

THE TAMPA BAY BOOM, INC.

Proposal for the Historic Gas Plant District RFP

Submitted by:

The Tampa Bay Boom, Inc.

Dr. R. Brian Ligon

Owner, President, Chief Executive Officer

Submitted to:

City of St. Petersburg, Florida

In response to:

Historic Gas Plant District Request for Proposal (HGP RFP)

THE TAMPA BAY BOOM, INC.

January 30, 2026

City of St. Petersburg, Florida
Economic & Workforce Development Department
Municipal Services Center
1 4th Street North
St. Petersburg, Florida 33701

Dear Members of the Evaluation Committee:

On behalf of The Tampa Bay Boom, Inc., I am pleased to submit this formal proposal in response to the City of St. Petersburg's Request for Proposal for the Historic Gas Plant District. This proposal is respectfully submitted in full alignment with the intent, requirements, and guiding principles outlined in the Historic Gas Plant District RFP.

The Tampa Bay Boom, Inc., is committed to partnering with the City to realize an equitable, economically vibrant, culturally authentic, and forward-looking redevelopment of this historically significant site. Our vision is rooted in honoring the legacy of the Gas Plant community while delivering transformative outcomes that advance inclusive economic opportunity, affordable and workforce housing, community wealth-building, and sustainable urban design.

Under my leadership as Owner, President, and Chief Executive Officer, The Tampa Bay Boom, Inc. brings a mission-driven, community-centered development philosophy, with a strong emphasis on minority business participation, workforce development, youth engagement, and long-term community benefits. Our approach reflects the spirit and substance of the City's Twenty-Three Guiding Principles of Development and the broader goals articulated through community engagement and planning efforts.

We appreciate the opportunity to submit this proposal and look forward to engaging collaboratively with the City, its residents, and its partners to create a nationally recognized model for equitable redevelopment.

Respectfully submitted,
Dr. R. Brian Ligon
Owner, President, Chief Executive Officer
The Tampa Bay Boom, Inc.

THE TAMPA BAY BOOM, INC.

Executive Summary for City Council Consideration

The Tampa Bay Boom, Inc. proposes a transformational, privately capitalized acquisition and redevelopment of the Historic Gas Plant District designed to secure Major League Baseball in St. Petersburg, deliver equitable economic growth, and establish a nationally significant mixed-use district anchored in community benefit and long-term public value.

This proposal advances a comprehensive strategy that includes: (1) fee-simple acquisition of the Historic Gas Plant property, (2) phased redevelopment of the site into a mixed-income, mixed-use urban district, and (3) acquisition of ownership of the Tampa Bay Rays, subject to all City, County, and Major League Baseball approvals. Unlike traditional ground lease or fragmented development models, this unified ownership approach aligns incentives, reduces execution risk, and ensures long-term accountability.

The development team—led by The Tampa Bay Boom, Inc. and supported by HOK, Populous, MMQ, AECOM, Vanward Enterprises, JE Dunn Construction, and JLL—brings deep experience delivering complex, sports-anchored, public-private developments at scale. Private capital is prioritized for land acquisition, franchise ownership, and vertical development, with public participation focused primarily on infrastructure and public-purpose improvements.

From a City Council perspective, this proposal is intentionally structured to limit public financial exposure, preserve existing Use Agreement protections, and maximize long-term economic returns through tax base growth, job creation, affordable and workforce housing delivery, and enforceable community benefits. The result is a once-in-a-generation opportunity to unify land, district, and team ownership under a governance model that secures St. Petersburg's future as a major league city while honoring the legacy and aspirations of the Historic Gas Plant community.

THE TAMPA BAY BOOM, INC.

Part A – Development Team

Lead Entity

The Tampa Bay Boom, Inc., is the lead proposer and master developer for this initiative. The company is a Florida-based, minority-led organization focused on sports, entertainment, mixed-use, and community-oriented real estate development.

Development & Delivery Partners

To ensure best-in-class design, execution, and delivery, The Tampa Bay Boom, Inc. has assembled a nationally recognized team of planning, design, construction, and real estate professionals:

HOK – Architecture and urban design, with deep experience in large-scale mixed-use, civic, and sports-anchored developments.

Populous – Sports and entertainment architecture and district planning, specializing in stadium-adjacent mixed-use environments and iconic public venues.

MMQ Architecture & Master Planning – Urban architecture, master planning, and community-focused design with experience in culturally responsive placemaking.

AECOM – Integrated architectural, engineering, infrastructure, transportation, and sustainability services, providing full-spectrum technical and planning expertise.

Vanward Enterprises, Inc. - Infrastructure expertise will support development strategies related to sustainability planning, clean infrastructure integration, and carbon-positive energy opportunities to increase the District's environmental resilience and operational efficiency.

JE Dunn Construction – National construction management and general contracting firm with extensive experience delivering complex, large-scale public-private projects.

JLL (Jones Lang LaSalle) – Real estate development management, capital advisory, market analysis, and project delivery services supporting feasibility, phasing, and long-term asset performance.

