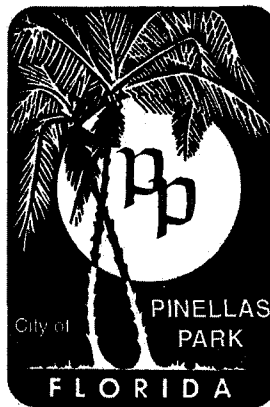


City of
PINELLAS PARK

5141 78TH AVE. • P.O. BOX 1100
PINELLAS PARK, FL 33780-1100



FLORIDA

PHONE • (727) 369-0700
FAX • (727) 544-7448

Please Respond To:

James W. Denhardt, City Attorney
Lauren Christ Rubenstein, Assistant City Attorney
Denhardt and Rubenstein, Attorneys at Law
2700 First Avenue North
St. Petersburg, Florida 33713
(727) 327-3400 - Telephone
(727) 323-0888 - Facsimile

October 14, 2019

Ms. Laura Canary
CRA Manager
City of Pinellas Park
P.O. Box 1100
Pinellas Park, Florida 33780

RE: City Document #19-325
Request for Letters of Interest for 5805 Park Boulevard

Dear Ms. Canary:

I have received and reviewed the revised Request for Letters of Interest pertaining to 5805 Park Boulevard. I note that the first paragraph on page 3 of the Request for Letters of Interest deals with the restriction of auto oriented uses on the property. I would recommend updating the last sentence of such paragraph to read as follows:

While there are an abundance of allowable uses in B-1 Zoning District, the CRA Board has opted to restrict any type of automotive oriented use (such as auto repair or auto sales) on the subject property.

With that change, I would approve of the RLOI as to form and correctness.

Very truly yours,

Lauren C. Rubenstein
Assistant City Attorney

cc: Doug Lewis, City Manager
Diane M. Corna, MMC, City Clerk
Patrick Murphy, Deputy City Manager
Susan Walker, Community Development Administrator
Ben Ziskal, Assistant Community Development Administrator

LCR/dh

19-325.10142019.LLC.RLOI for 5805 Park Blvd.wpd



PRINTED ON RECYCLED PAPER

REQUEST FOR LETTERS OF INTEREST REDEVELOPMENT OF 5805 PARK BOULEVARD



Release Date: October 25, 2019

Due Date: November 27, 2019 at 5:00 PM

Request for Letters of Interest

The Pinellas Park Community Redevelopment Agency (CRA) is soliciting Letters of Interest (LOIs) for the redevelopment of 5805 Park Boulevard. The property was a strategic acquisition made by the CRA for redevelopment purposes. Located within the City's emerging Creative District and in close proximity to the future City Center, the property presents a catalytic development opportunity. Significant public investment is being made by the City and CRA as part of the master plan for the City Center. Planned enhancements to the area include major infrastructure improvements and increased amenities. The future use of the property should have features that attract the general public and demonstrate a connection to and compatibility with the Creative District and City Center.

The CRA would like to gauge if there is any interest by the private sector in adaptive reuse or redevelopment of the property. LOIs are being sought to help determine the type and extent of interest in the redevelopment of the property, provide opportunities for interested

parties to identify other entities that may be interested in participating as tenants or co-developers, and to potentially inform the preparation and issuance of a Request for Proposal (RFP), if warranted.

General Property Description

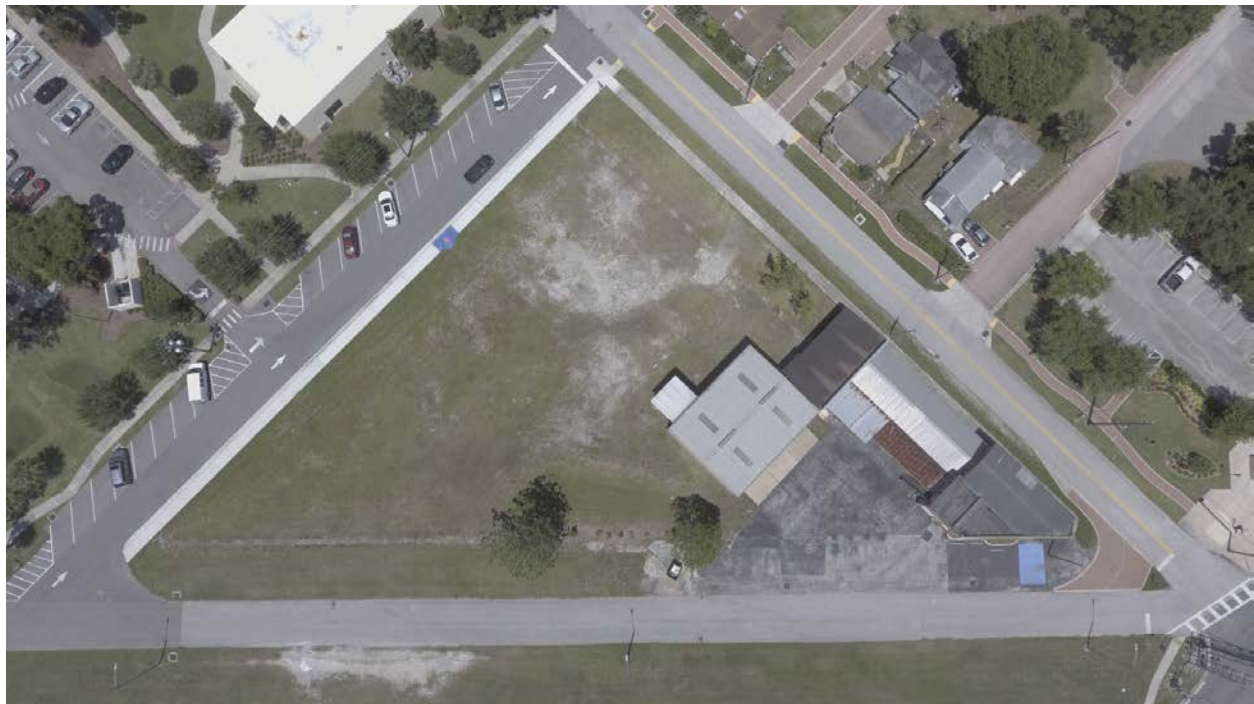
Address: 5805 Park Boulevard (28-30-16-71064-015-0040)

Location: Southwest corner of the intersection of 76th Avenue and 58th Street

Total Property Size: 1.5 acres M.O.L.

Zoning: “B-1” General Commercial Zoning District

Land Use: “CRD” Community Redevelopment District



The subject property consists of one two-story and three single-story structures, which are currently unoccupied. Total acreage of the property includes .53 acres of Railroad Avenue which was recently vacated north of Park Boulevard and west of 58th Street. Water, sewer and reclaimed water are available to the site. A map of the site is available here: [link to map](#).

The Future Land Use Designation of the property is “CRD” Community Redevelopment District. The Zoning Designation of the property is “B-1” General Commercial. While there’s an abundance of allowable uses in B-1 Zoning District, the CRA Board has opted to restrict any type of automotive oriented use (such as auto repair or auto sales) on the subject property.

A complete list of the permitted and conditional uses is available here:

https://library.municode.com/fl/pinellas_park/codes/land_development_code?nodeId=C_H18LADECO_AR15.ZO_S18-1520GECODI



The south office building facing Park Boulevard is an iconic landmark in the community. The CRA wishes to retain the iconic look by either preserving the existing triangular shaped façade or replicating the triangular shaped architectural design building for proposed new construction.

**5805 PARK BOULEVARD
FACILITY SUMMARY**

BUILDING	YEAR BUILT	SQUARE FOOTAGE
South Office Building (two-stories)	1952	2,544
Center Warehouse Building	1950	1,844
Northeast Warehouse Building	1991	800
Northwest Warehouse Building	1992	2,182

A Property Condition Assessment was completed by GLE Associates, Inc. in January 2019 to review the condition of the facility, evaluate major building components and provide a general estimate of future needs. The report concluded that substantial renovations of the existing buildings may be necessary depending on the type of future use. The complete report is available here: [link to PCA](#).

Community Redevelopment Plan

The CRA is in the process of updating the Community Redevelopment Plan, which outlines several goals to revitalize the City Center. Strategies include adaptive reuse of existing buildings, increasing walkability and access to transit, as well as encouraging new businesses to attract residents and visitors. The Plan can be viewed here: <https://www.pinellas-park.com/DocumentCenter/View/4949/Community-Redevelopment-Plan?bidId=>. Any proposed redevelopment of the property must be consistent with the Plan.

Redevelopment Grants and Incentives

The property is located in the City's Community Redevelopment District, which is governed by the CRA. The CRA provides a vehicle for financing improvements within the

District, and the CRA would consider incentives for projects that provide catalytic change and are aligned with the CRA's vision, goals and objectives as outlined in the Plan.

