



**Lealman Exchange Lease & Management Agreement  
March 8th, 2022**

# Lealman Exchange Lease & Management Agreement



## Purpose of Presentation:

- Brief background on the Lealman Community Redevelopment Area (CRA) and the Lealman Exchange (LEX) and **establish the link** between the two initiatives.
- Provide background on the development of the LEX strategic plan and the procurement of an entity to implement it.
- Provide summary of the Lease and Management Agreement negotiated with the St. Petersburg Foundation, the entity selected through the procurement process.



# Lealman Exchange Lease & Management Agreement



Est. Code	Project/Program Name	Budget Estimate*	Notes
<b>FY20-21 Lealman Work Plan</b>			
<b>Lealman Community Redevelopment Area (CRA) Projects Utilizing Tax Increment Financing (TIF) Revenue</b>			
FY21	CRA Mural Grant Program	\$50,000	Partnership with Creative Pinellas to implement CRA mural program. Agreement currently under review for execution.
FY21	Lealman Exchange Strategic Planning	\$24,500	St. Petersburg Group selected as consultant. 12-week engagement anticipated to be complete by end of December.
FY21	Alley Analysis and Improvement Action Plan Division Drive Placemaking	\$79,000	Alley study associated with implementation of Form-Based Code. Draft report under review.
FY21	Neri Park Entrance Enhancements (Lown St. & 49th St. N.)	\$70,000	Including sidewalk connections, crosswalk striping, paved paths, and shade enhancements to Neri Park access point consisting of landscaping, bike rack, bench, fence modifications and eventual wayfinding signage. Sidewalk connection to provide safe access to 46th Ave. N. is also currently under review.
FY21	Lealman Neighborhood Park Enhancements	\$60,000	New pedestrian access points and landscaping, including enhancements to "L" public art installation.
FY21	FY20 Residential Site Improvement Grant Program Administration	\$250,000	FY20 grant application cycle open now. Twenty-five applications received to date totaling approximately \$250,000.
FY21	FY20 Commercial Site Improvement Grant Program Administration	\$250,000	FY20 grant application cycle open now. Three applications received to date totaling \$11,085.73.
FY21	Transit Stop Improvements	\$100,000	Coordinating with PSTA to install up to six bus shelters eligible for cost share.
FY21	Neri Park Entrance Enhancements (46th Ave N.)	\$100,000	Design and construct improvements to entry and adjacent parcel with stormwater pond. Improvements will include landscaping, fence replacement and benches and other potential amenities.
FY21	Technology Equity Initiatives	\$50,000	Installation of public WiFi coverage for prioritized sites throughout the CRA such as Lealman Park, Neri Park and greenspace areas on the Lealman Exchange property.
FY22	58th Ave N. Sidewalk (North Side)	\$250,000	\$250K is estimated design costs including all survey and right of way mapping work. Additional construction costs likely be between \$550K to \$750K and occur in FY22 for a total of between \$800K-\$1M.
FY22	Streetscaping / Placemaking / Gateway & Wayfinding Signage	\$740,000	Landscaping architecture and engineering design and construction costs for corridor improvements along 58th Ave N. 49th St. N. and 34th St. N. including landscaping, gateway and wayfinding signage.
FY22	Home Investment Grant Program	TBD	Home rehabilitation grant program for residential single family workforce housing. Program will launch in January.
FY22	Home Rehabilitation Grant Program	\$500,000	Home rehabilitation grant program for residential single family workforce housing. Program will launch in January.
<b>Completed Projects</b>			
FY21	CRA Crosswalk Striping - 28th St N & 43rd Ave N	\$12,823	Crosswalks striping on 41st Ave and the adjacent business (White Inc.)
FY20	CRA Crosswalk / RRBs - 28th St N & 50th Ave N	\$12,789	Linking Lealman mobility project. Installation of Rectangular Rapid Flash Beacon (RRFB), 38th Ave N.
FY20	CRA Bicycle Signage - 58th Ave N	\$2,700	Awards made in FY20 but administered in FY20. \$83,765.74 spent in FY20.
FY20	CRA Commercial Site Improvement Grant Administration	N/A	Managed Services Agreement for Lealman Exchange
FY20	CRA Residential Site Improvement Grant Administration	N/A	Managed Services Agreement for Lealman Exchange
FY20	YMCA Managed Services Agreement Extension	N/A	Managed Services Agreement for Lealman Exchange
FY20	Lealman Exchange Website	N/A	Website created for Lealman Exchange
FY20	Lealman Exchange Computer Labs Design/Installation	\$185,000	Two computer labs designed and installed at Lealman Exchange utilizing Penny for Pinellas revenue.
FY20	Lealman Exchange Computer Labs implementation	N/A	Website Services Agreement with CareerSource Pinellas for first floor computer lab has been fully executed. Instances includes Pinellas Public Library Cooperative partnership for City of Pinellas access. Services anticipated to start in December.
<b>Capital Improvement Projects (Other than TIF)</b>			
FY21	Lealman Exchange Generator	\$850,000	New generator to provide full backup power to 2-story building to increase sheltering capabilities.
FY21	Lealman Exchange Indoor & Outdoor Courts	\$255,000	Replacing flooring and expand basketball court for Lealman Exchange gymnasium and preface outdoor basketball courts behind the facility and adjacent to Neri Park.
FY22	Lealman CRA EPA Brownfields Grant	\$300,000	\$300,000 EPA grant received to conduct Phase 1 and Phase 2 assessments in the Lealman CRA.
FY22	Lealman Heights Single and Multi-Family Affordable Housing	TBD	Zoning and Land Use change approved by KC to accommodate redevelopment. Recommendation to proceed with Southeast Community Development (up to 82 multi-junit) units depending on final financing and Habitat for Humanity (up to 11 single family units).
FY23	Raymond H. Neri Park	\$5,790,000	Design and construction of Phase 1 of the Neri Park Masterplan
FY21	Lealman Regional Stormwater Facility Study	\$8,713,000	Development of regional stormwater facilities and development of a credit system to offset/offset redevelopment.
FY26	Joe's Creek Trail and Watershed BMPs	\$6,203,000	BMP completed in November of 2020. PER anticipated to be complete October 2022.
FY26	46th Ave Roadway and Drainage	\$2,585,000	PER underway. Construction anticipated in FY23-26.
FY25	42nd Ave. Roadway Improvements - 49th St. to 34th St.	\$17,272,000	PER underway. Construction anticipated in FY23-26.
FY25	54th Ave. Roadway Improvements - 49th St. to 34th St.	\$5,500,000	PER underway. Construction anticipated in FY24-25.

