reconnection of the site to the City’s street grid network and a mixed-use development program that will activate business district streets, create complete streets, low impact design elements, and public open spaces. All of these elements will contribute to an active 24/7 placemaking environments.

OUR PROPOSAL COMPLEMENTS THE VISION 2020 AND THE ONGOING VISION 2050 PLANNING EFFORT.

Like the Vision 2020 Book and now the VHB authored 2050 plan, our team has looked to the past to create continuity in the future. The street grid of Bartholomew era has been honored, while appreciating the needs of modern micro-mobility, leisure pedestrian uses and reconnecting the cut off African American community. The uses of bioswales in a complete street scenario, parks interconnected by pathways separated from vehicular streets, parallel parking along the streets will collectively hit on all the visioning goals stated in the 2020 community outreach and re-stated in the 2050 outreach process. The entire project has been designed around the fundamental Principles for Health and Wellbeing which include:

1. Equity
2. Community
3. Vocation
4. Nourishment
5. Mobility
6. Beauty
7. Resiliency
8. Play
9. Shelter



NARRATIVE RESPONSE

THE DEVELOPMENT WILL INCORPORATE SMART CITY TECHNOLOGIES

There are many moving parts, variables, and potential outcomes to every decision made in creating prosperous, 21st century cities. Transportation, housing, energy, water, resiliency, equity & sustainability all must be integral to the development and operations of a thriving, smart city. New innovations in smart city technology can help provide key data analytics to more efficiently operate a city and ensure an effective and responsive government for its people and its future.

Our project will integrate smart city concepts that ensure equitable access to things like neighborhood-wide Wi-Fi, safer streets by using innovative street lighting with environmental sensing and battery storage capabilities and clean water and air. Human experience, comfort, and safety will be at the core of our smart city planning and development, utilizing these technologies to improve quality of life of residents, employees, and visitors. The Internet of Things (IOT) is vast and growing every day. As such, the most important aspect of installing new technology is its durability and flexibility as a backbone. Ultimately, this allows for

new IOT advancements to take place at lower costs since it does not require complete system upgrades. Some features the team believes are good examples of our ability to work with the City and Community to integrate a smart city plan include, but are definitely not limited to:

SENSORED WASTE BINS

Sensored waste bins will result in much more efficient pick up logistics, only alerting waste teams to the bin when past a certain capacity, saving carbon emissions and plastic from avoiding unnecessary emptying and unnecessary bag use.

MICROGRID

To both increase resilience and decrease the energy burden of the neighborhood, a district-scale microgrid could be created to allow for decentralized functioning from the grid to make the district a testing ground for this resilient infrastructure investment. This would be a Duke Energy coordinated endeavor. When a storm or grid failure event affects the electricity grid, the neighborhood will have the ability to function



independently and power critical systems through a combination of battery storage, renewables, building automation, and back up generators.

SENSORED AND CONNECTED LIGHT POLES

Collecting and providing data points such as CO2, temperature, humidity, etc sensors. Wi-Fi hotspot. Battery storage capacity to supplement microgrid.

TRANSIT HUB

The potential for a full mobility hub if additional sites to the east like the site east of U-Haul were incorporated:

A full mobility hub would include a bus/BRT stop, potential rail, ride sharing drop off and pick up, car parking, fast charging, micro mobility charging, a vertiport for Urban Air Mobility, last mile delivery storage, dark kitchen capabilities, short & long-term bicycle storage, bike share/scooter.

DIGITAL WAYFINDING SIGNAGE

Can include real-time transportation information (incoming buses, nearby bikes/scooters, Uber/Lyft queue).



NARRATIVE RESPONSE

PILOT PROJECTS

Autonomous vehicle pilots, drones, air taxis, energy/water data reporting requirements

SUSTAINABLE ST. PETERSBURG

Our goal is to seize the opportunity to create a beacon of sustainability for neighborhoods developers around the world to look to for guidance and inspiration from the Sunshine City.

The City of St. Petersburg has long been one of the top Florida cities leading the sustainability movement, being the first city to commit to 100% renewable energy. This fact was not lost upon the design team, sustainability consultant REAL Building Consultants was included from the beginning of the visioning and design process to ensure that sustainability became integrated into every piece of our project. On top of this, each key member of the design team has vast sustainability experience and expertise in their respective fields, including significant experience helping the city craft their key sustainability and resiliency plans. Midtown intends to meaningfully build on the City of St. Petersburg's reputation for being a sustainability leader.

The sustainability goals for our project will be crafted to create a neighborhood that is environmentally conscious, healthier and more economically and socially prosperous for those that live and work in the community, all visitors, and extended into the existing and historic neighborhoods of the city.

Some highlights of our sustainability commitment:

- LEED Silver will be the district minimum standard for buildings, ensuring that these new additions to the St. Pete skyline will support the City's efforts toward a more sustainable and resilient community.



- Energy efficiency goals for 30%+ use reductions will be met and exceeded through early stage energy modeling exercises to optimize sustainable design from the start.
- Solar photovoltaic panels will be installed where possible; as shading in public spaces, on top of parking garage, on already existing overhangs, and on rooftops.
- Outdoor water use will be reduced by over 50% through native plantings, water efficient landscape design and equipment, and rainwater capture.
- Indoor water use will be reduced by over 30% through the use of low flow and low flush fixtures and grey water reuse. Stormwater management will be approached in a holistic, regenerative manner. Green infrastructure will be seamlessly integrated across the neighborhood to manage stormwater while beautifying streetscapes, improving air quality, and increasing biodiversity.
- Bike lanes will be protected and separated by bioswales lined with native vegetation. Rain gardens and green roofs across the neighborhood will act as a network of natural infiltration and retention sites. Tree lined streets will shade pedestrians and cool the city streets while capturing and managing thousands of gallons of water each.
- Floodable stormwater parks will provide open green space on sunny days and excess stormwater management capacity when needed. One of the reasons the public will come to love Intown will be for its inclusion of natural ecology.



NARRATIVE RESPONSE

TRANSPORTATION GOALS

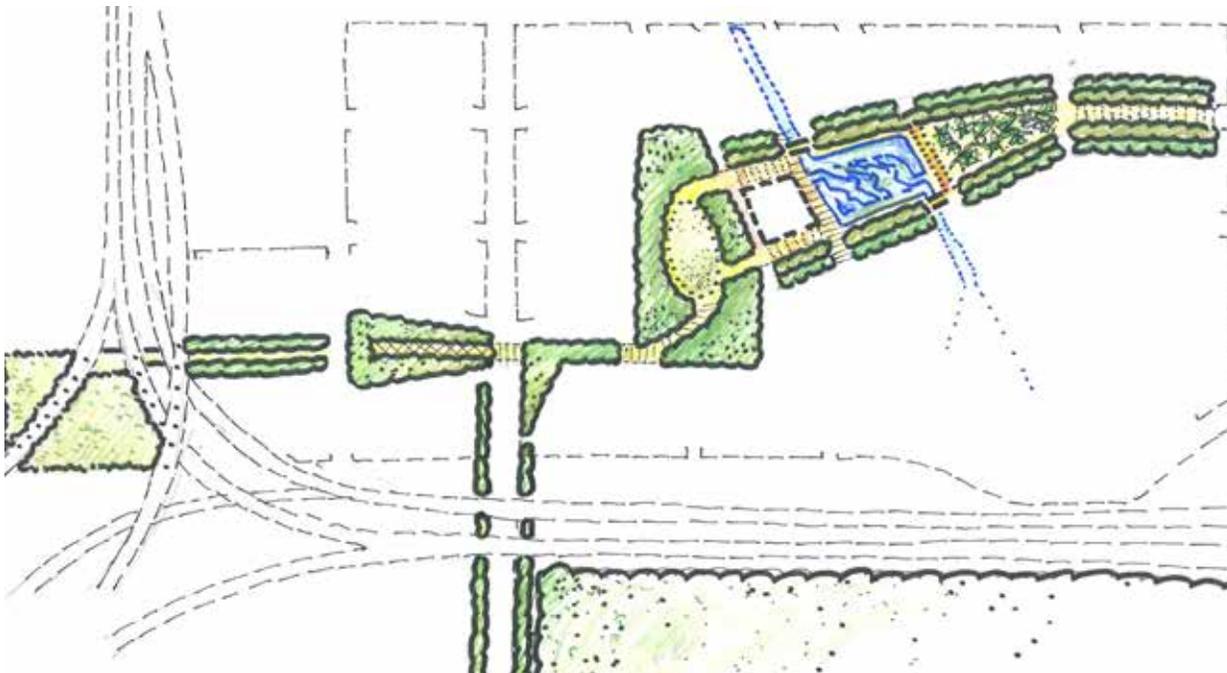
An active and exciting city cannot be truly sustainable without clean and efficient ways for its citizens and visitors to get around. Midtown is approaching transportation and movement from a people first perspective. Wide, tree-lined sidewalks will always be the most sustainable transportation infrastructure.

Walking will be highly encouraged through mixed-use design and pedestrian-oriented streetscapes that create accessible, interesting, safe and vibrant experiences. Bicycles

will take the next priority, with protected cycle tracks connecting the new Intown neighborhood to the Pinellas Trail, Campbell Park, Edge District and Downtown neighborhoods. Midtown will partner with Coast Bike Share to ensure bike share hubs are well located throughout the neighborhood. And to ensure that cycling is encouraged as a dominant mode of transport, district standards for bicycle storage quantity and quality will be in place.

When driving is necessary, electric vehicles will take priority. District standards will be set

for the allocation of EV charging stations and EV ready spaces to anticipate future trends. Charging stations will be strategically located to increase the convenience of their use over gas powered automobiles.



The Mobility Hub will not only have fast charging stations for cars, busses, micro-mobility, optimized for dark kitchens, last-mile package delivery center, and autonomous vehicle ready.

Beyond healthy air and water quality, healthy food could also be a focus. Local and organic food production is an important aspect of both human and environmental health. While urban farming in this neighborhood will not likely be the most economically rational use of land, other production methods may be more feasible such as containerized gardens by local startup Brick Street Farms or utilizing roof space for viable growing areas.

This innovative laboratory of smart, sustainable city ideas and experiences will also provide avenues for other environmentally focused startups, and also create opportunities for job training in areas such as solar photovoltaic installation, green building/systems, innovative technologies, urban farming and social services to create a holistically economic, environmental and social learning laboratory that creates a flywheel effect that extends sustainability & resiliency innovation throughout the Tampa Bay region.

HEALTH IN ALL POLICIES (HIAP) EXECUTIVE ORDER

Midtown understands the importance of incorporating community health considerations into the design decision-making process. The built environment has an immense impact on both the physical and mental health of our community and the Team aims to demonstrate connections through thoughtful urban and neighborhood planning. The design, programming and construction of the neighborhood will holistically address issues of community health and equity. Air and water quality, transportation systems, building design, access to quality open spaces, healthy food access, opportunities for physical activity, and exposure to nature are among the many aspects of community

health will be addressed in an integrated and thoughtful manner. As part of the implementation, Midtown plans to use the VHB-authored Tropicana Field Site Redevelopment Concepts Technical Report that utilized the Healthy Mobility Model to identify geographic health disparities and vulnerable populations. This type of analysis empowers the City to act upon its Health in all Policies (HiAP) resolution by providing relevant health risk data that is not easily accessible, allowing the City to prioritize health interventions and investments in open space and recreational facilities in the areas that need it the most. Team members REAL Building Consultants and VHB are currently working for Pinellas County on the development and institutionalization of a Sustainability & Resiliency Action Plan (Plan) to set the foundation and platform for sustainability and resiliency initiatives, planning, programs, policies, and solution. REAL is providing energy and water efficiency consulting, working to provide return on investment analysis and ideas for performance improvement, while also assisting in the review of county operations as it relates to its environmental footprint, and greenhouse gas emissions. These efforts tie into Executive Order 2017-01, enacted by Mayor Kriseman in 2017. Some of our ideas include:



NARRATIVE RESPONSE

COMPLETE STREETS

Complete streets will be implemented across the neighborhood. Pedestrians and bicyclists will take priority over other modes of transportation as these are both the most vulnerable and the healthiest methods of transportation. If people feel safe walking and biking, then physical activity can become part of their everyday routine through active transportation. Every car trip that is replaced with walking or biking will also result in local air quality improvements, as well as the reduction of harmful emissions and their associated negative health impacts.

Coast Bikes, and other bicycle infrastructure resources, thoughtfully spread across the neighborhood, will make biking more feasible, even for someone that wasn't planning on a ride that day.

HEALTHY, SUSTAINABLE BUILDINGS

Building owners will be encouraged to employ strategies from the Fitwel and WELL building certifications to ensure the community's indoor experience is as healthy as their outdoor experiences. These frameworks will guide design that results in higher quality of life and healthier futures for all building occupants. Through the incorporation of active design features, building occupants will benefit from physical activity built into their days. Superior indoor air environments, supported by best in class air filtration and HVAC systems, occupant access to natural daylight, quality outdoor views, quality interior lighting and thermal controls, and healthy building finishes will further optimize occupant health and productivity, attracting best in class talent to the businesses that choose to work in this innovative environment.

TEN CONCEPTS



THE WELL BUILDING STANDARD™

SEVEN CONCEPTS FOR HEALTHIER BUILDINGS



© 2017 WELL BUILDING INSTITUTE, INC.



DR. MARTIN LUTHER KING JR. STREET BEFORE AND AFTER

ACCESS TO GREEN SPACE

Biophilic design—increasing our connection with nature through design—will be integrated at both the street level and in buildings. At the street level, green infrastructure will help to manage stormwater during rain events, while providing beauty and other environ-

mental benefits like reducing the heat island effect. At the building level, green walls, potted plants, and water features will reduce anxiety and improve indoor air quality. The inclusion of these natural features in the urban environment will lead to cleaner air, cleaner water, and improvements in mental health and wellbeing.

Green infrastructure and street trees coupled with selecting the proper building and street level hardscape materials will also work to reduce the urban heat island effect and lower outdoor temperatures.



NARRATIVE RESPONSE

THE CITY AS A PARK

Public spaces will be integrated throughout the neighborhoods with generous amounts of green space. Public space programming

such as Yoga in the Park will provide opportunities for people with common interests to be active together. Workout stations will be placed along walkways and running paths to provide

opportunities for self guided workouts. Public art and murals will make walking more interesting & enjoyable and as a result a more enticing mode of transportation.



HEALTHY, LOCAL FOOD

In urban neighborhoods, lack of access to healthy food can often become an obstacle to improved health. Incorporating edible landscaping, hosting neighborhood markets for local purveyors and growers, demonstrating innovative approaches to urban agriculture, and attracting supportive restaurants and retail tenants that incorporate local, organic foods into their daily business activities will contribute to a fully integrated health and wellness real estate platform.

GUIDANCE FOR TROPICANA FIELD SITE REDEVELOPMENT CONCEPTS TECHNICAL REPORT

Midtown team member VHB authored the “Guidance for Tropicana Field Site Redevelopment Concepts Technical Report.” Midtown is committed to incorporating public outreach as a starting point to identify the opportunities provided by smart cities technologies, infrastructure planning and design that promotes a healthy community, and facility design and construction that reduces energy use and creates healthy spaces to live, work and play in. Midtown will incorporate all those aspects into the neighborhood creation and show quantifiable benefits in design and construction choices that will be available for the public to see and understand.

THE CITY’S COMMUNITY BENEFIT PROGRAM

The Midtown Community Benefit Program is being headed in a combined effort by Team members from the PCUL, VHB, Hood and Place. The team’s focus is to address how we can effectively impact equitable equality, SSCRA employment goals, living wages, small business participation, St. Pete Works workforce training opportunities, affordable housing, child care opportunities and early childhood programs, transportation and mobility improvements, sustainability, health and social wellness. As can be established throughout the proposal herein, Midtown has effective means and a willingness to work with the community to activate these plans.



NARRATIVE RESPONSE

STOREFRONT CONSERVATION

Midtown Development is considered an expert in the realm of Small-Box retail that is both neighborhood oriented and intriguing. The neighborhood aspect gets people out and enjoying the hustle within the pedestrian realm. The fact that the retail tends to be click-to-brick, small business entries and other non-national chain related storefronts is in line with the City's Storefront Conservation Corridor Plan. This model expands and differentiates choice and availability of retail; opportunities for residents and visitors, improve connectivity between the City's corridors leading to the waterfront and spark additional revitalization throughout the greater CRA's. Midtown will be building at least 100,000 square feet of "small-box" retail lining the Phase 1 streets, complementing existing retail & entertainment downtown and citywide.

We plan to attract the local unique and small retailers that help generate the fabric of community by offering value-added services, customized product solutions and other customer-centered business activities that "big-box" stores are simply incapable of satisfying, which will support and service Creekside and surrounding neighborhoods. By utilizing a Piazza approach, the open air in a pedestrian

oriented setting where human scale is reflected in the setbacks, creates building orientations and public spaces with consistently high-activity and foot traffic levels that promote a 24/7 urban environment connected to nature throughout. These establishments will also be complimented by an urban grocer.

It's important to remember that while Creekside is being envisioned today, quality a good mater plan creates quality real-estate, with devel-

opable blocks at a re-developable a century or more after the fact. Midtown is taking this generational approach with the understanding that we may not be envisioning all the land uses of tomorrow. It's common knowledge the desired land uses include, but are not limited to a sustainable, market-feasible, mixed-use, high-intensity urban context including, retail, residential, hotel and conference space, office, recreation and open space, community and culture, education, research and development;





but the quickly changing technologies of the world throw disruptive options like the vertiport at the roof of the Mobility Hub every few years. This is exactly why Midtown's planning is based around adaptability within the urban fabric of a community. Once Creekside was likely part of a native American village, then it later became Cooper's Quarters, with Little Egypt, Jamestown and Sugar Hill, having residential, retail and industrial uses like housing the city's gas tanks. It may never be home to a gas plant again, but the history of the land will never be forgotten as it continues its odyssey in a time where we all seek to right wrongs inequality on the land and move forward together.

OFFICE USES SHOULD BE INTEGRATED INTO THE URBAN DEVELOPMENT

Even before the Innovation Center of Opportunity takes flight, above the small-box retail

established along the activated streets of Phase 1 and the Piazza will be approximately 100,000 square feet of creative office space. These spaces are again designed to foster community and growth rather than the cubicle style work-life of the last millennium. Midtown's existing relationships with co-working partners like Buro will facilitate extracting the St. Petersburg entrepreneurs and freelancers from their lonely living rooms. Small companies and creative agencies will be freed from soulless office spaces and executive suites. Instead, these smart and talented people from diverse industries will seed Creekside community, creating a powerful and inspiring energy for continuing growth and prosperity for all the City to enjoy. These workspaces will be designed with elevated greenspace to add to the over 24 acres of greenspace being provided in the public realm.

BOOKER CREEK ENVIRONMENTAL CLEANUP

At the heart of our proposal, Midtown Development embodies environmental responsibility with the revitalization and clean-up Booker Creek. Our plan is to both respect its historic value as a natural amenity to the public and create a regional destination for mixed-use activities the Intown Community Redevelopment Area ("CRA" or "Intown CRA"). Centered around Booker Creek, Creekside multiphase project will immediately invigorate the connection between the restored natural habitat and the connection to the community, creating an inclusive effect between commerce and wildlife.



SMALL BOX RETAIL WITH CREATIVE OFFICE ABOVE



HERITAGE TRAIL PHASE 3

NARRATIVE RESPONSE

COMPLETE STREETS PLAN

Our team has incorporated elements from the City of St. Petersburg's Complete Streets Implementation Plan by envisioning right of ways with sufficient widths to provide wide pedestrian sidewalks, and dedicated bicycle lanes, both physically separated from passing vehicles by utilizing creative landscaping (bioswales) and other features designed to lower operating speeds of all streets. We intend to create low speed streets designed to enhance ground level retail activities by utilizing on street parking and other features as outlined by the City of St. Petersburg.

WALKABILITY

The Midtown experience is walkability. Florida is a mild environment that promotes a healthy lifestyle where pedestrian traffic should come first. Our plan will incorporate the complete streets guidelines that will greatly increase the St. Petersburg "Walkability Score". Currently, on walkscore.com St. Petersburg is a mere 44. The East-West and North-South connections Midtown is introducing will be strong aspects of an increasing score. Walkable neighborhoods are one of the simplest and best solutions for the environment, our health, and our economy.



SAFE COMPLETE STREETS FOR ALL TYPES OF MOBILITY

BIKE FRIENDLY STREETS

Our team has incorporated elements from the City of St. Petersburg's Complete Streets Implementation Plan by envisioning right of ways with sufficient widths to provide wide pedestrian sidewalks, and dedicated bicycle lanes, both physically separated from passing vehicles by utilizing creative landscaping (bioswales) and other features designed to lower operating speeds of all streets. We intend to create low speed streets designed to enhance ground level retail and social activities by utilizing on street parking and other features as outlined by the City of St. Petersburg

CONNECT TO EXISTING AND PROPOSED PSTA TRANSIT SYSTEM ROUTES AND STATIONS, INCLUDING THE SUNRUNNER BRT PROJECT.

