

From: Darby Campbell [<mailto:Darby.Campbell@safeharbordev.com>]
Sent: Tuesday, April 20, 2021 10:30 AM
To: Darby Campbell <Darby.Campbell@safeharbordev.com>
Subject: Important message to St. Pete Marina boat owners

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Dear Boat Owner,

I am contacting each of you personally to clarify some of the misinformation circulating in the community of marina boat owners. This misinformation campaign is being launched by a small group of slip holders who seek to influence the City Council in favor of their personal situation, not the greater marina slip holders' interest. I believe that most slip holders want to be a part of this exciting marina redevelopment and are willing to pay a little more for an enhanced marina experience as long as they can see the value they will be receiving. I am asking those of you who have remained silent to voice your support as the council needs to hear from the majority of the 700 slip holders.

Many individuals against the positive redevelopment changes are against it because they do not want to pay more for a better marina environment and services. They do not wish to comply with insurance requirements, and they see the marina as their residence that they want to stay quiet and undisturbed. This small group opposes the improvements that would attract the sounds of life and activity to the marina (music, children laughing, boat owners hanging out with friends on their boat) because it would disturb the "neighborhood" of the residents. They have the best-subsidized housing in America. They pay less marina rental than their neighboring condominiums pay in taxes, get free parking passes in a downtown area where most pay to park, trash pickup, and other amenities in some cases, all without keeping their boats well-maintained and usable.

The condition of some of these boats in the marina is not acceptable (boats that are not used, have not been cleaned in years, have excessive marine growth on the hull, lack functioning engines, are in significant disrepair, and are an eyesore to their neighbors who do take care of their boats and proudly maintain them in good condition). Safe Harbor Development would not tolerate this disregard of reasonable marina standards that benefit the greater marina should the council approve this lease. This vocal minority of boat owners believes that if they continue with negative comments, they can influence the City Council to leave things as is, which is not sustainable!

We want all of our marina slip holders to have a clean, safe, vibrant, active, and fun atmosphere where they can be proud to bring their friends and family. We believe that the marina should be enjoyed to the fullest by all stakeholders, not just a fortunate few, who treat their boat slips like a residential neighborhood on land. Boaters who choose to live on their craft and are an active part of the marina community, keep their boat safe, clean, well-maintained and operable and use it, have insurance, purchase fuel, ice, etc., are the liveboards that are always welcome.

This process has been an open book and advertised properly. SHD responded to a Public Notice put out by the city (in response to an Unsolicited Offer), to which there were four responders. The city selected SHD because of the plan that was presented, extensive experience, and the financial benefit to the city. This process started over two years ago, and we, along with the city, continue to refine the concept plan. The city will maintain control of the design and construction, overseeing SHD throughout the process.

City-run marinas are disappearing. Cities have found that public/private partnerships are beneficial and that private marina operators are better at running these operations. You would be hard-pressed to find any large marinas still government operated. This will be our fourth public/private relationship with a city, and the initial reaction is always the rent is going up, and the changes will not be good for me...but once the improvements start to happen, there are many happy boaters.

The citizens and the slip holders of St. Pete deserve better, and we have the resources, experience, and dedication to make this the world-class marina and destination this city deserves. We understand there is apprehension on your part, not knowing what to expect and how the change will affect you. We have listened to your input and have made changes that will benefit you and keep the project feasible, both operationally and financially. Attached is a list of those concerns and our responses.

As the owner and operator of Safe Harbor Development, I have been and will continue to be involved in this project. I have purchased a home in the area and plan to be boots on the ground with our talented team of developers and operators throughout this redevelopment project. I am here to listen and learn and welcome your continued dialogue and constructive criticism.

I have attached a summary sheet of the benefits to the city and to the boat owners of St. Pete Marina. It should be noted that this redevelopment will happen whether SHD or the city does it. If the city were to take on this

project, it would be more costly, take longer, and operationally nothing would change. I have heard that many of you would like to see the positive changes to the operation that a private operator could and would provide. This proposed lease will be for five (5) years, and SHD will provide all construction, financing, and operations. The city has no risk of cost overruns etc. (we know this is a considerable risk to SHD). SHD will deliver the plan as approved and assume all risk, and at the end of 5 years, the city can decide not to renew the lease, and all they have to do is pay for the new docks/improvements and a termination fee of 15% return on SHD capital. Any operating income received by SHD offsets this amount which could possibly result in no termination fee owed at the end of 5 years. This is an excellent deal for the city and not great for SHD if the lease is not renewed due to the risk and amount of work involved. We have agreed to this because we are confident that the city (and the boat owners) will be happy and want to extend the lease (our risk).

I look forward to working with you and am respectfully requesting your support of this project and its future benefits to the St Pete Municipal Marina community.

Sincerely,

Darby

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