## CRA Background

- CRA Redevelopment Plan guides use of Tax Increment Financing (TIF) in accordance with Chapter 163 of Florida Statutes.
- Redevelopment Plan calls for systematically addressing blight through nine primary objectives:

Objective 1 – Economic Development and Innovation

Objective 2 – Commercial

Objective 3 – Housing

Objective 4 – Infrastructure and Transportation

Objective 5 – Urban Form

Objective 6 – Healthy Community

Objective 7 – Sustainability

Objective 8 – Branding, Marketing and Promotion

Objective 9 – Funding, Financing, and Management

- Annual CRA Work Plan process established in FY21 to present projects and programs to the Community Redevelopment Agency (a.k.a. BCC) for approval.

- Projects and programs on the Work Plan must relate back to one or more of the nine objectives.

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## LEX Link to CRA Redevelopment Plan:

- Objective 6 (Healthy Community) calls for use of TIF to “encourage access to community programs by supporting neighborhood centers for social, recreational and educational opportunities”
- Appendix C calls for TIF to be used as “contributing funds for the establishment of a community hub where all citizens have access to programs ranging from afterschool care, homework assistance, employment assistance, and job-readiness, pre-college, and continuing education opportunities.”

### Objective 6 – Healthy Community (Reduction in Crime, Medical and Fire Incidents)

Improvements to the overall built environment can provide an opportunity to engage citizens and renew a sense of community pride. In a healthy community implementation of self-policing techniques such as “eyes on the street” and “Crime Prevention Through Environmental Design” (CPTED) can in some instances reduce the response times, to police, fire, and medical assistance calls. Healthy communities also promote healthcare needs in the Area.

#### Healthy Community Strategies

- Improve neighborhood safety by develop program, incorporating (CPTED) strate participation in a Neighborhood Crim Watcher program. Redevelopment acth an opportunity to positively impact insta perception of crime within the Area.
- Support County efforts to implement to conduct Safety With Education Property Standards (SWEPS) in which periodically performed to systematic common or problematic issues and ar
- Encourage pooling resources and inv locating one or more law enforcement
- Work with law enforcement, instituf local governments to develop a st prostitution, drug sales, and other III Examine existing policies that may pr police, fire, ambulance services.
- Support neighborhood clean-up ar unsanitary structures (as defined by Section 103.5) and evaluate the po (or similar activities) to reduce r private property.