Our team has been provided the proposed BRT plans along 1st Avenue South and are committed to connecting to this proposed project. At this time it does not appear that a stop is proposed in front of this development, however due to the proximity of this development to the proposed BRT route, we are committed to working with the BRT if a stop is planned along our property. The Pinellas Trail, also running along 1st Avenue South, as well as the City's street grid system allow for ample opportunities to provide connections to the BRT Project. Likewise, the City's grid system allows for opportunities to connect to the PSTA Transit System as well as the Central Avenue Looper.

The Midtown Team members have worked with PSTA for several years on many projects within Pinellas County and will coordinate with PSTA for any future modifications to their transit development program that may arise due to the nature of this new neighborhood development.



NARRATIVE RESPONSE

DESIGN TO ALLOW FOR FUTURE ADDITIONAL MASS TRANSIT OPPORTUNITIES.

Due to the proximity of this property to I-275 and I-175, this is a prime location to provide for a future mass transit system should the opportunity arise. The holistic approach to the overall development has allowed Midtown to identify areas that would be possible fits while remaining flexible in the approach to the overall design of the new neighborhood. As mentioned above with the Mobility Hub concept we provided, a potential enhancement, would be to incorpo-

rate the block east of the U-Haul site as a major Midtown/Downtown Mobility Hub conveniently straddling the area for regional connectivity.

INTERNAL ROADWAYS

Osborn and George F. Young incorporated elements from the City of St. Petersburg's Complete Streets Implementation Plan by envisioning right of ways with sufficient widths to provide wide pedestrian sidewalks, and dedicated bicycle lanes, both physically separated from passing vehicles by utilizing

creative landscaping (bioswales) and other features designed to lower operating speeds of all streets. We intend to create low speed streets designed to enhance ground level retail activities by utilizing on street parking and other features as outlined by the City of St. Petersburg.

This network of interior roads will connect to the City's existing grid system at several locations around the perimeter of the development.



INCORPORATION OF RELEVANT PROJECTS

Our design team has successfully designed, permitted and constructed several projects within the downtown corridor that incorporate design elements and guidelines from the Master Plans identified above. Relevant projects utilizing the Intown West Community Redevelopment Plan include the UPC Corporate Headquarters (designed, not built), Hermitage Apartments, Icon Apartments, and the Artistry Apartments (1601 Central). The UPC Headquarters Facility also incorporated many elements of the Integrated Sustainability Action Plan, specifically as it related to onsite storm-water treatment. The St. Pete Commerce Park (designed, not constructed) as well as the St. Pete College – Midtown Campus (designed, constructed) incorporated of the Warehouse Arts Deuces Live Action Plan.

BRT AND OTHER REGIONAL CONNECTIVITY

Connecting this development to the great St. Petersburg area, and the region at large is critical to its success. Vital active and public transportation networks exist or are under development, with committed funding. This is important, and our design goals include not only connecting to, but elevating these impor-

tant investments by accommodating and elevating them through thoughtful design.

Connections to the Pinellas Trail, the new SunRunner BRT line, the interstates, intown service to the St. Pete Pier and safe and robust street networks that prioritize pedestrians will help the Midtown development connect and support St. Petersburg’s main strength—diverse, local and unique places and people.

“DIVERSIFICATION OF HOUSING IS IMPORTANT TO US, AND WE LIKE THE IDEA OF SEPARATE ADDRESSES ON THE SAME BLOCK.”



CHARLOTTE ANDERSON, PCUL

Historically, The Gas Plant District was a predominantly African American lower-income community. With the State enactment of the Community Redevelopment Act (CRA) and approval of a Community Redevelopment Plan on September 7, 1978, a series of events were set in motion, eventually leading to the proposal herein. Along the way, the low-income portion of the African American community that was displaced, has never truly realized the benefits the CRA has been so desperately trying

to provide. We are committed to realizing that vision with on-site and off-site benefits inuring to all lower income individuals in desperate need of affordable/ work-force housing and job opportunities. We have several mechanisms we intend to employ concurrently:

In each phase of the plan we have a portion of development designated as residential. In working with staff and the community, we will provide a mix of affordable and workforce housing units within the project at every phase amounting to not less than 1,000 units.

As part of the purchase price, we are proposing that the city reinvest a significant portion of the upfront fee paid by Midtown to support South St. Pete CRA education initiatives and Small Business Enterprise initiatives.

Midtown Development is committed to protecting and enhancing economic growth in the City and County with the significant program we have described in **Exhibit A**, which includes Job Fairs to hire from within the existing community, minimum requirements, funding for vocational training, local supplier provisions and strong oversight by the PCUL.

PART D NARRATIVE RESPONSE

COMMUNITY OUTREACH PROGRAM

As first stated in number 11, responding to the 21 Guiding Principles, the Midtown Team will build upon members previous citywide outreach and engagement activities in both traditional and non-traditional tactics. It is anticipated design charrettes, workshops, virtual and online surveys, in person meetings, etc. may include the following interest groups:

- City Council and Administration
- Neighborhoods
- Businesses
- Employers
- Higher Education
- School District
- Non-government Organizations
- Faith-based Community
- Small Group Outreach

Pinstripe principals were responsible for the prior outreach programs for the vision of the Tropicana Field site over the past several years. Also, VHB brings experience in engaging citywide participants in preparing the Integrated Sustainability Action Plan (ISAP) and the StPete2050 Vision Plan. These prior engagements with the St. Pete community exemplify our ability for extensive public engagement and outreach and reinforces the Midtown commitment for equitable growth and development in St. Petersburg.

RESERVED FOR THE RAYS

The Tampa Bay Rays have not made a decision regarding their future. A key component of redeveloping the site includes two major factors regarding the Rays. First, the Rays parking requirements cannot be diminished in accordance with their contract. We intend to

build shared parking as part of Phase 1 that will account for all necessary parking replacement (3,000 stalls estimated) through the end of the 2027 baseball season. Second, our plans have accounted for 2 options that allow the City and Rays significant flexibility to negotiate a new term on the existing footprint or in another section of the site. We have set aside approximately 25 acres and also planned a certain portion of Phase 1 with the understanding that land would potentially go back to the Rays for their new ballpark. Either way, Midtown looks to be a good partner with the Rays and the City in this important effort to keep baseball on the peninsula.



ARTS PARK DRIVE

The more residential west end provides an opportunity to create strong connections between Creekside and Deuces. The local shops, with easy access street parking and public seating, make stopping for a coffee or reading a book on an oak-shaded bench an inviting experience. In the distance, the overpasses and portions of property below will become part of the St. Pete art experience. The Complete Streets program includes micro-mobility lanes and bioswales as Creekside connects neighborhoods.





16TH STREET

With its neighborhood retail, it will be a beloved Main Street. There could be a grocery store, job training centers, restaurants and bars. Everything about 16th Street will come from our outreach with the South St. Petersburg community.

This significant artery will reconnect the neighborhoods with an authentic expression of culture, dreams and desires of the African American community.





CENTRAL PARK STREET

While Central Park and the Grow SMART neighborhood overlooks the local streets, activities abound as locals, tourists and business travelers intermix and shop in an environment equally blended between retail, creative office and residential.

A major advantage to master-planning Creekside will be our ability to relocate existing mature trees and grow new ones that will allow the neighborhood to feel complete from its earliest days.





COMPLETE STREETS

Whether just passing through, or living in Creekside, the Complete Streets will create safety, security, sustainability and overall biophilia. The shade provided by the mature Oaks, Mahoganies and Cypress growing out of bioswales will not only add beauty, but stave off heat island effect.





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WATER PAVILLION

Having people interact with Booker Creek is a key aspect of this plan. At the Water Pavillion people are invited onto the water along paths and will use the small pods for seating among the babbling water and beneath the trees.

There are multiple chances to cross the creek on bridges at multiple levels. Some bridges are at the creek level. Some are mid-level at The Boardwalk and Terraces and others are at street level for cars. The family of bridges is meant to be expressive and fun, with many designed by local artists and artisans. The crossing at The Water Pavillion happens on at least two levels and engages the Piazza with Central Park.





MID CREEK

After the more than 20 foot descent from 1st Avenue South, down into the Creek is a unique opportunity for “Serenity in the City”.

The sounds of moving water above. The rustling of the leaves in the breeze. The unique islands in either direction to explore will captivate ones imagination whether on vacation or a simple lunch break.

Small box retailers and restaurateurs will have unique and special opportunities to showcase their talents in a special space curated and green.





HERITAGE TRAIL

ST. Petersburg has already gained acclaim for its Heritage Trail System. Creekside will further those efforts with a major addition to the system. This trail will be visually distinct with 5-foot black granite squares placed every 40 feet on center. This repetitive pattern will be a hallmark of the route along with live oaks lining the path, special lighting and seating with a distinctive landscape. The pattern of granite squares will yield about 200 opportunities for each panel to celebrate an event or a person, describe a piece of historical lore, contain a photo/illustration of an iconic moment.





OPENING TO THE BANYAN VILLAGE

Our vision for Booker Creek is to reroute and rebuild the creek into a citywide destination that maximizes the pleasure of nature, water, trees and a new environment for St. Pete. Booker Creek will be the front door address for the first phase of Creekside and set the tone for the rest of the place.





THE HERITAGE BRIDGE

Booker Creek flows below I-175 but The Heritage Bridge is an iconic extension of the creek over the freeway into the park. I-175 is an elevated interstate freeway structure built on solid landfill that walls off the African American community in South St Petersburg from all points north.

The Heritage Bridge is envisioned to have landscaping, bike paths and pedestrian paths in an elegant park-like sinuous form. While the bridge addresses the challenge of crossing the freeway, it is a larger symbol of bridging the past with the future, connecting the disenfranchised to become part of the larger whole again.





THE LOWER CREEK AND BANYAN VILLAGE

As the water flows south from the Water Pavilion it forms the Lower Creek, a place with terraces and pedestrian bridges lined with shops and restaurants. The Lower Creek is a quieter experience with slower moving water. Just to the south the creek opens up and widens, performing to distinct functions. The first is a practical matter to store storm water and overflow in the form of a large basin encrusted with wetlands and trees. The second is to create a setting for a series of small floating islands and bungalows within a Banyan Hammock. This special area is part park, part sustainability and part fun.





DOG PARK, KIDS PARK, SOLAR POWER

In the foreground, the Dog Park is located just away from the action, but with good visual connections to the Piazza and Booker Creek. Smartly placed across the street from the Affordable/workforce/attainable housing block, it will be an excellent neighborhood amenity. Just across the way is the Kids Park, where parents can have a seat while their children's imaginations run wild. The Kids Park will also be an amazing amenity to the Affordable/workforce/attainable housing block. These parks are all about reinforcing the commitment to pets, family and community.

The Hotel and Convention Center will be one of the many opportunities to provide significant solar induced micro-grid technology.

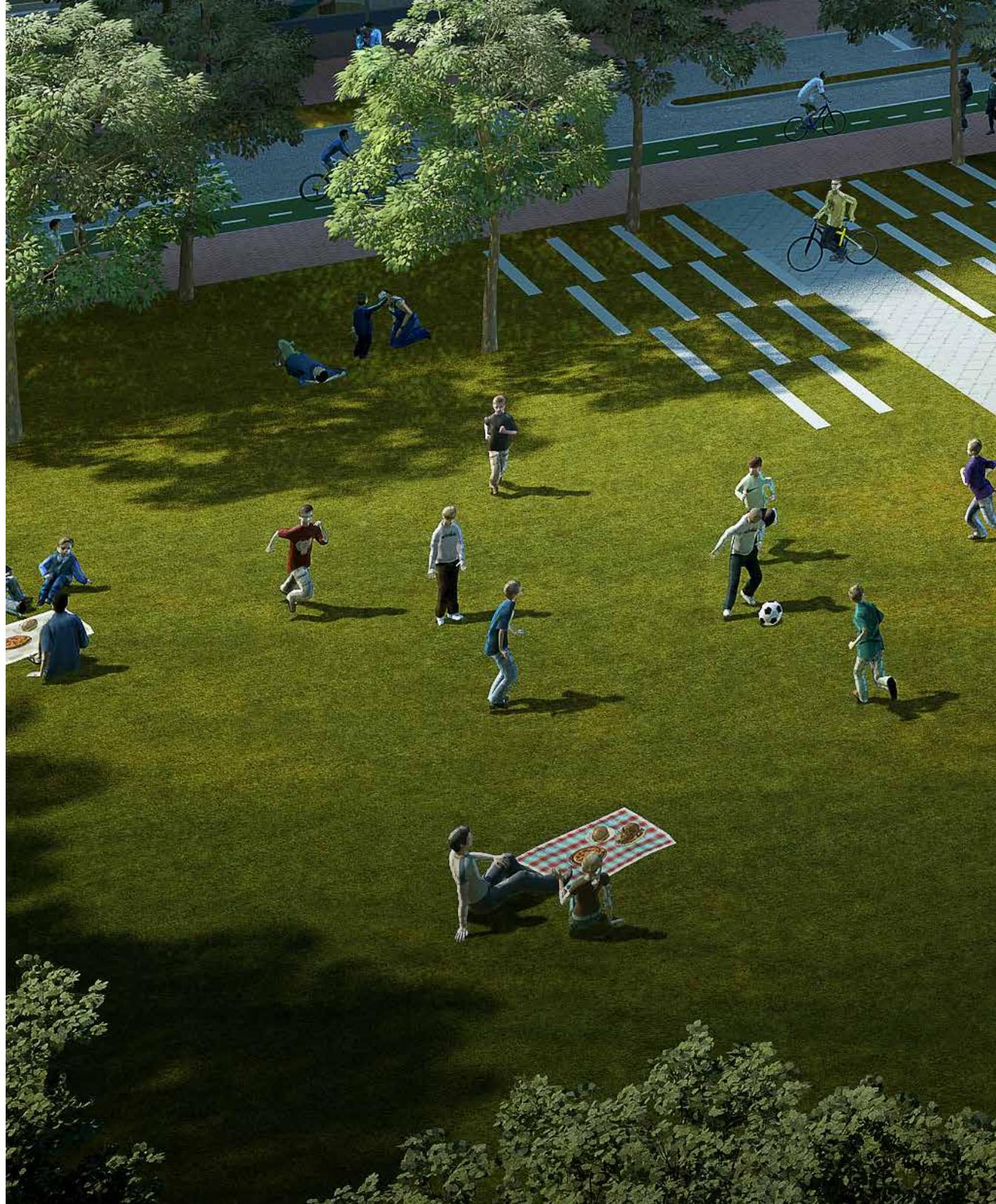




CENTRAL PARK

This park is the primary recreational space for the neighborhood and will be framed by residential development. Here is where soccer games will happen, sports leagues can setup, and casual recreation like throwing balls and Frisbees occur. The park will also be equipped for summer concerts and seasonal festivals.

The park has a central lawn that is bound by a group of garden rooms; children's play areas, exercise areas and passive rest areas. Tall residential towers will frame this large park, making this a place that will be heavily used throughout the day and week. And having so many eyes on the park will help establish a feeling of security.





THE PIAZZA

The Piazza is a pedestrian-only space filled with greenery, benches, plantings, art and every-thing needed for fairs and festivals. The slope of the Piazza forms a gentle amphitheater with a focus on the creek for performances and other special events. The focus of the Piazza is the Water Pavilion and the sonic pleasure it creates.





HOUSING AFFORDABILITY

Across from the Dog Park and Kids Park, in the heart of Phase 1 is the first Affordable Housing building on the same block as workforce and market rate housing. With dining at grade and employment opportunities abound with inclusion being the very essence of Creekside.





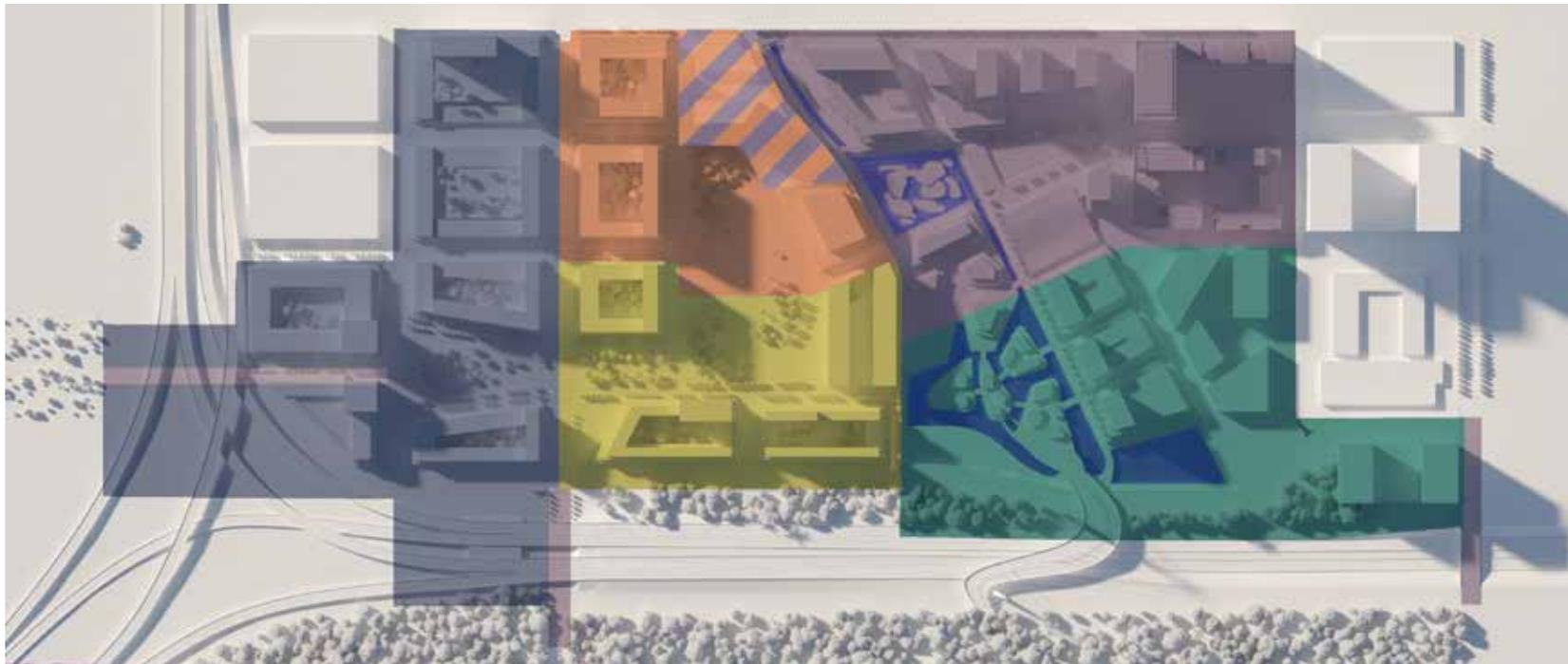
PART F TIMING OF DEVELOPMENT AND DEVELOPMENT PHASING

Our Phasing strategy considers the immediate and long-term concerns of the community and the practicality of building out the project. Each phase balances the public realm and community benefits with mixed-use development. As with so many aspects of this transformational project, Midtown began looking at its phasing approach through the eyes of the South St. Petersburg community. We wanted to come up with a development program that

both met the needs of the historically-wronged African American community and the legal requirements of Rays baseball Use Agreement through 2027.

Our Phasing addresses the uncertainty tied to the decision of The Rays to stay or go. We also understand that a meaningful plan will require input from the Rays organization which dictated part of our approach. Accordingly,

our early phases accommodate the Rays and leave time for their decision and at the same time immediately establishes the future tone of Creekside as St. Pete's newest destination. Finally, all of our proposed plan will ultimately be subject to a great deal of public outreach and community support for implementation.



PHASE 1

The critical first phase is defined by the rebuilding of Booker Creek, the retail piazza and the Heritage Trail. The public realm creates the buzz and the setting for what's coming in the future. There will be a place to come to, history to be rediscovered and Booker Creek will finally become the important natural element at the heart of Creekside.

The first phase of development will provide a range of residential from Affordable to Workforce to Attainable to Market Rate housing.

There will be something for everyone in the first and every subsequent phase. In addition to Housing, there is a platform for Grow Smarter Commercial Development and Opportunities for Creative Office users. A full-service hotel and Conference Center will be fronting on Booker Creek. The Streets and Creek frontage will be lined with shops and restaurants, many designed as smaller units to provide local entrepreneurs entry into the new marketplace at Creekside.

