ST. PETERSBURG
THE FOREVER HOME OF THE
Rays

Presentation by

An initiative of the City of St. Petersburg,
St. Petersburg Area Chamber of Commerce,
residents and fans of the Tampa Bay Rays.
Major League Baseball has been played in St. Petersburg for more than 100 years. While we will forever be proud of our rich history with Spring Training, it is our history with your organization – the Tampa Bay Rays – that makes us beam.

St. Pete’s vision statement boldly declares that we:

“…will be a city of opportunity where the sun shines on all who come to live, work, and play. We will be an innovative, creative and competitive community that becomes our past while pursuing our future.”

By pitching St. Pete as the forever home of the Rays, we are honoring not only our city’s history with baseball, but the countless community leaders and fans who worked for years, if not decades, to bring Major League Baseball to the Sunshine City.

This is also a pursuit of our brightest future. And it’s bigger than just baseball. We recognize the importance of having a single, value-driven employer and good corporate citizenship in our city. The Rays have been an asset to the community, but it’s your organization’s work in our community that has truly lifted spirits and changed lives. It has also complemented our efforts to build a true “city of opportunity.”

To ensure this truly happens, our presentation will address the six criteria listed in your ‘New Ballpark Site Evaluation Process Document’, released in February 2016. Given the acreage, we strongly believe in the current Tropicana Field site’s ability to be a catalyst for development, with local authenticity, and convenient regional connectivity and accessibility. We already know the size and geometry of the site is sufficient, and we believe no other location offers comparable financial feasibility and development readiness.

The following is a presentation of an amazing opportunity for both the Rays and our community. I look forward to discussing financial terms upon your selection of our site.

On behalf of our more than 250,000 residents, the St. Petersburg City Council, Chris Steinocher, President of the St. Pete Chamber of Commerce, and our Baseball Forever Campaign leaders, thank you for your thoughtful consideration.

Sincerely,

RICK KRISMAN
MAYOR, CITY OF ST. PETERSBURG

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Introduction

The City of St. Petersburg ("City") respectfully submits this proposal for a new ballpark to be built in downtown St. Pete at the existing Tropicana Field site. This proposal is being submitted to the Tampa Bay Rays ("Rays") in accordance with the "Rays New Ballpark Site Evaluation Process Document" issued on February 4, 2016. The format of this document addresses the six criteria noted in step two of the Rays Site Evaluation Process Document for a new ballpark.

We are excited about the opportunity to finalize a new agreement with the Rays to build a new ballpark in downtown St. Pete and to continue to serve as the Rays’ partner. We are prepared to work with our existing partners, including Pinellas County and the State of Florida, to solidify our commitment to keeping the Rays in St. Pete.

Our proposal includes an opportunity for the Rays to participate in the redevelopment of the existing Tropicana Field site.

As a reminder, the existing Tropicana Field site is already controlled by the City of St. Petersburg and our Pinellas County partners. The proposed site has excellent access via the region's interstate system with connectivity to northern Pinellas County, Pasco County, three bridges that connect to Tampa and Hillsborough County, and a connection to Rays fans in Manatee and Sarasota Counties via the iconic Sunshine Skyway Bridge.

Downtown St. Pete has grown significantly since the first Devil Rays game on March 31, 1998, and even more dramatically since the Rays organization considered building a new ballpark in our downtown waterfront in 2007-08. The City’s downtown area now is a vibrant 24-hour/day attended center where residents and visitors live, work, and play in the day out on the waterfront and neighborhood. In addition, downtown St. Pete was recently designated as the third most walkable neighborhood in Florida. (Source: Redfin, 2016).

We look forward to continuing our relationship with the Rays organization and doing all we can to help build the Rays fan base well into the 21st Century. Thank you for your sincere consideration of this proposal. We look forward to the opportunity to continue our partnership.

Business and community support for the Rays to build a new ballpark in St. Petersburg increased since the launch of the "Baseball Forever" campaign, a joint venture between the City of St. Petersburg and the St. Petersburg Area Chamber of Commerce.

We included existing Rays fans who plan continued support and new supporters that will come on board if a new ballpark is built in St. Pete.

