



## Executive Summary

**About Unicorp:** Unicorp National Developments, Inc., welcomes the opportunity to offer our creative talents and development skills to the City of St. Petersburg in creating a new vision for the Tropicana Field Site.

**Who We Are:** Unicorp National Developments is an Orlando, Florida based national real estate developer led by Chuck Whittall. From small beginnings, Mr. Whittall has built Unicorp into one of the largest privately held real estate development firms in Central Florida. With an impressive track record of success, unparalleled vision, and passion for development, Unicorp's team has been recognized for creating "destination driven" developments. At Unicorp, we recognize and celebrate that the communities we create are just that – communities. They are where people live, make memories, and raise their children. Our goal in all our developments, first and foremost, has always been to develop and define a sense of place by creating immersive experiences that are driven by social interaction. A place that is not contrived or trendy, but rather, successful in its simplicity, and in harmony with its surrounding environment. Every time we put a pencil to paper we embrace the opportunity to make a positive change within the community. As a true hands-on developer, we directly manage and lead the development team through the entire development process: from creating the vision, through the master planning, designing, engineering, permitting, construction, and ultimate completion and management of our properties.

Unicorp boasts an aggregate value of completed projects to date that approximates to \$4 billion. Additionally, within the next 18 months, Unicorp's current development pipeline includes over 8.5 million square feet of commercial and residential space spanning over of 30 properties with an aggregate completed value of over \$2.5 billion.

**What We Do:** Unicorp develops and manages its own portfolios of properties. From lifestyle centers, single family residences, apartments, urban mixed-use projects, entertainment centers, hotels and, resorts. We have been recognized for the quality of our developments, their attention to detail, and creating a sense of place.

Our experience ranges from building the largest ferris wheel on the eastern seaboard of the U.S., to the revitalization of the old Volkswagen Headquarters in Michigan, to being a part of the redevelopment of the Naval base in Baldwin Park, to bringing the first Trader Joe's to Orlando, to developing 120 drugstores, and the most luxurious resort on the west coast of Florida. No project is too large or small. Our multifaceted track record of success has given Unicorp the opportunity to develop properties within Disney and establish strong relationships with Marriott Hotels, Marriott Vacation Club, Goldman Sachs, Morgan Stanley, Citi Bank, Deutsche Bank, and many others alike.

While our background shows our versatility, we are committed to being transparent.

1. We will never make promises we can't deliver.
2. We are not a fee developer, merchant builder, or syndicator that surrounds themselves with a large team to imply vast experience. Our project is not just about an investment opportunity, it's about making an impact on the community.
3. We are not cookie cutter, cut and paste developers. Each of our developments is distinct and crafted to the needs of their surrounding communities.

**About our team:** We are proud to have assembled the development team with international, national, and local experience; who have the depth, breadth, and capacity to execute and deliver large-scale urban developments. Our team members have direct hands-on experience in developing a wide variety of uses within the public and private sectors including: office towers, condominiums, affordable housing, urban mixed-use projects, airports, master planned communities, stadiums, theme parks, and theaters. In addition, the majority of our team has successfully collaborated on other Unicorp projects. Under our guidance as the master developer, the City of St. Petersburg will be assured to have a single point of contact in managing all day-to-day aspects of the project and not a syndicate of consultants.



**About our Project:** The Tropicana stadium promised economic growth for the surrounding neighborhoods of the Gas Plant District and South St. Petersburg. Unfortunately, that did not materialize. Instead, the stadium destroyed the character and fabric of the community by displacing many homes, businesses, and houses of worship. As one of the members in the community said recently, "your plan should honor the past, but more importantly, it needs to shine a new light that looks forward to the future". Unicorp's goal and promise is to do just that – **bring back a community.**

Our inspiration comes from the great cities around the world which have centralized parks that bring the community together to relax and congregate. At the heart of our 86-acre master plan is a city park comprised of over 37 acres of total open space (44% of the total land area). Petersburg Park has been envisioned as a natural gathering place that embraces the surrounding community in a human scale and becomes an oasis to recharge the soul by celebrating nature, the arts, healthy living, and learning. It is a place not defined by age, race, or economic standing, but a place where memories can be made for all. We envision natural lush settings that can be multi-purposed to support passive or active events. Petersburg Park is designed for special events, festivals, and simple activities such as family picnics, kite flying, and a space for kids to run and play. Whether it is a family reunion, a farmers' market, book fair, outdoor concert, or simply a place to jog, walk your dog, relax or read a book on a park bench, the sheer size of the park

will create a sanctuary from the hustle and bustle of everyday life. At the heart of Petersburg Park is Booker Creek, which shall be integrated into the park, trails, and bike paths as a waterfront destination lined with outdoor dining venues that will connect the surrounding neighborhoods.