The Rays need for parking that is displaced to be compensated happens with shared parking for retail and commercial in Phase 1 and a parking structure to fill out the demand to be absorbed in future phases.

The first step in reconnecting the African American community to Creekside is to begin working with the City, County and State to immediately begin the Heritage trail connections on Martin Luther King Jr. Street South, 16th Street South and Midtowns proposed spur connection to the Deuces and Pinellas trail at 3rd Avenue South. Including this meaningful "Heritage Connection Project" in Phase 1 will create powerful physical connections back to the land taken from the African American community all those years ago. While building these physical connections, Midtown will begin the longer permitting process associated with the environmental permitting and Florida Department of Transportation Permitting that will be necessary to build the Heritage Bridge in the center during Phase 2.



TIMING OF DEVELOPMENT

Creekside Phase 1 will be two Simultaneous work streams, with the “Heritage Connection Projects” and the mixed use at 1st Avenue South. This initial Phase of the project truly sets the tone for the future of St. Petersburg as a whole. This is an important concept to grasp because at 109 acres with the right of way projects, all of Creekside is only 0.1% of the entire 84,058 acres that encompass the City of St. Petersburg. So, the message is simple, this .1% is planned to include the other 99.9% forever.

To accomplish everyone’s inclusionary goals, Phase 1 will utilize Grow Smarter and The Foundation for a Healthy St. Petersburg as it’s starting point. Midtown is proposing to:

1. Create Equity and Shelter with the first group of Affordable and Workforce housing units being delivered in the heart of Creekside. Our message of

dignity and access starts with real inclusion and access. Mobility is also a key connecting element with the SunRunner station on 1st at 13th street, which will intersect with the Pinellas Trail and the Creek as a Multimodal community hub.

- 2. Address Ecology and Resiliency by recreating a watershed beginning under 1st Avenue South, Midtown will generate a gravity fed flow reconfiguring Booker Creek into a naturalized ecosystem through the community with babbling brook sounds in the “Water Pavillion” and bioswales to help pretreat water as it makes its way to the south.**
- 3. Community, Beauty and Play will be combined in the “Piazza on Second”. The gentle slope from 10th Street south to the “Water Pavillion” will offer a gathering place for all the people of the Burg. The “Piazza on Second” will offer space**

for a recreational stroll while admiring both permanent and rotating public art or taking in a public performance.

- 4. Phase 1 will be anchored with strong Vocation in the form of small-box retail lining the streets, creative office activating the second floor. Stepped back will be the residential towers to fill out a complete neighborhood. The initial class A office complex on 1st and 10th. The first tranche of Rays replacement parking will be delivered as part of this base building in the form of a shared parking matrix.**
- 5. All of these Health and Wellbeing concepts coalesce at the 4-star full-service Convention/Hotel at the “Piazza on Second”. Where job creation, innovation, performing arts, retail and cuisine are all represented.**





- | | | | |
|---|--------------------------------------|---|--------------------------------|
|  | Small Retail / Creative Office Above |  | GROW SMART Office / Innovation |
|  | Workforce/Market Rate Housing |  | Art in Public Places |
|  | Affordable Housing |  | Replacement Parking |
|  | Hotel / Convention | | |



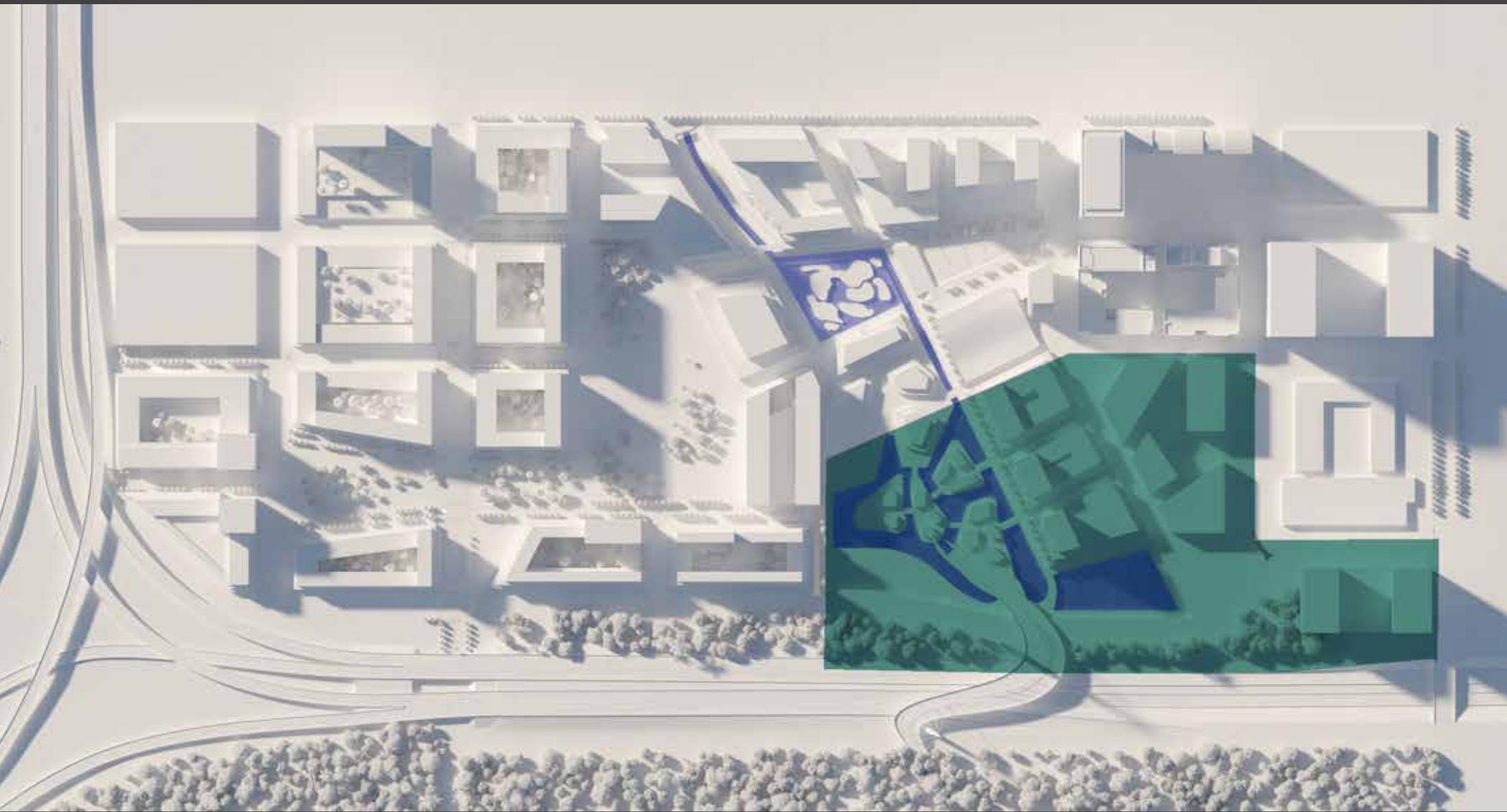
TIMING OF DEVELOPMENT

PHASE 2

The second phase is driven by completing environmental permitting for the “contaminated area” and the completion of Booker Creek. The south end of Booker Creek will be defined by the Banyan Village and the creation of a naturalistic water storage and management environment. There is a campus for “Innovation Center of Opportunity” and additional housing of all types that fill out this phase.

1. Equity is again at the forefront of this phase with the “Heritage Crossing” construction being the most prominent and important gesture of community connection we can make. The signature bridge will connect to the previously built portions of the “Heritage Trail” where Studio@620 will lead the community art and African American Heritage story all expressed in beauty and a cultural education setting.
2. The “Banyan Islands” and “Southern Glades” will fill out the remainder of the Booker Creek Watershed project significant story of ecology and resiliency. Water will gently flow south from the “Water Pavillion” to flood the Banyan Island landscape, where bridges and decks will promote communing with nature.
3. Shelter will be provided in the second phase of affordable and workforce housing units being built at the intersect of 4th Avenue South and Martin Luther King Jr. Street South further weaving the site back into the community and creating direct connections to the growing mid-downtown.
4. Midtown envisions the “Innovation Center of Opportunity” on block 2-1 so that it is able to best utilize the facilities of the Hotel/Convention Center as it generates significant vocational opportunities.
5. The sense of community will be abundant at the local dog park and connected children’s park. Friends, family and neighbors will be able to stroll from the park with the dog, down to the creek and on to the “Heritage Trail” as all the pedestrian paths intertwine.





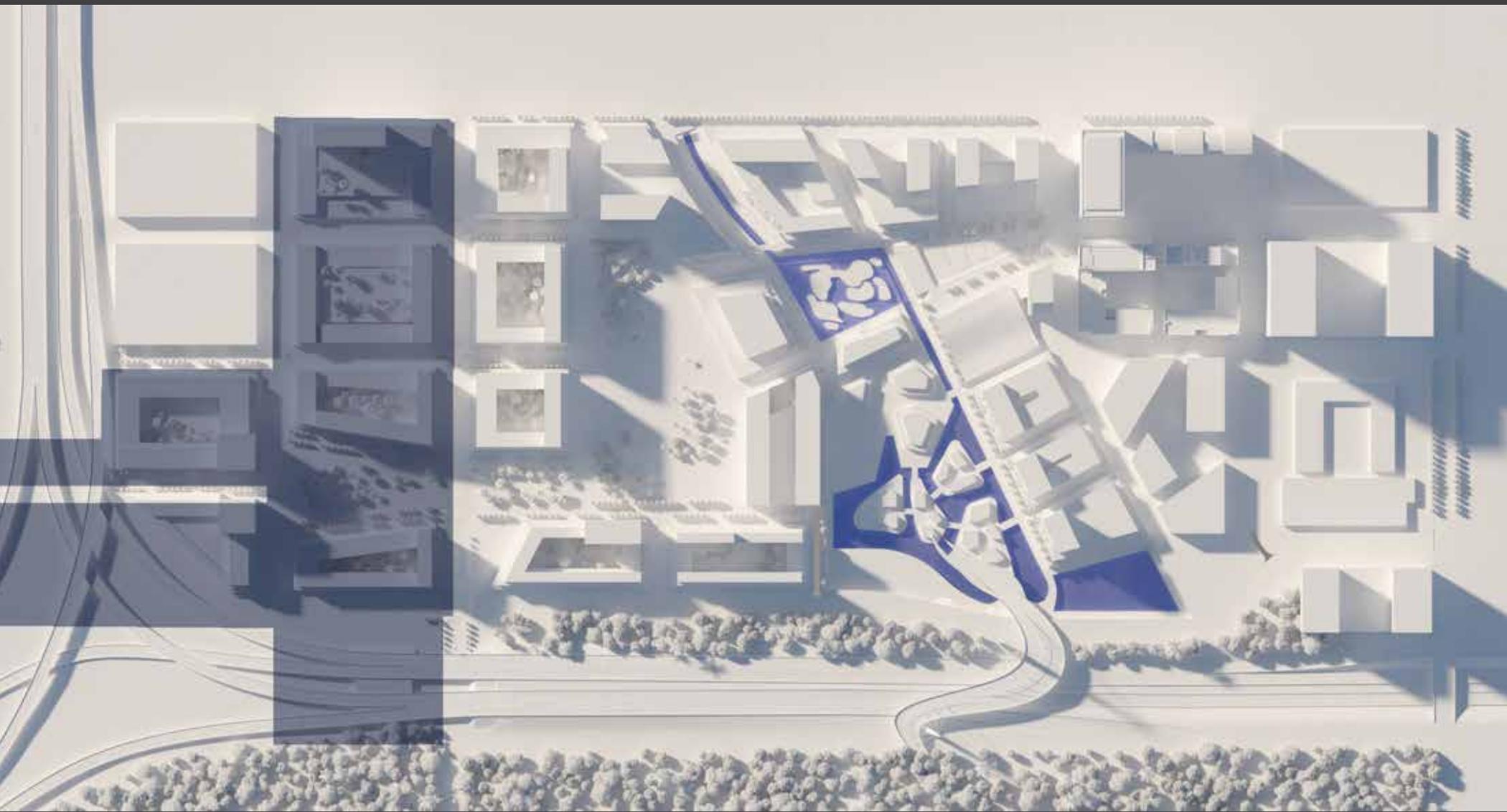
TIMING OF DEVELOPMENT

PHASE 3

This phase focuses on 16th Street as the Main Street for South St. Pete's extension onto the Creekside site once again. The final design and character of this street will come from careful community input and discussion. This street and phase of construction will reflect the desire of the community to rebuild a neighborhood that reflects the past but more importantly looks to the future with new aspirations. While Phase 3 is the most substantial single phase in the terms of acreage, less than 1/3 is made up of development blocks, as Midtown uses parks and multi-purpose trails to further the Phase 1 connections to South St. Pete and the Deuces.

1. Reconnect a city by taking a highway that once ripped-apart a community and creating beauty through art installations, hard-scape/landscape installations and a community garden
2. The Mobility connection of the "Deuces Spur" originally created in Phase 1 will now run through the "Farmers Market" park to 16th Street South.
3. Surrounding the "Farmers Market" park will be the next phase of affordable and workforce housing units.





TIMING OF DEVELOPMENT

PHASES 4 & 5

It is an unusual move to hold the center of a project as the final phase but this is where the uncertain impact of the Rays is reflected. This phase is setup to allow the Rays to have excellent choices for a new stadium location with supporting infrastructure and an entertainment street called “Rays Way”. If the future is without baseball, there is an alternate plan built around a Central Park that would be the front door address for a predominantly residential place with supporting mixed-use development. Whether this phase is about baseball or Central Park, the public realm will be seamlessly tied together to complete The Greenway and the rebuilding of Booker Creek.

1. In the Northeast corner of Phase 5, the Midtown team will have constructed a temporary building during the Phase 1 buildout in order to complete the beautiful vision of the Booker Creek Watershed. Those buildings will be part of the potential ballpark location to allow the rays unique and special views should they remain and choose the corner of 16th Street South and 1st Avenue South.
2. The Community will have wonderful opportunities to break down any remaining social barriers at the “Central Park”, which will provide opportunities for soccer, volleyball and all sorts of play.
3. While the overall makeup of this phase may be distant in the development timeline, the Midtown commitment to racial justice will remain unwavering as the equity story of the “Heritage Trail” will continue to be told and shelter will be delivered in two more groups of affordable and workforce housing units being delivered to the heart of Creekside.





TIMING OF DEVELOPMENT

The community visioning exercises team members Pinstripe and VHB performed for the site and the 2050 plan became our road-map to the proposed phasing for this legacy project and allowed us to better understand the needs of the connected neighborhoods and community at-large. The Plan would continue to foster organic growth of the immediate neighborhoods, meet the needs and values of the African American community who were historically removed and build support for future economic, civil and societal goals of the community at-large.

Phased Development Density and Intensity Analysis Tables:

OVERALL SITE DATA							
	Lot Development Area (acres)	Interior Paseos Area (acres)	Interior Park Area (acres)	Interior R/W Area (acres)	Booker Creek Area (acres)	Exterior Park Area (acres)	Exterior R/W Area (acres)
Phase 1	14.87	0.59	1.10	2.06	2.94	N/A	7.98
Phase 2	11.54	0.29	0.35	4.32	3.89	N/A	2.59
Phase 3	10.10	N/A	2.08	1.54	N/A	7.34	5.16
Phase 4	6.84	N/A	3.67	3.93	N/A	N/A	0.73
Phase 5	5.99	N/A	2.52	2.29	N/A	N/A	1.63
Totals	49.34	0.88	9.72	14.14	6.83	7.34	18.09



Phases 1- 5		49.34 Development Acres		32.23 Public Acres		24.77 Nature Acres (30%)	
2022-2034							
Sitework:		Square Feet	Construction Costs				
Site Preparation / Earthwork		4,632,178	\$38,211,604.67				
Site Utilities		4,632,178	\$24,218,498.15				
Site Construction / Paving		4,632,178	\$23,026,051.13				
Fountains and Water features		4,632,178	\$5,398,548.82				
Landscaping		4,632,178	\$23,787,712.00				
Environmental Remediation		1,001,012	\$9,594,698.67				
Demolition		500,869	\$6,934,536.01				
Subtotal		4,632,178	\$131,171,649.45				
GC/GR/Ins/Bond/Fee			\$14,691,224.74				
Soft Costs			\$19,675,747.42				
Contingency			\$3,279,291.24				
Total			\$168,817,912.84				\$56,272,637.61
2023-2048							
Structures:	Mid (FAR 5)	PARKING (FAR 5)	Construction Costs	High (FAR 7)	PARKING (FAR 7)	Construction Costs	
Residential	6,220,068	6,220	1,424,770,216	8,509,534	8,510	1,949,195,640	
Creative Office	378,036	1,134	42,370,521	482,966	1,449	54,131,214	
Office	2,918,956	8,757	544,766,608	3,506,024	10,518	654,331,477	
Retail	314,103	942	38,550,080	388,497	1,165	47,680,453	
Hotel (w Conference)	443,034	443	82,570,463	920,248	920	196,091,188	
Cultural	237,510	238	35,412,754	383,277	767	57,211,972	
Subtotal	10,511,707	17,734	\$2,168,440,641.71	14,190,545	23,329	\$2,958,641,944.09	
GC/GR/Fee			\$200,580,759.36			\$273,674,379.83	
Soft Costs			\$325,266,096.26			\$443,796,291.61	
Contingency			\$54,211,016.04			\$73,966,048.60	
Total			\$2,748,498,513.36			\$3,750,078,664.14	

G DIRECT AND INDIRECT ECONOMIC IMPACTS

ECONOMIC INPUTS AND OUTPUTS

Creekside will provide far-reaching benefits beyond just St. Petersburg and the Tampa-St. Petersburg MSA. The analysis demonstrates how the new economic and job creation impacts, and contributions associated with the Project will promote economic growth in the City, County and greater MSA through increased capital investment and job creation.

Based on the analysis, the Project could have an economic contribution to the County, based on direct, indirect, and induced effects, of \$12.8 billion over the period from 2022-2048, providing over 84,000 jobs. Once the Project is fully realized and stabilized, the over 20,000 direct space occupier jobs will contribute \$1.4 billion annually.

The analysis evaluates the economic contributions from three distinct activities: **1) Infrastructure**, the capital investment associated with the horizontal site development, including activities related to Booker Creek, on & off-site infrastructure improvements, parks, environmental and demolition of the stadium **2) Vertical Development**, the capital investment associated with the vertical development of the mixed-use real estate components and **3) Space Occupiers**, the workers who will occupy the mixed-use real estate development.

The analysis used Input-Output methodology and the IMPLAN software to translate the activity generated by expenditures in terms of employment supported and output generated. The use of IMPLAN provides flexibility in examining the impacts of a project by geographic region, with the primary geography analyzed being Pinellas County. This model

produces multipliers that are used in economic impact studies to estimate the total impact of a project on a region. The idea behind the results of Input-Output methodology is that an initial change in economic activity results in other rounds of spending. The multipliers provide a measure of the effects of new economic impacts associated with economic development projects, new businesses, certain types of public policy changes, the effectiveness of government and private sector programs, and utility power projects in various states throughout the country in a variety of analytical settings. Please visit <http://implan.com> for more information. The IMPLAN analysis was performed by NoCoNomics, LLC's member, Dr. Rebecca Hill and most recently updated by IMPLAN to account for Covid-19 Q2 2020 Data.



The impacts to Pinellas County from the Project consist of two components:

Direct Contributions: These arise from the direct jobs related to space occupiers or actual spending on the construction projects, including materials and labor.

Indirect Contributions: The indirect effects on an economy, such as subsequent purchases facilitated in the local economy due to effects of employee spending and supplier purchases.

In economic impact analysis, it is important to distinguish between new economic activity and that which is just reallocated. In general, economic growth is largely dependent on new dollars being spent in the economy. For the Infrastructure and Vertical Development, the Project would primarily bring outside dollars

into the local economy and thus could be seen as creating economic growth to Pinellas County. For the Space Occupiers, there would be a mix of new economic activity and reallocation from within the City, County and MSA, so the analysis presents the economic contribution associated with those jobs.

INFRASTRUCTURE

The analysis utilizes the yearly expenditures related to the infrastructure components of the Project (roads, parks, Heritage Trail, Booker Creek, and other horizontal development). These activities are assumed to begin in 2022, running in five phases through 2036.

The direct, indirect and induced output of the infrastructure components of the Project total 262 million, and supports over 1,500 permanent jobs between 2022 and 2036.

