

Date of Legal Notice and date to Run Legal Advertisement: June 11, 2017

CITY OF ST. PETERSBURG
NOTICE OF INTENT TO LEASE CITY-OWNED REAL ESTATE
THE MANHATTAN CASINO
642 – 22nd STREET SOUTH ST. PETERSBURG, FLORIDA



The CITY OF ST. PETERSBURG is in receipt of an offer from The Callaloo Group to lease the city-owned Manhattan Casino, located 642 – 22nd Street South, St. Petersburg, Florida, located within the South St. Petersburg Community Redevelopment Area.

A copy of the offer and other pertinent information is available at the CITY OF ST. PETERSBURG, Municipal Services Center, Real Estate & Property Management Department, 9th Floor, One - 4th Street North, St. Petersburg, Florida 33701.

Notice is hereby given pursuant to F.S. 163.380, that the CITY OF ST. PETERSBURG is inviting any alternative proposals from private developers or any persons interested in providing an alternative proposal.

Proposals must be delivered not later than 10:00 A.M. local time, on July 28, 2017, to City of St. Petersburg, Real Estate and Property Management, Municipal Services Center, One – 4th Street North-9th Floor, St. Petersburg, Florida 33701. Proposals received after the specified time and date for any reason will NOT be considered.

The CITY OF ST. PETERSBURG shall consider all qualified proposals and may accept such alternative proposal as it deems to be in the public interest.

To
Mayor Rick Kriseman &
Mr. David Dickerson,
Real Estate Coordinator City of St. Petersburg
175 5th Street St. Petersburg, FL 33701

**Re: Request for Proposal For Restaurant and/Event/Catering/Supporting Uses Located at
the Manhattan Casino**



From Safrone Presley

727-641-7942

safronep@hotmail.com

Mayor Rick Kriseman &
Mr. David Dickerson,
Real Estate Coordinator City of St. Petersburg
175 5th Street St. Petersburg, FL 33701

Re: Request for Proposal For Restaurant and/Event/Catering/Supporting Uses Located at the
Manhattan Casino

Dear Mayor Rick Kreisman & Mr. Henderson:

I am submitting you this letter to present a different use and concept for the City to use The Manhattan Casino. I have been a part of the City of St. Petersburg community for over 20 years as a small business owner and a citizen. I love the City of St. Petersburg and I am excited about the explosive growth happening in our city. I believe in the city's initiative for the regrowth of The South St. Petersburg Community Redevelopment Area (CRA) on 22nd Street South, Deuces Live and the growth in the Warehouse Arts District Association and know it will continue to be a success.

I have been a small business owner for over 20 years, my family and I owned Saffron's Downtown Café on Central Ave, Saffron's Island Jam on 5th St North and Saffron's at the Historic Jungle Prada. Currently my mother and I run Saffron's Catering. I have extensive experience in Staff Training and Development over 10 years Sales & Marketing, Management, Hotel Catering, Start-up of 3 Restaurant & Catering Companies, Excellent Interpersonal, Event Planning, Property Management and Communication and Leadership Skills. I also have a full time position where I am responsible for managing and supporting a multi-year business process services contract that CGI Federal has with Tampa Housing Authority that is aligned with the Department of Housing and Urban Development (HUD).

As a restaurateur and small business owner in St. Petersburg, I was excited about the Manhattan Casino opportunity and started writing my business plan and brainstorming of all the wonderful things my team could do. I became discouraged once I crunched the numbers and realized the enormous obstacles a small business would have to keep a facility of that size filled and financially viable. The financial revenue needed to maintain and keep it running smoothly and efficiently will be daunting for a small business. In 2011 I read the former owner's business plan and felt their pain as I slowly watched the Manhattan Casino struggle. As I read the proposals for 2016/2017 I feel the same fate will happen to any full service restaurant that moves into the location under the same business model.

I know the Mayor Rick Kriesman does not want to see another business fail in this location because it may bring a bad stigma to this area and the overall vision of the CRA program. I have been pondering it because as a citizen of South St. Petersburg I believe in the city's vision of revitalizing this area and believe it can be done.

My proposal is for The Manhattan Casino to be run by the City. The City should hire a Director to oversee the facility in a similar model as The St. Petersburg Coliseum. The name will remain The Historic Manhattan Casino, the restaurant space will be scaled down by partitioning of the restaurant space to allow for retail space to rent to small local business, keeping in line with the original intention of The Manhattan Casino which was to be an Entertainment Facility, Cultural and Social Entertainment location. This new direction and vision will make The Manhattan Casino the anchor of the CRA development. Different Programs can be run out of the Facility, Catering will be available for the event space, art programs, art exhibits and other spaces can be used for small business mentoring and development in the community. The revenue generated from the rental of spaces will cover the rent and taxes the city is looking to make and the revenue from the restaurant and event rental of the facility will become the profit. Making the Manhattan Casino a Profitable entity for the City.

With my leadership and the team I assemble, fostered with my restaurant and business expertise, I propose to be in charge of marketing this new venture for the City. As Director of the Manhattan Casino, I will oversee the daily operation of the facility, planning, organizing, and finding the right tenants to lease the spaces available. I will be in charge of implementing professional development programs for the staff hired along with programs outside of the Casino and will plan activities for schools and community-based programs.

Duties of the Director of the Manhattan Casino:

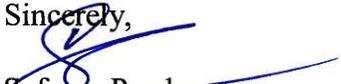
- Marketing will be the key to getting this venture up and running quickly and smoothly. I will look to reinvigorating the current customer base of The Manhattan casino while growing the facility's viability and educate on the options available to the public
- Oversee and participate in help running the restaurant / bar and catering facility.
- Set goals to keep expenses in line, consider the areas of labor, food, overhead and employee retention.
- Work with Outside caters and event planners to use the facilities for a service fee.
- Build a mentoring bridge for our lessees while working with the cities Greenhouse program.

I believe in The Cities Vision for The Manhattan Casino and believe with the right team it will be a win for the community and the City of St. Petersburg.

Give me the opportunity to work with the City to bring the Vision to fruition and make The Manhattan Casino the Beacon for the CRA.

Thank you for your time and consideration.

Sincerely,


Safrone Presley

727-641-7942