#1
Best City for Millennials
Job Seekers in Florida
(Source: NerdWallet, 2015)

#15
In Nation for Small Business
(Source: Biz2Credit, 2016)

#2
Fiscally Healthiest City in Florida
(Source: Fiscal Times, 2017)

#8
Fastest Growing City

#1
Most Beautiful City in the USA
(Source: The Culture Trip, 2015)

#15
Fittest Metro in Florida
(Source: Healthiest Employers, 2015)

#1
Nation’s Best City for Millenials
(Source: NerdWallet, 2015)

#1
Fiscally Healthiest City in Florida
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1. Catalyst for Development

The New Ballpark’s Contextual Setting

An examination of the possibilities for a reimagined, redeveloped Tropicana Field site first requires an understanding of St. Pete’s compelling trajectory for growth and development and the role the burgeoning downtown and its surrounding corridors play as a catalyst in the city’s transformational change.

A cradle, brimming with self-perpetuating advancement, downtown St. Pete has become a dynamic urban setting with an eclectic mix of condominiums, apartments, restaurants, businesses, research and development entities, two colleges, three major medical facilities, seven miles of public waterfront parks, a dynamic arts scene, major attractions, a convention airport, a port, the largest municipal marina in the southeast U.S., and three interstate highways that feed directly into the heart of downtown.

After a period of slight population decline between 2000 and 2010, St. Pete has experienced significant population growth, in part, to a substantial increase in family condos and apartment buildings in downtown. Since 2000, population in St. Pete has increased by 15,137 residents, an increase of 6.2% of the City’s overall population (Source: U.S. Census).

Downtown St. Pete has added 2,015 dwelling units since 2010, and 3,478 units since 2000, with a total of 8,779 units currently under construction and 792 units have been permitted for construction (Source: City of St. Petersburg).

Based on growth projections from Farmland Policies (the Pinellas County Metropolitan Planning Organization), St. Pete is expected to grow to a population beyond 290,000 by 2040. (Source: BEBR and Forward Pinellas).

Recent progress in St. Pete can also be attributed to a comprehensive, unified vision for economic development. In 2014, the City of St. Petersburg partnered with the St. Petersburg Area Chamber of Commerce, along with a steering committee of the city’s leading local businesses and organizations, including the Tampa Bay Rays, to develop the Grow smarter strategy, a long-term economic development plan for St. Pete. The new smarter strategy identifies five targeted sectors that are specific to the competitive position of St. Pete and poised for growth. They are specialized manufacturing; financial services; data analytics; creative arts and design; and marine and life sciences. Examples of new job creation and public and private investment in these sectors can be found in the Warehouse Arts District, just west of Tropicana Field, and the St. Pete Innovation District, southeast of Tropicana Field.
Within a 60 minute drive time area, a majority of the Tampa Bay region can easily access the Tropicana Field site. Additionally, this drive time area captures a significant portion of Tampa Bay’s population, employment, and wealth. Total population within 60 minutes is 3,255,632, consisting of 1,354,549 households. The median resident age is 42.2. (Source: Environmental Systems Research Institute).

Total population within 60 minutes is 3,255,632, consisting of 1,354,549 households. The median resident age is 42.3. (Source: Environmental Systems Research Institute).

The Tropicana Field site is also well situated near a large number of corporate headquarters, several of which are Fortune 500 companies. St. Pete is home to nine corporate headquarters, two are Fortune 500 companies. In Pinellas County, there are 26 corporate headquarters, three are Fortune 500 companies. In the Tampa Bay six-county region (Hernando, Hillsborough, Manatee, Pasco, Pinellas and Sarasota counties) there are 66 corporate headquarters, six of which are Fortune 500 companies (Source: Hoovers and Fortune 500). Baseball Forever’s outreach to these corporations was met with enthusiastic support.

Average disposable income in the drive time area is $64,728 and average net worth is $807,782. Total employment in the drive time area is 1,476,996, with 38.5% of the employed population in white collar positions, 18.6% employed as service provider, and 32.7% employed in blue collar positions (Source: ESRI).

In 2015, the total population of the six county region: Pinellas, Hernando, Hillsborough, Manatee, Pasco, and Sarasota was 3,676,365 (Source: Univ. of Florida BEBR, 2016).

The Tampa-St. Pete region is the 11th largest television market in the United States (Source: Nielsen, 2017). The total population within 100 miles of the existing Tropicana Field site is 7,227,271. (Source: ESRI, 2016).