Ultimately, the goal of the lease or sale of this property to other entities is to create a financially sustainable future, which will require no City or CRA funds for future operating and maintenance expenses. The CRA currently has façade grants available and limited funds for environmental remediation.

Submittal Requirements and Process

Letters of Interest will provide the CRA with the ability to better understand the type and level of interest in this property and will provide input to the CRA on possible reuse scenarios or considerations.

Submittal Components:

1. Identification – Please identify the responding entity. Specify the type of business submitting the LOI (e.g. sole proprietorship, partnership, not-for-profit, corporation, etc.)
2. Contact information – Please provide the contact name, address, telephone number, and email of the responding entity.
3. Basis of interest – A narrative description of the overall plan and future use of the property, including community access to and use of the property. Please describe the intended use, parking needs and desired changes to the site and/or buildings.
4. Financial information – Do you anticipate requesting either a long-term lease or a sale of the premises? Please describe how the proposed reuse will cover all associated ongoing operating and maintenance costs. Do you anticipate a request for public funding to support the redevelopment of the site/building?
5. Relevant experience – Please furnish information regarding the entity's experience with adaptive reuse of buildings and/or the proposed use(s).

Additional Information:

Please include any additional information which the responding entity considers pertinent for consideration of the Letter of Interest, such as:

- Conceptual or schematic designs for use of the property
- Preliminary or conceptual plan showing gross square footage, building heights, etc.
- A preliminary business plan, including pro forma capital and operating budgets indicating sources of revenues and required expenditures, over an extended period of years from commencement

- General timeframes for improvement, development and/or occupancy of the property

Schedule and Process

Site visits will be available after **October 28, 2019** and can be scheduled by contacting:

Laura Canary

CRA Manager

(727) 369-5613

lc Canary@pinellas-park.com

Letters of Interest are due no later than **Wednesday, November 27, 2019** at 5:00 PM.

Electronic submittals are strongly preferred. To submit Letters of Interest, please email one (1) electronic copy in PDF format to lc Canary@pinellas-park.com.

If the responding entity is unable to submit electronically, please mail the Letter of Interest to:

Pinellas Park Community Redevelopment Agency

Laura Canary, CRA Manager

P.O. Box 1100

Pinellas Park, FL 33780

The CRA will acknowledge the receipt of all LOIs. After the review period, the CRA will notify all interested entities if a RFP for the site will be released.

Depending on the number of and the contents of the LOIs that are submitted to the CRA, as well as, the comments and suggestions received by the CRA Board, the CRA Board may establish a Review Committee to evaluate the Letters of Interest and will determine the appropriate process for additional public comments.

After receipt of additional public input regarding the Letters of Interest, the CRA may issue a RFP, or other invitation for a specific use or possible group of uses, and take any other action determined by the CRA to be in the best interest, or to take no action. Receipt and

acknowledgement of any LOI does not imply or provide the interested party with any right or interest in the property or expectation of any on the part of the CRA.

Chadwick Auctions

And More



Chadwick Auctions

And More

November 2019

Laurie Burbach

laurieburbach@gmail.com

813-784-82323

Daniel Kerstner

electricimagerentals@gmail.com

727-403-1268

CONFIDENTIAL

This document includes confidential and proprietary information of/and regarding Chadwick Auction Inc. and Electric Image LLC. This document is provided for informational purposes only. You may not use this document except for informational purposes, and you may not reproduce this document in whole or in part, or divulge any of its contents without the prior written consent of Chadwick Auction, Inc., Electric Image, LLC. By accepting this document, you agree to be bound by these restrictions and limitations.

Chadwick Auctions, Inc./Electric Image, LLC

Letter of Interest

5805 Park Boulevard

1. Identification

1.1. Daniel Kerstner, Owner-operator of Electric Image, LLC and Chadwick Auctions, Inc.

1.2. Laurie Burbach, Owner-operator of Chadwick Auctions, Inc., Licensed Realtor via Charles Rutenberg, Clearwater (*Disclosure: also relative to Daniel Kerstner*)

2. Contact Information

1.1. Daniel Kerstner, electricimagerentals@gmail.com

12041 66th Street, Suite I, Largo, FL. 33773 (727-403-1268),

1.2. Laurie Burbach, laurieburbach@gmail.com

12041 66th Street, Suite I, Largo, FL. 33773 (813-784-8233),

3. Basis of Interest

Dan Kerstner, Laurie Burbach, Chadwick Auctions, Inc. and Electric Image, LLC are a positive and unique fit for the Pinellas Park Community Redevelopment Plan. They

will bring diverse, yet, like-type artistic businesses to the growing Pinellas Park Arts District, while merging areas cohesively on the subject location. Dan and Laurie have the expertise and experience to make this property a success for The Redevelopment Plan, The Arts District, Chadwick Auctions and Store, and the continuing success of Electric Image. This will bring tax revenue to the city, new jobs, a lot of activity, and new consumers to the Arts District. Chadwick Auctions will be a large, destination auction house, with art-centric consumers. The auction house will offer the facility for meetings and events as well. Electric Image is a local video production company that has been in operation for over thirty years, that will have fully equipped studios. There will be a retail store in the iconic building that will compliment the auction house featuring locally sourced art and products. The complex will be the middle grounds of the now existing Arts District and it will be involved in all of the community events. The addition of Chadwick Auctions and Electric Image to the community will be a mutually beneficial endeavor, bringing new consumers and merging the growing areas into a cohesive and larger district.

Chadwick Auctions will be a large barn themed destination auction house. The auction house building will serve as both an auction house and an event facility. The owners presently have an on line antique resale business that has been operating locally for over ten years with over 30 years of expertise in the industry. Chadwick Auctions will be a full service auction house that will have at least five auctions a month (one weekly and an exceptional monthly auction). The barn theme will be carried throughout, but in a very upscale chic manner. This will be the only destination auction house in the area offering more comfort and amenities than the others do, such as a soda fountain bar and band stage, with well appointed video. Specialty food trucks will be available for customers during events and auctions. The auctions will feature antiques, collectibles, vintage items, and valuables. The auction customers are also art consumers are in the mid-to-late age demographic, with the proper income to support investments in art, and the perfect target audience for The Arts District. The event facility will book meetings, showers, birthdays, weddings, and more. In addition, there will be a monthly warehouse sale to showcase the venue, bring in new customers, and to clear out overstock ensuring that there is always something new and exciting. There will be a lot of activity at this venue bringing new customers to the area.

An upscale retail store will be also opened in the corner building, that will sell a variety of items, including; art, antiques, shabby chic, repurposed items, vintage items, new-organic- locally sources products, and hand crafted decor-type items. Chadwicks is already working with local companies and artists for the future store. Ron S. Berman, a locally based, national artist recently completed a large mural for Manatee County, and will be making some small format sculptures and paintings to be featured in the store and the auction house. Steve Pica, a locally based, national illustrator has already developed some items just for the future store. The store and the event space we will offer craft classes and demos, similar to painting with a twist, but not in competition to that. The nature of the demos and classes will be more craft like, repurposing, and shabby chic. The store will compliment the auction house and the area.

The future for this site is bright. It will include a project of both companies to attempt to capture a television series that could gain international attention. Chadwick Auctions will open a real estate office to accommodate the auction of real estate in the future, along with and antique appraisals. As a mid term goal, they hope to do an entrepreneurial incubator project with the local colleges, offering micro breweries and food or a similar concept in the trends of the time. These additional facets to the business will bring even more customers to the area for better exposure.

The location on Park Boulevard would uniquely suit this set of businesses and will require some changes. The two story building would be utilized for a private office or owners quarters upstairs and a retail store on the first floor. Any use of lofts or second stories would be restricted from public use. An addition would be built onto the existing iconic two story building of about 1,000 feet to accommodate a larger store and store frontage. It would be built to mirror the existing building to keep the iconic look, but would be one story. The two buildings directly behind the two story building would be replaced with one steel building resembling a barn about 40 by 100 feet. This building would house the existing video production business and would include studios and a retail area. Approved restrooms would be on the side of the building closest to the retail store and would be open to shoppers, eliminating the need to install ADA bathrooms in the retail store. Directly behind this building an additional steel building would be built about 100 by about 120 feet, also with the barn look. This building would have a two sided wrap covered porch and serve as the

auction house and event venue. There will be ample, approved restrooms added in this building as well. The existing garage will remain, but the small addition to the back of it may need to be removed in order to accommodate the larger building. The buildings, although not fully connected, will have pass thru access and will be divisible with separate doors and sealed from the environment. The remainder of the front parking area, after the addition, would be resurfaced. The grassy area will be parking for the complex and will be maintained as is, in the effort to be more ecologically conscious. The the small water retention area would remain as is. Solar panels will be installed on the premise for alternative power (if feasible), most likely on the roof or roofs of the rear buildings as to not alter the iconic corner building. Horse accommodations will be made in the grassy area to bring in consumers from the local horse communities. The decommissioned road will serve as overflow parking. The complex will be made to look and feel like a contiguous cohesive space with areas inside and outside for community gathering.