VERTICAL DEVELOPMENT

The five phases of the Project will produce a significant new real estate sub-market as a mixed-use development. The VHB authored St. Pete2050 Plan “Summary of Demand” sets out moderate and strong growth scenarios for St. Petersburg over the next 30 years and identifies the Tropicana Field Site as a major contributor to the development needs to satisfy said growth. Accordingly, Midtown’s analysis was modeled with a mid-ranged intensity of 5.0 Floor Area Ratio (FAR) and a high intensity model of 7.0 FAR. These intensity differentials would have a nominal impact on the infrastructure development requirements and as such, we not considered for the analysis. Below is a comparison of the Mid and High intensity square footage and associated Direct inputs in 2020 dollars.

DIRECT AND INDIRECT ECONOMIC IMPACTS

2023-2048						
Structures:	Mid (FAR 5)	Parking (FAR 5)	Construction Costs	High (FAR 7)	Parking (FAR 7)	Construction Costs
Residential	6,220,068	6,220	1,424,770,216	8,509,534	8,510	1,949,195,640
Creative Office	378,036	1,134	42,370,521	482,966	1,449	54,131,214
Office	2,918,956	8,757	544,766,608	3,506,024	10,518	654,331,477
Retail	314,103	942	38,550,080	388,497	1,165	47,680,453
Hotel (w Conference)	443,034	443	82,570,463	920,248	920	196,091,188
Cultural	237,510	238	35,412,754	383,277	767	57,211,972
Subtotal	10,511,707	17,734	\$2,168,440,641.71	14,190,545	23,329	\$2,958,641,944.09
GC/GR/Fee			\$200,580,759.36			\$273,674,379.83
Soft Costs			\$325,266,096.26			\$443,796,291.61
Contingency			\$54,211,016.04			\$73,966,048.60
Total			\$2,748,498,513.36			\$3,750,078,664.14

With the Mid-range intensity, the Project proposes spending \$3 billion in development costs in the downtown St. Petersburg area between 2023 and 2048. This spending generates additional economic activity and would make significant economic and fiscal contributions to the Pinellas County economy. The development expenditures in the county economy will create additional economic activity through the support of local businesses' in a wide variety of sectors.

The economic output supported by the proposed spending to Pinellas County when direct, indirect and induced impacts are taken into consideration is over \$2.7 billion. Lastly, the development expenditures within Pinellas County will support jobs throughout the economy, including 17,368 direct jobs, 1,731 indirect jobs and 6,291 induced jobs. As would be expected, the largest category of jobs supported are in the construction industry, representing 68% of the jobs supported. Due to the interlinkages within the economy (the

indirect effects) the development expenditures also support jobs in other industries as well such as: retail trade (2% of jobs supported), professional services (1.5% of jobs supported), government (1.4% of jobs supported), health/social services (1.4% of jobs supported).

With the High-range intensity, the Project proposes spending \$4 billion in development costs in the downtown St. Petersburg area between 2023 and 2048. This spending generates additional economic activity and would



make significant economic and fiscal contributions to the Pinellas County economy. The development expenditures in the county economy will create additional economic activity through the support of local businesses' in a wide variety of sectors.

The economic output supported by the proposed spending to Pinellas County when direct, indirect and induced impacts are taken into consideration is over \$3.8 billion. Lastly, the development expenditures within Pinellas County will support jobs throughout the economy, including 23,727 direct jobs, 2,315 indirect jobs and 8,570 induced jobs. As would be expected, the largest category of jobs supported are in the construction industry, representing 69% of the jobs supported. Due to the interlinkages within the economy (the indirect effects) the development expenditures also support jobs in other industries as well such as: retail trade (.18% of jobs supported), professional services (.15% of jobs supported), government (.14% of jobs supported), health/social services (.14% of jobs supported).

SPACE OCCUPIERS

The analysis associated with the Space Occupiers takes a slightly different approach from that of the Infrastructure or Vertical Construction. For this portion of the analysis, the key factor was estimating the number of direct jobs that would be present either working in the target industries for office and creative office, or supporting the operations for hotels, retail and residential. Over the course of the five phases of the Project, the total square footage of the various components would be leased-up or occupied.

From those square footages, the analysis assumes a specific job density associated with each type of use, based on benchmarking data and experience from property and asset management. For example, the creative office originally assumed 250 square feet per employee, compared to 175 square feet per employee for the general office. Nationally, the average square feet per office employee has been decreasing significantly over the last decade, currently standing at approximately 150 square feet per employee. However, the

Covid-19 Pandemic has started a dynamic shift with social distancing. Over long periods of time outlier events such as the pandemic are generally accounted for. However, in an abundance of caution, Midtown requested all office be modeled at 250 square feet per employee.

DIRECT AND INDIRECT ECONOMIC IMPACTS

For the residential units, the assumption was five employees per 100 units, and five employees for 1000 square feet for the retail and cultural spaces. With the mix of hotel and conference space, the analysis assumed an estimate of two employees for 1000 square feet.

Based on the Mid-intensity analysis, as the Project reaches stabilized occupancy, there would be approximately 16,000 employees occupying the space. Similar to the Infrastructure and Vertical Construction, though, these jobs only tell a portion of the story for

the combined economic contribution. When direct, indirect and induced impacts are added, the 2048 economic contribution of the Space Occupiers is 39,784 jobs and output of \$7.4 billion. As the Project is being built and occupied (2022-2048), the economic contribution is over \$10.4 billion.

Based on High-Intensity analysis, as the Project reaches stabilized occupancy, there would be approximately 20,000 employees occupying the space. Similar to the Infrastructure and Vertical Construction, though, these jobs only tell a portion of the story for the combined

economic contribution. When direct, indirect and induced impacts are added, the 2048 economic contribution of the Space Occupiers is 49,677 jobs and output of \$9.1 billion. As the Project is being built and occupied (2022-2048), the economic contribution is over \$13.1 billion.

Through the strategic design of the space, as well as the targeting of tenants—especially during the first phase of development, the industries in which the jobs are created fall into the following categories:

Mid-Intensity Job Density							High-Intensity Job Density						
Residential	5.0	5 per 100 units					Residential	5.0	5 per 100 units				
Creative Office	3.6	250sf/ee (90% occupancy)					Creative Office	3.6	250sf/ee (90% occupancy)				
Office	3.6	250sf/ee (90% occupancy)					Office	3.6	250sf/ee (90% occupancy)				
Retail	5.0	5 per 1000sf					Retail	5.0	5 per 1000sf				
Hotel (w Conference)	2.0	2 per 1000sf (mix of hotel and conference)					Hotel (w Conference)	2.0	2 per 1000sf (mix of hotel and conference)				
Cultural	5.0	5 per 1000sf					Cultural	5.0	5 per 1000sf				
						Total							Total
Residential Workers Per Phase	79	79	53	47	54	311	Residential Workers Per Phase	100	110	74	65	76	425
Creative Office Per Phase	283	377	286	268	147	1,361	Creative Office Per Phase	360	528	270	375	205	1,739
Office Workers Per Phase	4,452	1,414	3,341	1,106	196	10,508	Office Workers Per Phase	5,670	1,979	3,150	1,548	274	12,622
Retail Workers Per Phase	589	262	398	186	136	1,571	Retail Workers Per Phase	750	367	375	261	190	1,942
Hotel Workers Per Phase	-	628	-	149	109	886	Hotel Workers Per Phase	600	880	-	209	152	1,840
Cultural Workers Per Phase	-	393	265	326	204	1,188	Cultural Workers Per Phase	-	550	250	456	285	1,541
	5,402	3,152	4,343	2,081	845	15,824		7,480	4,413	4,119	2,914	1,183	20,110



	NAICS Code	Description	
Residential	53	Real Estate Rental and Leasing	20%
Residential	5617	Services to Buildings and Dwellings	80%
Creative Office	71	Arts, Entertainment, and Recreation	25%
Creative Office	52	Finance and Insurance	25%
Creative Office	54	Professional, Scientific, and Technical Services	25%
Creative Office	51	Information	25%
Office	51	Information	20%
Office	52	Finance and Insurance	40%
Office	54	Professional, Scientific, and Technical Services	20%
Office	3341	Computer and Peripheral Equipment Manufacturing	20%
Retail	44-45	Retail Trade	75%
Retail	72	Accommodation and Food Service	25%
Hotel	72	Accommodation and Food Service	100%
Cultural	71	Arts, Entertainment, and Recreation	40%
Cultural	72	Accommodation and Food Service	20%
Cultural	61	Educational Services	40%

DIRECT AND INDIRECT ECONOMIC IMPACTS: EXHIBIT A

EQUITABLE PARTICIPATION

As stated throughout the Midtown Response to RFP, the team is committed to creating permanent change. With the help of team members like the Pinellas County Urban League, those efforts will be properly accomplished and audited. Throughout the response, the local hiring, vocational training, and small/minority business participation are addressed as Exhibit A which is detailed here:

MIDTOWN DEVELOPMENT'S PROPOSED HIRING PROGRAM

TROPICANA REDEVELOPMENT RESPONSE TO RFP JANUARY 2021

TABLE OF CONTENTS

- I. Program Goals
- II. Resident Hiring
- III. Job Advertising
- IV. Job Sourcing Services
- V. COSP/Designated Administrator Tasks
- VI. Training Programs
- VII. Funding The Training Program
- VIII. Reporting Process
- IX. Anticipated Jobs
- X. Resident Owned/City Located Business Inclusion
- XI. St. Petersburg Business Solicitation and Outreach
- XII. Business Contact/ Contracting
- XIII. List of Exhibits

Midtown Development's Proposed Hiring Program | Tropicana Redevelopment Response to RFP

I. PROGRAM GOALS:

In all of our Midtown Development (Midtown) projects, a significant effort is undertaken to support local business and to bring job opportunities to the local residential population.

Goal: Midtown, is committed to a goal that has been mutually agreed upon to work with the City of St. Petersburg (City) so that at least fifteen percent (15%) of the initial employees hired for construction jobs be residents of St. Petersburg.

Goal: A second Midtown goal is to use commercially reasonable efforts to contract with companies that are owned by City residents or located in the City for goods and services. A goal of 10% of the direct hard costs shall be dedicated to City located contractors or businesses.

Goal: A third Midtown goal is to require future contractors to prepare an Apprentice Utilization Plan and make good faith efforts to meet a goal of fifteen percent (15%) of total labor hours on major construction projects with values at \$1,000,000 or more be performed by apprentices. Apprentices may be employed by either the prime contractor or the subcontractors.



Goal: A fourth Midtown goal is to include a fifteen percent (15%) MBE / WBE goal for historically disadvantaged companies to provide goods and services. Smaller contract values will be established to assist in targeted, attraction, and retaining small business qualification and involvement.

In order to accomplish the goals, we have identified numerous tasks required by both Midtown, and the City of St. Petersburg through the City's Designated Program Administrator (CDPA)

II. RESIDENT HIRING:

Midtown Tasks:

1. **Prepare preliminary list as completely as possible, of all jobs required for the construction of the project. Updated lists will be provided on a timely basis when jobs are needed, in accord with item 8 below.**
2. **Outline anticipated staffing for the initial construction of the project, and estimate number of employees required to complete this work. This list will be provided to the CDPA within 30 days of issuance of the Building Permit.**
3. **Calculate 15% of the number of initial employees.**
4. **Require the selected General Contractor/Construction Manager to identify all St. Petersburg residents on their staff who will be engaged in the development project.**
5. **Provide City CDPA with information identified in Tasks 1, 2 and 3.**
6. **Provide the CDPA with the number of St. Petersburg residents employed by the GC or CM assigned to the project.**
7. **Circulate and solicit job opportunities with higher and secondary education providers, trade organizations, media and public information channels.**
8. **Coordinate meetings with CDPA and GC/CM to review and provide list of job opportunities as soon as they are known, and the job qualifications required to CDPA.**
9. **In the event that General Contractor/ Construction Manager is unable to meet the goal of 15% of the construction related jobs, the Developer will ensure that the goal is attained through the steps outlined herein.**

III. JOB ADVERTISING:

In coordination with City's CDPA, job opportunities will be advertised to the City of St. Petersburg residents via local newspaper advertisements and internet postings.

We will coordinate with the City's web site and internet mailing lists to advertise job opportunities if available.

In addition, our job site office will erect visible signage when employment offerings are needed and we will conduct interviews in a convenient location within the City.

IV. JOB SOURCING SERVICES:

We will participate and coordinate Job Fairs with other CDPA, Developers, local community workforce development and training organizations, the St. Petersburg Chamber of Commerce, and seek out other community organizations to participate with our efforts.

In addition to the lists provided by CDPA in accord with Section V. 2 and 3 below to identify qualified residents, we will utilize the resources of CareerSource Pinellas (CSP), a federally-funded, organization that provides numerous services:

DIRECT AND INDIRECT ECONOMIC IMPACTS

MID FAR CONSTRUCTION OUTPUTS

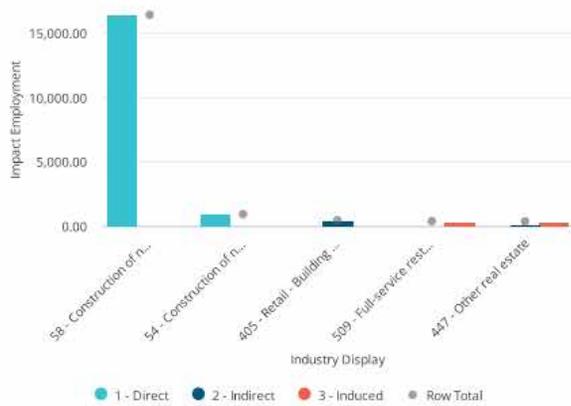
Economic Indicators by Impact

Impact ^	Employment	Labor Income	Value Added	Output
1 - Direct	17,368.18	\$909,898,634.71	\$1,118,623,876.49	\$1,463,979,646.21
2 - Indirect	1,730.60	\$94,376,202.57	\$164,174,675.89	\$302,485,532.66
3 - Induced	6,291.40	\$309,911,373.15	\$574,691,975.27	\$996,214,840.08
Total	25,390.18	\$1,314,186,210.43	\$1,857,490,527.65	\$2,762,680,018.95

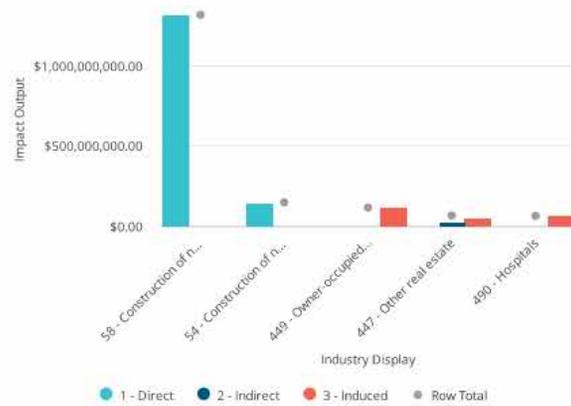
Tax Results

Impact ^	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$930,210.30	\$2,067,636.12	\$2,322,316.82	\$8,463,068.65	\$204,618,382.27	\$218,401,614.15
2 - Indirect	\$1,600,382.68	\$3,511,424.71	\$3,984,258.40	\$10,751,958.63	\$24,271,458.46	\$44,124,462.88
3 - Induced	\$4,203,772.65	\$9,197,293.80	\$10,433,995.05	\$28,961,466.08	\$80,161,933.77	\$132,958,461.34
Total	\$6,739,365.63	\$14,776,354.62	\$16,740,570.26	\$48,176,493.36	\$309,051,774.49	\$395,484,558.37

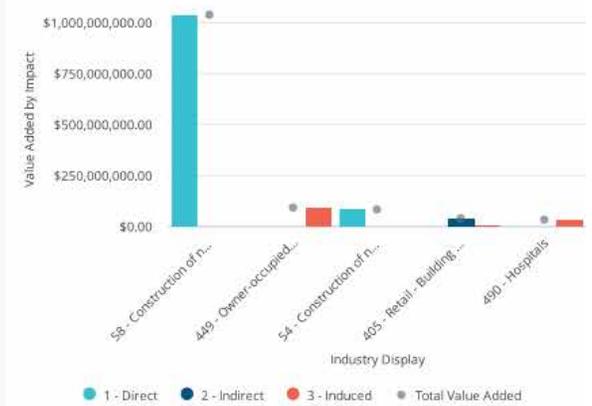
Top 5 Employment Industries



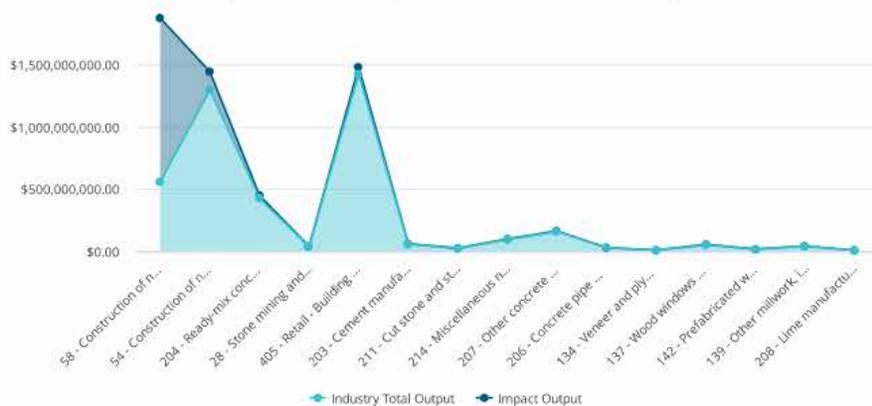
Top 5 Output Industries



Top 5 Value Added Industries



Top 15 Industries by Estimated Growth Percentage



Industries by Estimated Growth Percentage

Display Code	Display Description	Industry Total Output	Impact Output	Estimated Growth Percentage ^
1	58 Construction of new multifamily residential structures	\$558,392,651.26	\$1,316,549,435.80	235.77%
2	54 Construction of new highways and streets	\$1,297,331,238.49	\$147,430,210.41	11.36%
3	204 Ready-mix concrete manufacturing	\$428,013,636.00	\$21,968,452.60	5.13%
4	28 Stone mining and quarrying	\$36,573,797.75	\$1,505,033.51	4.12%
5	405 Retail - Building material and garden equipment and supplies stores	\$1,424,669,799.14	\$55,603,232.36	3.90%
6	203 Cement manufacturing	\$58,071,788.67	\$2,160,994.03	3.72%
7	211 Cut stone and stone product manufacturing	\$24,258,177.89	\$702,066.88	2.89%
8	214 Miscellaneous nonmetallic mineral products manufacturing	\$95,842,514.50	\$2,759,992.29	2.88%
9	207 Other concrete product manufacturing	\$159,989,072.65	\$3,608,861.57	2.26%
10	206 Concrete pipe manufacturing	\$28,882,143.43	-\$541,792.06	1.88%
11	134 Veneer and plywood manufacturing	\$8,362,700.77	\$144,689.64	1.73%
12	137 Wood windows and floor manufacturing	\$54,181,006.97	\$841,862.33	1.55%
13	142 Prefabricated wood building manufacturing	\$16,952,637.94	\$257,204.38	1.52%
14	139 Other millwork, including flooring	\$41,675,099.53	\$600,722.49	1.44%
15	208 Lime manufacturing	\$7,579,167.45	\$108,236.23	1.43%
16	34 Other nonmetallic minerals	\$12,381,845.64	\$166,657.57	1.36%
17	155 Asphalt paving mixture and block manufacturing	\$187,793,557.76	\$2,437,630.82	1.30%

HIGH FAR CONSTRUCTION OUTPUTS

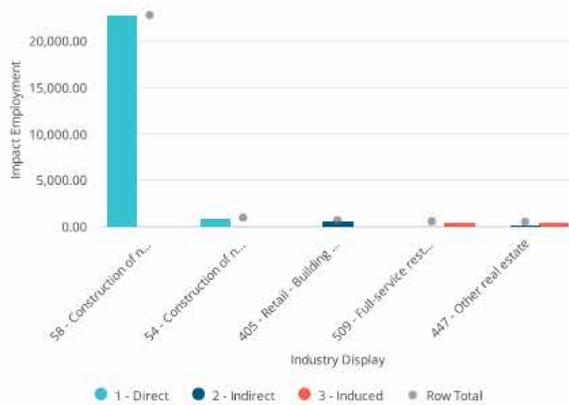
Economic Indicators by Impact

Impact ^	Employment	Labor Income	Value Added	Output
1 - Direct	23,726.78	\$1,242,596,585.61	\$1,519,708,503.92	\$1,973,253,053.57
2 - Indirect	2,315.18	\$125,425,207.12	\$217,326,073.20	\$399,748,891.41
3 - Induced	8,570.15	\$422,161,110.89	\$782,843,381.98	\$1,357,041,219.23
Total	34,612.11	\$1,790,182,903.61	\$2,519,877,959.10	\$3,730,043,164.21

