RESPONSE TO REQUEST

For Purchase &

Development of

City Owned Real Estate – 935 and 943 22nd Street South
The 2017 Deuces Live Main Street Board is pleased to submit its’ response to the request for purchase and development of City owned real estate – 935 and 943 22nd Street South, St. Petersburg, Florida.

The Deuces Live Main Street, as early as 2013 and as late as June 2017, have been interested in the purchase of this vacant property on the Deuces (see Exhibit A – two pages).

Excerpt from the RFP... The Deuces Live District ("Deuces"), which was selected to become a Florida Main Street in 2001 based on its cultural significance, is located from 2nd Avenue South to 18th Avenue South along 22nd Street. The City is assisting the Deuces with developing a strategic plan for the Main Street Program. The Florida Main Street Program is a state and national economic development program that comprehensively improves traditional business districts through a joint partnership with the City and community volunteers. The Main Street Approach targets economic revitalization, design, promotions and organization components. The Florida Main Street Program is administered by the Florida Department of State Division of Historical Resources and is structured around the Main Street Approach, a revitalization strategy developed by the National Trust for Historic Preservation. The Florida Main Street Program seeks to successfully combine historic preservation and economic development in local revitalization initiatives. This preservation-based approach builds on the community's inherent assets: architecture, small businesses, a connection with the past, and a sense of place, to physically and economically revitalize business districts. Florida Main Street is a grass roots self-help program in which the City and State provide financial assistance and technical assistance, however, the credit and responsibility for success rests with the volunteers who offer their time, expertise, and enthusiasm to improving the Deuces Live Main Street.

The Deuces Live Main Street is partnering with Habitat for Humanity, Inc., to purchase the offered lots and to build a small outdoor pop up space for events and commerce. The Deuces Live and Habitat for Humanity completed a joint grant for funding (see Exhibit B- 5 pages – 3 sheets) which would provide a portion of the required cash resources and volunteer labor to complete the project.

This small outdoor pop up space for events and commerce is reflected in the Deuces Live/Warehouse Arts District Master Plan (selected portions of Deuces/WADA joint Master Plan – Exhibit C). This small outdoor pop up space isn’t the large pavilions (two “sister” pavilions are included in the Master Plan to be built in both Warehouse Arts and Deuces District) reflected in the plan, instead it is the smaller “outdoor filler space”. The similar large pavilions will be constructed concurrently much later in the planning process. The Deuces Live is seeking to begin implementation of portions of the Deuces/WADA joint Master Plan.
Proposal Requirements:

1. The Deuces Live, Inc. is proposing to purchase the lots at the market price of $40,000.00.

2. The project to be completed is the purchase of two city owned lots located in the heart of the Deuces Live Main Street for the purpose of constructing a small pop up outdoor event and commerce space. As reflected in the joint Master Plan, there will be two large outdoor pavilions in both the Warehouse Arts District and the Deuces Live Main Street. These structures are expensive and they are planned to be constructed at the same time. The Warehouse Arts District will be focusing primarily first on infrastructure so that construction of the ‘brother/sister’ pavilions are not in their top priorities. Included in the Deuces Live portion of the Master Plan is a plan for a small outdoor pop up event and commerce space to support neighborhood events and parties.

The Deuces, at one point, included everything for a person so that they never had to leave the street. Included on the corridor was Mercy Hospital (now known as the redeveloped Johnnie Ruth Clarke Health Center) and Sanchez Funeral Home. A person could literally be birthed and buried on the same street. This street was also known for its’ music! The Deuces corridor is home to the Historic Manhattan Casino. Built in 1925, the Manhattan Casino is significant for its contribution to entertainment and the culture in the African American community for more than forty years. Some of American music's most legendary performers played at the Manhattan including James Brown, Louis Armstrong, Fats Wailer, Duke Ellington, Count Basie, Lionel Hampton, Cab Calloway, Ray Charles, Nat King Cole, Sarah Vaughn, Fats Domino and the Ink Spots. The Manhattan Casino, while certainly the most famous, wasn’t the only place for music that thrived on the street. This small outdoor pop up event and commerce space will allow the community to become more active in the performing arts by providing another venue for the neighbors to congregate while supporting young and young at heart following their musical passion. The expansion of performing arts in such proximity to the Warehouse Arts District is another step in the integration of arts into the neighborhood. This venue is important as its’ construction is driven by members of the existing community. It provides another example to engage residents directly in their redevelopment of their community.

As outlined in the attached portions of the Deuces Live/WADA Master Plan selected pages, the three categories of Plan, Actions & Projects are divided into three parts – basic improvement projects, progressive investment projects and transformational opportunities. Reflected in the Master Plan are several references to “Pop Up” Spaces. The proposed project, a collaboration with Habitat for Humanity and the Deuces Live, is to construct a ‘Pop Up” event and commerce space on the above referenced vacant lots. The Master Plan identified a different space, however, residential neighbors that live on 22nd Street South, requested a different location for the “Pop Up” space. This space will allow for authentic culture and cuisine experience for visitors and community services for locals, a direct quote from the City of St. Petersburg sponsored Deuces/WADA Master
Plan. One of the selected frames of the Deuces/WADA Master plan provides a conceptional drawing of the “Pop Up” event and commerce space.

