City of St. Petersburg

Committee of the Whole

Meeting of July 28, 2016 @ 2:30 p.m.
City Hall - Room 100

A. Call to Order – Council Chair Amy Foster

B. Discussion Items

1. South St. Petersburg Master Plan – Council member Kornell

2. Port Discussion – Council member Montanari

3. Maximo Park – Weeki Wachee Funds – Council member Kornell

4. Mangrove Golf Course – Weeki Wachee Funds – Council member Kennedy

C. Next Meeting – August 11, 2016 @ 8:00 a.m., City Hall - Room 100

D. Adjournment
South St. Petersburg Master Plan

- Business & Economic Development
- Education & Employment
- Housing & Neighborhood Placemaking
- Environment, Recreation & Waterfront Utilization
- Public Infrastructure & Transportation
business & economic development

- Greenfield & redevelopment opportunities
- Potential to connect to residential uses & encourage walkability
education & employment

- Strong secondary education, private & magnet schools
- Neighborhood primary schools need local investment
housing & neighborhood placemaking

- Mid-century modern, Mediterranean revival, & ranch architecture
- Engaged civic associations
- Suburban amenities with quick access to downtown & beaches
environment, recreation, waterfront

- 6/8 City preserves/wilderness areas
- Golf courses, boat ramps, marinas, fishing
public infrastructure & transportation

- Density to support transit
- Bike trail network
- Opportunities for 34th St., 9th St., 4th St., 54th Ave. S/Bayway
**TALKING POINTS:**
As the southern gateway to St. Petersburg our area is the first impression of St. Petersburg for thousands of people.

The proposed study area contains parts of Council districts 5 (Kornell), 6 (Nurse) and 7 (Lisa Wheeler-Bowman).

The proposed planning area includes many strong, active neighborhood associations, including Broadwater, Greater Pinellas Point, Lakewood Estates, Bahama Shores and The Alliance for Bayway Communities.

A master plan will ensure that the area is developed in a positive way and quickly adds value to the tax base.

**Business and Economic Development**
Having a corporate base, with Ceridian, Jabil Circuit and Kobie Marketing in south St. Petersburg is incredibly valuable. The Ceridian campus has the opportunity to become a business incubator for the entire city.

These three companies (Ceridian, Jabil Circuit and Kobie Marketing) are directly south of neighborhoods that have been included in the Southside CRA (Community Redevelopment Area) which is known to have a disproportionate amount of poverty. A corporate base with jobs that require varying education levels is great to have so close to an area of concentrated poverty.

The Skyway Marina Plan showed that there is about 57 million dollars of retail expenditures by people who live in the planning area, but their money is spent outside of the planning area.

The proposed plan should address small business development and recruitment.

The area’s empty retail spaces provide an opportunity to create a locally owned business/restaurant incubator.

This plan is complementary to the goals and work of the CRA and its CAC Committee.

**Education and Employment**
The proposed planning area contains two of the schools that have been labeled as Failure Factories, Lakewood Elementary School and Maximo Elementary School. The plan will address how the community can better support these schools.

Pinellas Technical College (PTC) is just outside the planning area in the Childs Park area, but there are promising opportunities to partner with them.

We have two colleges in the planning area, Eckerd College and SPC Allstate Center.

Lakewood High School, which is in the planning area, has one of the top ranked technology magnets in the entire nation.
Housing and Neighborhood Place-making
We are a strong working class / middle class community, with strong, active neighborhood associations.

We are one of the most diverse areas of St. Petersburg and this should be supported and nurtured, creating a strong sense of place.

We have a great opportunity to build “walkable” and “bikeable” places, along with supporting retail amenities to better serve our residents. Pinellas Point Drive is a prime spot for this type of development.

Our neighborhoods feature many unique architectural styles, including Mid-Century Modern, Mediterranean Revival and Ranch.

Environment and Waterfront utilization
The area has extensive environmental assets. These include Boyd Hill Nature Preserve, Lake Maggiore, Broadwater Park, Clam Bayou, Little Bayou Park, Bay Vista Park and Pinellas Point Park. The latter four contain significant acres of publicly owned waterfront land.

A conservation and management plan should be put in place to ensure the protection and good management of the publicly and privately owned assets.

The proposed plan will also address steps that can and should be taken by individual members of the public to enhance and protect our entire waterfront, including that which is privately owned.

Boating and water are part of our lifestyle. There are public boat ramps in several locations in the planning area. There are also many waterfront parks in the planning area.

Public Infrastructure and Transportation
The planning area has 11,000 units of multi-family housing (apartments and condos). This density is good for public transportation routes.

The Skyway Marina Plan calls for trolley service to downtown to be extended to the corridor. The proposed plan will look at how we can better provide public transportation to the entire area.

Bike Trails – The eastern part of the planning area is an opportunity to expand the city’s bike trails and connect them to businesses and other amenities within the district as well as downtown.
Port St. Pete:
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Port St. Pete

Facilities

- Land -- Total of 3.9 acres
  - Port: 2.5 Acres
  - SRI: 1.4 Acres
- Wharf -- Total of 1,200 ft.
  - Port: 800 ft.
  - Adjacent to SRI: 400 ft. (Port has access w/ SRI approval)
- Depth -- 23 ft.
- Terminal -- Total of 11,000 sq. ft.
  - 5,000 sq. ft. Climate Controlled
  - 6,000 sq. ft. Open Air
- Utilities -- Water, Electric
Port St. Pete
Large Vessel Facility

• **Perfect for Large Vessels:**
  - Providing Facilities for Vessels 100’ to 500’ -- Vessels in this category are much too large for the traditional small boat marina
  - Florida’s Premier Gulf Coast Facility that can accommodate Superyachts over 200’