Choosing Chadwick Auctions, Electric Image, Daniel Kerstner, and Laurie Burbach for this property will benefit the Pinellas Park Redevelopment Project and the Pinellas Park Arts District in many ways. Having several businesses on this location offers more opportunity by brining in more customers in from varied demographics for greater overall exposure. It will offer diversity, while staying within the creative art direction. Small local owners and local businesses offer flexibility, which can be of benefit in this type of growing community, and not available in the chain or large corporation setting. The owners will be heavily involved in the project and the community, assisting to secure the success and future of the Arts District. The owners have experience and proven business longevity. The property will start earning tax income and not be a financial burden of the city. The location and proposed plan will allow for a physical merger of the arts areas with a gathering point. By choosing Chadwick Auctions and Electric Image the mission of encouraging local small business by Pinellas Park would be exemplified and future proof of success.

Chadwick Auctions and Electric Image are a perfect fit for the Pinellas Park Redevelopment Plan and the Pinellas Park Arts Community. It will bring new customers and merge the areas. The owners are experienced, and their existing businesses are long standing and local. They will bring in locally sourced products when available, pay taxes and bring jobs to the community and they will be be active

in the community and the Arts District. This would be the best way to stay true to the mission of the Planning Department by keeping it in theme and local.

4. Financial Information

Daniel Kerstner, Laurie Burbach, Chadwick Auctions, and Electric Image would like The City of Pinellas Park to grant them the property located at 5805 Park Boulevard via deed. In turn, they will build all the above mentioned utilizing a bank loan. They are well qualified and should be able to move quickly on this project enhancing the Arts District with the auction house, video company and studios, store, and events within the year. This business and location will grow to be centric to The Arts District and will be a long lasting Community member. The construction would begin upon the closing and move as quickly as permits and professionals allow. It is a prediction that the construction costs will be between \$700,000 and \$1,000,000. The goal would be to temporarily move the production company into the garage building and open the store first, while the other two buildings were completed. This would immediately eliminate the expense of the property to the city, while gaining tax income in the near future. If possible, during construction Chadwick and Electric Image will participate in the community and the community events.

5. Relevant Experience

Dan has over thirty years experience in the video production business. He graduated from the University of Florida with an Engineering degree. He has been an entrepreneur in the video business for over thirty years. Electric Image, LLC is a company that has been in business locally for over thirty years and solely owned by Mr. Kerstner. He is an authorized dealer for all of the large video production manufacturers including Sony, Panasonic, Fuji, and many more. Electric Image is also a rental company that provides equipment for many different events and networks locally and nationally. Dan is an engineer, presently engineering on four long standing reality shows for The Discovery Channel and others. Electric Image also offers repairs and resales of like equipment and is one of the few remaining such businesses in the Tampa Bay Area doing this. Dan has expertise in managing a large business and a large staff. Dan's entrepreneurial past and longevity in business

speaks volumes for him, his company; Electric Image, LLC, and their ability to sustain a long standing, successful business.

Laurie has over twenty years experience in the real estate industry, antique acquisitions business, and is a life long entrepreneur. Laurie graduated from Eckerd College with a Business Management degree and a minor in International Business and Entrepreneurship. She obtained a certificate in Entrepreneurship from St. Pete College and a certificate in Real Estate at The University of Texas, SA Real Estate Career College. She is attending USF, where she is pursuing a Masters of Science in Entrepreneurship. Laurie owned and operated two real estate companies for many years and has recently started back into the real estate industry with the goal to open a new brokerage within the next eighteen months. She also mastered the title/escrow business as a senior escrow agent with all certifications to close any type of real estate transaction. She partnered in a large lending company for several years granting an expertise in real estate banking. Laurie was passionate about antiques even in her teen years, procuring antiques, vintage items, and valuables from then to the present. She worked for Treasure Hunters Roadshow as a professional buyer and one of their specialists. This company supplied Heritage Auction with the majority of their merchandise as they were scaling from a large local auction house to the third largest auction house in the World. In her youth she managed restaurants and night clubs, which granted her a diverse management background and facilitated a more successful entrepreneurship career. Laurie is uniquely qualified to operate a large multifaceted company focusing in the antiques and valuable business with a hospitality twist.

6. Summary

Dan Kerstner, Laurie Burbach, Chadwick Auctions, and Electric Image would make a good partner for The Pinellas Park Redevelopment Project and the Pinellas Park Arts District. They have the experience and expertise to manage the multiple offerings that are synergistic to the District. The multiple of business opportunities will provide for a multitude of new consumers to the area and a merger that will bring a physical cohesiveness to the now separated existing businesses. These businesses will not only bring activity to the Arts District, but tax revenue and employment. They will become a staple of the community and a good proof-of-concept for future business with cooperation and involvement.

Chadwick Auctions

And More



5805 Park Boulevard

November 2019

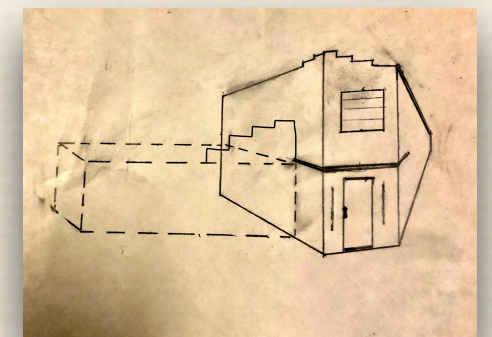
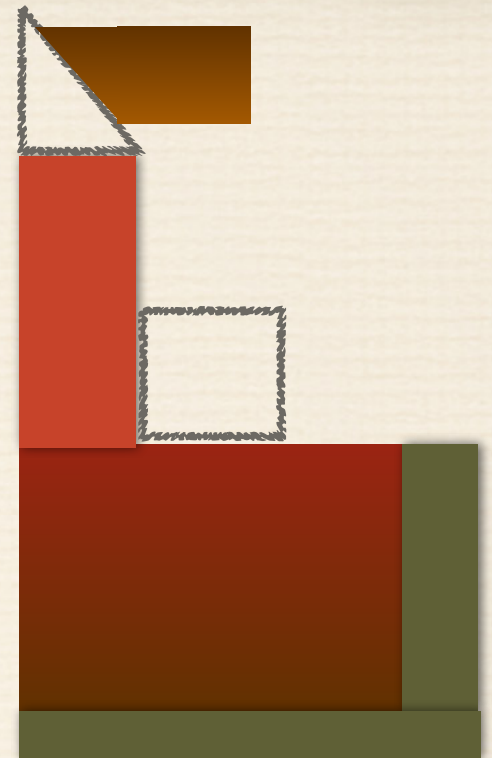


Our Vision

Of 5805 Park Boulevard



Combined Use Property



❖ *Existing Buildings*



❖ *Addition to Iconic Building in the same architectural style*

❖ *About 1,000 square feet*

❖ *First floor only*



❖ *One added steel building to run about one hundred feet along the sidewalk where the two removed buildings were*

❖ *About 4,000 square feet*

❖ *Directly behind existing corner location*



❖ *Second added steel building to run in line with the other new building for about an additional 100 feet*

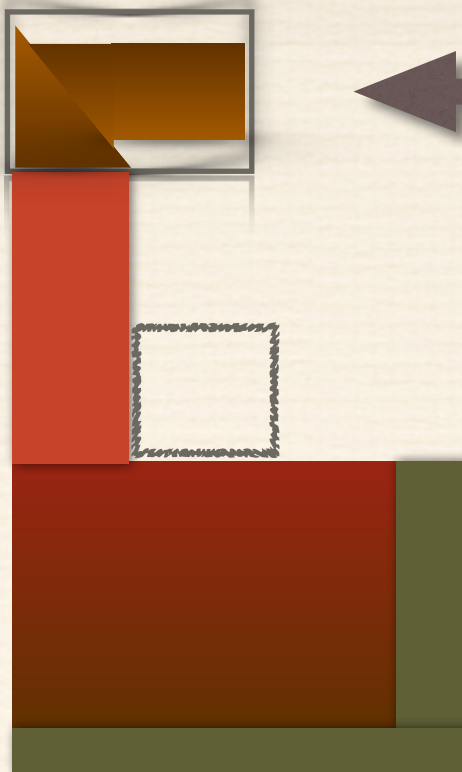
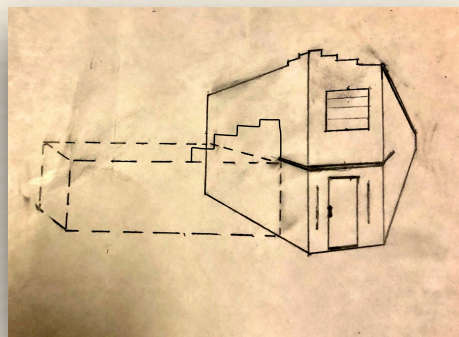
❖ *Behind first added building*