In addition to the Pinellas County/St. Pete base population and related economic impacts, the Visit St. Pete/Clearwater tourism bureau reported that in 2015 more than 6.1 million visitors stayed overnight in Pinellas County. This resulted in more than $4.9 billion of direct visitor expenditures and more than $9 billion in total economic impact (Sources: Research Data Services, Inc. and Visit St. Petersburg Clearwater).

The Pinellas County/St. Pete youth population (segment under age 19) has grown by 96.8% between 1995 (the year the MLB Rays franchise was awarded) and 2015. It now represents approximately 20% of Pinellas County’s population (Sources: U.S. Census and American Community Survey).

The City’s Tropicana Field site, centrally located within the sports and cultural hub was in line to acquire property to Hillsborough County and their 1-4 corridor, and well situated to serve the fast growing Tampa Bay region.

In 2005, the total population of the six county region: Pinellas, Hernando, Hillsborough, Manatee, Pasco, and Sarasota was 3,676,365 (Source: Univ. of Florida BEBR, 2016).

The total population within 50 miles of the existing Tropicana Field site is 3,227,071. (Source: ESRI, 2016).
Downtown Grows

The proposed Rays stadium location is the centerpiece of the vision that creates an exciting 24/7/365 mixed-use destination district that will be an economic driver for the community and the Rays for decades to come. The redevelopment features strategic public infrastructure and amenity improvements that will create a sense of place and add value to the developable parcels. The development program includes Rays Way (destination entertainment promenade), significant office space with shared use parking structures, a research/entrepreneur/tech and university campus, hotel and conference space, housing, and urban neighborhood scale retail and offices. In addition, the envisioned redevelopment is an extension of and integrated with the current downtown renaissance that will engage the City’s arts and cultural community and enhance and honor the legacy of the former Gas Plant neighborhood, while enhancing connections to south St. Pete and all surrounding neighborhoods. Finally, it is recognized that the vision will guide redevelopment of the site in a way that allows fluidity and adaptation to the specific needs of the Rays, the community and emerging opportunities. The City is excited about working in partnership with the Rays to make this vision a reality.

In fiscal year 2016, we reached a construction value of approx. $655 million – the highest ever recorded in the city’s history.

The Vision

The conceptual master plan for the 86-acre Tropicana Field site, “A Vision for Tropicana Site Redevelopment” was developed in partnership with the community to create a vision for future development that will be catalyzed by a new Rays stadium.

A new Edge District Improvement Plan has recently been adopted for the area immediately north of Tropicana Field and that area is also poised for significant new growth. As new development occurs in the Edge District it will enhance the experience for fans at Rays Games. View the entire EDGE master plan page here.
The Vision

PROPOSED DEVELOPMENTS

- Research and Tech Campus
- Retail, Entertainment, Kids Zone
- Office Buildings
- Housing and Neighborhood Offices
- Hotel and Conference Space
- Shared Parking
- Public Parks

PUBLIC REALM
(34 ACRES) 40%

- Booker Creek Park
- Ballpark Plaza
- Kids Zone
- Rays Way
- New Street Grid
- Neighborhood Market
- 4th Street Improvements
- Central Campbell Park and The Bridge

NEW BALLPARK LOCATION

- Rays’ Ballpark
- Entertainment/Retail
- Hotel/Conference Hall
- Office Buildings
- Research and Tech Campus
- Housing
- Neighborhood Offices
- Neighborhood Retail
- Shared Parking

DEVELOPMENT
(52 ACRES) 60%

- 7-9 Million SF
- Rays’ Ballpark
- Entertainment/Retail
- Hotel/Conference Hall
- Office Buildings
- Research and Tech Campus
- Housing
- Neighborhood Offices
- Neighborhood Retail
- Shared Parking
2. Local Authenticity

AN URBAN LOCATION ON FLORIDA’S GULF COAST

St. Pete and Pinellas County are recognized for having some of the best beaches in the country, a world-class downtown waterfront, and the Guinness World Record for the most consecutive days of sunshine. We are the “Sunshine City” and the Rays sunburst logo belongs here, not anywhere else.

A new ballpark would be located in downtown St. Pete which is as authentic as any location you will find in Florida, with numerous historic landmark buildings, a rapidly growing base of local entrepreneurs and businesses, a public waterfront that was preserved more than a century ago, and events and traditions that are unique to our community. In 1914, St. Pete’s waterfront became one of the first Major League Baseball Spring Training sites in Florida, which began the process of solidifying our community’s love for the game.