THE TAMPA BAY BOOM, INC.

Financial Institutions & Capital Advisory

To support commercial property acquisition, vertical development, construction financing, and potential professional sports franchise ownership, The Tampa Bay Boom, Inc. anticipates engagement with leading global financial institutions whose platforms align with the scale, complexity, and public-private nature of the Historic Gas Plant District redevelopment:

- Bank of America – Through its Global Commercial Banking, Real Estate Capital Markets, and Sports Advisory Group, Bank of America offers integrated advisory and financing services for commercial real estate acquisitions, construction lending, structured finance, and professional sports franchise transactions. Its Sports Advisory Group provides specialized expertise in franchise valuation, acquisition financing, and league-related governance considerations.
- Goldman Sachs – Via its Global Banking & Markets and Asset Management platforms, Goldman Sachs provides equity and debt capital solutions, real estate investment structuring, and advisory services for complex mixed-use developments and large-scale urban regeneration projects, including opportunities for institutional and long-term capital participation.
- J.P. Morgan Chase – Through Commercial Banking, Real Estate Banking, and Corporate & Investment Banking divisions, J.P. Morgan Chase supports property acquisition, construction and permanent financing, treasury services, and strategic advisory for major real estate developments and sports-anchored districts.

Engagement with these institutions is intended to strengthen financial capacity, enhance capital market credibility, and support disciplined execution consistent with the City's expectations under the Historic Gas Plant District RFP. No financial commitments are implied, and all participation would be subject to standard underwriting, approvals, and regulatory requirements.

THE TAMPA BAY BOOM, INC.

Principal

Dr. R. Brian Ligon – Owner, President, Chief Executive Officer

Responsible for overall vision, strategy, governmental coordination, capital formation, and community engagement.

Development Philosophy

Our development model emphasizes:

- * Equitable public-private partnerships
- * Minority- and women-owned business participation
- * Community-based workforce development
- * Long-term ownership and stewardship
- * Financial sustainability with shared public benefit

Strategic consultants, designers, construction partners, and capital providers will be engaged in a manner consistent with City policies regarding M/WBE, SBE, and community benefits.

Team Experience & Collaboration (Part A – RFP Alignment)

The Tampa Bay Boom, Inc. has assembled a development team with demonstrated experience delivering large-scale, complex, mixed-use and sports-adjacent projects through public-private partnerships. Collectively, the team's firms have planned, designed, engineered, and constructed nationally and internationally recognized urban districts, civic facilities, stadiums, and mixed-income communities. Each partner brings a clearly defined role aligned with their core competencies, ensuring accountability, efficiency, and seamless coordination throughout all phases of development. The team has extensive experience working collaboratively with municipalities, community stakeholders, and institutional partners, and is structured to meet or exceed the City's expectations for technical capability, financial capacity, project management, and equitable delivery. Under the leadership of The Tampa Bay Boom, Inc., the team will operate through an integrated delivery framework that emphasizes transparent communication, disciplined project controls, schedule certainty, cost management, and responsiveness to City objectives—fully satisfying the intent and evaluation criteria of Part A: Development Team of the Historic Gas Plant District RFP.

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Part B – Reference Projects, Experience, and Qualifications

The Tampa Bay Boom, Inc. and its leadership team possess experience across:

- * Sports and entertainment-related development
- * Mixed-use and urban infill projects
- * Community-based economic development initiatives
- * Public-private partnerships
- * Minority business enterprise development

Our approach mirrors nationally recognized best practices for inclusive development, similar in structure and intent to precedent projects that integrate sports, housing, retail, culture, and workforce pathways into cohesive urban districts.

Part C – Financial Information

Property Acquisition, Redevelopment, and Team Ownership Framework

The Tampa Bay Boom, Inc. proposes a comprehensive acquisition and redevelopment strategy that includes: (i) purchase of the Historic Gas Plant District property, (ii) phased redevelopment of the site, and (iii) acquisition of ownership of the Tampa Bay Rays Major League Baseball franchise, all in a manner consistent with the Historic Gas Plant District RFP, the existing Use Agreement, and applicable City, County, and MLB requirements.

Rather than a long-term ground lease structure, this proposal contemplates fee-simple acquisition of the Property, subject to City approval, negotiated terms, and compliance with all applicable legal and contractual constraints. Property ownership by The Tampa Bay Boom, Inc. is intended to align long-term incentives, accelerate private investment, and ensure unified control over development, operations, and stewardship of the Historic Gas Plant District.

Integrated Redevelopment and Franchise Ownership Strategy

The Tampa Bay Boom, Inc. envisions a vertically integrated development and operations model in which real estate redevelopment, stadium-adjacent mixed-use development, and MLB franchise ownership are strategically aligned. This structure is designed to:

- * Provide long-term financial stability for Major League Baseball in St. Petersburg
- * Align team ownership incentives with community development outcomes
- * Support sustained private investment in stadium-adjacent infrastructure and mixed-use assets
- * Reduce long-term public financial exposure

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Any proposed acquisition of the Tampa Bay Rays would be pursued in coordination with Major League Baseball, the City of St. Petersburg, Pinellas County, and other required stakeholders, and would be contingent upon satisfaction of MLB ownership approval processes and regulatory requirements.