❖ *About an additional 12,000 square feet*



❖ *Partial wrap porch with horse tie offs*

**not to scale*



Retail Store

*Local Art - Antiques - Shabby Chic - High End
Retail - High End Resale - Locally Sources Products*

**Open 6-7 days a week 11am to 6 or 7pm*

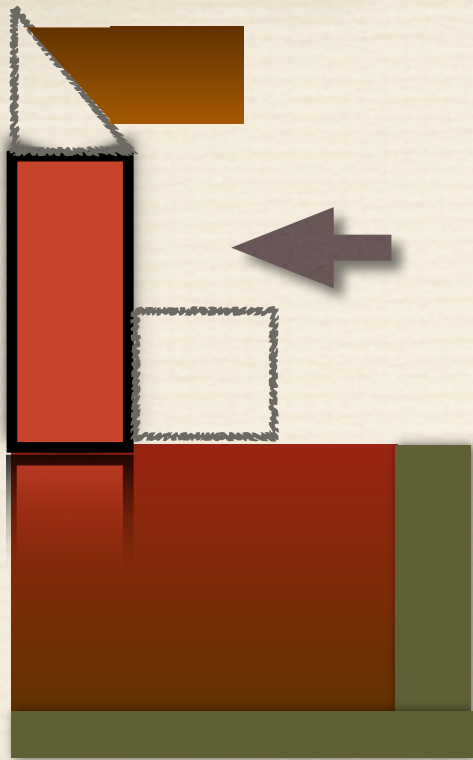
**Open for all auctions*

**Open for all local events*



- *Addition of about 1,000 square feet*
- *Similar architectural style*
- *Open store area*
- *First floor only for customers*
- *Open to next building with approved bathrooms*
- *Staircase moved for no public access*





Additional Building



Electric Image, LLC
&

- ❖ *Production Video Engineering*
- ❖ *Production Video Rentals*
- ❖ *Production Video Sales*
- ❖ *Production Video Repairs*
- ❖ *Studios*

*Note: *All buildings except the existing garage will have pass through ability.*

**This building will have approved restrooms that will be accessible from the retail store.*



Auction-Event Building

❖ *Destination Auction House*

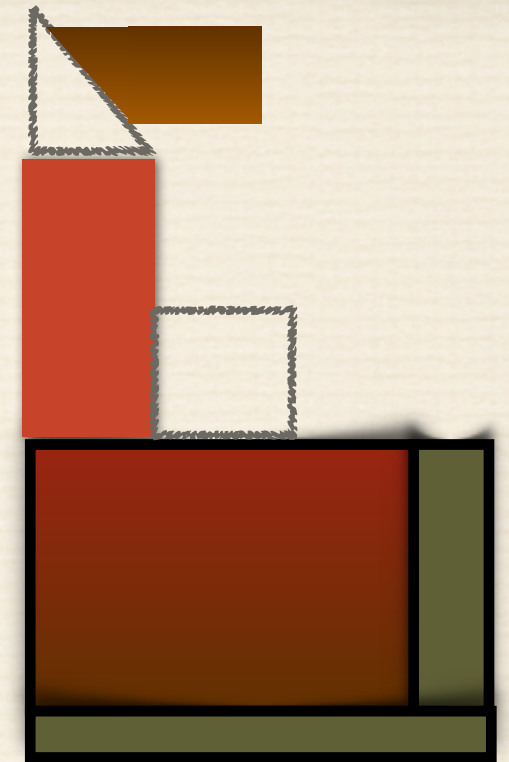
- ❖ *Weekly Auctions*
- ❖ *Monthly Auction - Specialty - High End*
- ❖ *Monthly Warehouse Sale*

❖ *Event Venue*

- ❖ *Weddings/Showers/Meetings*
- ❖ *Art and Craft Demos and Classes*

❖ *Soda Fountain*

- ❖ *Sodas/Coffees/Local Beverages*
- ❖ *Cottage Foods (Baked Goods/Jellies/Jams/Honey)*
- ❖ *Food Trucks for Events and Auctions*
- ❖ *Band Stage*



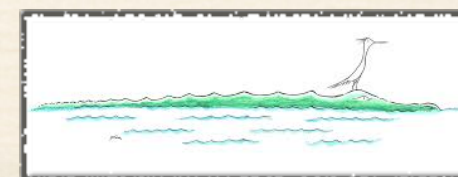


Community Partner



❖ *Chadwick Auctions and Electric Image will be strong community partners!*

- ❖ *Provide tents for new artists to share for Art Walks at no fee*
- ❖ *Enlarging and connecting events by adding middle lot*
- ❖ *Providing craft demos for events*
- ❖ *Adding a thematically similar, fun, and creative store for shoppers*
- ❖ *Addition of an active venue during events*
- ❖ *Local artist can sell to and/or through Chadwick*
- ❖ *Popular local artists to sell at Chadwick (Steve Pica and Ron Berman)*



More in the Near Future

Chadwick Auctions to Add

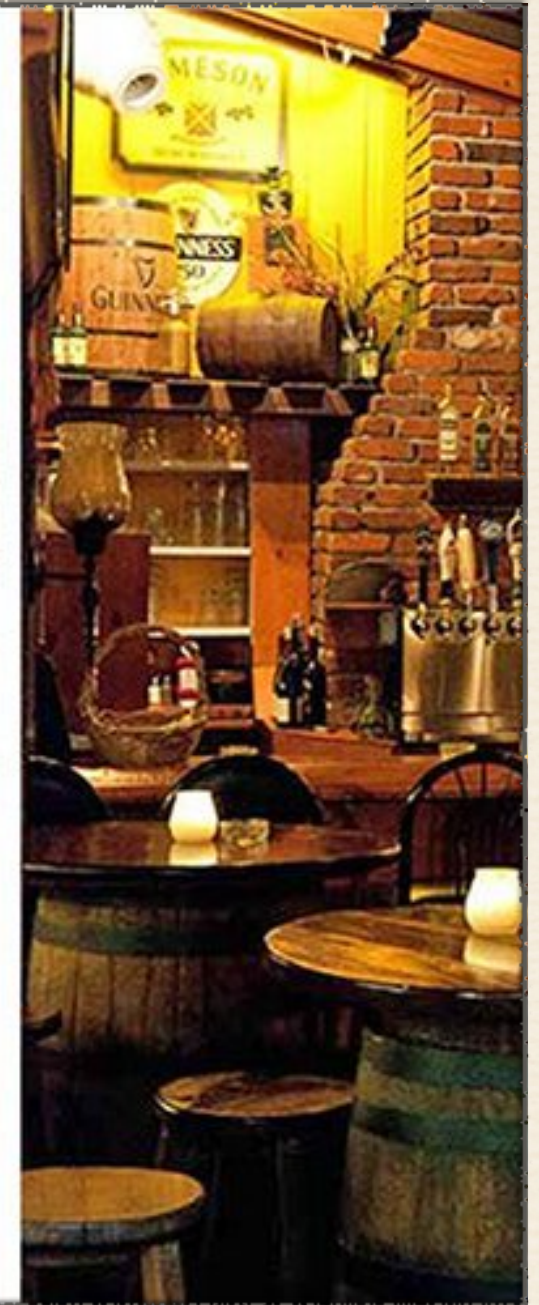
A Real Estate Brokerage to Auction Real Estate

Antique Appraisals

A Reality Television Series on The Auction



Future Plans



A Brewery Incubator Program

Music And Food Too

Working with Local Business and College Programs in Entrepreneurship

In an added building or utilizing the garage building

Dan and Laurie

- ❖ Entrepreneurs For Over 30 Years Each
- ❖ Expertise
 - ❖ Video Productions
 - ❖ Real Estate
 - ❖ Antiques
 - ❖ Hospitality
 - ❖ Multi Level Management
- ❖ Florida College Graduates
- ❖ Connections



A Little More About Us

Daniel Kerstner

Graduate of Engineering - University of Florida

Production Engineer - over thirty years

Owner/Operator - Electric Image, LLC
Local company
Open over thirty years

Managed multiple crews, staffs, and non self owned business

Long Time Engineer for 4 Major Discovery Shows (8-15 years)

Major Industry Accomplishments
Worldwide Expertise
ABC New York
ION Television
Discovery Channel
Speed Network
Velocity Channel
Motor Trend Network
and more...