The reimagined home of The Rays will be seamlessly integrated into the micro-community of which it is a part. The transformation and activation of the site will be designed with the unique culture and flavor of central St. Pete in mind. The site’s pool of talent and commitment to social equity and inclusion is shared with the Rays. The site will celebrate the unique culture and flavor of central St. Pete in a way that demonstrates the Rays’ and City’s commitment to social equity and inclusion. As shared in the Master Plan for the site, the focus on organic place making that enhances all the best St. Pete has to offer will be brought to life through the development of the stadium and its surrounding neighbors. The site’s longstanding commitment to local businesses will be reinforced with an outward facing promenade of shops and entertainment that blends the busy boulevard of 16th Street with the site’s pedestrian cafes. The northern boundaries of the site will blend with welcoming infrastructure that includes a land bridge that connects to the Campbell Park neighborhood. The Edge District to the north continues to expand and increases its footprint in a way that creates sustainable employment and economic opportunities. This is an authentic center of city activity that reflects the culture and diversity of St. Pete’s growing population in a way that catalyzes development for decades to come.
**LISA, RESEARCH SCIENTIST**

Having grown up in the Tampa Bay area, Erica enjoys the single life as a resident of the ballpark where she has so many amenities with ease of access to her daily commute.

**ERICA, RESIDENT OF THE DISTRICT**

Lisa is a resident of the district where she has met some of her best yoga buddies.

**JONATHAN, THE TOURIST**

Visiting St. Pete and hoping to catch a game during his visit, Jonathan spent a day “getting lost” in the art, retail and culinary delights of the ballpark before gametime.

6:30AM

Lisa always starts her day early by attending Yoga in the Park where she’s met some of her best yoga buddies.

**8:00AM**

Lisa takes her son, Josh, to the Kids Zone where they spend a few hours on the slides and Josh gets through the entire set of monkey bars for the first time!

**3:00PM**

Exhausted, Lisa takes Josh for a breather and a bite of a hot dog and fries at one of the food stalls along Rays Way.

**7:30PM**

Lisa and her husband, Rob decide to make it a date night with a dinner at The Grill by 16th Street and cap the evening by walking down to The Local Brewery.

**10:00AM**

Jonathan wanders the streets of the district and stops some of the local artists along Rays Way. He decides to get himself a Rays ball cap to wear for the game he’s catching in the afternoon with his local college buddy who moved to St. Pete from Boston.

**11:00PM**

Jonathan and Steve grab dinner at the District’s ramen house and toast to a full and fun day in St. Pete!
Surrounding urban design features, sidewalk cafes, restaurants, retail shops and galleries along wide tree-lined sidewalks have and will continue to create a sense of place for pedestrians and fan engagement within the community.

The City’s existing publicly-owned 86-acre site provides an excellent opportunity to build a new ballpark that is located in the center of our dynamic urban setting, and provides a substantial opportunity to develop a new master planned development project that can capitalize and build upon the new ballpark’s iconic features. The new master plan development vision for the Tropicana Field site provides an opportunity for the Rays to participate in the redevelopment process and ensure that the brand of the team and the ballpark is incorporated into the surrounding downtown area, both of which will contribute to the team’s community and regional presence. After Rays season ticket holder and ESPN commentator Dick Vitale reviewed the City’s master plan vision to redevelop the existing Trop site along with a new ballpark, all he could say was “Awesome, Baby!”

3. Regional Connectivity

RAYS NEW BALLPARK WILL HELP UNIFY THE REGION

In real market terms, the Tampa Bay area essentially consists of six counties: Hernando, Pasco, Pinellas, Hillsborough (the Tampa-St. Pete-Chesapeake Metropolitan Statistical Area), Manatee and Sarasota (the North-Port-Sarasota-Bradenton Metropolitan Statistical Area). However, due to the fact the region is divided into two different MEAS and the northern and southern portions of the region are split into two different FDOT districts, incomplete analytical conclusions are often drawn. For example, drive time analyses and related socioeconomic data taken therefrom can be incomplete and misleading.