Capital Structure and Sources

The proposed acquisition and redevelopment program anticipates a multi-source capital structure, which may include:

- * Private equity investment for property acquisition and team ownership
- * Institutional and strategic investors aligned with long-term ownership
- * Conventional and structured debt financing
- * Opportunity Zone and tax-advantaged investment vehicles, where applicable
- * Public participation limited primarily to infrastructure and public-purpose improvements, subject to City approval

Detailed sources and uses, valuation assumptions, and financing structures will be developed collaboratively with the City during the negotiation and due diligence phase, consistent with the RFP's requirements for financial capacity, feasibility, and public benefit.

Public Benefit and Risk Allocation

This ownership-based structure is intended to:

- * Maximize private capital deployment
- * Ensure long-term accountability through unified ownership
- * Support durable tax base growth for the City
- * Align franchise stability with equitable redevelopment outcomes

The Tampa Bay Boom, Inc. acknowledges that any sale of the Property, air rights, or related interests prior to the expiration or amendment of the existing Use Agreement is subject to required approvals and negotiations. This proposal is submitted with full recognition of those requirements and with the intent to work collaboratively with the City and its partners to achieve a mutually beneficial outcome.

MLB Ownership & Governance Considerations (RFP Sections 4, 7, 12 & 16)

The Tampa Bay Boom, Inc. recognizes that any proposed acquisition of the Tampa Bay Rays Major League Baseball franchise is governed by existing contractual, regulatory, and league-specific requirements, including the current Use Agreement referenced in Section 4 (Tampa Bay Rays) of the Historic Gas Plant District RFP. Accordingly, this proposal advances a governance-first ownership framework designed to ensure continuity

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of Major League Baseball operations in St. Petersburg, alignment with City objectives, and full compliance with Major League Baseball ownership approval processes.

Under this framework, franchise acquisition would be pursued only upon satisfaction of: (i) Major League Baseball ownership approval, (ii) negotiated agreements with the City of St. Petersburg and Pinellas County, and (iii) confirmation that stadium operations and patron access are not materially impaired during the remaining term of the Use Agreement. The Tampa Bay Boom, Inc. does not seek to alter existing contractual protections afforded to the City or the Rays, but rather to strengthen long-term franchise stability through aligned ownership, capital investment, and district stewardship.

From a governance perspective, team ownership, real estate development, and district operations would be structured through separate but coordinated legal entities, ensuring operational transparency, financial accountability, and risk isolation. This structure is intended to protect the City's interests while enabling private capital to assume primary responsibility for execution and long-term performance, consistent with the City's stated intent for an equitable public-private collaboration under Section 7 (Intent).

City Council Risk Mitigation & Public Interest Protections

This proposal has been intentionally structured to address key considerations typically evaluated by City Council and other public decision-makers, including financial risk, operational continuity, and long-term public benefit. Specific risk-mitigation elements include:

- * **Private Capital Priority:** Property acquisition, franchise acquisition, and vertical development are led by private equity and institutional capital, limiting direct public financial exposure.
- * **Phased Approvals:** No single approval is assumed or required upfront; property acquisition, redevelopment, and franchise ownership are each subject to independent review and approval milestones.
- * **Contractual Safeguards:** Existing Use Agreement provisions, replacement parking requirements, and operational protections for the Rays remain intact unless mutually amended.
- * **Unified Accountability:** Single master developer ownership reduces fragmentation risk and enhances enforceability of community benefit, workforce, and equity commitments.
- * **Tax Base & Economic Upside:** Fee-simple ownership and mixed-use redevelopment are designed to maximize long-term ad valorem tax generation and economic activity for the City.

Collectively, these measures are intended to ensure that the City's role is that of strategic partner and regulator, not primary risk bearer, while still enabling transformational outcomes consistent with Section 16 (Selection) evaluation priorities.

THE TAMPA BAY BOOM, INC.

Financial & Governance Schematic

Ownership & Control

- The Tampa Bay Boom, Inc. – Holding company and master developer
- Separate subsidiary entities for:
 - Real estate acquisition & mixed-use development
 - Stadium-adjacent infrastructure and operations
 - MLB franchise ownership (subject to MLB approval)

Capital Stack

- Private equity (lead capital source)
- Strategic & institutional investors
- Conventional and structured debt
- Opportunity Zone and tax-advantaged capital (where applicable)
- Limited public participation focused on infrastructure and public-purpose improvements

Financial & Advisory Platforms

- Bank of America – Commercial real estate finance, construction lending, capital markets, and sports franchise advisory
- Goldman Sachs – Equity and debt structuring, real estate investment platforms, and institutional capital advisory
- J.P. Morgan Chase – Real estate banking, construction and permanent financing, treasury, and strategic advisory

City Interface

- Property purchase agreement or disposition instrument
- Development agreement outlining phasing, performance benchmarks, and community benefits
- Ongoing compliance with Community Benefits Agreement, M/WBE, and workforce requirements

Governance & Oversight

- Independent project controls and reporting
- Clear separation of team operations and real estate risk
- Regular coordination with City staff and elected leadership

This structure directly supports the evaluation criteria set forth in Section 12 (Proposal Requirements) by demonstrating financial capacity, organizational readiness, and a clear implementation strategy.