Authorized Sales Representative
Sony
Panasonic
Fuji
Atomos
Dracast
Cinegears and more...

Laurie Burbach

Graduate of Business Management - Eckerd College
Minors: Entrepreneurship, International
Business, and Finance

- *Certificate of Entrepreneurship - St. Pete College*
- *Certificate of Real Estate - University of Texas*
- *Pursuing Masters of Entrepreneurship - USF*

Florida Issued Real Estate License

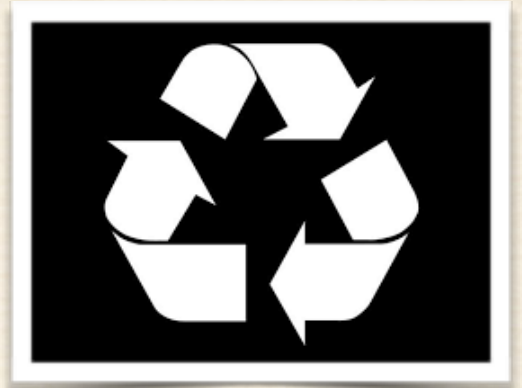
Owner Operator Over 10 Years
Antique and Valuable Picking and Selling
Company

Prior Ownerships
Real Estate Brokerage
Real Estate Franchise
Real Estate Franchisor
Lending Company - Full Service
Limousine and Livery Company
Sport Marketing Company
Legal Service Company

Managed large facilities along with large and small staffs

Expertise
Real Estate, Mortgage, and Title
Hospitality
Antiquities
Picking (locating/sourcing)
Selling

Our Personal Focus



- ❖ Community
- ❖ Giving Back
- ❖ Sharing Expertise
- ❖ Green



Chadwick Auctions and Electric Image Will Invest in The Pinellas Park Community



By / With:

Joining the random areas physically with great community involvement and participation

Offering a variety of businesses that are all in line with the redevelopment project

Paring More Local Companies with Local Customers

Internal economy downfall prevention for longevity and overall community success

Bringing new consumers to the arts area that are like minded

Investment in build out and future potential

Obtainable growth plans

Potential Added Traffic To Arts District

	Weekly	Monthly
Retail Store	500	2000
Electric Image Studios	40	160
Weekly Auction	100	400
Monthly Auction		200
Warehouse Sale		1000
Event Venue	200	800
Craft Demos & Classes	25	100
Future Television Show	<i>Unmeasurable</i>	<i>International Recognition</i>
Totals	865	4,670

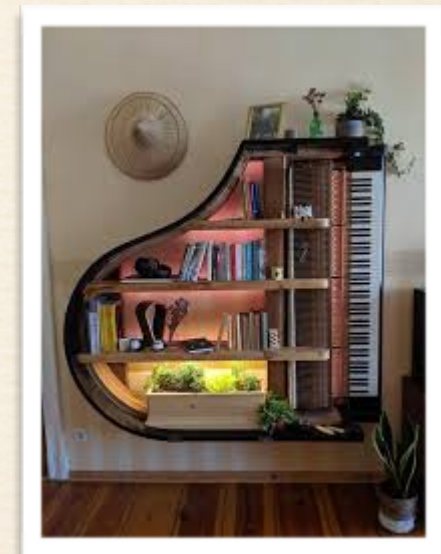
**Totals based on local research, past experience, modest estimations, and IBIS World Statistics*





Green Thinking

- ❖ Solar Energy for New Buildings
- ❖ Repurposed Item Sales and How To Classes
- ❖ Resales via Auctions
- ❖ Recycle



Benefits to the Community



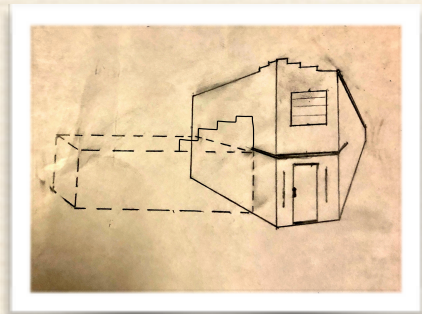
Future Tax Payers
New Job Creation
Gathering Place
Merging Areas
Similar Type Businesses
Potential Network Exposure
Involved Ownership



Why Us?



- ❖ Local On Site Owners with Experience and Expertise
- ❖ Quick to Open
- ❖ Traffic and New Consumers
- ❖ Provable Longevity
- ❖ Keeping it Green
- ❖ Cohesively Merging The Two Main Arts Areas
- ❖ Major Community Participator





Thank You!

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Mastry's Brewing Co. LLC
7701 Blind Pass Rd.
St. Pete Beach, FL 33706

November 26, 2019
Pinellas Park Community Redevelopment Agency
P.O. Box 1100
Pinellas Park, Florida 33780
icanary@pinellas-park.com

From:

Matthew Dahm Founder/CEO
Mastry's Brewing Co.
7701 Blind Pass Rd.
St. Pete Beach, FL 33706
Matt@Mastrysbrewingco.com
727-452-0378



Robert Czystczon
Plaza Beach Resort
4506 Gulf Blvd (5.33 mi)
St. Pete Beach, Florida 33706
robert@plazabeach.com
727-656-9345



Attention: Laura Canary

Re: 5805 Park Boulevard RLOI

Per the Pinellas Park request for letter of intent regarding the redevelopment of 5805 Park Boulevard Letter of Intent, we are happy to provide you with a general layout design and concept for the future development and use of the property.

Executive Summary

The site development plan and use of 5805 Park Boulevard is the brainchild of the founder/Owners/Operators of the Mastry's Brewing Co. and Plaza Beach Resorts.

The vision for the 5805 Park Boulevard site will feature a diverse mixed-use layout that will encompass a combination of art, hospitality and entertainment that will bring a new captivating and welcoming focus in the heart of the Pinellas Park community.

The site will not only include the large modern building development and indoor renovations, which will bring new liveliness to a timeless site, but will also include new outdoor features that will highlight the vibrance

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St. Pete Beach, FL 33706

brought on by the Florida seasons. Outdoor features would include items such as, but not limited to, a potential food truck garden, covered seating featuring a patio and recreational activities, including a stage for live entertainment all of which are just steps from the City of Pinellas Park sporting complexes, residential and art community growing in the Pinellas Park community. The new site development will feature an anchor tenant of a microbrewery, where customers will be able to observe, taste and experience the art and craft that goes into the independent beer manufacturing process.

Business Background

Micro-Brewery – Mastry's Brewing Co.



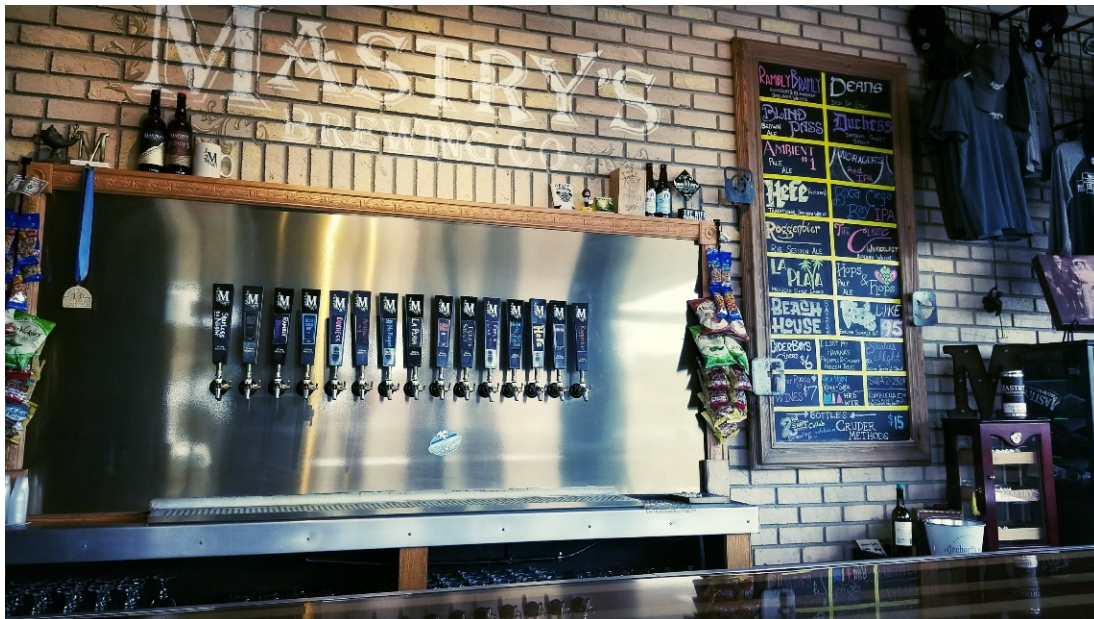
The Microbrewery will be managed by Mastry's Brewing Co. Mastry's Brewing Co. is a privately-owned company that is managed by the sole-managing member, Matthew C. Dahm. Mastry's Brewing Co. seeks to expand and further produce high quality, fresh beer for the local market while increasing the customer experience in the tasting room and further pushing product through distribution into the state market. Mastry's Brewing Co. is currently located at 7701 Blind Pass Rd, St. Pete Beach, FL 33706, in a former auto garage/service station building that has been fully restored into a boutique brewery and tasting room. Mastry's has 15+ taps with rotating beers and is in distribution with five core beers. Mastry's continuously develops new flavors to rotate in production. In addition to beer sales, through Mastry's Brewing Co.'s tap room, other productive offerings available for purchase include wine, cider, cigars and Mastry's branded merchandise, such as t-shirts/clothing, hats and glassware. The Brewery produces beer with a 5 barrel (bbl) stainless steel 2 vessel brewing system. The