3. The resumes of Antwaun Wells of Habitat for Humanity and Gloria Campbell and Veatrice Farrell, Board Member and Program Manager respectfully for the Deuces Live, Inc., are attached as Exhibit D. Mr. Wells was the Assistant Superintendent during the construction of the SPC Midtown Jamerson Campus; Ms. Campbell managed a CRA funded project on her real property located at 833 22nd Street South, and Ms. Farrell was lead coordinator for the I-275 Underpass Project funded by the City of St. Petersburg. The aforementioned individuals will be the lead contacts for this project. None of the individuals will have a beneficial interest in the proposal.

4. The Deuces Live, Inc., is a certified Florida Main Street, and a 501 c 3 federal non profit organization.

5. The estimated development cost of construction for the project is approximately $100,000 (exclusive of the land purchase). The outdoor space is modeled after an outdoor facility located in Tampa, Florida owned by Tampa Hillsborough Action Plan. The Tampa-Hillsborough Action Plan (THAP) is a minority-based 501(c)3 not-for-profit organization in Tampa, Florida that began as a solution to the outgrowth of racial disturbances in Black communities. The organization’s theme “working together to make a difference” marked THAP’s creation as one of the most positive and historical events of its time for the City of Tampa and Hillsborough County. THAP’s theme was symbolic for the significant role each of its original members played in the arena of human and race relations, and that this joint effort would come to be known as a giant step taken to make a difference in the lives of everyday citizens. THAP presented a dynamic and progressive “Black Agenda” which became the beginning solutions to implement a model environment for social equality and individual opportunity. By working together to make a difference, THAP positioned itself as a catalyst for change in economic and business development; education; employment; housing; health, police and community relations; governmental affairs; and crime prevention.

THAP, Inc., recently completed an outdoor venue surrounded by an incubator space. The cost for that outdoor venue is attached Exhibit E.

The Deuces Live, Inc., was provided $500,000 by City Council in August 2016 for fiscal year 2017 in support of the implementation of its’ Master Plan. See attached Exhibit F.

6. The Deuces Live Main Street participated with the City of St. Petersburg for the Deuces/WADA Master Plan and the I-275 Underpass and Lighting project.
7. The development/construction partner with this project is Habitat for Humanity. Mr. Antwaun Wells, is the contact for Habitat for Humanity. It is unknown whom from their staff will be Tassigned this project in addition to Mr. Wells.

8. The approximate time period for construction of the Pop Up outdoor event and commerce venue is ninety days. The Deuces Live Main Street will be partnering with the Artist, Ya La’Ford to plan a portion of the outdoor programming. Ms. La’Ford’s CV is attached as Exhibit G. It is expected that the outdoor venue will have a grand opening within 30 days of receipt of the certificate of completion.

9. It is expected that at least 2 full time jobs will be created that are directly related to the management and maintenance of the outdoor venue, paid almost entirely by the rental of the space. Additionally, ancillary employment opportunities generated by the space are at least 10 part time mini business operators as the Deuces corridor will now have a permanent outdoor, professional space to allow for an increase in mini entrepreneurs to have a semi-permanent location which will allow the Deuces to reach a critical mass of retailers before the street is entirely built out. The following are excerpts from an article written by Manuel Martinez in Bright Ideas Fall 1999 speaking of pushcarts and how they can spark entrepreneurs in low income neighborhoods.

To combat the unemployment and poverty that plague Boston’s Roxbury community, Nuestra Comunidad (Spanish for Our Community) Development Corporation launched a microenterprise initiative named Village Pushcarts. In 1998, the NeighborWorks® organization purchased 10 pushcarts and leased them to residents. These microenterprises sell a variety of items, including handmade clothing, books, incense, candles and arts and crafts representing some of the community’s cultures.

A Launching Pad. The foremost goal of this initiative is that the entrepreneurs will gain adequate skills and confidence to move on to open retail stores. Pushcarts are one of the oldest, most successful forms of urban enterprise. They represent an excellent economic development strategy for community-based organizations because they offer a unique competitive advantage. First, very little risk exists for the entrepreneur and the community. Low-income entrepreneurs can start a business with limited capital; they do not need to buy equipment, maintain large inventories or spend funds on space renovation. If the products are not selling well, the entrepreneur can change them. If the pushcart business doesn’t work for the entrepreneur, he or she can quickly move into other things.

Second, pushcarts also contribute to the commercial vibrancy and festive look of a community. The Deuces Live received a grant in November 2017 from Wells Fargo to initiate a pushcart strategy.
10. The Deuces Live Main Street will not be requesting any financial assistance from the City. The property has the correct zoning to implement this plan as pop up spaces were included in the Deuces/WADA Master Plan.

Section 7

This proposal creates positions of employment, both permanent and part-time that will be located on the property. The commercial use complies with zoning. The writer makes that assumption based on the fact that the proposed use was included in the Deuces/WADA plan. This project serves the local community by allowing a permanent outdoor venue for events and mini-commerce. Evidence of support from the surrounding local community is provided as this project is included in the Deuces/WADA Master Plan. The Deuces Live Main Street has a demonstrated history of working with a variety of partners in the community and consistently refers clients to programs available through the City.

