

PORTMAN-THIRD LAKE PROPOSAL FOR THE REDEVELOPMENT OF TROPICANA FIELD

Impactful real estate development stems from years of careful planning, talented and high-performing partnerships, and a concerted focus on goal achievement realized by countless thousands of hours of design and construction time resulting in projects that improve cities, lives, and communities. The decisions made throughout the development process drive lasting benefits to the people who will one day use the created spaces for habitation, leisure, recreation, or business. With these tenets in mind and on behalf of Portman Holdings, Portman Residential, and Third Lake Partners, we are honored to present to the City of St. Petersburg a bold vision of team, community, and principle-focused planning for the redevelopment of Tropicana Field.

A TRUSTED AND PROVEN TEAM

Portman-Third Lake (“PTL”) carefully curated and assembled its current team members, selecting partners known for excellence in design and development, but also endowed with a strong fundamental understanding of the practical issues surrounding the development process to deliver city-transforming initiatives. Portman and Third Lake Partners, both collectively and separately, have led the development of billions of dollars of first class and transformative development throughout their histories and would truly look forward to bringing their expertise to guide the redevelopment of Tropicana Field.

As this project sits at an early stage and commands significant future communal input to fully formulate its objectives, PTL elected to currently identify and enlist a select group of team members necessary for the RFP response with the intent to buildout the future, full project team after extensive community meetings and establishment of project goals. Going forward, we pledge to make the following additions to the PTL team as the project evolves:

1. The team **will include a community outreach organization with local ties and a reputation as a strong community partner**. This group will help PTL to coordinate community engagement, meetings, and other activities to ensure the local population influences the project goals and direction, has direct access to the development team, and receives frequent and clear communication about the project as it develops
2. The team **will include a firm dedicated to devising and implementing strategy surrounding minority, SBE, and local hiring**, with a particular focus on hiring and inclusion of black St. Petersburg citizens. PTL will conduct extensive research to identify qualified SBE firms in the market and implement job training programs to maximize the percentage of SBE and minority participation in the project, with specific target percentages to be included in a community benefits agreement
3. The team **will include local artists and historians** to design and implement a district-wide arts program and physical and spiritual recognition of the former Gas Plant district and its legacy, with a particular emphasis on celebration of St. Petersburg’s African American community and its accomplishments

While Portman Holdings and Portman Residential present a team steeped in domestic and international development experience, Third Lake Partners possesses an unmatched and intimate knowledge of the St. Petersburg market through its extensive investment in the area and desire to serve as a steward of the City. This wholistic knowledge base will ensure that our development follows industry best practices while responding to the local issues at hand. Our team has also enlisted Echelon to provide locally-influenced guidance on issues important to St. Petersburg’s communities and residents and ensure that the development responds to the community’s values and needs.

Our design partners, HKS, Beyer Blinder Belle, and 5+ Design form a team positioned to deliver a new level of design to St. Petersburg at the Tropicana Development, focused squarely on the creation of a diverse and welcoming community. Each firm was carefully vetted and selected to bring extensive masterplanning expertise to this pursuit, drawing upon decades of collective experience with large, mixed-use communities, many including stadiums or entertainment districts. The design team focused intently on devising a plan that responds to the design guidelines outlined in the City’s Twenty-One Guiding Principles while also allowing flexibility for future shifts in the needs and desires of the St. Petersburg community.

Rounding out our current team to provide financial guidance and expertise is the firm of Piper Sandler, who has a reputation as one of the country’s premier firms in structuring public financial arrangements. This group will assist in capital structuring to ensure that the vision outlined is feasible and financeable and help to arrange the complex financial structures utilized to minimize required public contribution to the project.



COMMUNITY PARTNERSHIP AS A PILLAR

PTL makes the following promises above all others with regards to this development: We pledge to serve as a trusted and accessible partner to the citizens of St. Petersburg and to provide and facilitate ample opportunity for their voices to be heard to help shape this development. We pledge to employ numerous forms of outreach so that individuals of diverse and unique backgrounds can participate. We pledge to deliver a project that spurs economic development and empowerment of St. Petersburg's historically disenfranchised populations, specifically the African American population of the City, through their inclusion in the development team and as future users of the site. And we pledge to work alongside the City and its residents to deliver a development that catalyzes personal, professional, educational, and spiritual growth of the people of St. Petersburg, both within and beyond the borders of the Tropicana Field site.

PTL is acutely aware of the history of displacement of the once thriving Gas Plant District and community. Throughout our community outreach efforts, we look forward to furthering our understanding of the far-reaching, generational impacts of this history to deliver a development that honors the neighborhood's past and reestablishes the site as a center of prosperity in St. Petersburg.

A FOCUS ON THE TWENTY-ONE GUIDING PRINCIPLES OF DEVELOPMENT

PTL would serve in true partnership with the City of St. Petersburg to fulfill the goals outlined within the request for proposals, specifically the Twenty-One Guiding Principles of Development. The City has clearly outlined its goal for the Tropicana Field redevelopment: to realize a development that serves to build the stature of St. Petersburg and catalyze the growth of its residents, both personally and economically. Its chosen development partner must fully align itself with the City and the communities surrounding the project to deliver a project that will help create change, reduce poverty, and provide meaningful upward mobility to the disenfranchised citizenry of the town. PTL is prepared to go to work hand in hand with St. Petersburg and its people to produce these results.

The reestablishment of a thriving community within the future development is of paramount importance to our team, and our partners have and will continue to follow the guidance of the community in bringing this project to life. Incorporating the history of the former Gas Plant District, embellishing the site with artistic vitality, implementing sustainable and wellness-focused functions, and ensuring that ample opportunity for economic inclusion of the surrounding community are all focused goals of our team as we look at the potential for this site. Our plan additionally works to establish the Tropicana Field site as a central hub of connectivity for the various neighborhoods surrounding it to physically and spiritually reestablish connections with the South St. Petersburg neighborhoods long shut off by physical and emotional barriers.

The City has been clear in its ambitions for this project, and our initial plan was conceived to respond to each of them. Our flexible plan for a district comprised of market rate and significant affordable residential options, office, institutional, entertainment, hospitality, and educational uses is based on detailed feasibility analysis and seeks to create a wholistic community within the confines of the Tropicana site. However, the community must continue to be part of shaping the district's ultimate design to make the Tropicana redevelopment something that all of St. Petersburg's residents can look at with civic pride. By no means does the plan outlined represent a finished product, but merely a starting point to be molded by the people of St. Petersburg.

Our vision outlined represents just the first step in delivering a project befitting of this opportunity. The ultimate success of this project will be found in the partnership between the developer, the City of St. Petersburg, and, most importantly, the community. PTL commits to work tirelessly to serve as a community partner deserving of the privilege to develop this site and see a community rebuilt and positioned for future prosperity. To the City of St. Petersburg and its citizens, PTL thanks you for your interest in our proposal.