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7701 Blind Pass Rd.
St. Pete Beach, FL 33706

production capacity of the 5 barrel brewing system is approximately 1,100 barrels a year. In the first year of operation, the brewery had a production of nearly 500 barrels with 100% of its sales through the tasting room. With the increased tasting room sales and addition of distribution for 2018, the brewery production grew by 20% and is on track for an additional 20% of growth for 2019. Matthew Dahm, the founder and CEO, is responsible for the overall implementation of the plan of action and the daily operation of the Mastry's Brewing Co. Mastry's Brewing Co. currently produces beer in kegs and package cans/bottles for selling through the onsite tasting room and for distribution in wholesale to the licensed liquor retail market.



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Mastry's Brewing Co. was founded in 2014 as a brew-pub operating out of CD Romas, a family-owned restaurant. In 2016, the operations were expanded, and now Mastry's Brewing is proud to be the first craft brewery and tasting room on St. Pete Beach. Taking traditional styles and combining influences from exotic locales, Mastry's Brewing is elevating the beach beer experience. With selections like JMC, a chocolate coffee porter, and the wildly popular, gold-medal winning Hefeweizen, locals and visitors continue coming back for more. 

Matthew and Danie are Florida natives and were inspired by their hardworking and entrepreneurial parents who built their own businesses from the ground up. Matthew is a 3rd generation Mastry, a huge family who has had

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its roots in St. Petersburg since the late nineteenth century. The couple wanted to honor this family history, and particularly Matthew's grandmother, Juliet, so they chose it as the namesake for their brewery.

Avid craft beer fans, they began their own craft beer endeavor when Matthew began home-brewing on weekends while Danie worked on her doctorate. Matthew and Danie are passionate about beer and contributing to the local St. Pete and St. Pete Beach community.

Hotel – Plaza Beach Resorts

Each hotel is home to award-winning accommodations, exceptional guest services, unique island flavor and charm you'll only find on a Florida Gulf Coast get-away.



Family owned and operated since 1988, our collection of beach and waterfront resorts are characterized by

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small-by-design, family-focused lodging - that means plenty of space and a variety of amenities at a real value. Our staff is passionate about Florida beach travel, and we are committed to going above and beyond to see that your family has a fun, relaxing, and rejuvenating stay with us in the St. Pete area!



We invite you to explore all three Plaza Beach Resorts locations when planning your trip: Plaza Beach Hotel - Beachfront Resort, Bay Palms Waterfront Resort & Marina, and Bayview Plaza Waterfront Resort. While each resort offers its own experience, keep in mind that all resorts are within easy walking distance of each other - and you'll enjoy full access to amenities at all Plaza Beach Resorts locations, no matter where you stay!

Robert Czyszczon has been a Pinellas County resident since 1988. Robert has a bachelor's degree in Hotel and Restaurant Management from Lynn University. He worked for two of the most prestigious resorts in Florida, The Riz-Carlton West Palm Beach and the Boca Raton Resort and Club, a Waldorf Astoria Resort. Robert has extensive knowledge of hotel renovations, restaurant construction, and design. He has successfully turned multiple businesses around and redeveloped parcels for better use. Currently, Robert is the President and CEO of the Plaza Beach Resorts on St Pete Beach, a collection of three award-winning boutique resorts. He also owns a Dunkin Donuts/Basket Robbins on St Pete Beach, several homes and apartment units in Pinellas, and is

Mastry's Brewing Co. LLC
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partners in two DATZ locations, St Petersburg and Riverview (opening Jan2020). Robert has been married to his beautiful wife for 16 years, they have two amazing children, and they are all very involved in their community and church.