The above consideration is especially critical in analyzing downtown St Pete’s geographic regional location from an overall Tampa Bay market perspective. To address this matter and ensure accurate conclusions are drawn in assessing St Pete’s place within the overall Tampa Bay market, staff from the Forward Pinellas organization (Pinellas County MPO) and the City of St Pete have collaborated to analyze drive time and socioeconomic data in order to determine St. Pete’s downtown’s place within the overall Tampa Bay market (including Manatee and Sarasota Counties) as it relates to southern Pinellas and Hillsborough, northern Pasco, South Tampa/Gandy Blvd corridor, Tampa’s Westshore area and downtown Tampa.

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Historically, an overwhelming majority of Florida’s urbanization has occurred along the coastline. This is also true along the west central Florida counties noted above, where intense urban development has historically occurred and will continue to occur, including the segment of the Tampa Bay market located south of the Sunshine Skyway Bridge. Conversely, much of the land in the inland portion of the Tampa Bay market is subject to existing development constraints (see attached maps).

While much of the speculation about where the Rays will build a new ballpark has focused on Tampa and Hillsborough County, it should be recognized that the west central Florida coastline represents a strong and growing economic base. In fact, the Rays organization acknowledged this when they relocated their spring training complex to Port Charlotte, in part to expand their fan base. This reality gives credence to why Major League Baseball awarded a new franchise to a centralized location along Florida’s west coast. In fact, it should be noted that the distance from the Sunshine Skyway bridge to the Pass Christian canals is approximately 45 miles and the distance to the southern border of Sarasota County from the Skyway is approximately 57 miles as measured along the coastline. This puts downtown St. Pete nearly in the center of the Tampa Bay market’s north/south alignment. Sixty minute drive times and related socioeconomic data related to downtown St. Pete’s location are noted elsewhere in this proposal.

Vehicular access to the proposed ballpark site is provided by I-175, I-275 & I-375; I-275 provides linkages to I-4, I-75 and other limited access highways and bridges within the Tampa Bay area, and the Sunshine Skyway provides direct access to regional growth markets in Manatee and Sarasota Counties. The proposed ballpark site would likely be contiguous to Light Rail Transit (LRT) should a plan eventually transpire.

Priest’s Point is the center of the Tampa Bay market’s north/south alignment. Sixty minute drive times and related socioeconomic data related to downtown St. Pete’s location are noted elsewhere in this proposal.

Pinellas County’s proposed alignment for their light rail can be found in Figures 3-2, 4-2, and 4-3. This proposal notes from their Alternative Analysis Technical Memorandum for the Pinellas Metropolitan Area 2020 Vision: "When reviewing the attached figures, please note that the "build alternative" is the preferred alignment for each section of the rail system; and, the "design alternatives" may be considered if there are significant issues with the build alternative that become apparent during the final design and implementation of the rail system. Given that Pinellas County is one of the most densely populated counties in Florida, it is well positioned to support future mass transit systems. The site is also served by the Pinellas Suncoast Transit Authority's (PSTA) new Bus Rapid Transit (BRT) system, which will initially provide a direct connection between downtown St. Pete and Pinellas County. There is also a small ferry service, which will likely provide a direct connection between downtown St. Pete and Pinellas County (see beginning of 2020 and St. Pete’s current investment in tourist ferry service).
Site Accessibility

EXISTING TROPICANA FIELD SITE

In addition to being served by public transit vehicles and St. Pete’s existing downtown trolley shuttle system, I-175 is contiguous to and has an on/off ramp directly adjacent to the proposed ballpark site, and I-375 on/off ramps are within five blocks of the site.

The existing Tropicana Field site is also served by dual north/south and east/west one-way pairs of major collector streets (i.e. 1st Avenues North and South, and 8th Street and MLK Street). The City’s one-way west south-center streets provide excellent access to St. Petersburg and most of the Pinellas County communities.

4. Site Accessibility

This section of the City’s proposal addresses “site accessibility” from a regional perspective, documenting:

- (a) current and long-term traffic conditions;
- (b) 60 minute drive times; and
- (c) related socioeconomic characteristics associated with 60 minute drive times.