The City will be required to release funds allocated from Master Plan implementation monies to complete this project. This project is eligible for that funding as it is a project of the Deuces/WADA Master Plan.
REQUEST FOR PROPOSAL
FOR THE PURCHASE & DEVELOPMENT
OF CITY-OWNED REAL ESTATE
LOCATED AT
935 & 943 – 22nd STREET SOUTH
ST. PETERSBURG, FLORIDA, 33712

Issue Date
December 31, 2017

The undersigned certifies that the enclosed proposal is being submitted and is subject to the terms and conditions as outlined in the Request for Proposal as issued by the City of St. Petersburg on December 31, 2017.

The Deuce Live, Inc
Name of Company/Organization

Veatrice Farrell
Proposal Contact Person

deuceolive@petemainstreet.com
Contact Person E-mail address

Veatrice Farrell
Signature of individual submitting proposal
for above Company/Organization

Veatrice Farrell
Printed name of individual

1/30/2018
Date

727-433-8237 (727-4DEUCES)
Contact Person Phone

Contact Person Fax
April 19, 2013

Mr. Bruce E. Grimes, Director
Real Estate & Property Management
City St. Petersburg
P.O. Box 2842
St. Petersburg, FL 33731-2842

Dear Mr. Grimes:

Thank you for meeting with us this past Tuesday with Council Chair Nurse in the City Council Chambers. As discussed, we are excited about the developments on 22nd Street and look forward to being an integral part of this process.

We look forward to your assistance with executing the vision of new commercial space on vacant lots within and surrounding the boundaries of this certified Main Street organization.

Attached please find a letter of intent to serve as discussion points.

I will call your office the week of April 29, 2013 to schedule a meeting. In the interim, if there are any questions, please feel free to contact me at 727-433-8237.

Sincerely,

Veatrice Farrell, Program Manager

Cc: St. Petersburg Council Chair, Karl Nurse
Gloria Campbell, Advantage Training
Toriano Parker, Parker Financial Services
Alan,

The Deuces Live Inc. would like to purchase city own vacant lots, 20 and 21, located on 22nd Street. We had agreed to purchase another lot on 22nd Street and began our fundraising efforts.

We have been able to raise money from various individuals for the purchase of a “Home For the Deuces”.

We have since been contacted by another entity on the Deuces who’s’ property abuts the vacant lot and asked to relinquish our interest in the property for them to purchase the lot for future development plans.

As the Main Street our Board agreed that it would be is the best interest of the entity and our mission to honor their request.

Hence, we are now in need of another lot on 22nd Street to purchase so that our fundraising efforts will not be in vain.

We have been in contact with the St. Petersburg Preservation and the City's Urban Planning and Historic Preservation and they have located a house with ties to Elder Jordan that we can move to the lot.

Below are the lots we would like to purchase. Please let us know how we can accomplish this as soon as possible since we don’t want to return donated money.

Sincerely,

Gloria D. Campbell

President, Deuces Live, Inc
Thanks Gloria. I wanted you to know that I have received this email and am forwarding it along to our Real Estate Department for review. We will get back to you shortly on next steps.

From: Gloria Campbell [mailto:gloriadcampbell@gmail.com]
Sent: Tuesday, June 06, 2017 4:28 PM
To: Alan DeLisle <Alan.DeLisle@stpete.org>
Cc: Chuck Egerter <cegerter@eagledatagistics.com>; Veatrice Farrell <deuceslivestpetemainstreet@gmail.com>; Nikki Capehart <Nikki.Capehart@stpete.org>; Gary L. Jones <Gary.Jones@stpete.org>; LaDonna Butler <ladonnabutler@live.com>; "Bruce E. Grimes" <Bruce.Grimes@stpete.org>

Your Sunshine City

Thanks I appreciate your followup.
We will be referring to your neighborhood information in your FY2017 NR Annual Survey and Funding Profile to answer ad-hoc donor questions. Please make sure the information is up to date. You can edit your profile by using your affiliate's edit link. If you need your affiliate's edit link, email Calli Speakman at cspeakman@habitat.org.

Name of focus neighborhood in which grant funds will be utilized: *

The name of the focus neighborhood in which the grant funds will be utilized is called “The Deuces”. The Deuces is a street and neighborhood in the mid-section of St. Petersburg, Florida. The affectionate term is slang for 22nd Street South, its double 2’s gave the street its’ enduring nickname. This street was formerly known as one of the nation’s African American main streets, a smaller version of such promenades as Atlanta’s Sweet Auburn and Beale Street in Memphis. During the late 1950’s and early 60’s, The Deuces boasted more than 100 businesses, peaking at about 111 in 1960 and according to records, perhaps 75% were black owned.

External and internal forces, as what happened in a significant amount of African American neighborhoods, integration, drugs and an interstate highway that tore through the neighborhood reduced the amount of residents, which in turn reduced the amount of revenue for area businesses which led to the economic decline of the area.

Initiatives to focus on the redevelopment of the corridor followed. A portion of the 22nd Street South corridor was designated a Florida Main Street in 2001. Main Streets are a program of the National Trust for Historic Preservation. Main Streets utilizing a programmatic approach focus on redeveloping historic commercial districts with an approach that utilizes the preservation of historic assets. This area, now boasts a well known African American History Museum, an award winning African American Heritage Trail, renovated historic hospital and historic theater. Additionally, new construction has happened on the corridor including a $15 million campus for the local community college. This neighborhood is including in a recently designated community redevelopment area, one of the largest in the State of Florida.