- Support through strategic partnerships, grants, and incentives, healthcare resources and programs such as (though not limited to) pop-up and mobile clinics, the Community Paramedic Program, and relationships with local (Medical, Dental, Vision) Institutions to provide basic health services.
- Encourage access to community programs by supporting neighborhood centers for social, recreational, and educational opportunities.
- Promote opportunities that improve access to wholesome nutritious foods in the Area. The CRA may support by encouraging food

#### APPENDIX C: STRATEGIC ACTION PLAN AND SPENDING BUDGET

work skills in an effort to prevent critical job skill shortages. It provides customized hands-on, workplace training as well as related life and work skills training through accredited workforce development providers including Pinellas County Economic Development (PCED), Pinellas Technical College, St. Petersburg College, and CareerSource Pinellas to train residents for entry into the workforce and continuing career opportunities. Training is structured in a flexible manner to “respond quickly” to the local workforce while meeting the needs of local businesses in a timely manner.

**Community Incubator & Services Center:** Provides contributing funds for the establishment of a community hub where all citizens have access to programs ranging from afterschool care, homework assistance, employment assistance, and job readiness skills, pre-college, and continuing education opportunities.

#### Healthy Community

**Access to Healthcare:** Improves access to medical and dental healthcare through financial assistance, including but not limited to removing barriers that prevent people from obtaining healthcare. In addition, it develops community partnerships guidelines).

**Mobility & Accessibility (PSTA, Pedestrian, Access & Safety, etc.):** Promotes and identifies shared funding opportunities for the planning, design, and construction of mobility and accessibility infrastructure projects. Project examples may include: upgraded bus stops; enhanced crosswalks; sidewalk enhancements; ADA compliance; and enhanced signaling devices

**Proactive Neighborhood Education Safety & Compliance:** Designed to pool code enforcement resources into the community through additional officers, neighborhood sweeps, citizen education, and a simplified reporting processes (a proactive approach).

**Community Activities Sponsorship Program:** Provides local businesses or organizations the opportunity to financially sponsor community oriented activities or events.

**Community Arts & Culture Program:** Provides financial assistance to individuals and organizations that promote and encourage access to art and cultural programs throughout the CRA. In addition, it provides incentives to developers that contribute 1% of development costs to art/cultural and educational projects. Developer contributions would pay for on-site

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## LEX Background & Current Status:

- Former charter school acquired in 2018 for purpose of reprogramming into a community center.
- Property is ~5.85 acres and adjacent to the Raymond H. Neri Community Park
- Complex consists of three buildings, which are ~60% occupied with tenant partners:
  - Building A - newer (2014) two-story building:
    - Utilized as a storm shelter and is now supported by a whole-building generator.
    - YMCA Early Learning Center and CareerSource Pinellas occupy the first-floor
    - The second floor is comprised of Gulf Coast Legal Services and periodically by AmSkills, which offers workforce development training for the manufacturing sector.
    - The majority of the ~40% of unleased space is contained on the second floor.
  - Building B – gymnasium building:
    - Shared by tenants but primarily used by YMCA of Greater St. Petersburg for Silver Sneakers and other senior-oriented fitness programs addressing Parkinson’s Disease and diabetes prevention.
  - Building C – original single-story building:
    - Fully occupied by The Broach School (special needs school) and Excellerated Teaching Center (special needs counseling agency)



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## LEX Mission Statement:

- Celebrating Lealman pride and increasing opportunity through partnerships and programs focused on economic empowerment, educational advancement, health & wellness, character & leadership and community connectivity.

## Summary of Strategic Plan:

- Calls for service providers working together under a Collective Impact model:
  - Collective Impact unites multi-sector service providers into an integrated collective with shared goals, measurements, strategies, and services.
  - Collective will include a mix of full-time, part-time and program-specific tenants, as well as existing community service providers based outside the facility.
- All tenant partners should serve to strengthen existing community partners or fill an unmet community need.

## The LEX Wrap-Around Services Model



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## Community Needs Identified in the Strategic Planning Process

Stakeholder interviews determined many unmet, or not fully met, needs. Below are the top 15 reported needs, ranked in order of importance to respondents:

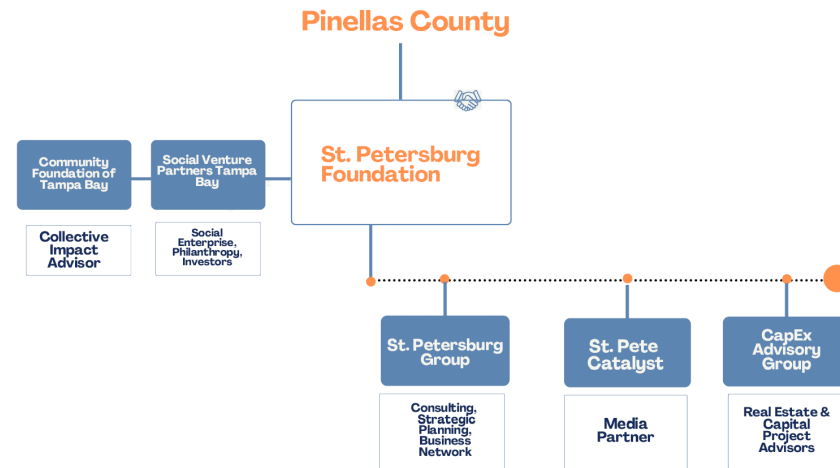
- Community Center/Recreation Center
- Community Identity
- Neighborhood family activities
- Life services hub
- Affordable housing
- Job skills training/employment assistance
- Senior services and social programs
- Childcare
- Better quality of life in area rental homes and mobile home parks
- Mental health support
- Swimming pool/splash pad
- Technology access/training
- Educational opportunities for all ages
- Youth mentorship/leadership
- Resident assistance with county services or issues (i.e. code violations)