Existing Land and Structures



Figure 1 Existing Structures

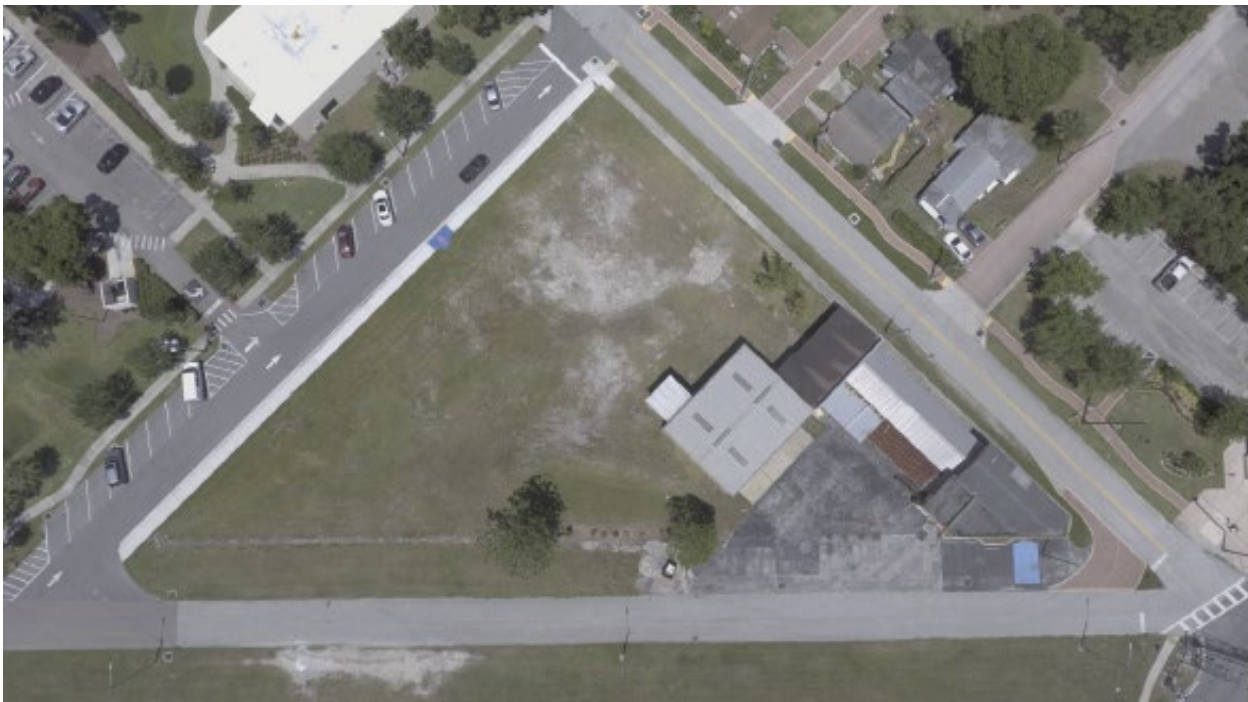


Figure 2 Arial View

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St. Pete Beach, FL 33706

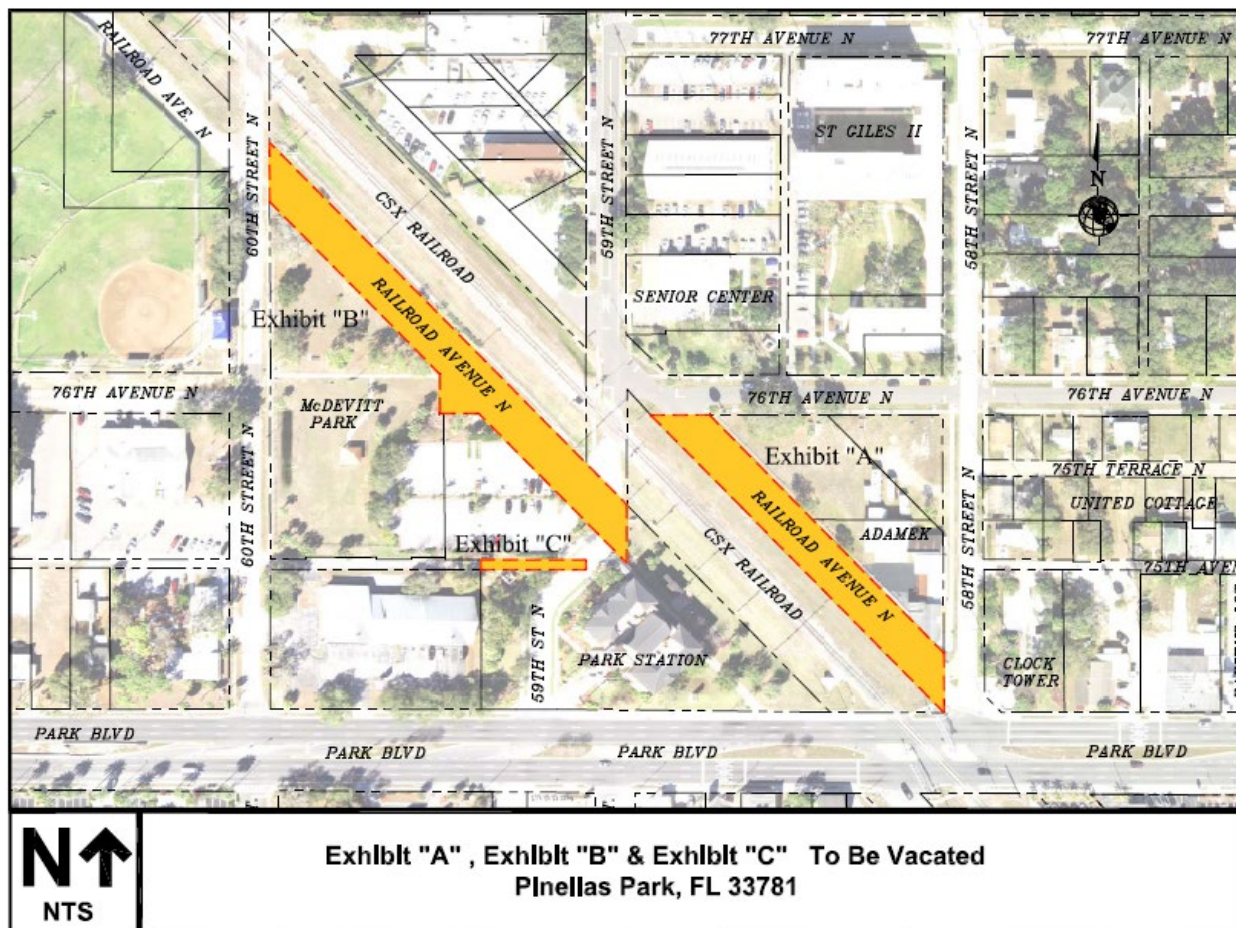


Figure 3 City Provided Layout w/ additions

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Base Vision



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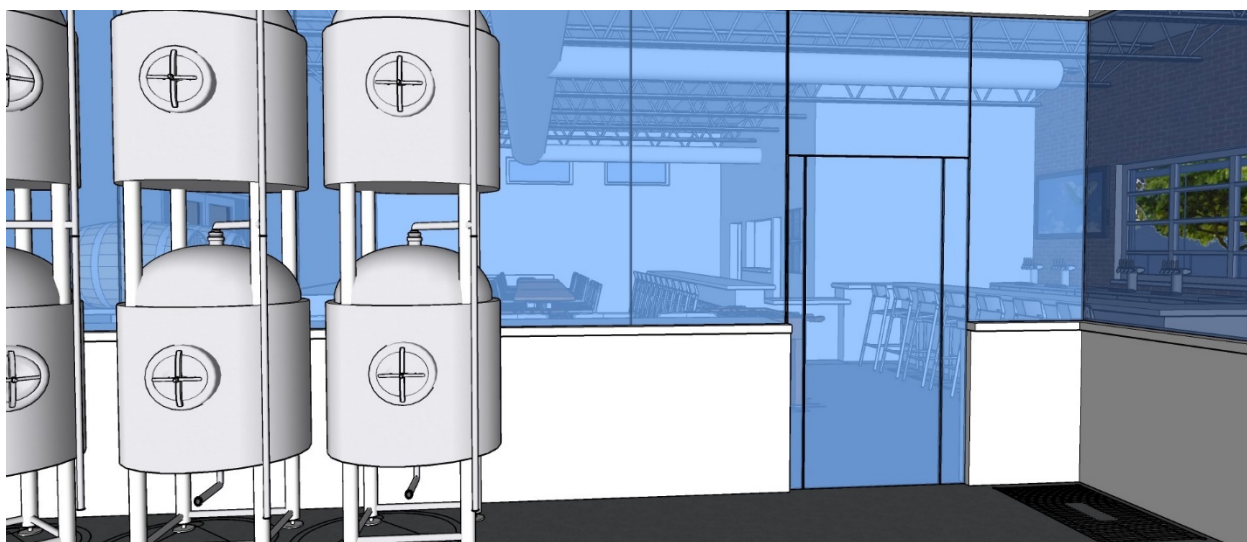
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Alternate Option with Multi Story Living Space

Multi story building:

- shops/retail (ground floor) 6,500 sf
- 2nd floor office/work space: 6,500 sf
- Estimated Residential: 5 units per floor at 1,000sf = sf x 3 floors: 15,000 SF total (15 UNITS)



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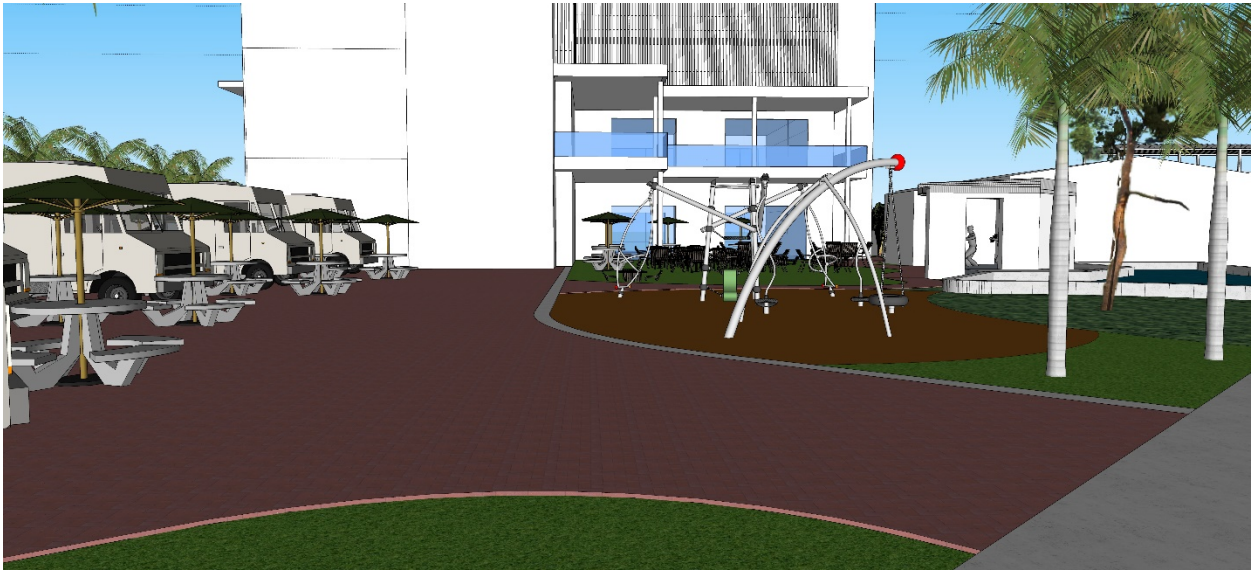
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Financial Information

In the collaborative efforts to develop 5805 Park Blvd, the request would be for a lease to purchase option. Estimating a 25K per year (\$2,083 per month) with a 20-year lease. The lease-to-buy option would generate \$500k to the city, in rent alone, over the twenty-year period.

At the end of 20 years, we would like to purchase the property from the city at \$1,950,000.

For the development of the 5805 Park Blvd, we would be looking to utilize any CRA funds that would be available to support the project and the rest would come from personal funding options.

Mastry's Brewing Co. LLC
7701 Blind Pass Rd.
St. Pete Beach, FL 33706

We thank you for your time and consideration. For additional questions or information, please do not hesitate to reach out:

Matthew Dahm
727-452-0378
Matt@Mastrysbrewingco.com

Robert Czystczon
727-656-9345
robert@plazabeach.com

Thank you,

Matthew Dahm,

Founder/CEO

A handwritten signature in dark ink, appearing to read 'Matthew Dahm', written in a cursive style.