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Part D – Narrative Response

Vision and Concept

The proposed development envisions the Historic Gas Plant District as a connected, inclusive, mixed-use urban village that serves as a bridge between downtown St. Petersburg, south St. Petersburg neighborhoods, and the Stadium Property.

Key components include:

- * Mixed-income residential development with a substantial affordable and workforce housing component
- * Neighborhood-serving retail and small business spaces
- * Cultural, arts, and heritage-focused programming
- * Workforce training, education, and innovation spaces
- * Public open space, green infrastructure, and community gathering areas

Honoring History and Advancing Equity

The Tampa Bay Boom, Inc. is committed to honoring the legacy of the original Gas Plant community through:

- * Interpretive historical elements and public art
- * Partnerships with local cultural institutions
- * Economic inclusion strategies that prioritize displaced and descendant communities
- * Minority business participation goals that exceed minimum thresholds

Workforce and Economic Development

Our proposal includes:

- * Construction and permanent job creation pipelines
- * Partnerships with local workforce organizations
- * Apprenticeships, internships, and youth mentorship programs
- * Living wage commitments and career advancement pathways

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Part E – Depiction of the Development

Conceptual site plans and illustrative depictions will emphasize:

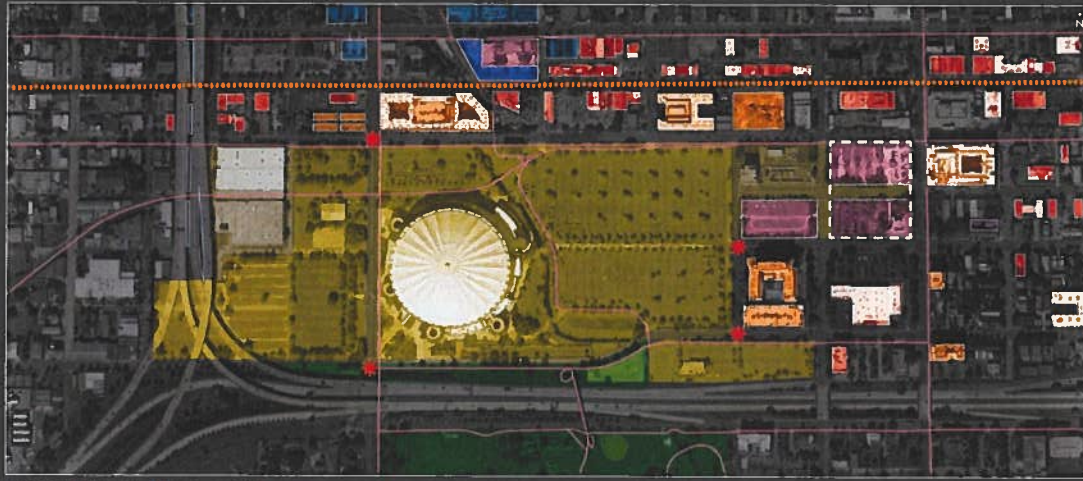
- * Human-scale urban design
- * Active street frontages
- * Integrated transit, pedestrian, and bicycle connectivity
- * Central green spaces and public plazas
- * Sustainable and resilient building practices

Detailed depictions will be refined in collaboration with City staff and community stakeholders.

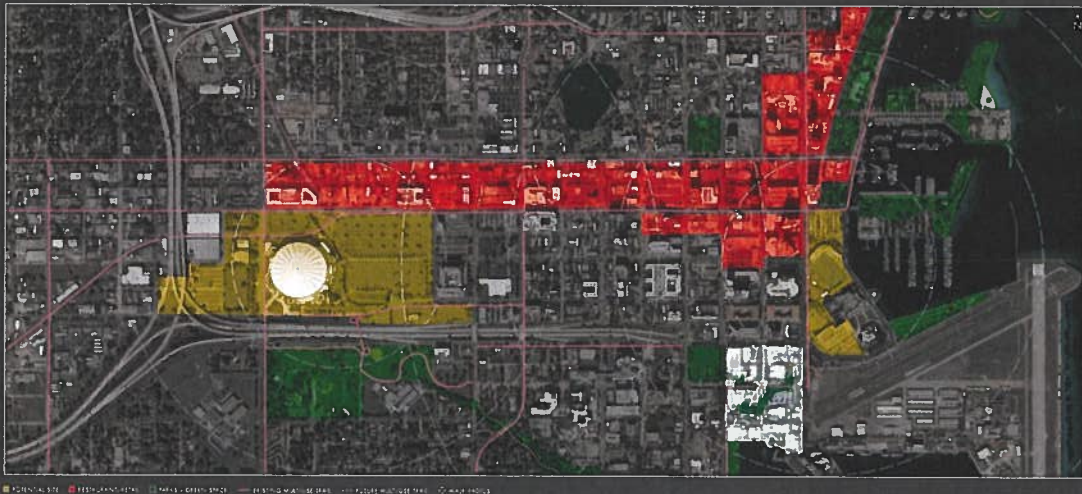


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Site Analysis TROPICANA SITE CONTEXT