Using the example of the city of Bilbao, Spain, by having Petersburg Park act as an international attraction to the commitment of the arts, St. Petersburg can become the new benchmark of the arts for the 21st century. Leveraging the arts through its varying mediums, Petersburg Park can act as the platform that will serve as the catalyst which transforms St. Petersburg into an international destination for the arts – a “creative playground.”

We envision commissioning local, regional, and international artists, sculptors, musicians, architects, and designers through public and private partnerships, corporate alliances, grants, and sponsorships. Over time, this will offer a coherent vision that can foster artistic identity spanning over the entire City of St. Petersburg which can create a favorable climate to attract leading artists from the world of visual arts, music, culture, literary, and performance arts. With this approach, we see a new sector of the economy taking root.

Taking into consideration St. Petersburg’s limited existing tax base, Unicorp’s proposal limits density to minimize our public financing request to \$100 million of Tax Incremental Financing. Competing proposals substantially and disproportionately burden the citizens of St. Petersburg by asking for not just \$75 million in Tax Incremental Financing, but additional unspecified amounts ranging to as much as \$836 million, which would be unsustainable to the citizens of St. Petersburg. It is important to note that in some instances, certain accreditations have the best intentions in mind, but, often have the opposite effect by increasing costs which negate the ability to provide affordable programs. Our goal is to maximize development while minimizing the burden on the tax payers. ***In short, our plan is marketable, financeable, and expedient.***

To strengthen the bond with the surrounding neighborhoods and unite them into St. Petersburg’s distinctive character and urban fabric, we did not take the approach of maximizing density on a plan that does not consider the human scale and appeal of the City. Should the city request additional density, the plan has sufficient flexibility to allow for such increase. As per the City’s request, our plan offers two options. One with a new stadium, more human in scale, that can be integrated into the neighborhood, and one without which extends the park and additional programmatic elements. Our development program encompasses over 3.2 million square feet of residential, retail, office, flex, innovation, conference, and hotel space. For more information, please visit PetersburgPark.com.

**Our Commitment to Inclusivity, the Community, and the City of St. Petersburg:** We cannot erase the mistakes of the past, but we passionately believe our plan will bring back a sense of place and purpose which is important to the character and soul of the community and surrounding neighborhoods.

We recognize our mission is not to change the world, but we do believe we can be an example for change. Petersburg Park will be a community of the people and for the people – a community of the community.

Rather than create another district of separation and “your place is yours and my place is mine” mentality, we have sincerely focused on creating the opposite. We often hear people talk about exclusive things or places however, we want Petersburg Park to be the opposite: a catalyst for inclusiveness throughout the community. Our goal is to create a platform that will give financial rise in the community and not empty promises.

As a part of the public engagement strategy, we will have targeted outreach program to ensure perspectives of disadvantaged communities are part of the process. Toward that end, Unicorp is committed to using its best faith efforts to utilize, comply, and exceed all requirements from the City of St. Petersburg. This shall include and not be limited to:

1. All required programs for Certified Business Enterprises (CBE), Small Business Enterprises (SBE), Minority Owned Business Enterprises (MBE), and Women Owned Business Enterprises (WBE).
2. Follow, to the best of our abilities, the policies of the proposed Community Benefits Agreement (CBA) for St. Petersburg.
3. Targeted job creation – minimum 15% with a goal of 30% utilizing St. Pete Works! and other community partners during construction and post construction.
4. Apprenticeship, mentoring, and job training programs in the construction, hospitality, and retail sectors that will incubate more sustainable jobs and career paths.
5. Any small business (less than 3 locations) that relocates to Petersburg Park or any first time start up business shall be given 3 months of rent-free occupancy to build their business. This will remove the financial stress of immediate overhead and provide opportunities to those seeking self-employment.
6. As required by the RFP, our plan contains an affordable housing component that is described in more detail by scanning the QR code above.



We look forward to presenting our vision for Petersburg Park to the community and working together to create a place for all!

*“Great things are done by a series of small things brought together.” - Vincent Van Gogh*