Traffic Conditions & Drive Time Analysis

Gandy Bridge is north of 4th Street at Pinellas Avenue and provides easy access to downtown St. Petersburg. The section of the City’s proposal that addresses traffic conditions and drive times is as follows:

The January 2015 TBX Study also analyzed projected traffic conditions for the interstate system in 2040 using the same highway segments as in 2012 based on “committed capacity”, which is defined as the existing system plus construction of planned interstate projects through 2020 (note: these conclusions did not assume the Tampa Bay Express Projects would be implemented by 2040). As a result, all interstate segments that were analyzed to operate at a level of service “F”, means that vehicular demand will exceed the existing and committed capacity improvements through 2020 if TBX projects are not implemented. By 2040 the situation in Tampa/Hillsborough County would be far worse than St. Pete/Pinellas County in 2040 if the TBX projects are not implemented. (See figure 2-3, which shows annual average daily traffic for each interstate segment in 2012 and 2040, if TBX projects are not implemented).

The Tentative Work Program for Hillsborough County’s TBX projects is scheduled to be approved in July 2017 and includes the following action items:

- TBX from MLK Blvd. to Busch Blvd. is funded as a design/build project for FY 20/21;
- The SR 60/275 interchange: right-of-way acquisition has been funded, but no funds have been committed to-date for construction;
- TBX projects from Lois Avenue to Willow Avenue (just east of the SR 60 interchange to just west of downtown Tampa) are funded as a design/build project for FY 21/22;
- Design funding is included for proposed TBX improvements related to the SR 60 interchange in FY 18/19.

This section documents site accessibility from a regional perspective. The Forward Pinellas planning organization and staff from the City of St. Petersburg’s City Development Administration have collaborated to provide documentation of one/two/two-way drive times from downtown St. Petersburg to all segments of the Tampa Bay region or a previously described corridor in this document. Early-morning drive times were utilized because they represent a realistic travel time to measure travel times to sporting events and major attractions.

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Parking

In May 2016, the City finalized a comprehensive downtown parking study with the assistance of national transportation and parking consultant Kimley Horn & Associates. This study identified all existing public and private parking resources and documented current demand along with historical trends and occupancy. The study also noted the need for additional parking within the downtown area, with recommendations to develop multi-modal transportation options. It is suggested that rather than building one or more large parking garages in single locations, that public investment in parking should be spread among multiple projects so public parking is dispersed and serves more destinations with convenient parking.

The City has already begun discussions with several developers to explore such opportunities. However, it is also recognized that for large venues, such as an MLB ballpark, a greater concentration of nearby parking spaces is typically required. Such parking could be provided in conjunction with other new development that would occur along with a new ballpark on the existing Tropicana Field site. In fact, the City’s new Tropicana Field Master Plan also includes approximately 6,000 new public and private parking spaces that would serve the future redevelopment project. Public parking and additional parking options for public parking were included as part of the City’s new Tropicana Field Master Plan and bond capacity on parking revenue. It’s also anticipated that public parking would be augmented by additional private sector parking investments related to new development projects on the Trop site.
St. Pete has also been recognized for having the best bicycle network in the southeast United States. The existing Tropicana Field site is served by a segregated bicycle lane connecting it to the downtown waterfront. It is directly connected to the Pinellas Trail by a segregated recreational trail which provides a non-vehicular trail connecting it to all of Pinellas County and Pinellas and Hillsborough counties via the Coast to Coast Connector, which links the Gulf of Mexico to the Atlantic Ocean. In addition, St. Pete has recently established a bike share program that provides non-vehicular connectivity to residents and others in the downtown area and surrounding areas.

In summary, the City’s proposed site is adjacent to two Interstates and a third is within five blocks. The site is also located adjacent to wide one-way streets, making ingress and egress relatively quick and free of congestion. The Tropicana Field site has drawn numerous motorists for major events for three decades. The City’s traffic control system and ingress/egress routes have been successfully managed by traffic control personnel and motorists alike. The multi-modal traffic management system is user-friendly, convenient and smooth. With a combination of controlled traffic signage including dynamic message signs, signal progressions and the City’s Police Department traffic management personnel, traffic impacts resulting from existing and future stadium events can be managed efficiently even in peak-hour conditions due to St. Pete’s overall traffic management system.
5. Size & Geometry

STADIUM LOCATION AND DESIGN PROCESS

The proposed ballpark site would be generally located in the northeast corner of the existing Tropicana Field site, west of Dr. MLK Jr. Street, in the heart of downtown St. Pete. The ballpark would be closely coordinated with the redevelopment of the existing 86 acre Tropicana Field site, and the specific size and location of the ballpark site could be adjusted as necessary.