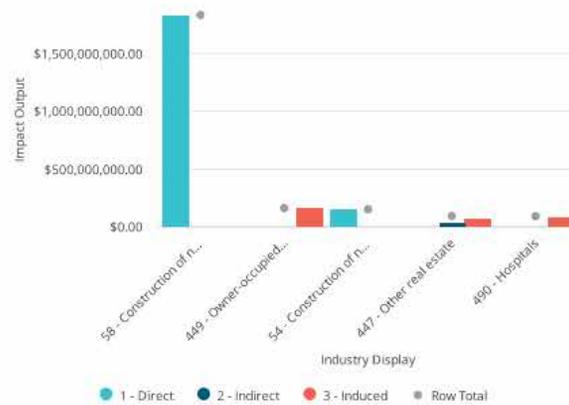
Tax Results

Impact ^	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$1,269,859.82	\$2,822,614.42	\$3,170,276.53	\$11,482,587.11	\$279,183,019.18	\$297,928,357.07
2 - Indirect	\$2,130,973.53	\$4,661,046.60	\$5,288,678.89	\$14,265,697.18	\$32,231,657.81	\$58,578,054.00
3 - Induced	\$5,726,348.19	\$12,528,486.06	\$14,213,111.35	\$39,451,098.53	\$109,196,473.64	\$181,115,517.77
Total	\$9,127,181.54	\$20,012,147.07	\$22,672,066.77	\$65,199,382.82	\$420,611,150.63	\$537,621,928.83

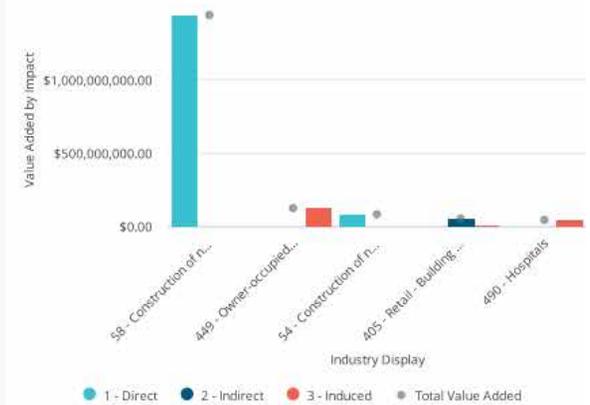
Top 5 Employment Industries



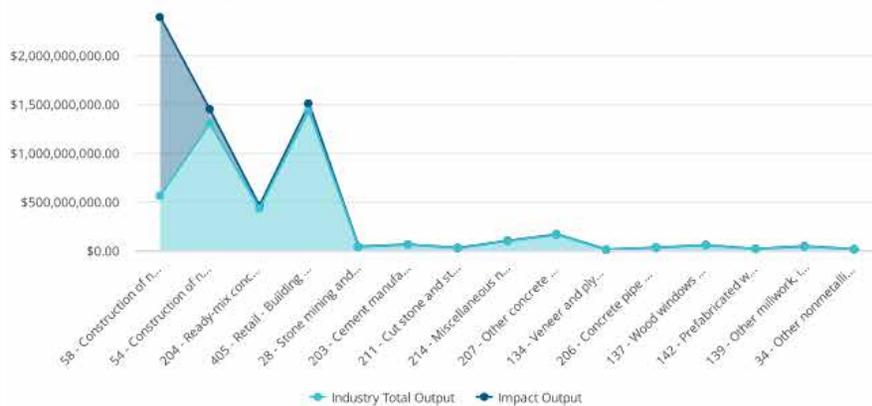
Top 5 Output Industries



Top 5 Value Added Industries



Top 15 Industries by Estimated Growth Percentage



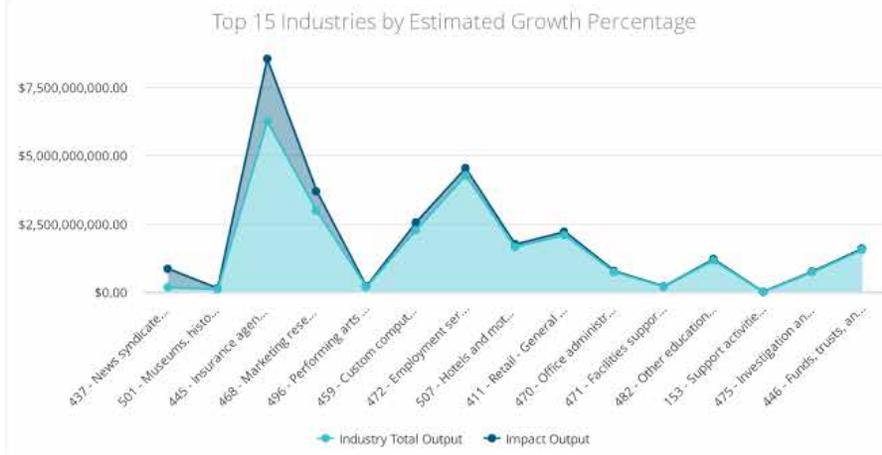
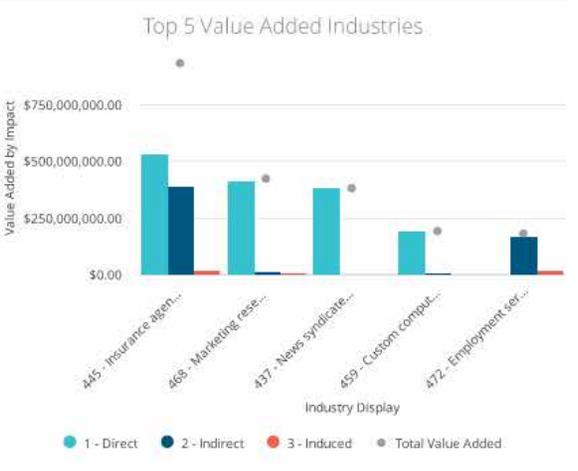
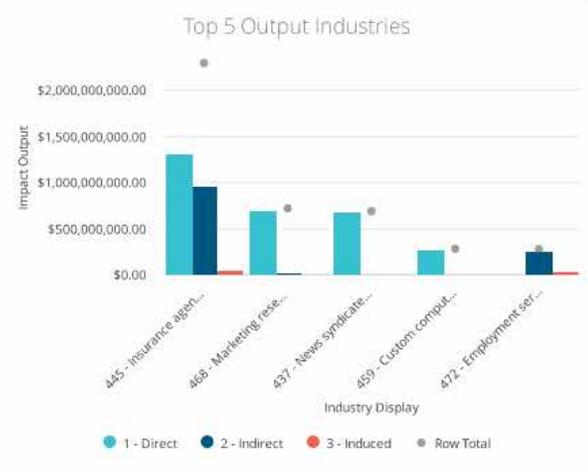
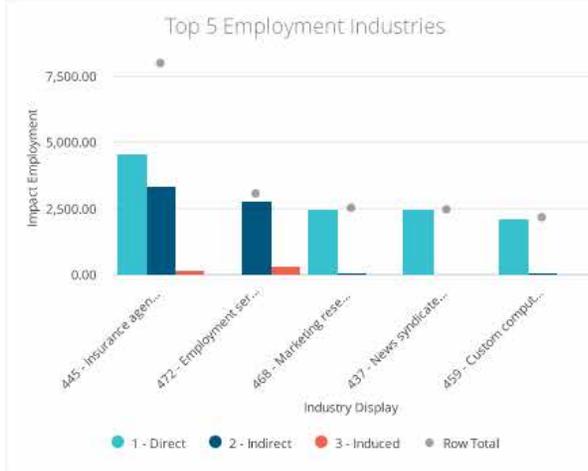
Industries by Estimated Growth Percentage

Display Code	Display Description	Industry Total Output	Impact Output	Estimated Growth Percentage
58	Construction of new multifamily residential structures	\$558,392,651.26	\$1,825,822,843.16	326.98%
54	Construction of new highways and streets	\$1,297,331,238.49	\$147,430,210.41	11.36%
204	Ready-mix concrete manufacturing	\$428,013,636.00	\$29,004,409.61	6.78%
405	Retail - Building material and garden equipment and supplies stores	\$1,424,669,799.14	\$76,669,701.04	5.38%
28	Stone mining and quarrying	\$36,573,797.75	\$1,860,611.58	5.09%
203	Cement manufacturing	\$58,071,768.67	\$2,844,674.76	4.90%
211	Cut stone and stone product manufacturing	\$24,258,177.89	\$969,568.13	4.00%
214	Miscellaneous nonmetallic mineral products manufacturing	\$95,842,514.50	\$3,626,354.26	3.78%
207	Other concrete product manufacturing	\$159,389,072.65	\$4,827,770.73	3.02%
134	Veneer and plywood manufacturing	\$8,362,700.77	\$192,108.70	2.90%
206	Concrete pipe manufacturing	\$28,882,143.43	\$651,318.30	2.26%
137	Wood windows and door manufacturing	\$54,181,006.97	\$1,151,597.15	2.13%
142	Prefabricated wood building manufacturing	\$16,952,637.94	\$337,026.25	1.99%
139	Other millwork, including flooring	\$41,675,099.53	\$820,520.62	1.97%
34	Other nonmetallic minerals	\$12,281,845.64	\$211,996.88	1.73%
208	Lime manufacturing	\$7,579,167.45	\$118,767.50	1.57%
155	Asphalt paving mixture and block manufacturing	\$187,793,557.76	\$2,893,587.27	1.54%

DIRECT AND INDIRECT ECONOMIC IMPACTS

MID FAR SPACE OCCUPIER OUTPUTS

Economic Indicators by Impact					Tax Results						
Impact ^	Employment	Labor Income	Value Added	Output	Impact ^	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	15,963.98	\$1,121,214,051.03	\$1,764,410,559.14	\$3,359,410,048.92	1 - Direct	\$4,897,747.64	\$10,745,282.07	\$12,168,796.99	\$37,482,364.55	\$275,858,063.08	\$341,152,254.34
2 - Indirect	12,210.80	\$718,332,315.14	\$1,044,296,495.75	\$2,195,002,212.40	2 - Indirect	\$2,675,482.05	\$5,873,892.14	\$6,649,121.27	\$20,350,503.84	\$173,190,817.09	\$208,739,816.38
3 - Induced	11,609.09	\$571,914,570.73	\$1,061,273,698.02	\$1,839,322,048.16	3 - Induced	\$7,769,830.81	\$16,999,318.45	\$19,285,133.13	\$53,528,436.92	\$147,961,775.05	\$245,544,494.36
Total	39,783.87	\$2,411,460,936.90	\$3,869,980,752.90	\$7,393,734,309.48	Total	\$15,343,060.50	\$33,618,492.66	\$38,103,051.39	\$111,361,305.31	\$597,010,655.22	\$795,436,565.08



Display Code	Display Description	Industry Total Output	Impact Output	Estimated Growth Percentage
437	News syndicates, libraries, archives and all other information services	\$162,849,049.30	\$683,309,278.76	419.60%
501	Museums, historical sites, zoos, and parks	\$95,552,304.69	\$40,945,753.03	42.85%
445	Insurance agencies, brokerages, and related activities	\$6,237,717,835.06	\$2,290,703,268.41	36.72%
468	Marketing research and all other miscellaneous professional, scientific, and technical services	\$2,967,114,586.56	\$713,149,420.48	24.04%
496	Performing arts companies	\$178,786,307.77	\$26,748,111.95	14.96%
459	Custom computer programming services	\$2,263,550,131.66	\$275,449,814.80	12.17%
472	Employment services	\$4,260,310,116.62	\$271,266,774.13	6.37%
507	Hotels and motels, including casino hotels	\$1,638,934,099.39	\$104,346,774.12	6.37%
411	Retail - General merchandise stores	\$2,075,458,844.42	\$126,822,716.28	6.11%
470	Office administrative services	\$725,449,621.50	\$41,228,068.45	5.68%
471	Facilities support services	\$190,924,798.30	\$10,085,219.96	5.28%
482	Other educational services	\$1,145,435,354.17	\$56,297,042.74	4.91%
153	Support activities for printing	\$5,612,298.24	\$186,945.26	3.33%
475	Investigation and security services	\$728,450,109.47	\$23,089,682.74	3.17%
446	Funds, trusts, and other financial vehicles	\$1,536,052,323.14	\$46,712,665.71	3.04%
511	All other food and drinking places	\$1,550,293,331.77	\$43,487,379.18	2.81%

HIGH FAR SPACE OCCUPIER OUTPUTS

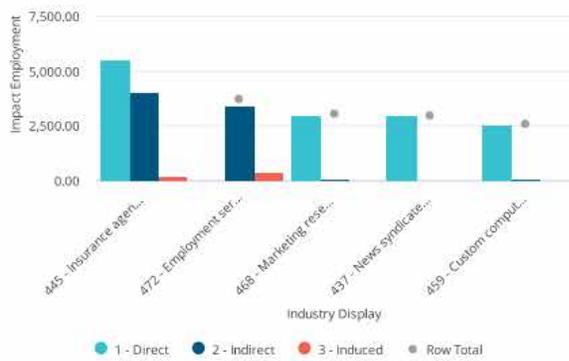
Economic Indicators by Impact

Impact ^	Employment	Labor Income	Value Added	Output
1 - Direct	20,305.76	\$1,392,170,335.02	\$2,207,261,695.73	\$4,174,731,586.81
2 - Indirect	15,019.54	\$881,983,164.68	\$1,283,558,518.35	\$2,692,997,480.84
3 - Induced	14,351.31	\$707,007,611.04	\$1,311,953,181.93	\$2,273,784,472.40
Total	49,676.61	\$2,981,161,110.74	\$4,802,773,396.01	\$9,141,513,540.05

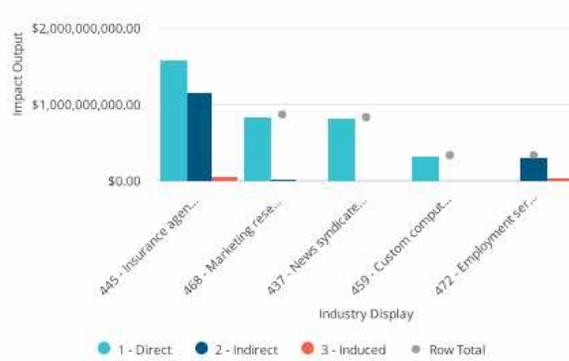
Tax Results

Impact ^	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$7,121,224.86	\$15,614,128.17	\$17,689,323.19	\$53,187,432.83	\$343,570,994.78	\$437,183,103.84
2 - Indirect	\$3,355,766.41	\$7,366,683.24	\$8,339,459.86	\$25,440,889.78	\$212,717,795.68	\$257,220,594.97
3 - Induced	\$9,605,057.42	\$21,014,541.49	\$23,840,263.25	\$66,171,810.95	\$182,911,863.99	\$303,543,537.10
Total	\$20,082,048.69	\$43,995,352.90	\$49,869,046.29	\$144,800,133.57	\$739,200,654.45	\$997,947,235.90

Top 5 Employment Industries



Top 5 Output Industries



Top 5 Value Added Industries



Top 15 Industries by Estimated Growth Percentage



Industries by Estimated Growth Percentage

Display Code	Display Description	Industry Total Output	Impact Output	Estimated Growth Percentage
1	437 - News syndicates, libraries, archives and all other information services	\$162,849,049.30	\$828,083,371.32	508.50%
2	501 - Museums, historical sites, zoos, and parks	\$95,552,304.69	\$53,095,348.10	55.57%
3	445 - Insurance agencies, brokerages, and related activities	\$6,237,717,835.06	\$2,766,391,736.70	44.35%
4	468 - Marketing research and all other miscellaneous professional, scientific, and technical services	\$2,967,114,586.56	\$864,513,019.42	29.14%
5	496 - Performing arts companies	\$178,786,307.77	\$34,101,404.94	19.07%
6	459 - Custom computer programming services	\$2,263,550,131.66	\$331,023,549.25	14.62%
7	507 - Hotels and motels, including casino hotels	\$1,638,934,099.39	\$216,212,109.97	13.19%
8	472 - Employment services	\$4,260,310,116.62	\$330,246,828.40	7.75%
9	411 - Retail - General merchandise stores	\$2,075,458,844.42	\$158,677,212.24	7.65%
10	470 - Office administrative services	\$725,449,621.50	\$50,194,239.12	6.92%
11	471 - Facilities support services	\$190,924,798.30	\$12,274,669.13	6.43%
12	482 - Other educational services	\$1,145,435,354.17	\$72,545,881.97	6.33%
13	153 - Support activities for printing	\$5,612,298.24	\$227,626.99	4.06%
14	475 - Investigation and security services	\$728,450,109.47	\$28,231,268.31	3.88%
15	446 - Funds, trusts, and other financial vehicles	\$1,536,952,323.14	\$56,896,916.04	3.70%
16	476 - Services to buildings	\$1,445,271,121.79	\$53,185,327.17	3.68%

DIRECT AND INDIRECT ECONOMIC IMPACTS: EXHIBIT A

- Local Recruiting and access to Resumes
- Pre-Screening Services
- Easy & Convenient Job Postings
- Employed Worker Training Grants
- Grants for New & Expanding Businesses
- Customized Training for existing employees
- No-cost Mass Recruitment Services
- On the Job Training Incentives
- On-site Recruitments
- Workforce Outplacement Services
- Labor Market Information
- Employer Forums
- Career Fairs

V. COSP CDPA TASKS:

1. **CDPA, through its own efforts and data base will identify residents by job class.**
 - a. **Provide the list of residents that meet qualifications to Midtown, by job classification.**
 - b. **CDPA will continue efforts to update and expand its list of residents, who may be available to work at the project, and provide this expanded list to Midtown.**

VI. TRAINING PROGRAMS:

In conjunction with CDPA, we will formulate training programs towards the established goal.

On-The-Job Training:

The General Contractor/Construction Manager will identify and create an on the job program for residents to learn basic construction work.

PCUL (Pinellas County Urban League)

PCUL will serve as Midtowns employment and training partner whether self-performing or as the lead team member working with St. Pete Works and other local, state and federally authorized community based workforce programs. PCUL and its Career Connection Center is a community-based workforce, job development and training center that focuses on the unemployed and underemployed, the unskilled or insufficiently skilled and those with barriers to self-sufficiency due to past indiscretions in their background.

PCUL has been serving Pinellas County for over 40 years and has managed millions of dollars in federal, state and local funding to provide workforce development services, post-secondary education and credentialing access, job training and placement services

for unemployed and underemployed jobseekers and ex-offenders. PCUL staff and management provide career pathway employability and technical job skills training, navigational case management, job placement, mentoring and life skills counseling to disadvantaged job seekers including adult ex-offenders and clients receiving Temporary Assistance for Needy Families (TANF).

PCUL has ongoing existing training programs targeting residents in St. Petersburg and will assist to develop and operate training programs that can assist residents in being a productive part of the Tropicana site redevelopment. “Community Empowerment Center” with a specific focus on workforce development. We work with individual job seekers and local employers to increase job placement strengthen the workforce. PCLU provides services throughout Pinellas County, which include the following specified communities: Jordan Park/ Wildwood, Campbell Park and Child’s Park.

Job Seeker have access to:

- Job Coaching & Career Counseling
- Employability Skills Training
- Financial Assistance with Certifications
- Resume Building



- Job Referrals & Job Placement Opportunities
- Job Fairs & Employer Information Sessions
- Additional assistance for those with employment barriers (ex-offenders, substance abuse, mental/physical disability, domestic violence).
- Free marketing: your company will be seen by many people throughout the community.
- An opportunity to join our advisory committee.
- Free online job database, job fairs and information sessions.
- Quality candidates of diverse backgrounds that fit your employment needs.

Currently PCUL conducts an array of positive youth development and family strengthening programs including, but not limited to:

The S.T.Y.L.E. Program - Summer Training in Youth Leadership & Employment (S.T.Y.L.E.) Program is funded by the City of St. Petersburg. The eight week long summer curriculum is offered to youth ages 14 - 16. Eligible students must meet income requirements and be residents of St. Petersburg. Youth are provided training in the areas of employability skills, leadership development, career develop-

ment and college preparation through a series of activities, workshops, seminars, outings, classroom shadowing, and more.

NULITES (National Urban League Incentives To Excel & Succeed) NULITES is a youth program of the National Urban League being conducted in over 100 communities nationwide to address the challenges young adults face as they navigate their teenage years. The programs focus on education, character-building, community responsibility, and college/career prep is centered on creating and molding the next generation of civic leaders and professionals. Founded on the premise that young people are our most valuable resource, NULITES is designed to reflect the positive aspects of youth in today's society while providing opportunities for personal and leadership development. The program promotes and maintains high standards of well-being, educational, character and leadership qualities, which is accomplished through group activities, meetings, special educational programs, field trips and FUN.