As much that has been accomplished, much more needs to be done to return the community to a thriving, contributing area of St. Petersburg.

Please summarize the focus neighborhood’s plan for revitalization that has been approved by the residents. This can be formal or informal plan or a summary of how the neighborhood has started to utilize the quality of life framework (QLF). You will be asked to upload a copy of the neighborhood plan or other supplemental documentation below. *

The 22nd Street South corridor stretches from approximately 1st Avenue South to 18th Avenue South. In the early part of 2000’s, the area was designated as an arts overlay in the warehouse portion of the neighborhood. There remains a significant amount of warehouses in the area as it abuts the railroad lines. In late 2011, the area, already home to a significant number of artists, formerly incorporated into the Warehouse Arts District, inclusive of a portion of 22nd Street South. As often happens in redevelopment cycles, artists relocating to an area have an unintended consequence of eventually forcing out existing residents and as the money follows, inadvertently get themselves priced out of an area that they redeveloped. Recognizing the
synergy that could be created between an emerging Arts District and an Existing Historic Commercial District, the Florida Main Street - The Deuces Live Main Street and the emerging Arts District - The Warehouse Arts District, were awarded a joint Master Plan funded by the City of St. Petersburg. The Master Plan, commencing in November 2016, produced by an urban planning firm based out of Orlando, conducting a series of community public meetings and also met one on one with property and business owners. There is a joint Deuces/Warehouse Arts Joint Master Plan nearly complete that is the result of hundreds of hours of community input and involvement. The upload plan reflects the portion of the joint Master Plan that is focused on the Deuces Live Main Street.

Please upload a copy of the plan for revitalization of the focus neighborhood. If a neighborhood plan is not available, upload supplemental documentation (for example a letter of support from a neighborhood association, meeting notes, QLF foundational outcome assessments, QLF foundational outcome pathways, etc.). You can upload up to 10 documents to make your case. [10 points if documentation demonstrates a neighborhood plan that is multi-year, multi-sector, and endorsed by residents. Or that QLF foundational outcome assessment(s) and/or pathway(s) have been completed in the neighborhood, results have been shared with residents, partners, and community associations, agreement/consensus has been reached, and areas of focus have been prioritized]: *

The entire plan - https://www.deuceswarehouseartsjointplan.org

Comments (use only for comments related to uploaded documents):
The Master Plan, commencing in November 2016, produced by an urban planning firm based out of Orlando, conducting a series of community public meetings and also met one on one with property and business owners. There is a joint Deuces/Warehouse Arts Joint Master Plan nearly complete that is the result of hundreds of hours of community input and involvement. The uploaded plan reflects the portion of the joint Master Plan that is focused on the Deuces Live Main Street.

Describe in additional detail each project to be completed with grant funds. Add as many projects as you need. [10 points if your projects can be found in your uploaded neighborhood plan, address a gap identified through a QLF foundational outcome assessment or QLF pathway, or is referenced in supplemental documents. Note: To ensure reviewers are able to score your application correctly, please make direct references (document titles, page numbers, sections, etc.) to your uploaded documents]. In your response, please differentiate between projects with subheadings (i.e. Project 1 - Community center repairs; Project 2 - Playground; etc.): *

The project to be completed is the purchase of two City owned lots located in the heart of the Deuces Live Main Street for the purpose of constructing a small neighborhood outdoor space. As reflected in the joint Master Plan, there will be two large outdoor pavilions in both the Warehouse Arts District and the Deuces Live Main Street. These structures are expensive and they are planned to be constructed at the same time. The Warehouse Arts District will be focusing primarily first on infrastructure so that construction of the ‘brother/sister’ pavilions are
not in their top priorities. Included in the Deuces Live portion of the Master Plan is a plan for a small outdoor space to support neighborhood events and parties.

**What is the history of the neighborhood that has brought the neighborhood to its current state? How will the activities proposed address the history of the neighborhood or serve as a catalyst to propel the neighborhood further towards revitalization. [10 points awarded if all projects will be highly catalytic]:**

This neighborhood, as so many other urban neighborhoods has suffered from investment neglect and disinvestment. There were St. Petersburg city policies that destroyed the neighborhood in the pursuit of “redevelopment”. One example is the purchase of 14 acres of a neighborhood, located between 5th Avenue South and 14th Avenue South, fronting 22nd Street that was to be used for an industrial park. The property was cleared and leveled in anticipation of a major industrial employer relocating to the area. The property sat vacant for 15 years. While the redevelopment projects and initiatives have started (i.e. Deuces Live Main Street and inclusion of the area in a Community Redevelopment Area), significant work must still be accomplished through both small and large projects. Every completed project will lend itself to the redevelopment of the area as a whole.