The Rays will take the lead role in overseeing the design of a new contemporary sustainable ballpark, in coordination with their private and public partners. It’s anticipated that the design objectives for the new ballpark would consist of the following basic criteria, and be subject to design details by the ballpark design team, approval by the Rays and the City, and required regulatory approvals:

The ballpark site would be approximately 20 acres and intricately integrated into the surrounding urban fabric, including the redevelopment of the existing Tropicana Field site and the surrounding area;

The ballpark site size and geometry could be adjusted as necessary to accommodate the design of the ballpark in order to properly address stadium design features such as pedestrian and vehicular access, structural design requirements such as a covering or roof over the playing field and fans, and other features; and,

The Rays will have control over the design and capacity of the new ballpark to ensure that it meets MLB requirements and the fan experience is optimal. The City recognizes the importance of having design flexibility in order to accommodate more intimate event requirements or additional capacity for major events, and the City will work closely with the Rays design and construction team to help facilitate the project and ensure all applicable code requirements are met. In summary, the City and the Rays both want a new sustainable ballpark that the entire Tampa Bay region will be proud of and attractive to current and future generations of Rays players and fans.

Planning for the Future

The proposed ballpark site sits in the middle of some of the city’s most exciting development. Adjacent to neighboring districts that are infusing St. Pete’s culture with intellectual, human and social capital that sets it apart. The Rays have full control over the design and capacity of the new ballpark to ensure that it meets MLB requirements and the fan experience is optimal. The City will work closely with the Rays design and construction team to help facilitate the project and ensure all applicable code requirements are met. For more information on these neighboring plans, visit baseballforever.com.
6. Financial Feasibility & Development

St. Petersburg has been the home of Major League Baseball for more than 100 years, beginning with our first Spring Training game in 1914 and culminating in 1995 with the award of an MLB expansion team. The City is committed to continuing our MLB legacy by working in partnership with the Rays to build a new contemporary ballpark for future generations. The city has the experience and expertise to develop a ballpark that can be integrated into a broader vision for the surrounding area.

A PUBLIC-PRIVATE PARTNERSHIP

As demonstrated by our “Baseball Forever” campaign, the business community and community-at-large is committed to this endeavor. Our Baseball Forever campaign has obtained corporate and individual pledges, organized numerous events, and recently led an effort to sell at least 100 “Rays Local Business Partner” packages for the 2017 season.

THE PARTNERSHIP

It is anticipated that the new ballpark funding plan would, at a minimum, consist of a public-private partnership between the Rays, the City of St. Petersburg, and Pinellas County. Funding sources could include the Rays’ contribution to development of the new venue, revenue generated by the redevelopment of the Tropicana Field site, and St. Petersburg and Pinellas County tax increment financing (“TIF”) revenue. Mayor Kriseman has stated that, under his leadership, no existing taxes will be raised or new taxes issued to pay for a stadium.

BASEBALL FOREVER’S “ACTIVE ROSTER”

Anthony Atwell | Barbara Boudreaux | Bob Bruley | Bob Drake | Brooks Wallington
Cappy Gordon | Danielle Froedge | Dave Purzycki | Hon. Ed Mentzer | Jim Myers
John McMahan | Dr. Jonathan Ellen | Jon James | Dr. Karina Temel | Hon. Ken Welch
Kevin King | Larry Williams | Lou Green | Linda Marcelli | Marcus Green | Mark Ferguson
Milind Bharvirkar | Mike Babbino | Mike McKenna | Robert Ulrich | Ron Helinger
Run Petrin | Steve Westphal | Tash Elwyn | Theresa Jones | Tim Bogott
Todd Simmons | W. Greg Holden | Watson Hayes
I Love the Rays in St. Pete because...

Through the first year of community connecting and events outreach, the Baseball Forever Campaign has connected fans with history, neighborhoods, and community members. Here are a few of the words of love and commitment they shared with us.

They are OUR HOME TEAM!

My daughter and I love coming to the games. One of our favorite things to do!

It’s a huge part of what makes this community great!

You are our hometown HEROES! They are good role models for our youth!

It is so much fun TO WAVE YOUR ARM AT THE GAME. BASEBALL will always be in our city’s heart + soul!