Pinellas Park Community Redevelopment Agency
P.O. Box 1100
Pinellas Park, Florida 33780
lcanary@pinellas-park.com

Attention: Laura Canary – CRA Manager

Dear Laura,

Redevelopment of 5805 Park Boulevard - Letter of Interest

1. Identification

Namasté Homes, LLC, will establish a single purpose entity, that will be a subsidiary of Namasté Homes, LLC for the purpose of owning and developing the project.

Namasté Homes is a Limited Liability Company, all shares in the company are owned by the Principal, Frederic Samson.

2. Contact Information

Frederic Samson

Namasté Homes LLC
3020 49th Street North, St. Petersburg, FL 33710
Phone: 727 547 3610
Fax: 727 399 6878
Email: fsamson@mynnw.net

3. Basis of Interest

We propose to enter a long-term ground lease over the properties but would be open to an outright purchase if this is preferred by the CRA. The amount of the lease or purchase price will be negated with the City as part of a development agreement.

4. Development Proposal

The fundamental elements of the development proposal are outlined below, and we have attached a rough sketch for your reference.

- A. The iconic look of the property will be retained. The existing South Office Building will be restored and refurbished. The remaining buildings will be demolished and replaced with the new buildings. Generally, the new commercial space will be a single story high the proposed new townhomes will be three stories high.
- B. We propose to construct a mixed-use development on the property that will provide a vibrant addition to this creative precinct. The proposed development will comprise the following elements:
 - i. Family orientated restaurant – 3,600sf
 - ii. Commercial kitchen for use by local entrepreneurs – 1,500sf
 - iii. Culinary school and event space – 3,800sf
 - iv. Rooftop organic vegetable and herb garden – 2,000sf
 - v. Art gallery – 2,000sf
 - vi. Sculpture garden & outdoor events – 3,000sf
 - vii. 10 three story townhomes +/- 2,000sf each
- C. A summary of new and refurbished areas is as follows:

i. Existing/refurbished commercial	3,600sf
ii. New Commercial area	9,300sf
iii. New residential construction	24,000fs
iv. Total area	36,000sf
- D. Parking to be provided in accordance with City zoning code

5. Financial Information

We have a commitment in principal from one of our investors to provide equity funding for the project and have received positive feedback from lenders with whom we have existing relationships. We intend to complete the construction of the development without access to public funding.

6. Relevant Experience

Details of the company and personal experience are attached for your reference.

7. Project Timeline

We expect to complete the project within two years from the time the project is approved by the CRA.

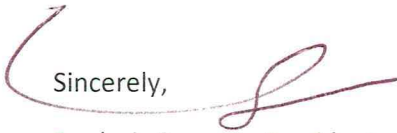
8. Additional Information

Addition details with respect to the design and project viability will be provided as part of the RFP process and once we have appointed the professional team.

Thank you for the opportunity

Sincerely,

Frederic Samson, President

A handwritten signature in red ink, appearing to read 'Frederic Samson', is written over the printed name.

76th Ave.

58th Street

1

2

3

4

5

6

7

8

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10

RESTAURANT

Private Garden

sculpture Garden

Art Gallery

Culinary
School
& Event space.

commercial
kitchen

Railroad Ave.

Parking

REDEVELOPMENT OF 5805 PARK BOULEVARD
NAMASTÉ HOMES

Namaste Experience- Professional Consultants and Sup-Contractors

1. List of Previous Projects

Namasté has significant experience in the development of similar homes in the St. Petersburg area. Here are just a few of our successfully completed projects:

- a. 1341 Gooden Crossing, Seminole, FL (Under Construction)
- b. 4160 14th Street North St. Petersburg, FL
- c. 3121 Prescott Street North St. Petersburg, FL
- d. 3127 Prescott Street North St. Petersburg, FL
- e. 2714 46th Terrace North St. Petersburg, FL
- f. 2304 51st Street South, Gulfport, FL
- g. 15535 Gifford Lane Spring Hill, FL
- h. 4567 24th Avenue North FL (remodel)
- i. 1717 87th Terrace North St. Petersburg, FL (remodel)
- j. 631 Myrtle Way South St. Petersburg, FL (remodel)
- k. 8060 23rd Avenue North St. Petersburg, FL (remodel)
- l. 18610 Gulf Blvd #510 Indian Shores, FL (remodel)
- m. 5055 29th Avenue N St. Petersburg, FL (remodel)

9. Description of the Development Team

Namasté Development Team

Frederic Samson – President - St. Petersburg, Pinellas

Frederic Samson is a licensed residential contractor and a real estate broker. He has been a full time Real Estate Professional in the Tampa Bay Area for 23+ years. He has managed upward of 100 Sales Associates and sold hundreds of homes. Frederic has an extensive experience in organizing and scheduling processes. His office currently manages 200 properties. For the past 10 years he added the remodeling and construction operations to offer more services.

- 2000 – present: Own and operate real estate offices in St. Pete and New Port Richey
- 2007 – present: Own and operate Namasté Homes, LLC
- 2011 – present: Own and operate Namasté Construction & Namasté Realty
- 2016 – present: Own and operate Davis-Clarke Real Estate

Frederic has managed multiple job sites over the years that were remodeling projects and new single-family construction. Frederic was President of the West Pasco Board of Realtors in 2011 and President of the Tampa Bay District for the Florida Realtors. Frederic has been involved with West Pasco Habitat for Humanity and has help raised over \$100,000 for its mission.

Glenn Larkan – Development Manager - St. Petersburg, Pinellas

Glenn Larkan, the Development Manager, graduated from the University of Natal with a Bachelor of Science degree in construction/real estate. He is a licensed Florida real estate sales associate and an associate member of the Urban Land Institute.

Glenn has extensive experience with a wide variety of real estate transactions and development projects, most of his experience was gained while working for industry leading, listed, multi-national corporations in the construction, banking and institutional investment sectors. Projects completed include well over 1,000 free standing homes, several luxury condo apartment projects, regional shopping centers, office buildings and industrial properties.

List of completed projects:

- Lindalanie and St. Wendelin's Sub-economic Affordable housing 150 homes
- Southgate – Worker housing including civil works 750 homes
- Centenary Park - Worker housing including civil works 100 homes
- Sunningdale – HOA project 15 Luxury homes
- Umhlanga Manors Luxury housing HOA project- 50 homes
- Queen Elizabeth Mews – 50 Unit condo development
- Kloof Homes - 10-unit HOA project
- Umhlanga Edge of the Sea phase III – 75 luxury high-rise Apartments
- John Ross House – Condo conversion and rehabilitation 500 Apartments
- Value Centre Springfield – 300,000 sf outlet mall
- Workshop Shopping Centre – Refurbishment of an existing shopping mall 220,000sf
- Four Ways Mall phase 2 – Expansion of existing regional shopping center 70,000sf
- East Rand Mall Phase 3 – Expansion of existing regional shopping center 100,000sf

Jennifer Lumsden – Licensed Real Estate Agent, Sales & Marketing - St. Petersburg, Pinellas

Cathy De Martino – Purchasing Agent – Pinellas Park, Pinellas

Alice Coleman – Accounting – Zephyrhills, Pasco

Dave Behringer – Site Manager - Redington Shores, Pinellas

David Behringer was a General Contractor in New York State for over 30 years. He has completed projects of all sizes in his career and joined Namasté Construction in 2017 to become the field manager. His experience brings quality control to all the daily work to the job sites. Making sure all the work is done correctly and efficiently. In addition, he handles most of the site material needed and scheduling with the sub-contractors.

10. Professional Consultants & Subcontractors

- a. Klar & Klar Architects
 - Architect
 - 28473 US Hwy 19 N suite 602, Clearwater, FL
- b. Fletcher & Fischer P.L.
 - Attorney
 - 433 Central Ave 4th Floor, St. Petersburg, FL
- c. McCathy and Associates
 - Structural Engineer
 - 2555 Nursery Rd # 101, Clearwater, FL
- d. Vickstrom Engineering Services, Inc.
 - Civil Engineer
 - 505 20th Ave NE, Saint Petersburg, FL
- e. Suncoast Land Surveying Inc
 - Land Surveying
 - 111 Forest Lakes Blvd, Oldsmar, FL 34677
- f. Central Florida Testing
 - Geotech Consultant
 - 12625 40th St N, Clearwater, FL 33762
- g. Tampa Bay Builders
 - Concrete and Masonry
 - 816 East Genesee Street Tampa, FL 33603
- h. Gramatica SIPS Intl
 - SIP Supplier
 - 5519 E Chelsea St, Tampa, FL 33610
- i. Meares Plumbing
 - Plumbing
 - 14525 Shady Hills Rd, Spring Hill, FL 34610
- j. Allied Electrical Systems
 - Electrical Contractor
 - 745 40th St S, Saint Petersburg, FL 33711
- k. Healthy Air Services
 - Airconditioning
 - 6719 12th St N Saint Petersburg, FL 33702