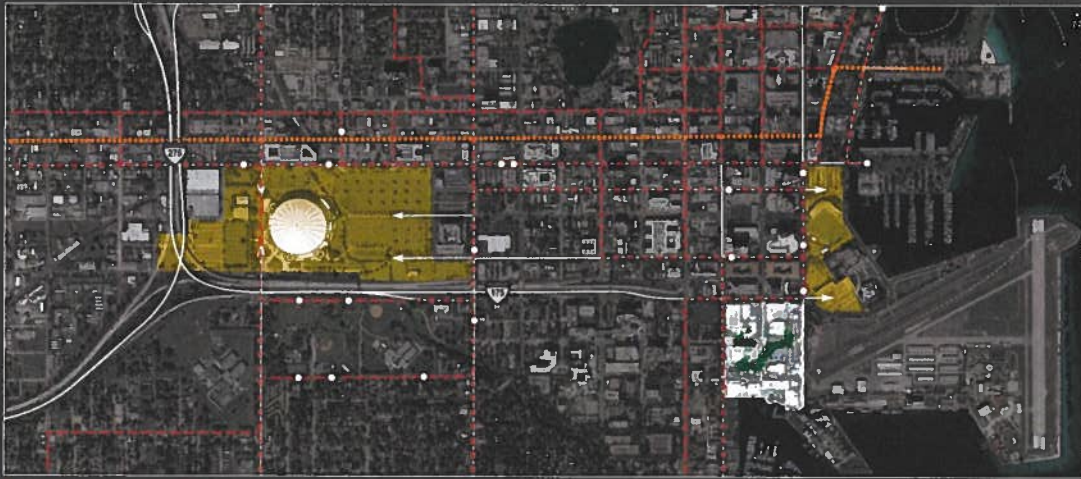
Corridors PEDESTRIAN FRIENDLY



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Support VEHICULAR + MASS TRANSIT

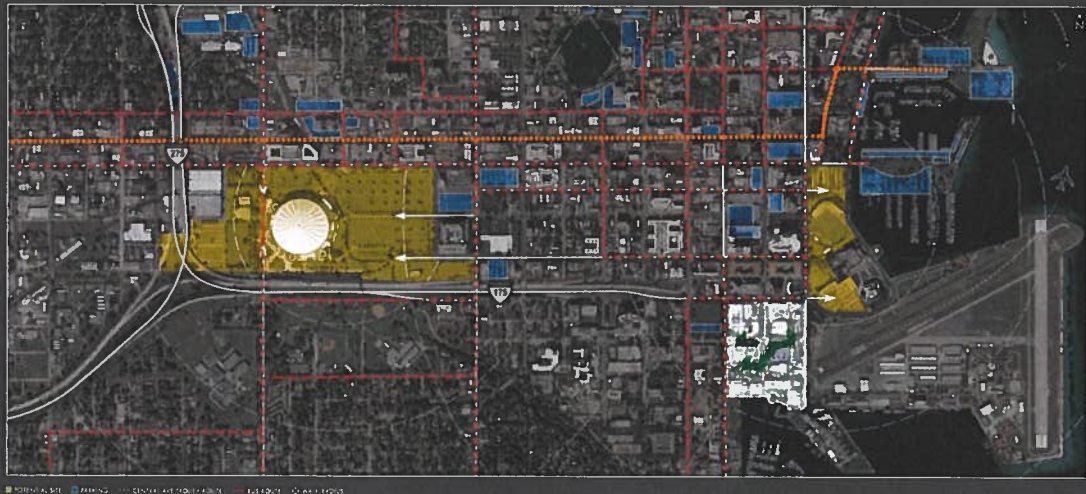
lor
hrk



Existing Facilities SUPPORT PARKING

Public Use On-Site Total
14,590 + 6,675 = 21,265

lor
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Tropicana Site

TRAINING FACILITY + BALLPARK DISTRICT

Northeast Aerial View



Tropicana Site

ARENA + BALLPARK DISTRICT

Northeast Aerial View



THE TAMPA BAY BOOM, INC.