• **Port Services:**
  - Dockage
  - Potable water
  - Electric
  - Fuel
  - Sewage
  - Trash
  - Provisioning
  - Crane Service
  - Security (24/7)
  - Vendors/Service Providers

• **Economic Impact:**
  - Example: $1M Maintenance Reported by Captain M/Y Tatoosh During April/May 2016 Visit
  - Unique Downtown Amenities Highly Desirable to Yacht Captains and Crews

• **Services Not Provided Due to Limited Shore-side Staging Area:**
  - Cargo Handling
  - Large Volume Parking
Port of St. Petersburg

SRI

- Ten Year Lease Term
  - Ends January 1, 2020
- 38,000 sq. ft. R&D Facility
- Built at a Cost of $10 Million
  - State of Florida and Pinellas County Funding
- 2015 Annual Payroll $5.4M
- 2015 Spending on local Florida suppliers and service providers $3.9M
- Lab estimated revenue growth 2015 to 2016: > 10%
- Lab estimated staff growth 2015 to 2016: > 20%
Port St. Pete History

- 1999: Port Master Plan Approved
- 2004/05: "Ocean Jewel" Operations
- 2004: Referendum - Long Term Lease Capability - Defeated
- 2007: ACOE Dredging Study Completed - Findings Reported to Council
- 2007/15: Major Port Wharf Renovation Project
- 2009: SRI Operations Begin (Dec 2009)
- 2010: Applied for $10M TIGER II Federal Grant – Not Approved
- 2010: Port RFP - Three Proposals Received – Council Rejected All Proposals
- 2011: Referendum - Long Term Lease Capability – Defeated - 2nd Attempt
- 2014: Council Provided Direction for Port Long Range Strategic Plan (BF&T)
- 2015: Initiated Monthly Food Truck Rallies
- 2015: Approved Lease Agreement for "Marine Discovery Center"
- 2015: Awarded Contract for Port Marketing Plan
# Port St. Pete Statistics

## Port Activity FY-12 through FY-16

<table>
<thead>
<tr>
<th></th>
<th>FY-12</th>
<th>FY-13</th>
<th>FY-14</th>
<th>FY-15</th>
<th>FY-16 (estimated)</th>
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<tbody>
<tr>
<td>Port Revenue (in thousands $)</td>
<td>$67</td>
<td>$58</td>
<td>$105</td>
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<tr>
<td>Number of Ships</td>
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<tr>
<td>Number of Ship Days</td>
<td>408</td>
<td>142</td>
<td>447</td>
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<td>Port Subsidy</td>
<td>$361</td>
<td>$354</td>
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<td>$305</td>
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## Port Grant Funding Received

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<th>Year</th>
<th>Amount</th>
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<tr>
<td>FY-12</td>
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<tr>
<td>FY-13</td>
<td>$300K</td>
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<td>FY-15</td>
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<td>TOTAL</td>
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Port St. Pete
Opportunities

- Marine Science/Research
- Superyachts
- Research Vessels
- Waterfront Events
- Marine Related Businesses

- Passenger Processing Facility:
  - Small Passenger Operations
    - Cruise
    - Superyachts
    - Dinner
    - Tour Attraction Vessels
    - Ferry
Port St. Pete
Goals & Strategies

Goals

- **Break-Even**
  - Generate more revenue from fees/rental of:
    - land-based facilities
    - wharf/dockage space

- **Develop attractive land-based facilities**
  - Research/Office
  - Passenger Processing

- **Attract More Vessels**
  - Marketing & Events
  - Develop Facilities that Attract Vessels
    - Superyachts
    - Research Vessels
  - Attract Passenger Service Operations

- **Ancillary Niche Revenue Opportunities**
  - Marine Related Businesses
    - For Example: Unique Vessel Maintenance/Support
  - Restaurant
  - Retail

Strategies

- Implement Marine Discovery Center
- Develop Passenger Processing Facility
- Develop Ground Lease for Marine Science Facility
- Market to Superyachts
- Market to Research Vessel Operators to Attract them to the Port
- Develop/Host More Events/Attractions
- Develop Ancillary Revenue Opportunities
Marine Science/Research Facility

- Marine Discovery Center
- Passenger Processing Facility
- SRI
Marine Discovery Center
Passenger Processing Facility: Small Passenger Operations

- Cruise
- Superyacht
- Dinner
- Tour Attraction Vessels
- Ferry
Marine Science/Research Facility

- Planning for 45,000 sq. ft. Marine Science/Research Facility on the Port
  - Estimated cost $12M to $18M
  - Seeking 50/50 Matching Grant Funds:
    - FDOT
    - FSTED
Port Long Range Strategic Plan
Superyachts

- Superyacht TATOOSH, stayed at the Port for OVER two months (April/May/June 2016) and spent:
  - Approximately $1 Million on renovations
  - Over $32,000 in dockage fees
- Continuing Port Marketing Plan for FY-17 to Attract Superyachts
Research Vessels

- **Attract Research Vessels**
  - R & R
  - Maintenance
  - Home Port

- **Exploration Vessel NAUTILUS**, operated by the non-profit “Ocean Exploration Trust”, stayed at the Port for six months (Winter 2013/2014) and spent:
  - $1 Million on interior renovations
  - Over $31,000 in dockage fees
EVENTS

Food Truck Rally
April 10, 2015
Marine Related Businesses

- Niche Opportunities that Support Port Goals & Strategies:
  - For Example --
    - Unique Vessel Repair Operations
    - Passenger/Crew/Tourist/Citizen Services:
      - Restaurant
      - Retail
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