Community Crime Prevention - Sponsored by the Florida Office of the Attorney General, the Youth Crime Prevention and Intervention/ Black-on-Black Crime programs provide various programs, events, and activities to

enhance the area's urban communities and youth. The program partners with law enforcement agencies, churches, youth groups, neighborhood organizations and community residents. The following activities and workshops are facilitated year-round.

In partnership with Midtown, PCUL will manage the providing of integrated, holistic workforce development services to individuals which will improve their basic academic skills, provide employability training so that a personal career pathway can be created, offer educational credentials of value in the marketplace, foster navigational access to postsecondary educational opportunities and support the successful completion of at least one industry recognized credential in the building and construction trades occupational cluster aligned with the envisioned career pathway. Our focus is to equip St. Petersburg residents with employability tools that prepare them for current and/or emerging career pathways to include attainment of industry recognized credentials, which can be gained through post-secondary education. This upskilling will prepare participants for enhanced professional stability, self-sufficiency, and equip them with competencies and proficiencies that employers require in today's 21st century globalized and technologically driven economy.

DIRECT AND INDIRECT ECONOMIC IMPACTS: EXHIBIT A

PCUL is dedicated to providing outcome focused employability/soft skill assessments and training designed to ensure that program completers embody the workplace skills that employers require. Some of the specific programs that will be offered in the early stages of the redevelopment include industry recognized training and NCCER certification in the following trades:

- Construction, Electrical,
- Welding, and
- Plumbing and Carpentry.

OIC-SFL offers industry recognized certifications in:

- Culinary/Food Services and Kitchen Safety,
- Customer Service,
- General Labor and Safety Compliance,
- HAZWOPER, and
- Materials Testing.

VII. FUNDING THE TRAINING PROGRAM:

Midtown and CDPA will work together to create a requisition format to fund training expense up to \$1,500 for each position remaining to be filled, in accord with the Development Agreement.

VIII. REPORTING PROCESS

Midtown will prepare and deliver a quarterly report to the CDPA indicating the number of initial employees hired and how many of said employees are St. Petersburg Residents. The first reporting quarter shall begin after the issuance of the first construction permit for right-of-way improvements within the Site boundary and conclude twenty (20) years thereafter.

IX. ANTICIPATED JOBS

A non-exhaustive list of jobs anticipated for the initial construction of the project is provided below:

Division 01 — General Requirements

- Security
- Surveyor
- Caterer
- Traffic controller
- Safety Officer
- Cleaning Crew
- Manlift Operator
- Tire Wash Operator
- Dust Control
- Construction Vehicle Delivery Tag Taker
- Scheduler
- Estimator

- Superintendent
- Project Manager
- Assistant Project Manager
- Document Control Manager
- Secretary
- Inspectors
- Laborer

Division 02 — Site Construction

- Fence Erector
- Tractor Driver
- Grader Driver
- Compactor Operator
- Dewatering Contractor
- Site Foreman
- Debris Hauler
- Excavator Driver
- Sheet Pile Contractor
- Crane Operator
- Membrane Installer
- Soil Poisoner
- Plumber
- Deep Utility Installer
- Pipe Fitter
- Electrician
- Landscaper



- Asphalt Paver
- Irrigation Installer

Division 03 — Concrete

- Form Erector
- Reinforcement Fabricator
- Welder
- Concrete Delivery
- Spreader
- Finisher
- Vibrator
- Paver
- Materials Testing

Division 04 — Masonry

- Block Layer
- Block Helper

Division 05 — Metals

- Metal Fabricator
- Welder
- Erector
- Painter

Division 06 — Wood and Plastics

- Carpenter
- Form Take Down

Division 07 — Thermal and Moisture Protection

- Insulation Installer
- Roofer
- Flashing Installer

Division 08 — Doors and Windows

- Metal Door Installer
- Wood Door Installer
- Fenestration Crew

Division 09 — Finishes

- Finish Carpenter
- Carpet Layer
- Tile Setter
- Painter
- Ceiling Installer
- Electrician
- Plumber
- Sheetrock Installer
- Plasterer

Division 10 — Specialties

- Swimming Pool Installer

Division 11 — Equipment

Division 12 — Furnishings

- Window Treatment Installer

Division 13 — Special Construction

Division 14 — Conveying Systems

- Elevator Electrician
- Elevator Installer

Division 15 — Mechanical

- HVA/C Installer
- Ductwork Fabricator
- Controls Engineer
- System Balancer

Division 16 — Electrical

- Rough-in Electrician
- Apprentice Electrician
- Lighting Electrician
- Fire Safety
- Low Voltage Installer
- Communications Installer

DIRECT AND INDIRECT ECONOMIC IMPACTS: EXHIBIT A

X. RESIDENT OWNED/CITY LOCATED BUSINESS INCLUSION

A goal of 10% of the direct hard costs shall be dedicated to City located contractors or businesses.

Developer and General Contractor/Construction Manager will use commercially reasonable efforts to contract with companies that are owned by City residents or located in the City for goods and services. A cost estimate of the Midtown infrastructure projects and building projects will be provided to CDPA within 30 days following issue of each Master Building Permit.

XI. ST. PETERSBURG BUSINESS SOLICITATION AND OUTREACH:

Developer and GC/CM will utilize data provided by COSP to identify licensed businesses in City. Outreach notice by mail, email and social media will be made to those businesses that are in fields necessary to meet the needs of the project.

Website advertising in cooperation with CDPA, the St. Petersburg Chamber of Commerce as well as other internet-based sources will be used to locate businesses that are in the city or are owned by City residents.

XII. BUSINESS CONTACT/CONTRACTING

GC/CM will work with the businesses to achieve the ability to contract for goods and services to achieve the goal stated herein, in accord with the provisions of the Development Agreement.

This plan will be made part of the contract with the GC/GM.

XIII. LIST OF EXHIBITS

Exhibit A.

Proposed Development Agreement Between City of St. Petersburg and Midtown Development and South St. Petersburg CRA for Tropicana Redevelopment Project

PINELLAS COUNTY URBAN LEAGUE - LETTER OF COOPERATION

December 15, 2020

Alejandro Vadia
President
Midtown Development LLC
600 Brickell Avenue, Suite 2500
Miami, Florida 33131



Dear Mr. Vadia:

The Pinellas County Urban League (PCUL) strongly supports Midtown Development's application for the St. Petersburg Tropicana Field Redevelopment Project. Through our recent partnership, the PCUL can continue its successful relationships like the 2 we have had with LEMA Construction, where our Beneficial Community Impact (BCI) working with subcontractors and successfully hired hundreds of people for those projects, this one will result in thousands.

The PCUL maintains a database of qualified local minority construction sub-contractors and workers for construction services. The PCUL also provides construction training, case management, and follow up initiatives to assist individuals in obtaining meaningful employment in the construction industry. Sub-contractors and workers entered into the agency's Career Connection Center database are screened to determine experience, skills, licensure, insurance, bonding and other background statuses.

Relative to diversity requirements, many construction contracts require that specific projects reflect a minimum of the subcontracts and project expenditures to be committed to local area residents, as well as insuring compliance with section 225.102 of the Florida Statutes regarding Minority Business Enterprise (MBE) participation. The PCUL will work closely with Midtown Development to help meet its goals of its workforce from the local community and contract requirements to engage minority contractors and pledges to provide the following services:

1. Provide access to our database of screened subcontractors and workers interested in working on Midtown Development future projects.
2. Track and develop periodic reports documenting compliance with various diversity requirements placed on Midtown Development's projects.

We are excited about the prospect of partnering with Midtown Development to collaborate under this proposal. Please feel free to contact me at 727-327-3586 or via email at whaynes@pcul.org, if you have any questions.

Sincerely,

Watson L. Haynes, II
President & CEO

WLH:lza

DIRECT AND INDIRECT ECONOMIC IMPACTS: EXHIBIT B

PINELLAS COUNTY URBAN LEAGUE - RESUME

The Pinellas County Urban League, one of seven Urban League affiliates in Florida, and one of 90 in the nation, has a unique mission that sets it apart from other agencies: to assist African Americans and others to increase their social inclusion, educational competitiveness, and economic prosperity, and to help bridge social-economic barriers, and promote new and strengthen relationships between our communities: public and private partnerships. The strategic approach, adopted locally from the National Urban League, focuses on four key program areas: economic development, housing development, education, and health. The vision is to imagine a world with no equality gaps. This means a world with an inclusive society where opportunities for equitable solutions for everyone to prosper are created. This is exactly where Reverend Watson Haynes, the Pinellas County Urban League CEO, and his leadership team were advancing. Starting four years ago, Reverend Haynes began to pivot the organizational mindset from previously looking through an anti-poverty lens to now focusing on what can be done with a positive wealth building and financial empowerment mindset

for each and every client who walks through the door. Then COVID-19 hit. The emergency needs and management of employees and clients, including adjustments to online platforms for service delivery and home-based office models—suddenly took priority.

The Pinellas County Urban League fosters leadership development throughout its organizational chart—not just in the top tier—and it's uniquely capable of building progress and hope within its minority communities prior to and during COVID-19 (and in recovery). This includes a focus on the hardest hit neighborhoods, such as the South St. Petersburg Community Redevelopment Area (CRA), with an emphasis on helping individuals and small businesses rebound from unexpected circumstances and loss, such as those brought on by COVID-19, the likes of which none of us has experienced.

This Urban League fuels economic improvement by incorporating financial empowerment as a new catalyst of change into all of its programs, as a quantifiable measure of the agency's community impact. The agency is validated as a "go to" agency, one respected and synonymous with economic development,

revitalization, and small business counseling, as recognized by Florida Governor DeSantis, St. Petersburg Mayor Kriseman, and National Urban League CEO Marc Morial. They identify this agency as a leader and as part of the solution to complex societal challenges through current, sizable grant awards to administer a \$12.7 million Low-Income Home Energy Assistance program, and a \$1.5 million weatherization grant from the Florida Department of Economic Opportunity (DEO), a \$250,000 Regional Entrepreneurship Center grant from DEO, a \$1.7 million grant from the Department of Labor for an Urban Senior Jobs Program in six counties, and \$450,000 from a Foundation for a Healthy St. Petersburg for capacity building, among others. Then COVID-19 hit, and, as it would happen, the emergency needs of energy assistance, job support, and small business development programs implemented in advance of the pandemic at the Urban League are needed more now than ever.

Outcome data and results tell the story of impact better than the grant awards. Through its federal Urban Seniors Jobs Program, 170 seniors (on average) earn \$12 per hour, work 30.6 hours per week, 50 percent of those employed work full-time with benefits, 55



percent retain employment for at least 90 days, and 35.8 percent retain employment for at least 180 days. In 2019, 5,470 individuals received energy assistance to stay stably housed without interruption of power. In economic development in 2019, of the 583 clients coached in economic development as an individual or a small business, 134 attained a job, 26 created a credit restoration plan and 20 created a financial success plan with another 25 gaining a skill certification.

Led by mission for social inclusion, economic prosperity, and removal (or bridging) of economic barriers in line with Bank of America priorities, Watson Haynes has led nonprofit organizations for 40 years, with eight years at the Urban League. His vision is not just words on paper but something he lives by daily, and that he inspires his emerging leader and other rising leaders in the organization to adopt, as recently recognized with the Lightning (Hockey) Hero Award in December of 2019 for being a visionary. It's systemic change and leaving a lasting legacy that drive Reverend Haynes to pivot the organization and to cease talking in negative terms of "anti-poverty" and instead to focus on positive wealth building: what can be done to create equity so that marginalized

populations, including African Americans, have better living conditions, can thrive, and where they can think and act independently.

Reverend Haynes recognizes, even as he and his team have grown this agency from a \$3.4 million a year operation in 2012 when he came on board to \$7.4 million in operations as of 2020, that there is more to do, and that a Neighborhood Builder grant in collaboration with Bank of America could assist his team to do. Reverend Haynes has spent his entire career promoting management teams to lead the future and knows, at 67 years of age, he won't lead in this role forever and that succession planning now is critical. He motivates his team at the Urban League to move forward together with individualized, personal plans for growth implemented by each and every employee. His vision is for all employees to be the best that they can be and for one selected emerging future leader, Charlotte Anderson, to carve the way. In his vision, Reverend Haynes is committed through his entire fiber to diversity, equity, building wealth in marginalized (predominately African American) communities, with passion, skill, and perseverance to make a difference.

As Reverend Haynes will tell anyone, the emerging leader, Charlotte Anderson, earned this spot by simply being extremely capable and, in addition, she is trainable. These two individuals have a history of working together that dates back to the 1990s when they both worked at Operation PAR, a substance abuse and mental health service facility in Pinellas County with a now \$32 million operating budget. Ms. Anderson, as a female, African American, leader who has been in this local community through her education and throughout her career, and who knows the community personally, has demonstrated her ability working along side of Reverend Haynes to grow the Urban League by 118 percent in their eight years at the Urban League. Ms. Anderson represents minority leadership not only as an African American, but as a female; a woman has yet to lead this Urban League in its 73-year history in Florida.

DIRECT AND INDIRECT ECONOMIC IMPACTS

Ms. Anderson works as the Vice President of Housing and Community Economic Development, and as Vice President of Operations prior to that, to make sure that the Urban League is implementing quality and effective programs that meet the needs of minority communities and residents.

No fortitude is put more to the test than in weathering a crisis such as COVID-19. Ms. Anderson has displayed adaptability, problem-solving skills, and leadership that will meet this agency's future needs. She worked quickly to put a new normal in place for staff and program services linked to home-based and to online platforms. She is the reason this agency's Serious Business Academy and Regional Entrepreneurship Center started. Her work to further economic and small business development in minority communities—along with the agency's pivotal shift to add financial empowerment to all programs—prompted the Urban League to name this program focus after her: Emerging Leader Inspired Financial Empowerment Center. Ms. Anderson is well respected, and the “go to” person who gets things done while inspiring others.

The community benefit of selecting Charlotte Anderson as the emerging leader, at a time when its current CEO is starting to plan for his succession—even if his retirement is not within a year or two but probably within a five-to-ten year time frame—is that the strength-building, revenue-building, program-impact building gains that Reverend Haynes has worked to implement, along with the culture of positive leadership and team member growth, will not be lost but will assure a smooth transition when his retirement does take place. This agency has come so far to emerge as a community leader making significant strides to improve some of the hardest hit communities, especially in areas of Community Redevelopment (CRAs), and in minority communities.

Diversity is critically important to the Pinellas County Urban League and part of the operation right down to its bylaws. It's important to hear directly from the current CEO on this matter, because just as important as diversity is to the Urban League, so is getting the most qualified individuals in to hold the positions as advertised. That is how this leadership team, including Reverend Haynes and the emerging leader, Ms. Anderson, have been able to

grow this organization to the degree it has in the past eight years. The very bylaws of this organization's board of directors intentionally alternate the board president every two years, and it cannot be a president of the same race that serves back-to-back in their two-year term. The board of directors is more than 50 percent diverse, and diversity spans across race and ethnicity and gender. The agency practices a policy of no discrimination in its board membership, staffing, and program services. The agency works in minority-populated communities, and advocates on behalf of minorities, and therefore encourages the hiring of individuals from the communities from which it serves, if qualified and have competitively applied for the position.

The Urban League is in alignment with HUD Section 3 guidelines, not exclusively and not by funding mandate, but in part and by its location in the community(ies) it serves, as stated: “Section 3 is a provision of the Housing and Urban Development Act of 1968. The purpose of Section 3 is to ensure that employment and other economic opportunities generated by certain HUD financial assistance shall, to the greatest extent feasible, and consistent with

existing Federal, State and local laws and regulations, be directed to low- and very low-income persons, particularly those who are recipients of government assistance for housing, and to business concerns which provide economic opportunities to low- and very low-income individuals.”

Companies with fewer than 5 employees, and often sole proprietorships, were shut out of the Payroll Protection Plan (PPP) loan. They often didn't have the software, paperwork, or training to get together in time. The Urban League will strengthen minority-owned small businesses. Another \$30,000 will fund software upgrades for robust evaluations, a social media consultant will be hired PT at \$25,000 to get the agency more current, resource development support of \$33,000 will diversify funding away from heavily-weighted government funding, and a consultant will assess protocols for the new normal of working from home (in the short to long term), along with keeping services online vs in-person at a cost of \$5,000 (consult), and \$16,000 (IT upgrades). Ten percent is earmarked for administration, and the remaining funding is set aside for training of the leadership and the staff to make the

pivotal shift to focus on financial empowerment and wealth building in every program and activity.

Knowing how vulnerable minority small businesses are to unexpected situations, such as COVID-19, is the Urban League's positive impact on the minority small business community and the surrounding communities that have come to rely on those business services and their employment, is extremely important to community health and the revitalization efforts that have started and need to continue. With added support, small businesses can continue to provide community revenue, tax generation, employment, services, and individual wealth building that leads to independent thinking and acting, as encouraged by Urban League CEO Watson Haynes.

DIRECT AND INDIRECT ECONOMIC IMPACTS: COMMUNITY ENGAGEMENT/MINORITY INVOLVEMENT

COMMUNITY ENGAGEMENT

A|P Communities incorporates resident engagement and consultation through many different facets of our activities. We work to understand the historic context in which our communities are being developed and align our strategy appropriately. This includes analysis of transportation connections, economic indicators, education attainment, and physical geography.

The development team's goal for Tropicana Field is to create an intergenerational, mixed-income community where active seniors, working adults, and families can take advantage of a safe, convenient, and visually appealing urban live, work and play environment. We plan to employ participatory planning principles to engage the local community and incorporate stakeholder feedback early in the design process. The development team has significant experience working with potential residents and neighbors to understand, prioritize, and implement their needs and desires as part of the development process. We will also adhere to the following design goals, objectives and planning principles that have been established through St. Petersburg's Master Planning Process. Those include:

DESIGN GOALS AND OBJECTIVES

- To transform the Tropicana Field area of St. Petersburg into a sustainable neighborhood
- To create a true mixed-income/mixed-use neighborhood
- To ensure a highly accessible, connected and walkable place
- To reconnect South St. Petersburg neighborhoods to the Central Avenue corridor

PRINCIPLES

- Reconnect livable streets
- Connect Central Avenue to South St. Petersburg
- Create a development that supports the area's community groups
- Anchor the main streets with a mix of uses
- Create a development that contributes to creating a great and diverse neighborhood

PLANNING PROCESS

Our development process begins by putting together an expert team of professionals across a myriad of specialties who will be responsible for the project from the initial planning phases through occupancy. For the Tropicana Field site, A|P has partnered with Midtown Development to deliver this devel-

opment vision. This team will work with the City, the CRA, the local community, and other stakeholders to create a shared vision for the Tropicana Field site.

The proposed preliminary development concept is built upon the basic due diligence we have already completed on the site, and will be customized as we receive additional feedback so we may determine the various issues that are most important to the City and the local community. Upon selection, A|P will meet with the City to understand any implications of redeveloping the site, and identify the key stakeholders that need to be involved in the process.

COMMUNITY INPUT AND CHARRETTE

A|P and the design team will lead two community meetings and will ensure area residents and community stakeholder input is incorporated into the Master Plan. Prior to scheduling the community meetings, a kickoff meeting will be held with the City and the CRA to discuss the public participation process and timeline, confirm and update the list of area participants, and identify key individuals, local leaders, community organizations, and other stakeholders to ensure participation from all segments of the community. We envision the



City as key facilitators of this process. The development team will rely upon the City and the CRA's expertise and contacts with leaders in the community to ensure the below outlined process fits within the goals of the community.

During the process of generating a Development Plan for submission to St. Petersburg, we will prepare and deliver a presentation showing our overall conceptual Development Plan to community stakeholders and we will solicit their feedback on the particular community benefits they'd like to see generated from this development. This will occur two times during the Development Plan process – once prior to the 50% complete submission to City and once more after receiving feedback from the City to incorporate into the plan.

To promote attendance, flyers, posters, post-cards, and mailers will be distributed to area residents, the media, neighborhood associations, business associations, and community organizations in the weeks leading up to the event. This approach ensures the communication outlets that are effective within this community are fully utilized; establishing important lines of communication with potential residents and end users from the very beginning. The development team will also set

up social media accounts including Facebook, Twitter and MySidewalk.com (facilitates collaboration with the maps, drawings and questions) for the project. At the request of the City, the team will be available to discuss the project with reporters and members of the press at a press conference, for news interviews, or on local radio programs.

Community Comment #1 – The community and all other stakeholders will be invited to a charrette that will give area residents and stakeholders the first opportunity to meet the selected development team, ask questions, and receive information about the development. The timeline for the development will be explained and area residents will be informed of the phasing plan and its implications. This meeting generally provides us with an opportunity to discuss who we are, what we do, the various types of constraints we may have (in terms of funding sources, etc.), while allowing the community to make comments, offer essential input and significantly influence the conceptual development design. General commentary will be fielded, and a more specific questionnaire will be offered asking residents and stakeholders about what they like/don't like, their concerns and their ideas.