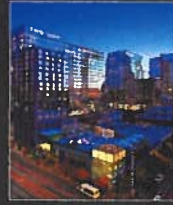
Tropicana Site

GREEN CORRIDOR + PEDESTRIAN AMENITIES



■ TROPICANA SITE ■ (EXISTING/PROPOSED TRAILS)

PRECEDENT IMAGERY



1. Office + Residential Towers



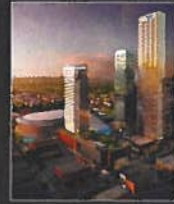
2. Common Park Space



3. Rejuvenated Bayshore Creek



4. Year-round Active Storefront



5. Office + Hotel Towers

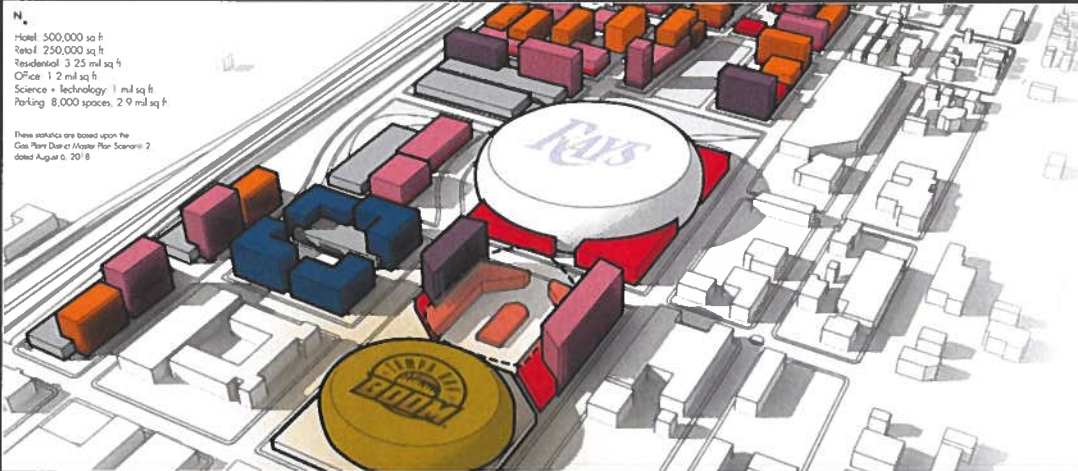


6. Covered Event Plaza

*Precedent images shown here are not intended to replicate or imitate any specific project, but rather to illustrate the types of uses and amenities that are being considered for the Tropicana Site.

Tropicana Site

PROGRAM + USES



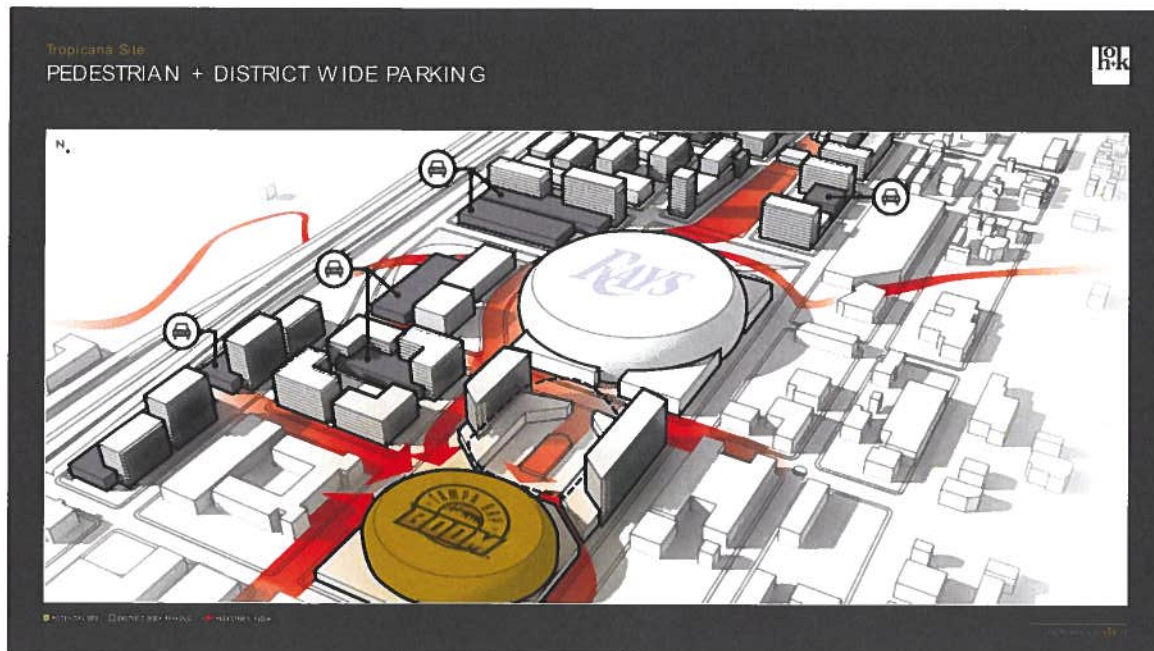
■ OFFICE ■ RETAIL ■ RESIDENTIAL ■ HOTEL ■ ADJACENT + SCHOOL

Hotel: 500,000 sq ft
Retail: 250,000 sq ft
Residential: 3.25 mil sq ft
Office: 1.2 mil sq ft
Science + Technology: 1 mil sq ft
Parking: 8,000 spaces, 2.9 mil sq ft

These statistics are based upon the
Gas Plant District Master Plan Scenario 2
dated August 6, 2018.