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## Strategic Plan Implementation Procurement Process

- Letter of Interest procurement process initiated in FY21 to select an entity to implement the strategic plan.
- Review panel included representation from the CRA Advisory Committee, County Administration, Department of Administrative Services, Office of Technology & Innovation and Communications
- St. Petersburg Foundation was selected. Proposed team includes:
  - **Community Foundation of Tampa Bay (CFTB)**, which has pledged \$210k to SPF to support implementation of the LEX strategic plan.
  - **Social Venture Partners of Tampa Bay**, a network of philanthropists, volunteers, and community leaders working to invest in nonprofits and social ventures with their expertise, time, and financial support.
  - **St. Petersburg Group**, a consulting firm founded to support public-private philanthropic partnerships.
  - **The Catalyst**, a civic engagement and modern news platform covering local community news often under reported by traditional media channels.
  - **CapEx Advisory Group**, a consulting firm that guides the vision, financing, and development of complex capital projects for mission-driven clientele.





## Key Aspects of Lease & Management Agreement

- **The Foundation will be responsible** for facility operational, repair and maintenance expenses.
- **Pinellas County will be responsible** for maintaining and repairing all structural components of the facility.
- The Foundation will have the sole right and **authority to manage, operate, direct and supervise** the facility within the guidelines established by the Agreement
- Foundation will be required to submit an **Annual Business Plan** for approval.
- Foundation will be subject to an **Annual Performance Review** as part of the Annual Business Plan approval process.
- Foundation will be required to set up a **Lealman Exchange bank account**, which will be subject to an annual audit. Foundation will collect all operating revenues, fees, rents in the Exchange account and pay all operating expenses from the Exchange Account.
- The **Net Operating Income** generated from the facility operations will be distributed after audited financial statements are provided each year as follows:
  - **25%** to the Foundation for discretionary use;
  - **50%** will remain in the account to support unmet programmatic needs and facility-related capital projects; and
  - **25%** to Pinellas County to reduce its internal cost allocation to the facility

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PROPOSED LEX FOUNDATION INCOME/EXPENSE			
Year One	Year Two	Year Three	
\$ 185,898	\$ 191,534	\$ 197,176	Current Rent
	\$ 21,866	\$ 25,000	Additional Rent
\$ 70,000	\$ 70,000	\$ 70,000	CFTB Commitment
\$ 5,000	\$ 50,000	\$ 75,000	Grants
\$ 250,000	\$ 200,000	\$ 175,000	CRA \$175,000 years 4-5
\$ 104,055	\$ 104,055	\$ 104,055	Utilities Allowance from County
\$ 186,550	\$ 186,550	\$ 186,550	Contracted Services (Landscape, Pest) Allowance from County
\$ 142,650	\$ 142,650	\$ 142,650	County Laborer/Handyman Allowance from County
<b>\$ 944,153</b>	<b>\$ 966,655</b>	<b>\$ 975,431</b>	<b>PROGRAM &amp; OCCUPANCY INCOME</b>
<b>\$ (397,000)</b>	<b>\$ (417,650)</b>	<b>\$ (438,050)</b>	Vendor Programmatic Expenses
<b>\$ (104,055)</b>	<b>\$ (104,055)</b>	<b>\$ (104,055)</b>	Utilities Cost
<b>\$ (186,500)</b>	<b>\$ (186,500)</b>	<b>\$ (186,500)</b>	Contracted Services Cost
<b>\$ (142,650)</b>	<b>\$ (142,650)</b>	<b>\$ (142,650)</b>	Handyman Cost
<b>\$ (830,205)</b>	<b>\$ (850,855)</b>	<b>\$ (871,255)</b>	<b>PROGRAM &amp; OCCUPANCY EXPENSE</b>
<b>\$ 113,948</b>	<b>\$ 115,800</b>	<b>\$ 104,176</b>	<b>NET INCOME/(COST)</b>

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**Questions?**