Concept Update – After the development team compiles and analyzes all of the responses from the Community Comment period, we will seek to incorporate as many of the ideas and address as many of the concerns as is feasible within the legal and financial framework defined by the regulations, expected development sources, and required timeline. This updated concept will be presented to the City at the 50% completion of the Development Plan for their comments and feedback as well.

Community Comment #2 – After revising the first conceptual development design, we would offer a second community forum in order to showcase the changes and to address questions that will inevitably arise. This gives the community the opportunity to ask – and have answered – why particular parts of their feedback were addressed and why other parts could not be changed. This second meeting will be extremely beneficial in creating fluid communications and community confidence. We find that the community buy-in for any development concept is best fostered by thoroughly addressing concerns where we can, and educating where we cannot.

Final Development Concept – Public comments will be collected, reviewed, and considered for

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possible further modifications. If any modifications to the second design concept need to be made because of the second community comment period, we will make these before finalizing and moving forward with any architectural and engineering work. It is always possible that the overall plan and the building designs will require subsequent modifications due to comments from authorities having jurisdiction or field conditions. Once the community input process is complete, our team of development professionals (project management, construction, finance, and asset management) will work with the design team to finalize a site plan, and development concept that is feasible within the legal and financial framework defined by the regulations, expected development sources, and required timeline.

Many of our properties engage our residents through monthly newsletters which include the resident programs and activities schedules; helpful life skills tips and advice; community service partnerships available for job readiness skills, employment, and social services; and contact information for our property staff to facilitate interaction with their residents.

A|P also encourages dialogue with our residents to stay current on our resident programming and interface. This philosophy also carries through to the development activities

of A|P Communities. The property management and development teams are in constant dialogue to make sure that feedback from our existing residents is incorporated into the subsequent phases we develop.

As an example, at Saratoga Crossings III, a 75-unit development in Dania Beach, FL (just South of the Fort Lauderdale International Airport), we have held several resident engagement sessions to collect and implement resident feedback from the existing 172 households at Saratoga Crossings I and II. Some important take-aways that we have incorporated into the design include suggestions on parking layout, trash room access, and stairwell alignments.

In Maryland at the 252 apartments comprising the senior community of Woodlands at Reid Temple, during pre-development we held public sessions with senior focus groups from the area to incorporate feedback on resident amenities, activities, and in-unit finishes. By engaging early, we have been able to align the financing strategy with the community feedback we received. Some of the resident amenities A|P incorporated from these early sessions include a beauty shop, hydrotherapy room, community area with fireplace, and covered porch. By incorporating the takeaways from these dialogues, we are excited to be on the verge of delivering a high-quality senior affordable housing community in January 2021.



THE WOODLANDS AT REID TEMPLE, GLENN DALE, MD



The Woodlands at Reid Temple already has a waiting list of over 600 seniors!

In the wake of this period of an unprecedented global health pandemic, it has become increasingly important to provide a robust and multi-faceted approach to communicate and disseminate information to, as well as to get input from residents and community stakeholders. As we make a plan for engaging the community in a safe and healthy manner, flexibility will be critical as we apply our approaches to reflect a new reality of social and physical distancing.

As the COVID-19 pandemic may require stakeholder engagement and public outreach efforts to move forward in virtual ways as the project evolves, the Team proposes providing:

- ✓ Online Meetings: Sometimes called virtual town halls, these can be interactive or static websites built to mimic a public Open House. During these times of social and physical distancing, effective community and stakeholder communications will be especially important. While some members of the community may not have access to technology for online meetings/interactions most will likely have access to social media applications such as Facebook, YouTube, Instagram, etc. via mobile devices. Using these social media

outlets, a team representative can monitor streamed meetings/workshops and relay the expressed concerns and comments of the community members to the larger group.

- ✓ Social Media Engagement: To help tailor social media messaging, virtual engagement opportunities, and new ways for the community to stay informed and provide critical input.
- ✓ Webinars: These usually include a live presentation as well as a group dialogue. These can also include live polling as well as video features. We have licenses and agreements already in place to be able to leverage third-party technology tools for this project.

If appropriate, in-person, socially distanced community meetings and Charrettes can occur by following CDC, Federal, State or Local guidelines. This could include preventative measures such as:

- ✓ Wearing Face Coverings
- ✓ Temperature Taking at the Door
- ✓ Provision of Hand Sanitizer and Regular and Thorough Cleaning
- ✓ Published and Enforced Physical Distancing Plan
- ✓ Limiting the Sizes of the Gatherings at Any One Time

Our creative, customized stakeholder engagement plan will tailor approaches to public involvement that address the unique attributes, interests and values of Tropicana Field's redevelopment in order to meet the specific needs of the community during this time of the COVID-19 pandemic. We will leverage the materials and the spirit of these meetings to provide the flexibility and convenience of physical and/or online engagement that flows seamlessly into people's routine and casts a wide net for participation.

MINORITY INVOLVEMENT

A|P Communities are strong advocates of Diverse Local Participation and actively participates in Small, Disadvantaged, and Minority and/or Women-owned Business Enterprise ("S/M/WBE") programs to meet **S/M/WBE participation goals.**

A|P Communities also has extensive experience meeting HUD Section 3 and S/M/WBE requirements. The HUD Section 3 program requires that recipients of certain financial assistance, provide job training, employment, and contracting opportunities for low- or very-low income residents in connection with projects and activities in their neighborhoods. A|P has completed construction on over 3,000 HUD-financed units over the last 10 years. As an example of A|P's commitment

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to the Section 3 program, we awarded \$12M in subcontracts to Section 3 certified businesses on four of our projects in Miami-Dade County: Audrey M. Edmonson Transit Village (fka Seventh Avenue Transit Village), Northside Transit Village I, Northside Transit Village IV and Washington Square. In addition, the Saratoga Crossings development in Dania Beach, awarded over \$4M to Section 3 certified contractors.

To maximize local subcontractor and labor participation, A|P goes to great lengths to generate awareness among Section 3 and S/M/WBE subcontractors and residents of available job opportunities prior to bidding, this will include advertisements in the local newspapers, hosting job fairs and working with our partners on community outreach. To facilitate additional participation, A|P will often carve reduced assignments from larger projects to be awarded to smaller subcontractors as needed and will pay these subs on a biweekly or even weekly schedule due to their needs, versus a standard monthly payment. In this model, the infused capital to these businesses has an exponential impact on their sustainability, as it gives them resources to continue to grow and hire more individuals from the community. This positive cycle leads to greater economic revitalization.

A|P also conducts targeted outreach to include additional local contractors in the hiring process. These efforts are not only beneficial but mandatory to ensure that developments such as these successfully meet Section 3 and S/M/WBE goals and benefit the community on a larger scale. The chart below illustrates the various ways in which we have complied with Section 3 and incorporated local subcontracting business opportunities into our various projects.

DEVELOPMENT & LOCATION	CONTRACT	AGENCY	COMPLIED WITH SECTION 3 S/M/WBE GOALS
Audrey M. Edmonson Transit Village, Miami, FL	County-owned land	Miami-Dade County Public Housing & Community Development	Subcontracted 44% of the development hard costs to Section 3 businesses and 53% to DBE/MBE firms. Sixty-five Section 3 residents were hired by subcontractors.
Seventh Avenue Transit Village II, Miami, FL	County-owned land	Miami-Dade County Public Housing & Community Development	A P Community Builders employed 3 individuals from Greater Miami Services Corp. and subcontracted with 7 MBE firms with a total contract value of over \$5M representing 28.58% of the total construction contract.
Northside Transit Village I, Miami, FL	NSP3 Loan, County-owned land	Miami-Dade Public Housing and Community Development	A Section 3 local hiring plan was followed and 27% of the employees were hired from the local vicinity, and 6.96% of new hires were Section 3 residents. In addition, 20% of the hard costs were awarded to MBE contractors and the contractor complied with Davis-Bacon Act wage requirements.
Northside Transit Village II, Miami, FL	County-owned land; HOME	Miami-Dade Public Housing and Community Development	64% participation with Section 3 and MBE/WBE firms.
Northside Transit Village IV, Miami, FL	County-owned land	Miami-Dade Public Housing and Community Development	39% of the work was subcontracted to D/M/WBE and Section 3 firms. Project also participated in Transitions program, employing trained cadets that were previously incarcerated.
Island Living Apartments, Miami, FL	CRA Grant	Southeast Over-town/ Park West CRA	Partnered with Palmetto Homes of Miami, Inc., a local minority developer and Miami-Dade certified Section 3 firm. 100% of unskilled labor new hires were Section 3 residents and 28% of the total hard construction costs were contracted to Section 3 firms.



DEVELOPMENT & LOCATION	CONTRACT	AGENCY	COMPLIED WITH SECTION 3 S/M/WBE GOALS
Residences at Dr. King Boulevard, Miami, FL	City-Owned Land; HOME	City of Miami; Miami-Dade Public Housing and Community Development	Will surpass goal of 32% participation with 40% M/WBE and Section 3 participation
Northwest Gardens V (New Construction) & Sunnyreach Acres (Rehabilitation) Fort Lauderdale, FL	HAP Contract	Housing Authority of the City of Fort Lauderdale	At Northwest Gardens V, 25% of the hard costs were contracted to MBE/WBE firms, 11% contracted to Section 3 firms, and 24 Section 3 residents were hired. For the rehabilitation of Sunnyreach Acres, 51% of the hard costs were subcontracted to Section 3 businesses, 5 Section 3 residents were hired, and 50% of the total development cost was paid to M/WBE firms.
Sailboat Bend Apartments, Fort Lauderdale, FL	HAP Contract	Housing Authority of the City of Fort Lauderdale	A Section 3 local hiring plan was followed, 5% ± of the hard costs were contracted to Section 3 firms, and 16 Section 3 residents were hired.
Sailboat Bend II, Fort Lauderdale, FL	PHA-owned land	Housing Authority of the City of Fort Lauderdale	Achieved 22% M/WBE and 23% Section 3 firm participation, exceeding 15% goals.
Suncrest Court, Fort Lauderdale, FL	PHA-owned land	Housing Authority of the City of Fort Lauderdale	Achieved 31% M/WBE and 28% Section 3 firm participation, exceeding 15% goals.
Saratoga Crossings I & II, Dania Beach, FL	HAP Contract	Dania Beach Housing Authority	Over 30% of the costs were subcontracted to M/ WBE and/or Section 3 firms.

DEVELOPMENT & LOCATION	CONTRACT	AGENCY	COMPLIED WITH SECTION 3 S/M/WBE GOALS
The Studio At ThinkEast, Austin, TX	PHA-owned land	Housing Authority of the City of Austin	32% subcontracted to MBE firms.
Laurel Glen, San Antonio, TX	LIHTC	Texas Department of Housing & Community Affairs ("TDHCA")	30% subcontracted to MBE firms.
The Terraces at Arboretum, Houston, TX	LIHTC	TDHCA	30% subcontracted to MBE firms.
The Bristol, San Antonio TX	LIHTC	TDHCA	30% subcontracted to MBE firms.
Pathways at Goodrich Place, Austin, TX	PHA-owned land	Housing Authority of the City of Austin	40% subcontracted to Section 3 firms.

DIRECT AND INDIRECT ECONOMIC IMPACTS: COMMUNITY ENGAGEMENT/MINORITY INVOLVEMENT

A|P Communities has engaged in numerous programs across our various projects that provide job training, employment, and contracting opportunities. We have highlighted some of our successful programs below.

Youthbuild Program - During the construction of Audrey M. Edmonson Transit Village (fka Seventh Avenue Transit Village), Northside Transit Village I, and Island Living, A|P partnered with Greater Miami Services Corps (“GMSC”) to train local 18-23 year olds in the construction industry via the Youthbuild program. This program, administered by the Department of Labor, is a community-based alternative education program that provides on-site job training and education opportunities for at-risk youth ages 16-24.



At least 8 participants learned construction skills on A|P affordable housing construction sites in their own neighborhoods. These individuals receive hands-on training from experienced subcontractors while also participating in classroom learning sessions on construction management and construction safety taught by GMSC staff and experienced construction professionals. This curriculum gives students that did not graduate from high school the opportunity to take GED courses and provides construction site experience and knowledge that can be applied directly towards future employment. Additionally, in giving back to their own community, these at-risk youth are given an immeasurable sense of pride and accomplishment. A|P Communities completed Northwest Gardens I-V, Sailboat Bend, Dixie Court I-III, and Dr. Kennedy Homes incorporating the Youthbuild Program.

In 2016, A|P Community Builders hosted events at Northwest Gardens V, an A|P joint venture with the Housing Authority of the City of Fort Lauderdale (“HACFL”), to provide hands on training to seven YouthBuild program participants on aspects of construction and construction management. Our experienced project manager led students on site and provided training on various construction processes completed by different trades such

as foundation and site work, vertical construction, and building out the interiors, hanging drywall, cabinets, and installing fixtures. In a classroom setting, the Youthbuild participants also learned about architectural design and plans, cost budgeting, and creating project timelines.

Additionally, A|P partnered with HACFL to implement the **Step-Up Program** at the Northwest Gardens developments. The HACFL began this program by employing their residents for maintenance jobs on their properties. The program was so successful, it has evolved and now includes training apprentices in wood-working and cabinetmaking, urban farming, and other entrepreneurial skills. Employees of the Step-Up Program built and installed all of the kitchen and bathroom cabinetry for Dixie Court Phase I, II and III, Northwest Gardens I, II, III, IV, and V, Sailboat Bend, Saratoga Crossings I & II, and Dr. Kennedy Homes, and are currently being trained in green building practices. **The general contractor at Sailboat Bend went on to hire one of the Step-Up apprentices as a full-time employee after the project was completed.** At least nine Step-Up apprentices have since been hired for full time positions within the construction industry.



The Step-Up Program has also been implemented at Suncrest Court and Sailboat Bend Apartments II with the HACFL.

POST CONSTRUCTION COMMUNITY ENGAGEMENT

After completion of the Tropicana Field redevelopment's master plan, the development team will continue to engage community stakeholders on at least a quarterly basis. The City, CRA, CAC, HART, onsite workforce training center staff, and other key stakeholders will be invited to continue providing input on how to best utilize the green spaces to provide ongoing benefits to the community.

The Hire-for-Potential Initiative will change the hiring practices and behaviors of employers in and near South St. Petersburg for the long-term. Employers will continue these practices long after the Initiative has moved on because it makes business sense to do so. Skills-Based Hiring practices have proven that recruiting based on potential versus experience results in lower recruiting costs and compensation expenses while simultaneously producing higher job retention, workforce diversity and productivity.

To ensure the community is a part of the process and stays informed, we also plan to:

1. **Develop a website that provides project updates and meeting notices**
2. **Host meetings to gather community input on design**
3. **Establish a resident/community engagement committee or community assessment liaison**

Property Management - A|P Community Management intends to train 2-6 local area individuals per phase, which, across all phases, and would **provide up to 20 permanent jobs in property management, maintenance and security**. A|PCM plans to work with community engagement partners, to identify residents and individuals from within targeted zip codes, create a curriculum, and provide on-the-job training in property management, record keeping, safety and security, maintenance and repair. We will make best efforts to hire local residents for permanent jobs and contract with maintenance service firms (i.e. landscaping, pool maintenance, security, etc.) in such a manner that is consistent with and reflective of the diversity of the City as well as the South St. Petersburg neighborhood.

DIRECT AND INDIRECT ECONOMIC IMPACTS

PARTICIPATION BY THE CITY

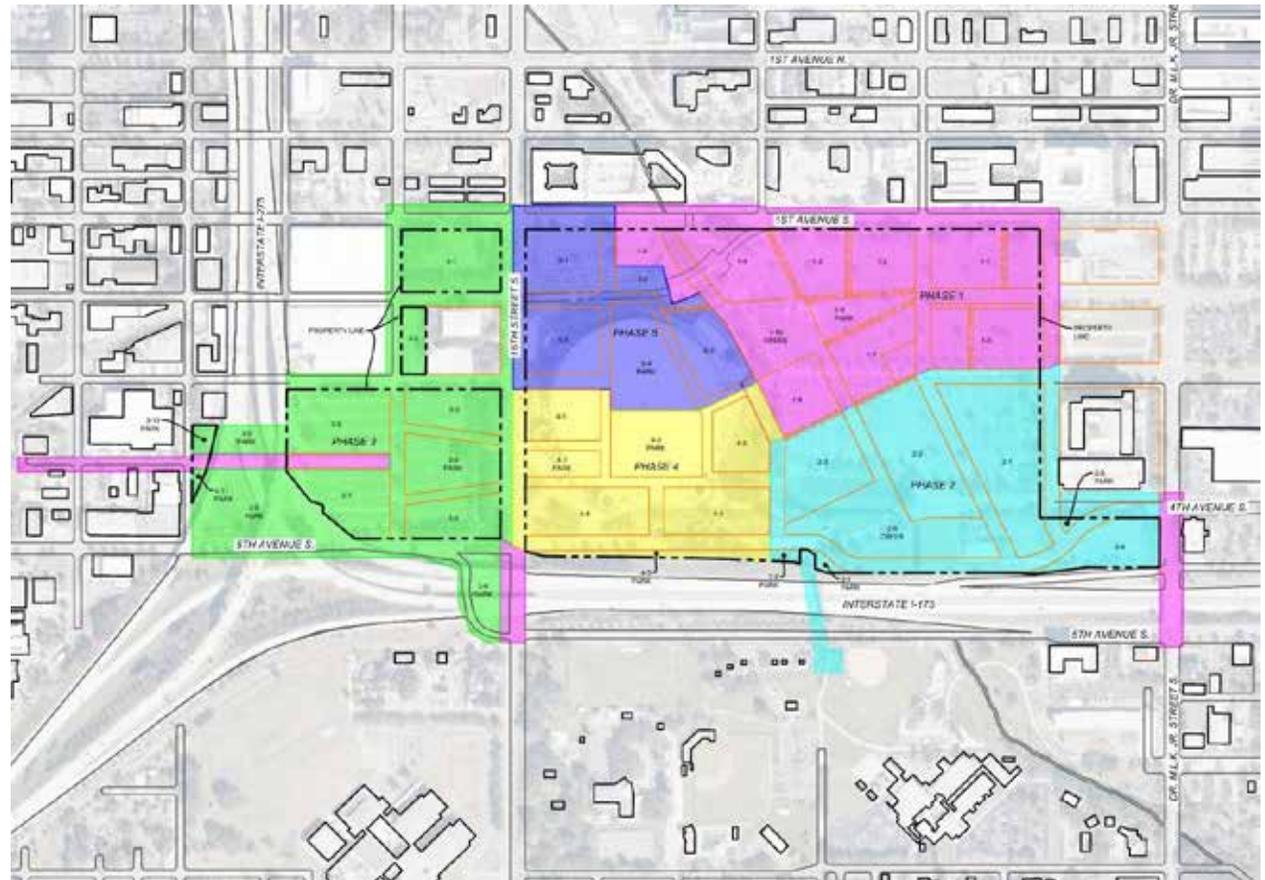
While the City has already committed \$75 million of the existing TIF toward infrastructure improvements on site, we are proposing that the city reinvest a significant portion of the upfront fee paid by Midtown to support South St. Pete CRA education initiatives and Small Business Enterprise initiatives. Also, because our plan intends to create significant off-site improvements for the community, we believe it would be in the City's best interest to participate in those efforts as well if additional TIF funds become available.