TROPICANA SITE 11.12.18

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Tropicana Field Renovations



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Historic Gas Plant District with St. Pete Convention Center

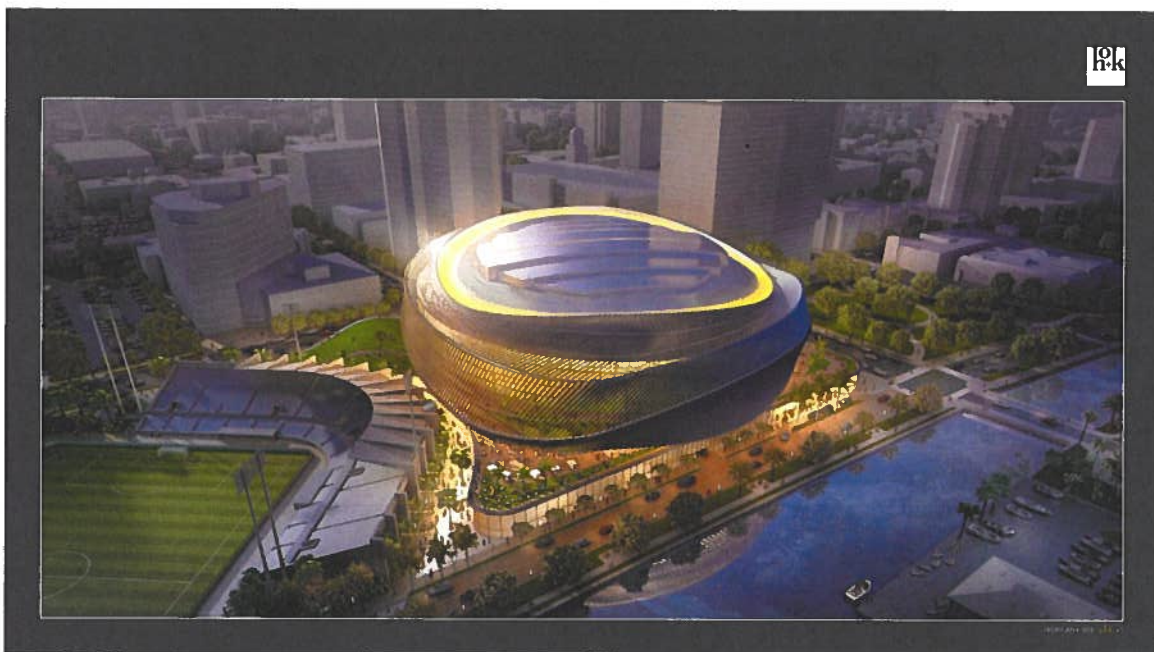


Historic Gas Plant District without stadium

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Bayfront Tropicana Field



Tampa Bay Arena

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Part F – Timing of Development and Phasing

Development is anticipated to occur in multiple, carefully sequenced phases, allowing for:

- * Alignment with stadium operations and timelines
- * Early delivery of community benefits
- * Market-responsive buildout
- * Ongoing community engagement

A preliminary phasing plan includes:

1. Infrastructure and site preparation
2. Initial mixed-income residential and neighborhood retail
3. Cultural, innovation, and employment uses
4. Full buildout and long-term operations

Part G – Other Considerations

Sustainability and Smart City Integration

The Tampa Bay Boom, Inc. will integrate:

- * Energy-efficient and high-performance building systems
- * Green storm water and waste management infrastructure
- * Smart mobility and digital connectivity
- * Climate resilience strategies

Community Benefits Agreement

We acknowledge and support the City's Community Benefits Agreement Program and are prepared to negotiate binding commitments related to:

- * Affordable housing
- * Workforce development
- * Small and minority business participation
- * Community-serving amenities

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Part H - Proposal Form

EXHIBIT "D"

PROPOSAL FORM

REQUEST FOR PROPOSAL
FOR THE PURCHASE & DEVELOPMENT OF
THE HISTORIC GAS PLANT SITE
ST. PETERSBURG, FLORIDA, 33701

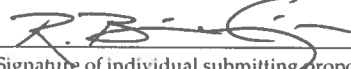
Issue Date

August 26, 2022

The undersigned certifies that the enclosed proposal is being submitted and is subject to the terms and conditions as outlined in the Request for Proposal as issued by the City of St. Petersburg on August 26, 2022.

The Tampa Bay Boom, Inc.

Name of Company/Organization



Signature of individual submitting proposal
for above Company/Organization

R. Brian Ligon

Printed name of individual

1-30-2026

Date

R. Brian Ligon

Proposal Contact Person

TampaBayBoom@gmail.com

Contact Person E-mail address

727-510-5294

Contact Person Phone

THE TAMPA BAY BOOM, INC.

