August 19, 2013

Mayor Foster
Via Hand Delivery

Re: Mayor's Alliance Objective #1

Dear Mayor Foster:

Please consider the following the 828 Alliance recommendations in response to the first objective referenced in your letter of July 1, 2013, namely to "Deliver a strategy to build consensus for the construction and programming of the Lens in the event the referendum is rejected and the Lens moves ahead. We will proceed as one to make it the destination we seek."

The following recommendations, representing a consensus opinion of the Alliance members are:

1. Consistent with your direction, the Alliance has focused on how to make the Lens better and a destination everyone will enjoy. We suggest that the first step should be to launch a focused and more intensive public education plan conveying the programming and recreational opportunities the Lens offers. This plan should be approached in a professional way, utilizing the news, advertisements, etc.

As part of the public education plan, we suggest utilizing the existing Lens website, adding to the website more detail. As part of the detail that could be added, consider including cost validation that will be developed through the combination of the City staff and construction management team. Another part of the website update should address, with as much fact based information as possible, the reasons City government determined that a renovation of the existing Pier and inverted pyramid was not fiscally prudent.

2. Closely following, in time, the public education plan, we suggest a community survey be conducted to inquire as to how our citizens would like to change and/or add to what the Lens currently offers. Cost and/or subsidy requirements should be incorporated in the survey. The results of this survey would be compiled into a report to be given to the design team to determine if they could tailor the design accordingly. We also suggest, with further comments below, an updated website and utilization of social media.

3. Simultaneously with the survey recommended above, we should seek input and/or partnership opportunities with local expertise, such as the marine science department at the University of South Florida, which could advise about the creation of a marine discovery center, Tampa Bay Watch, and other water oriented entities to solicit their recommendations for educational and related Lens opportunities. Of particular emphasis would be input focused upon opportunities that would appeal to children and, therefore, their parents. We suggest studying the feasibility of a high tech water fountain, light show, or similar feature that would be entertaining.

4. Family entertainment was a strongly recommended highlight within the Task Force Report studied by the Alliance. We suggest exploring ideas such as a water park, playground, gardens, etc.

5. We would then suggest that a sales/marketing/image campaign be launched after the design team reports back as to what changes and/or additions were desirable and possible given the budget constraints.

6. Considering budget constraints and the need we perceive for the combination of public education, public surveying, and the resultant sales/marketing/image campaign recommended above, we suggest that the City explore designating some of the $1 million contingency, available within the Pier budget, for those purposes.

7. You may wish to consider, post 8/28/13, the appointment of a panel from the Alliance members to continue to advise you on the implementation of these recommendations and, in particular, in the efficacy of the recommended campaign.

8. All of the recommendations above and below are intended to result in a significant increase in community support and buy-in of the Lens as the City's most prominent waterfront destination. Each of the recommendations implemented need to be closely monitored with a critical eye as to whether or not this intent is being realized.

9. Leadership within the Concerned Citizens organization should be solicited to participate in generating greater community buy-in.

10. In conclusion, we suggest that the City build upon the four and one-half year process, within which our residents have participated, to emphasize the aspects of the Lens design which have embraced the major recommendations of the Pier Advisory Task Force. Paragraphs 1 through 9 above contain recommendations consistent with the goals of the City and of the Mayor's Alliance to build a Pier that is iconic, affordable and fun for the residents and guests in St. Petersburg, of all ages and for future generations.

Submitted by the Alliance members: Bob Churuti, Dr. Jackie Dixon, Phil Graham, Jr., Dr. Bill Hogarth, James Jackson, Jr., Rob Kapusta, Will Michaels,
Ed Montanari (Co-Chair), Shirley O'Sullivan, David Punzak, Fred Whaley (Co-Chair) and Susan Jezek

August 23, 2013
Mayor Foster
Via Hand Delivery

Re: Mayor's Alliance Objective #2

Dear Mayor Foster:

Please consider the following the 828 Alliance recommendations in response to the second objective referenced in your letter of July 1, 2013, namely to "Provide recommendations to the Mayor for a process of designing and selecting a new Pier in the event the referendum is successful."

Please find enclosed a document entitled "MAYOR'S 8/28 ALLIANCE Request for Qualifications Process Sub-Committee Report", which was unanimously approved at the Alliance meeting last Monday.

Submitted by the Alliance members: Bob Churuti, Dr. Jackie Dixon, Phil Graham, Jr., Dr. Bill Hogarth, James Jackson, Jr., Rob Kapusta, Will Michaels,
Ed Montanari (Co-Chair), Shirley O'Sullivan, David Punzak, Fred Whaley (Co-Chair) and Susan Jezek