ESTIMATED TOTAL CONSTRUCTION VALUE

Midtown performed several rounds of take-off to breakdown the site and understand it's logistical challenges. The team first built out a fully massed site in Rhinoceros 3D (Rhino). CBJ Construction then took the model into Revit which is a Building Information Modeling Software. Once in Revit, CBJ began coordinating with George F. Young and later with Osborn Engineering to determine certain quantities, available capacities in the City, locations and needs for upgrades as well as Environmental permitting concerns. These efforts resulted in our ability to produce anticipated timelines and costs related to:

DESCRIPTION

- General Requirement
- Surveying, Field Engineering and Layout
- Earthwork
- Asphaltic Concrete Paving
- Concrete Unit Pavers
- Site Concrete
- Site Utilities
- Fountains and Water Features
- Site & Street Furnishings
- Landscaping
- Concrete Unit Masonry
- Electrical
- Pedestrian Bridges
- Feature Bridge
- Pedestrian Feature Bridge
- Rays Stadium Demo



Accordingly, the site breaks down as follows:

Phase 1		
LOT #	SQFT	ACRES
#1-1	109471.97	2.51
#1-2	69865.27	1.60
#1-3	70921.03	1.63
#1-4	100388.91	2.30
#1-5	43722.90	1.00
#1-6	121169.88	2.78
#1-7	90987.49	2.09
#1-8	66804.78	1.53
Int. Paseos	25541.71	0.59
#1-9 PARK	48098.59	1.10
#1-10 CREEK	128085.70	2.94
INT. R/W	89817.04	2.06
EXT. R/W	322267.04	7.40
Total Area	1287142.31	29.55

Phase 2		
LOT #	SQFT	ACRES
#2-1	179203.02	4.11
#2-1 PARK	13225.45	0.30
#2-2	151620.82	3.48
#2-3	103184.01	2.37
#2-4	68713.94	1.58
Int. Paseos	12596.07	0.29
#2-5 PARK	2784.86	0.06
#2-6 CREEK	169239.90	3.89
#2-7 PARK	6463.75	0.15
#2-8 PARK	5907.94	0.14
INT. R/W	188077.77	4.32
EXT. R/W	100196.30	2.30
Total Area	1001213.83	22.98

Phase 3		
LOT #	SQFT	ACRES
#3-1	99778.15	2.29
#3-2	26822.33	0.62
#3-3	61890.97	1.42
#3-4 PARK	76099.84	1.75
#3-5	61685.73	1.42
#3-6 PARK	286010.73	6.57
#3-7	82074.07	1.88
#3-8	107867.90	2.48
#3-9 PARK	33759.02	0.78
#3-10 PARK	10128.81	0.23
#3-11 PARK	4160.59	0.10
INT. R/W	67052.17	1.54
EXT. R/W	224806.91	5.16
Total Area	1142137.22	26.22

Phase 4		
LOT #	SQFT	ACRES
#4-1	62179.03	1.43
#4-2 PARK	99406.82	2.28
#4-3	57712.48	1.32
#4-4	81478.31	1.87
#4-5 PARK	28643.21	0.66
#4-6	96509.92	2.22
#4-7 PARK	31966.28	0.73
INT. R/W	171168.50	3.93
EXT. R/W	31877.23	0.73
Total Area	660941.78	15.17

Phase 5		
LOT #	SQFT	ACRES
#5-1	75538.79	1.73
#5-2	31156.28	0.72
#5-3	73043.58	1.68
#5-4 PARK	109953.01	2.52
#5-5	81203.51	1.86
INT. R/W	99602.99	2.29
EXT. R/W	70974.11	1.63
Total Area	541472.27	12.43

Property Data	
Property ID#	Area (Acres)
24-31-16-86381-002-0010	64.94
24-31-16-92418-001-0010	2.29
24-31-16-92418-002-0010	0.62
24-31-16-92418-003-0010	11.05
24-31-16-92418-004-0010	0.42
Total Platted Area	79.32
Vacation of Pinellas Trail	1.12
Partial (20') Vacation of 10th ST	0.48
Total RFP Redevelopment Area	80.92

DIRECT AND INDIRECT ECONOMIC IMPACTS

The upfront differential in costs between preparing the site for a medium intensity of development versus a high intensity of development is nominal, since both instances contemplate the same network of parks, street,

and other public improvements. The one differentiator may be the sizing of the utility systems. Midtown took a lowest common denominator approach and sized all utilities based on the highest density and intensity calculations.

As state previously in this Response, it is important to create good master blocks that may see adaptive reuses another 100 years from now.

Phase 1		14.87 Development Acres		10.04 Public Acres		4.63 Nature 19%	
2022-2023							
Sitework:		Square Feet	Construction Costs				
Site Preparation / Earthwork		1,286,657	\$ 12,988,884.21				
Site Utilities		1,286,657	\$ 6,594,486.70				
Site Construction / Paving		1,286,657	\$ 13,224,209.20				
Fountains and Water features		1,286,657	\$ 5,305,510.76				
Landscaping		1,286,657	\$ 8,293,250.65				
Subtotal		1,286,657	\$ 46,406,341.51				
GC/GR/Ins/Bond/Fee			\$ 5,197,510.25				
Soft Costs			\$ 6,960,951.23				
Contingency			\$ 1,160,158.54				
Total			\$ 59,724,961.53				

Phase 2		11.54 Development Acres		6.91 Public Acres		4.53 Nature 25%	
2025-2026							
Sitework:		Square Feet	Construction Costs				
Site Preparation / Earthwork		1,001,012	\$ 7,365,419.84				
Site Utilities		1,001,012	\$ 5,706,669.78				
Site Construction / Paving		1,001,012	\$ 2,852,668.68				
Fountains and Water features		1,001,012	\$ 14,674.19				
Landscaping		1,001,012	\$ 1,816,427.18				
Environmental Remediation		1,001,012	\$ 9,594,698.67				
Subtotal		1,001,012	\$ 27,350,558.35				
GC/GR/Ins/Bond/Fee			\$ 2,174,369.39				
Soft Costs			\$ 4,102,583.75				
Contingency			\$ 683,763.96				
Total			\$ 34,311,275.45				

Phase 3		10.10 Development Acres	6.70 Public Acres	9.42 Nature
2027-2028				
Sitework:		Square Feet	Construction Costs	
Site Preparation / Earthwork		1,142,306	\$ 8,405,061.11	
Site Utilities		1,142,306	\$ 6,512,175.73	
Site Construction / Paving		1,142,306	\$ 3,255,327.62	
Fountains and Water features		1,142,306	\$ 16,745.48	
Landscaping		1,142,306	\$ 2,072,818.90	
Demolition		500,869	\$ 6,934,536.01	
Subtotal		1,142,306	\$ 27,196,664.85	
GC/GR/Ins/Bond/Fee			\$ 2,162,134.86	
Soft Costs			\$ 4,079,499.73	
Contingency			\$ 679,916.62	
Total			\$ 34,118,216.05	

Phase 4		6.84 Development Acres	4.66 Public Acres	3.67 Nature
2028-2030				
Sitework:		Square Feet	Construction Costs	
Site Preparation / Earthwork		660,735	\$ 5,545,016.41	
Site Utilities		660,735	\$ 2,923,174.81	
Site Construction / Paving		660,735	\$ 2,226,781.01	
Fountains and Water features		660,735	\$ 42,016.69	
Landscaping		660,735	\$ 5,590,662.12	
Subtotal		660,735	\$ 16,327,651.04	
GC/GR/Ins/Bond/Fee			\$ 1,828,696.92	
Soft Costs			\$ 2,449,147.66	
Contingency			\$ 408,191.28	
Total			\$ 21,013,686.89	

DIRECT AND INDIRECT ECONOMIC IMPACTS

<u>Phase 5</u>		5.99 Development Acres	3.92 Public Acres	2.52 Nature 25%
2031-2033				
Sitework:		Square Feet	Construction Costs	
Site Preparation / Earthwork		541,469	\$ 3,907,223.10	
Site Utilities		541,469	\$ 2,481,991.13	
Site Construction / Paving		541,469	\$ 1,467,064.62	
Fountains and Water features		541,469	\$ 19,601.70	
Landscaping		541,469	\$ 6,014,553.16	
Subtotal		541,469	\$ 13,890,433.70	
GC/GR/Ins/Bond/Fee			\$ 1,555,728.57	
Soft Costs			\$ 2,083,565.05	
Contingency			\$ 347,260.84	
Total			\$ 17,876,988.17	

<u>Phases 1- 5</u>		49.34 Development Acres	32.23 Public Acres	24.77 Nature 30%
2022-2034				
Sitework:		Square Feet	Construction Costs	
Site Preparation / Earthwork		4,632,178	\$ 38,211,604.67	
Site Utilities		4,632,178	\$ 24,218,498.15	
Site Construction / Paving		4,632,178	\$ 23,026,051.13	
Fountains and Water features		4,632,178	\$ 5,398,548.82	
Landscaping		4,632,178	\$ 23,787,712.00	
Environmental Remediation		1,001,012	\$ 9,594,698.67	
Demolition		500,869	\$ 6,934,536.01	
Subtotal		4,632,178	\$ 131,171,649.45	
GC/GR/Ins/Bond/Fee			\$ 14,691,224.74	
Soft Costs			\$ 19,675,747.42	
Contingency			\$ 3,279,291.24	
Total			\$ 168,817,912.84	

VERTICAL DEVELOPMENT OF THE PHASES

It is anticipated that vertical development of the project phases will occur over approximately 25 years. Accordingly, Midtown's estimating team looked at both a mid-intensity and

high-intensity buildout of the site. The differential in terms of square footage (10.5 million square feet versus 14.2 million square feet) and dollars (2.75 billion versus 3.75 billion) is shown in a side by side comparison for each of the 5 phases and the project totals:

Phase 1						
2023-2028						
Structures:	Mid (FAR 5)	PARKING (FAR 5)	Construction Costs	High (FAR 7)	PARKING (FAR 7)	Construction Costs
Residential	1,570,401	1570	\$ 359,716,458.63	2,000,000	2000	\$ 458,120,434.35
Creative Office	78,520	236	\$ 8,800,590.25	100,000	300	\$ 11,208,074.54
Office	1,236,691	3710	\$ 230,804,404.58	1,575,000	4725	\$ 293,943,219.23
Retail	117,780	353	\$ 14,455,227.69	150,000	450	\$ 18,409,596.12
Hotel (w Conference)	0	0	\$ -	300,000	300	\$ 63,925,570.65
Subtotal	0	5,869	\$ 613,776,681.15	4,125,000	7,775	\$ 845,606,894.89
GC/GR/Fee			\$ 56,774,343.01			\$ 78,218,637.78
Soft Costs			\$ 92,066,502.17			\$ 126,841,034.23
Contingency			\$ 15,344,417.03			\$ 21,140,172.37
Total			\$ 777,961,943.35			\$ 1,071,806,739.27
Cultural	0	0		75,000	150	\$ 11,195,287.46
Subtotal	0	0	\$ -	75,000	150	\$ 11,195,287.46
GC/GR/Fee			\$ -			\$ 1,035,564.09
Soft Costs			\$ -			\$ 1,679,293.12
Contingency			\$ -			\$ 279,882.19
Total			\$ -			\$ 14,190,026.85

DIRECT AND INDIRECT ECONOMIC IMPACTS

Phase 2

2027-2032

Structures:	Mid (FAR 5)	PARKING (FAR 5)	Construction Costs	High (FAR 7)	PARKING (FAR 7)	Construction Costs
Residential	1,571,006	1571	\$ 359,854,890.71	2,199,408	2199	\$ 503,796,833.26
Creative Office	104,734	314	\$ 11,738,631.20	146,627	440	\$ 16,434,077.87
Office	392,751	1178	\$ 73,299,453.54	549,852	1650	\$ 102,619,225.27
Retail	52,367	157	\$ 6,427,021.44	73,314	220	\$ 8,997,827.57
Hotel (w Conference)	314,201	314	\$ 58,559,233.65	439,882	440	\$ 93,732,262.39
Cultural	78,550	79	\$ 11,711,846.73	109,970	220	\$ 16,415,331.83
Subtotal	2,513,609	3,613	\$ 521,591,077.28	3,519,053	5,169	\$ 741,995,558.19
GC/GR/Fee			\$ 48,247,174.65			\$ 68,634,589.13
Soft Costs			\$ 78,238,661.59			\$ 111,299,333.73
Contingency			\$ 13,039,776.93			\$ 18,549,888.95
Total			\$ 661,116,690.45			\$ 940,479,370.01

Phase 3

2029-2035

Structures:	Mid (FAR 5)	PARKING (FAR 5)	Construction Costs	High (FAR 7)	PARKING (FAR 7)	Construction Costs
Residential	1,060,528	1061	\$ 242,924,806.69	1,484,739	1484.739301	\$ 340,094,715.63
Creative Office	79,540	239	\$ 8,914,861.24	75,000	225	\$ 8,406,059.54
Office	927,962	2784	\$ 173,186,140.87	875,000	2625	\$ 163,301,799.23
Retail	79,540	239	\$ 9,761,949.62	75,000	225	\$ 9,204,801.12
Hotel (w Conference)	0	0	\$ -	0	0	\$ -
Cultural	53,026	53	\$ 7,906,236.78	50,000	100	\$ 7,463,527.46
Subtotal	2,200,596	4,375	\$ 442,693,995.20	2,559,739	4,660	\$ 528,470,902.97
GC/GR/Fee			\$ 40,949,194.56			\$ 48,883,558.52
Soft Costs			\$ 66,404,099.28			\$ 79,270,635.45
Contingency			\$ 11,067,349.88			\$ 13,211,772.57
Total			\$ 561,114,638.91			\$ 669,836,869.52

Phase 4						
2036-2040						
Structures:	Mid (FAR 5)	PARKING (FAR 5)	Construction Costs	High (FAR 7)	PARKING (FAR 7)	Construction Costs
Residential	930,874	931	\$ 213,226,261.91	1,303,224	1303	\$ 298,516,752.94
Creative Office	74,470	223	\$ 8,346,649.53	104,258	313	\$ 11,685,303.53
Office	307,188	922	\$ 57,330,794.91	430,064	1290	\$ 80,263,103.19
Retail	37,235	112	\$ 4,569,876.03	52,129	156	\$ 6,397,823.99
Hotel (w Conference)	74,470	74	\$ 13,879,334.14	104,258	104	\$ 22,215,828.04
Cultural	65,161	65	\$ 9,715,533.89	91,226	182	\$ 13,617,299.76
Subtotal	1,489,399	2,327	\$ 307,068,450.41	2,085,158	3,349	\$ 432,696,111.45
GC/GR/Fee			\$ 28,403,831.66			\$ 40,024,390.31
Soft Costs			\$ 46,060,267.56			\$ 64,904,416.72
Contingency			\$ 7,676,711.26			\$ 10,817,402.79
Total			\$ 389,209,260.90			\$ 548,442,321.26

Phase 5						
2041-2046						
Structures:	Mid (FAR 5)	PARKING (FAR 5)	Construction Costs	High (FAR 7)	PARKING (FAR 7)	Construction Costs
Residential	1,087,259	1087	\$ 249,047,798.34	1,522,163	1522	\$ 348,666,903.93
Creative Office	40,772	122	\$ 4,569,788.58	57,081	171	\$ 6,397,698.19
Office	54,363	163	\$ 10,145,814.21	76,108	228	\$ 14,204,130.20
Retail	27,181	82	\$ 3,336,004.86	38,054	114	\$ 4,670,404.35
Hotel (w Conference)	54,363	54	\$ 10,131,894.81	76,108	76	\$ 16,217,526.75
Cultural	40,772	41	\$ 6,079,136.88	57,081	114	\$ 8,520,525.71
Subtotal	1,304,711	1,549	\$ 283,310,437.67	1,826,595	2,226	\$ 398,677,189.14
GC/GR/Fee			\$ 26,206,215.48			\$ 36,877,640.00
Soft Costs			\$ 42,496,565.65			\$ 59,801,578.37
Contingency			\$ 7,082,760.94			\$ 9,966,929.73
Total			\$ 359,095,979.75			\$ 505,323,337.24

Phases 1- 5						
2023-2048						
Structures:	Mid (FAR 5)	PARKING (FAR 5)	Construction Costs	High (FAR 7)	PARKING (FAR 7)	Construction Costs
Residential	6,220,068	6,220	1,424,770,216	8,509,534	8,510	1,949,195,640
Creative Office	378,036	1,134	42,370,521	482,966	1,449	54,131,214
Office	2,918,956	8,757	544,766,608	3,506,024	10,518	654,331,477
Retail	314,103	942	38,550,080	388,497	1,165	47,680,453
Hotel (w Conference)	443,034	443	82,570,463	920,248	920	196,091,188
Cultural	237,510	238	35,412,754	383,277	767	57,211,972
Subtotal	10,511,707	17,734	\$ 2,168,440,641.71	14,190,545	23,329	\$ 2,958,641,944.09
GC/GR/Fee			\$ 200,580,759.36			\$ 273,674,379.83
Soft Costs			\$ 325,266,096.26			\$ 443,796,291.61
Contingency			\$ 54,211,016.04			\$ 73,966,048.60
Total			\$ 2,748,498,513.36			\$ 3,750,078,664.14

DIRECT AND INDIRECT ECONOMIC IMPACTS

SUMMARY

Midtown Development, in partnership with the City of St. Petersburg, seeks to create a Master-planned/Mixed-use district designed to honor the past and invigorate the future of St. Petersburg.

A city must always find the balance between efficiency and effectiveness to best serve the public. We believe the City will be best served working with a well-funded and experienced master developer with local and nation team members through a public/private partnership to expedite a process that has been stalled since 2007.

THE RESULT

The creation of a vibrant district in a relatively short period of time, unlocking value, adding culture, fostering job growth, promoting innovation, alleviating affordable and workforce housing shortages and further setting St. Petersburg apart from other cities as a world-class, sustainable & resilient city.

Midtown Development is happy to submit this Response to Request for Proposals for a Public Private Partnership. We believe strongly in St. Petersburg and the potential impact that Creekside will add to an already great city. We look forward to a perpetually rewarding relationship with the entire Saint Petersburg community!



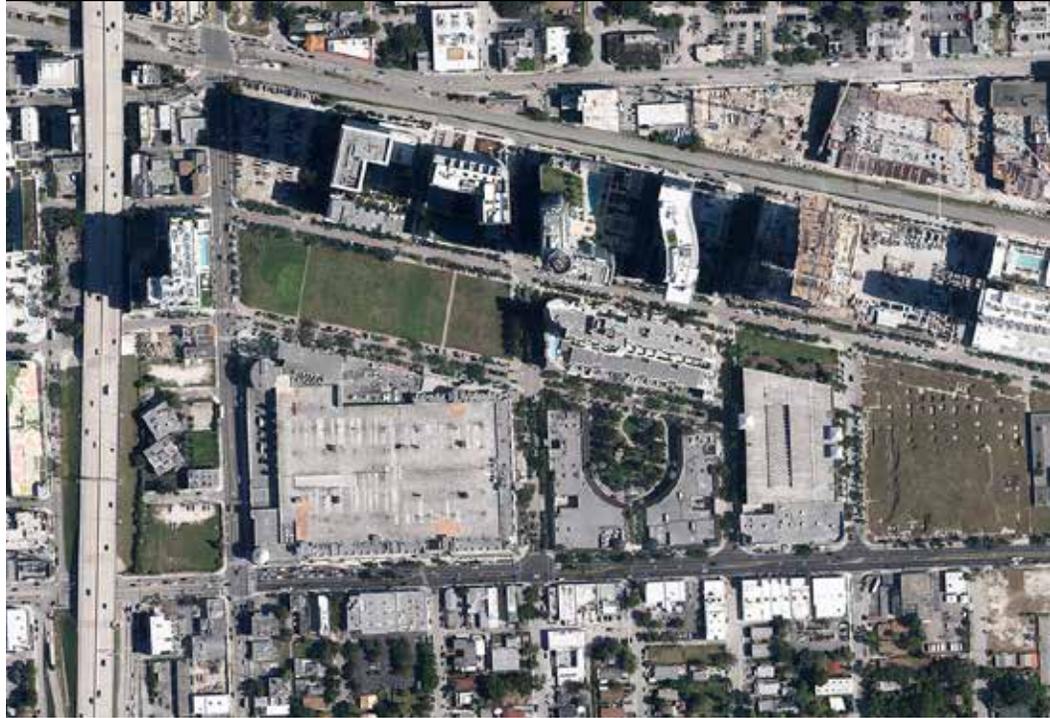
SCAN TO WATCH VIDEO

Interviews with key team members on our vision and approach to reimagining of The Tropicana Field Site.

Midtown 2003



Midtown 2020



Creekside 2021



Creekside 2028



THE MIDTOWN COMMITMENT

Midtown Development will deliver the best value to the City through efficient risk sharing backed by private sector expertise, innovation, and capital. This approach also provides the City with a single point of responsibility for the financing, design, construction and long-term operation and maintenance of the neighborhood. Each phase of the Project's development will be performed by leading real estate development experts, with their collective skills to deliver and meet the expectations of the City and its residents.

Midtown Development believes that any deal for the redevelopment of the Tropicana site must creatively produce citywide benefits, including: affordable housing for a range of incomes, educational initiatives, public spaces that prioritize connectivity between the neighborhood and South St. Pete, and job opportunities. Midtown Development proposes to work in partnership with the City to fund, design and build 1,000 low and moderate income, green-certified residential units in the newly created neighborhood while building educational and employment opportunities with equitable prosperity as the focal point.

It is particularly through our ability to deploy Advance Financing towards construction of necessary improvements for connecting the communities, as well as our desire to invest additional private funds to build the initial offices and retail on speculation, that we believe our Team and approach to be ideal for the success and growth of the community.





MIDTOWN DEVELOPMENT