BASEBALL IN ST. PETE IS TRADITION!!

I am proud to root for the rays!!!

Because I used to root for the rays!!!

19 year Season

Ticket Holder

They are an asset to St. Pete.

The trip second home.

My best baseball memories are in St. Pete! Go Rays!
Downtown St. Pete is centrally located within the west central coast of one of Florida’s largest and growing markets;

The City controls an 86-acre site that is already available and eliminates uncertainty;

The City’s proposed site has excellent regional access via the Interstate system, principal arterials, and a well-defined grid network of local streets and thoroughfares;

The City has substantial experience working with the private sector in developing large-scale projects and familiarity with MLB requirements;

The City of St. Petersburg and Pinellas County have the financial capacity and experience in developing creative financing strategies; and,

Construction of a new ballpark on the existing Tropicana Field site will ease the team’s transition into the new ballpark once a new agreement is approved and the current agreement is terminated.
February 2, 2021

Brian Ross, President
Bayfront Health
1400 Bayshore Boulevard
St. Petersburg, FL 33713

Dear Brian,

I am a major employer in St. Petersburg and Pinellas County, we know how important the Bayshore Facilites is to our community. Of course, we appreciate standing-room only crowds when our community faces a major event, such as health care or other crises. Your community's health is of the utmost importance to us as well.

I have been very careful in forming my opinion in this matter and making my voice heard both in the Senate and the House of Representatives in Tallahassee. We need both to ensure that the hospital remains in our community.

Given the importance of medical care and the investment potential of the existing hospitals and medical facilities. I urge you to seriously consider the need for hospital facilities, particularly in St. Petersburg. The hospital system in the area and the regions of the country must have an adequate level of medical care.

In closing, I urge you to keep your eyes on the ball and keep the hospital in our community. We all support your efforts to help our community.

Sincerely,

Chief Administrative Officer

Crown Automotive
March 15, 2017

Brian Ross, President
Bayfront Medical Group
St. Petersburg, FL 33713

Dear Brian,

As our employer and business in St. Petersburg and Pinellas County, we know how important the Bayshore Facilities is to our community. Of course, we appreciate standing-room only crowds when our community faces a major event, such as health care or other crises. Your community's health is of the utmost importance to us as well.

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In closing, I urge you to keep your eyes on the ball and keep the hospital in our community. We all support your efforts to help our community.

Sincerely,

Chief Administrative Officer

Crown Automotive
March 15, 2017
February 10, 2017
P.O. Box 376
Palm Bay, FL 32902
Henderson, NV 89015

Dear Mr. Chairman:

The electric co-op movement in America is one of the most powerful and unique of the democratic social movements. It is the American electric co-op movement that has helped to transform this country to the point that we now enjoy a very high level of electricity reliability and quality.

Co-ops are the thread that has held America together on a social and economic level for decades. Their ability to provide affordable and reliable electricity to all Americans has been a cornerstone of our democratic society.

I am proud to have served on the board of directors of the League of United Latin American Citizens (LULAC) and as a co-op board member for many years. I have always been aware of the potential of co-ops to make a difference in the lives of those they serve.

I am excited to learn about the cooperative's new Electric Invitationally-Invited Energy Association and the benefits it offers to our members.

I support the cooperative's efforts to provide affordable and reliable electricity to all Americans. I believe that co-ops are a vital part of our democratic society and should be supported in every way possible.

I appreciate your attention to this matter and look forward to hearing from you.

Sincerely,

[Signature]

February 10, 2017

Seth Field, President
Henderson, NV 89015

Dear Mr. Chairman:

As a member of the electric co-op movement, I fully support the League of United Latin American Citizens (LULAC) and the American electric co-op movement. I believe that co-ops are a vital part of our democratic society and should be supported in every way possible.

I support the cooperative's efforts to provide affordable and reliable electricity to all Americans. I believe that co-ops are a vital part of our democratic society and should be supported in every way possible.

I appreciate your attention to this matter and look forward to hearing from you.

Sincerely,

[Signature]
February 6, 2017

To: [Name]

From: [Name]

Re: [Subject]

[Body of the letter]

Sincerely,

[Signature]

Date: [Date]

Page 1 of 3

February 10, 2017

To: [Name]

From: [Name]

Re: [Subject]

[Body of the letter]

Sincerely,

[Signature]

Date: [Date]