The Deuces, at one point, included everything for a person so that they never had to leave the street. Included on the corridor was Mercy Hospital (now known as the redeveloped Johnnie Ruth Clarke Health Center) and Sanchez Funeral Home. A person could literally be birthed and buried on the same street! This street was also known for its’ music! The Deuces corridor is home to the Historic Manhattan Casino. Built in 1925, the Manhattan Casino is significant for its contribution to entertainment and the culture in the African American community for more than forty years. Some of American music’s most legendary performers played at the Manhattan including James Brown, Louis Armstrong, Fats Waller, Duke Ellington, Count Basie, Lionel Hampton, Cab Calloway, Ray Charles, Nat King Cole, Sarah Vaughn, Fats Domino and the Ink Spots. The Manhattan Casino, while certainly the most famous, wasn’t the only place for music that thrived on the street. This small outdoor event space will allow the community to become more active in the performing arts by providing another venue for the neighbors to congregate while supporting young and young at heart following their musical passion. The expansion of performing arts in such proximity to the Warehouse Arts District is another step in the integration of arts into the neighborhood. This venue is important as its’ construction is driven by members of the existing community. It provides another example to engage residents directly in their redevelopment of their community.

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**Donor-Centric Day**

Some or all project activities should take place on a donor-centric day that would include volunteer opportunities for the donor’s employees. Please indicate which project activities would take place on this donor-centric day. Also clearly articulate the types of volunteer opportunities that will be available. [10 points awarded for volunteer activities that will benefit the wider community, versus focusing on single dwellings (rehab and new construction)]:

*
The construction of the outdoor venue (after purchase of the two vacant lots, pursued by the Deuces Live Main Street via an open request for proposal from the city), would provide volunteer opportunities for the donor’s employees. Similar to the construction of a residential home, construction of a small outdoor event and venue space is a way to encourage volunteers from the neighborhood to work with volunteers on a structure that will be available for use by and enjoyment from the entire city.

Describe your outreach and engagement strategy to encourage volunteerism during your donor-centric day and the number of volunteer opportunities that will be available, both for the donor employees and others who may also participate. [10 points for strategies that exhibit strong likelihood for high levels of volunteerism among community members and donor employees]: *

This project, the purchase and construction of a small outdoor event space on the historic 22nd Street Corridor with the certified Main Street, the Deuces Live, Inc., is an example of when the project is strategy. Main Streets also have a primary focus on volunteerism as a focus of change in the community. The outreach and engagement strategy will focus on encouraging the volunteers from Deuces Live, Habitat and the community closely surrounding and the at large to participate in a volunteer event that will leave the community with an outdoor resource available for everyone to use and enjoy.

Please describe your media plan for your donor-centric day? [10 points] *

Sorry! I’m drawing a blank on this one! Are they Habitat answers? It looks like the next 4 are.

Do you have local media contacts? How do you engage them? What is your process? [5 points] *

What social media channels do you utilize and who manages the content? How frequently do you post to social media? How many followers do you have? [5 points] *

What sponsorship benefits will you provide the donor at this funding level? [5 points] *

How much media coverage did you receive in 2017 (specify calendar or fiscal year)? How did you engage the media? What was the outcome? [5 points] *

Budget
Upload a copy of your budget template (if you have problems accessing the budget template, copy and paste the following into your browser: //surveygizmolibrary.s3.amazonaws.com/library/109957/Budgettemplate_NR20182.xlsx).

Additional Information

Please use this space to share any additional information you would like us to consider in relation to this grant opportunity.

This grant opportunity allows Habitat to partner with the Deuces Live Main Street on a project that will benefit the entire community, is included in a joint Master Plan with the Deuces Live and a widely popular Warehouse Arts District. The construction of this project will raise the profile of Habitat that works within existing community organizations as partner and not as an interloper.
VALUES AND VISION

Steering Committee Discussion

Our Plan must **NOT** Achieve:

*Cultural Division*

Silos and Isolation

Loss of Unique Identity

Lose / Win or Lose / Lose

Waste of Time / Inaction
VALUES AND VISION
Steering Committee Discussion

My Vision Is:
The Most Popular Districts in the City

A Model Destination
District focused on Arts, Culture, History & Industry

A Wonderful, Safe Area
with plenty of public art
VISION: Guiding a Design + Action Plan

WAREHOUSE ARTS DISTRICT

Reposition the area for new employment focus that includes light manufacturing and commercial featuring a walkable industry and art experience for visitors with adequate infrastructure.

DEUCES LIVE

Rediscover a new role that relates to the neighborhood and employment base featuring an authentic culture and cuisine experience for visitors and community services for locals.
FORWARD MOVES

1. COMPLETE THE WALKABLE INFRASTRUCTURE
2. MAKE 22ND AND 5TH LIVABLE STREETS
3. FEATURE THE TRAIL ADDRESS
4. CREATE ACTIVE PARKS AND POP-UP SPACES
5. EXPRESS ART, INDUSTRY & CULTURE THROUGH DESIGN
6. ENABLE DEVELOPMENT OF FLEXIBLE AND VIBRANT PLACES
APPROACH TO IMPLEMENTATION

PRIORITY + BUDGET OVER TIME

1. BASIC IMPROVEMENTS
2. PROGRESSIVE INVESTMENT
3. TRANSFORMATIONAL OPPORTUNITIES
4. ON-GOING PROGRAM MANAGEMENT
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<th>Define our Character Areas</th>
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<tr>
<td>1</td>
<td>Clarify the role and personality of our places, expressed with gateways, signs, art and form.</td>
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<th>Connect Community Places</th>
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<td>2</td>
<td>Built network of walk, bike, transit, parking &amp; vehicular access.</td>
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<th>Create an urban environment for people</th>
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<td>3</td>
<td>Enhance both the appearance and urban form of public &amp; private property for an &quot;outward&quot; focus.</td>
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<th>Facilitate positive investment &amp; reclaim places</th>
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<td>4</td>
<td>Activate key parcels, re-purpose historic buildings, address parking and create places.</td>
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<th>Position for new forms of success</th>
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<td>5</td>
<td>Build partnerships and collaboration to link business with community and district with city.</td>
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22ND STREET S CORRIDOR [I-275 S] & DEUCES LIVE MAIN STREET PLAN, ACTIONS & PROJECTS

CATEGORIES

- Basic Improvements Projects
- Progressive Investment Projects
- Transformational Opportunities

Main Street Core Streetscape

Vision
DEUCES LIVE MAIN STREET
Antwaun Wells

Objective

St. Petersburg is the city where I was born and raised. I am the fifth generation of a legacy of leadership in the St. Pete Midtown area. Atlanta, Georgia is where I went to further my education. While living there for thirteen years I took advantage of opportunities to enhance my leadership skills. Since returning to St. Petersburg in the year 2007 it is my objective to use every resource I have to enhance this city Spiritually, Socially, and Economically.

Experience

6 months LEMA Construction St. Petersburg, FL

Assistant Supervisor

- Conduct Safety meetings, Insure jobsite is free of incidents and accidents/ 180 days w/o accidents
- Conduct subcontractor meetings, provide schedule for subcontractors/ Completion date on target
- Provide subcontractor submittals to architect, engineer and owner, provide Request for Information to architect and engineer/ Successfully got material approved for use and subcontractors questions answered to prevent negative impact on cost and production

7 years Wells Builders LLC St. Petersburg, FL

Project Manager

- Pull permits to register projects with the city/All projects in compliance regarding permitting
- Provide schedule for subs based on scope of work/ Order of operation is efficient and effective
- Order materials/ Ability to order material in advance keeps subs busy

2 years L & D Steel Largo, FL

Project Manager

- Coordinate Shop Drawings and Bill of Materials/ Kept fabrication on schedule and accurate
- Verify material is fabricated and loaded for delivery in sequence to be erected

9 years Ingenico Atlanta, GA

Supervisor

- Scheduled production for 30 employees/ Maintained weekly production goals
- Managed three subcontractors facilities
- Ordered material for weekly production/ Maintained material and labor cost to meet monthly million dollar revenue

Education

7/93 – 6/96 DeVry Institute of Technology Atlanta, GA
References are available on request.
Gloria Dixon Campbell, is President and senior consultant for Advantage Training Systems Inc. (selected “Minority Business of the Year 2006”), and Advantage Insurance Solutions, both located in the Midtown area of Saint Petersburg, Florida. Gloria was one of the first businesses in early 2000 to locate in what is now the Deuces Live Mainstreet area. She was part of the first Main Street organization that worked to revitalize the 22nd street business district. She has served in several relevant capacities such as:

- Worknet Pinellas, 2000-2004 (Secretary, 2006-2008, Youth Committee)
- Deuces Live, Inc., 2011-Present (President, 2012)
- Clearwater Chamber of Commerce, VP of Marketing 2000-2004
- Morton Plant Community Impact Committee, Grant Funding 2006-2010
- Mt. Zion UMC, 2010-2015, Chairperson, Evangelism
- Leadership Pinellas Class of 1998

After graduating from the University of West Florida, Pensacola, Florida she launched her career with Xerox Corporation as a Sales Representative. Gloria spent 17 years with Xerox in various divisions and positions including Major Account Manager, Trainer, and Sales Development Manager. Her last position was as Regional Manager with Xerox Retail Division. While in this position she obtained an MBA in management for the University of South Florida.

She has over 20 years’ experience as a small business owner providing training and consulting services in the Tampa Bay area. She has trained and provided job placement for over 750 women and men that were transitioning from career downsizing, welfare reform and those seeking to upgrade their skills

Currently, Gloria is involved with several non-profit organizations in the community, Artz4life, Uncommon Touch Ministries, YDI, Inc., Career Source and her sorority Alpha Kappa Alpha, Sorority, Inc. She works to use her talents and skills to improve the lives of others that are considered underprivileged and disadvantage.

As a licensed insurance agent, she is passionate about healthcare issues. First, by educating clients about healthcare options and second, by making sure everyone has access to quality, affordable healthcare.
Veatrice A. Farrell

Qualifications Summary: A dedicated individual who provides oriented, insightful economic development and financial professionalism while maintaining the ability to achieve production goals in high-pressure environments.

Highlights:

- Proficient at consulting with management to delineate and analyze current business situations and developing strategic solutions that stabilize and increase bottom lines.
- Initiates and executes new programs to reflect the current economic and community climate.
- Proven leadership, team building skills, and the ability to manage multiple projects and events targeted at stakeholders.

Professional Experience:

October 2012 — Present
Deuces Live, Inc.- Program Manager.
- Coordinates economic development activities within Deuces Live Main Street district.
- Principal on-site staff individual responsible for coordinating all project activities for Main Street district.
- Represents the community regionally as appropriate.

August 2005 — Present
Corporate-Complete- Senior Consultant.
- Consultant firm to municipalities, non-profit organizations, financial institutions and alternative lending companies.
- Provides community and economic development consulting, business consulting, business development, and project/event management.

Selected Client Profile
August 2005 — October 2009
Finance, Non-Profit Entity.
- Titled as the Associate Director for municipal/ non-profit cliental.
- Provided business counseling and loan facilitation services to existing and emerging small business clients.
- Recommended services provided by municipality transition to a non-profit entity to increase client base and revenue streams.
- Represented United States of America State Department as host for International Council of Tampa Bay Region and met with representatives of the Middle East (Palestine and Israel) to discuss strategies for transitioning workforce participants to small business owners.
April 1994 – August 2005
- Tampa Bay Black Business Investment Corporation.
  o Vice President who built a record of achievement by expanding loan portfolio products and securing additional financial partners.
  o Responsible for cold calling on potential clients, referral sources and potential lending partners, as well as counseling of potential loan applicants.
  o Reviewed and underwrote loan requests and portfolio maintenance.

October 1992 – April 1994
- SunBank of Tampa Bay.
  o Titled as the Assistant Vice President/Business Banker.
  o Responsible for cold calling, maintenance of an existing portfolio which included more than 40 customers.
  o Special marketing project for senior management for underserved target market.

August 1984 – October 1992
- JP Morgan Chase (successor by merger to NBD Bank, NA)
  o Promoted from Assistant Vice President and Commercial Loan Officer to second Vice President.
  o Responsible for maintenance of commercial loan portfolio in excess of $13 million dollars with more than 60 customers.

Education:
Florida A&M University
Bachelor of Science 1984 Major: Accounting

Professional Memberships:

Sunshine State Economic Development Corporation (successor by merger between TEDCO and Gulf Coast Business Finance) A certified development company. – Board Member and Secretary. Recipient of Outstanding Member Award.

MyCroSchool Pinellas- A Pinellas County charter high school. -Board Member
Ref.: Paver Project

1/29/2018

Veatrice:

It was a pleasure speaking with you. The following are the prices we discussed based on the project we did at our facility in Tampa.

These prices include the sales tax exemption.

Prices include material, freight, installation, clean up.

Courtyard running east and west.

- 10,531 square feet with cuts of installation.
- 10,981 square feet of excavation.
- Price for installation: $40,870.00
- Price for excavation: $14,880.00

Courtyard running north and south.

- 7,045 square feet on installation with cuts.
- 6,947 square feet of excavation.
- Price for installation: $30,575
- Price for excavation: $8,250

Please let me know if you have any more questions.

Derrick Blue, Interim CEO,
Tampa Hillsborough Action Plan, Inc.
813-770-0183
<table>
<thead>
<tr>
<th>Project Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalk Expansion</td>
<td>$350,000</td>
</tr>
<tr>
<td>Traffic Signal Mast Arms</td>
<td>$300,000</td>
</tr>
<tr>
<td>Complete Streets</td>
<td>$450,000</td>
</tr>
<tr>
<td>Sidewalks Neighborhood and ADA Ramps</td>
<td>$100,000</td>
</tr>
<tr>
<td>Wayfaring Signage</td>
<td>$150,000</td>
</tr>
<tr>
<td>Bridge Reconstruction Load Testing</td>
<td>$300,000</td>
</tr>
<tr>
<td>Bridge: 11th Ave South over Booker Creek</td>
<td>$650,000</td>
</tr>
<tr>
<td>Emergency Dredging Small Boat Channels</td>
<td>$50,000</td>
</tr>
<tr>
<td>Dredging Arterial Channels</td>
<td>$400,000</td>
</tr>
<tr>
<td>8th Ave S at 44th Street S</td>
<td>$823,000</td>
</tr>
<tr>
<td>Drainage Line Rehab Replacements</td>
<td>$700,000</td>
</tr>
<tr>
<td>Innovation District</td>
<td>$500,000</td>
</tr>
<tr>
<td>Deuces Live/Warehouse Arts District Action Plan</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>West Central Avenue Streetscape</td>
<td>$4,300,000</td>
</tr>
<tr>
<td><strong>Neighborhood &amp; Citywide Total</strong></td>
<td><strong>$16,273,000</strong></td>
</tr>
</tbody>
</table>

**RECREATION & CULTURE CAPITAL IMPROVEMENT**

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Mirror Lake Complex Upgrades</td>
<td>$600,000</td>
</tr>
<tr>
<td>Recreation Center Improvements</td>
<td>$200,000</td>
</tr>
<tr>
<td>Refinish Gym Floors</td>
<td>$125,000</td>
</tr>
<tr>
<td>Shore Acres Center Replacement</td>
<td>$150,000</td>
</tr>
<tr>
<td>Sunshine Center Improvements</td>
<td>$50,000</td>
</tr>
<tr>
<td>Dell Holmes Splash Pad Renovations</td>
<td>$100,000</td>
</tr>
<tr>
<td>Swimming Pool Improvements</td>
<td>$350,000</td>
</tr>
<tr>
<td>Athletic Facility Improvements</td>
<td>$200,000</td>
</tr>
<tr>
<td>Resurface Basketball Courts</td>
<td>$75,000</td>
</tr>
<tr>
<td>Resurface Tennis/Shuffleboard Courts</td>
<td>$200,000</td>
</tr>
<tr>
<td>Lake Maggiore/Boyd Hill Park</td>
<td>$500,000</td>
</tr>
<tr>
<td>Park Restroom Renovations</td>
<td>$210,000</td>
</tr>
<tr>
<td>Park Facilities Improvements</td>
<td>$250,000</td>
</tr>
<tr>
<td>Parking Lot Improvements</td>
<td>$125,000</td>
</tr>
<tr>
<td>Parks Lighting Improvements</td>
<td>$125,000</td>
</tr>
<tr>
<td>Play Equipment Replacement</td>
<td>$400,000</td>
</tr>
<tr>
<td>Spa Beach Improvements</td>
<td>$175,000</td>
</tr>
<tr>
<td>Sunken Gardens Park Improvements</td>
<td>$160,000</td>
</tr>
<tr>
<td>Sunken Gardens Service Elevator</td>
<td>$250,000</td>
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<tr>
<td>General Library Improvements</td>
<td>$200,000</td>
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<tr>
<td>Radio Frequency Identification System</td>
<td>$70,000</td>
</tr>
<tr>
<td>Mirror Lake Library Elevator Replacement</td>
<td>$110,000</td>
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<tr>
<td>Mahaffey Theater Improvements</td>
<td>$500,000</td>
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<tr>
<td>Mahaffey Theater Orchestra Shell</td>
<td>$800,000</td>
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<tr>
<td>Coliseum Improvements</td>
<td>$100,000</td>
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<tr>
<td><strong>Recreation and Culture Total</strong></td>
<td><strong>$6,025,000</strong></td>
</tr>
</tbody>
</table>
b. Bronx, NY 1979

h. Jamaica, Kingston

Lives and works between Tampa Bay Area, FL and Bronx, NY

La'ford is interested in the additive and subtractive processes, negative and positive spaces, obsessions, interconnectivity, evidence, and manipulation.

Education

MFA, Interdisciplinary, AIB, Boston, MA

JD, Cum Laude, University of Florida, Levin College of Law, Gainesville, FL

BFA, Painting, Florida State University, FL

Professor

University of Tampa, Tampa, FL

Saint Petersburg College, St. Petersburg Campus, Seminole Campus & Clearwater Campus

2015

Tampa International Airport Selected/Featured Artist Exhibit, Tampa, FL

In Development: Jamaica Community Based Initiative Part II

2014

Atlantic Center for the Arts, ‘INsideOUT’, New Smyrna Beach FL
Installed Tribute to Keith Haring Cultshare II

Joan Mitchell Foundation Scholarship Award

Residency at the Atlantic Center for the Arts, New Smyrna Beach FL

Fine Tuned, FC Gallery, St. Petersburg, FL

Tampa International Airport Selected/Featured Artist Exhibit, Tampa, FL.

SPC Art Faculty Exhibition: Leepa-Rattner Museum of Art, St. Petersburg, FL.

2013

Jamaica Community Based Project

Under the Influence: Baton Rouge Baton Rouge, LA. Juried by Jason Andreasen

Glass Gallery Eighth Annual Art Competition. Pembroke Pines, FL

Finalist: Artist in the Marketplace Program, The Bronx Museum

Dedalus Foundation MFA Fellowship nominee

2012

Entangled: AIB Graduate Exhibit, University Hall Gallery, Cambridge, MA

Boston Young Contemporaries 2013, Juried Exhibition, Paine Gallery, Boson


10th Annual Art Futura: Art in Motion Exhibition, Chicago, IL. Juried by James Rondeau: Third Prize by James Rondeau. Art Institute of Chicago curator, 10th Annual Exhibition

2011
Seven State Biennial Exhibition – Part II. Charles B. Goddard Center. Ardmore, OK. Juried by Jesus Morels

Seven State Biennial Exhibition – Part I. USAO Art Gallery. Chickasha, OK. Juried by Jesus Morels

3rd Coast National. K Space Contemporary. Corpus Christi, TX. Juried by Tony Magar

John R. Math Gallery. Light Space & Time Exhibit

Boston Young Contemporaries. Boston, MA. Juried Camilio Alvarez & Matthew Rich

The Big Show. Lawndale Art Center. Houston, TX. Juried by Larissa Harris

Named Top Three People Choice Award, The Big Show. Lawndale

Theater Under The Stars. Annual Art Benefit and Art Auction. Houston, TX

Emerging Artist – Grand Opening Show. HANS Payan Art Gallery. Houston-Heights, TX

**Artist Lectures**

Art Institute of Boston, Graduate Artist Talk, Boston, MA

Univeristy of South Florida, St. Petersburg, FL

Dunedin Fine Arts Center, Dunedin, FL

Morean Arts Center, St. Petersburg, FL

Maryland Institute College of Art, Painting Seminar, Baltimore, MD

**Collections**

Boston Public Library. Permanent Installation. Boston, MA

Maya Angelou Collection, Georgia

Brighthouse Corporate Headquarters Collection, FL
Jeff Koons Collection, NY, NY

In Process: Clark Atlanta University, GA
I

THE DEUCES LIVE, INC.

833 22ND ST.
PETERSBURG,
FL 33712

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Date

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GTE Financial

THE DEUCES LIVE, INC.

1/29/2018

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Proposal for
935/943 22nd Street South