Why This Team Wins

This proposal distinguishes itself by combining visionary scope with disciplined execution. The Tampa Bay Boom, Inc. offers the City a single, accountable master developer supported by globally recognized firms with proven experience in sports-anchored mixed-use districts. The proposal exceeds baseline RFP requirements by:

- * Aligning land ownership, district development, and franchise stability
- * Prioritizing private capital and limiting public financial exposure
- * Delivering enforceable equity, workforce, and community benefit outcomes
- * Demonstrating organizational readiness and governance sophistication

The result is a low-risk, high-impact partnership that advances the City's stated intent for equitable redevelopment while positioning St. Petersburg as a national model for inclusive, sports-led urban revitalization.

Conclusion

The Tampa Bay Boom, Inc. respectfully submits this proposal as a bold, responsible, and transformational pathway for the redevelopment of the Historic Gas Plant District. We are prepared to partner with the City of St. Petersburg to deliver enduring economic, cultural, and civic value through disciplined execution, private capital leadership, and unwavering commitment to equity and community benefit.

Submitted by:

The Tampa Bay Boom, Inc.

Dr. R. Brian Ligon

Owner, President & Chief Executive Officer

Dr. R. Brian Ligon

Owner, President, Chief Executive Officer

The Tampa Bay Boom, Inc.

Phone: 727-510-5294

Email: TampaBayBoom@gmail.com



The Tampa Bay region is a beautiful and diverse community, rich in culture, the arts, sports, and entertainment. The region is the proud home to every sports league except one – until now. Professional basketball, meet Tampa Bay.

With the addition of the NBA Tampa Bay Boom, the WNBA Tampa Bay Angels, and the NBA G League Tampa Bay Palms, the St. Petersburg community will be energized and enlivened. The NBA, WNBA and NBA G League will experience valuable growth in the region. The teams, the design, construction, and operations efforts to support them will generate valuable jobs, ample economic growth, continued real estate development opportunities, while simultaneously allowing the community to enjoy one of America's favorite pastimes. Help us build a legacy and make St. Petersburg, Florida the new home for the Tampa Bay Boom, Tampa Bay Angels, and Tampa Bay Palms!



1

VENUE COMPARISON

7

DISTRICT COMPARISON

13

TROPICANA SITE

33

WATERFRONT SITE



The Tampa Bay Boom are an American professional basketball team based in St. Petersburg, Florida. The Boom compete in the Southeast Division of the Eastern Conference of the National Basketball Association.



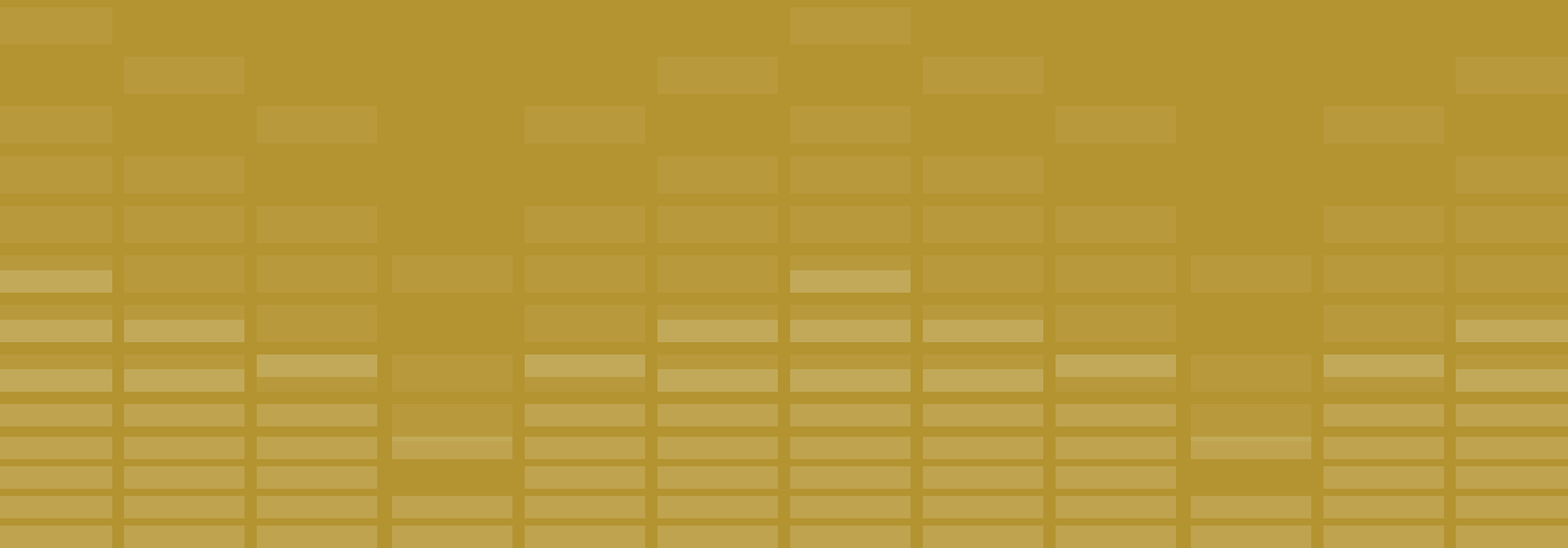
The Tampa Bay Angels are an American professional basketball team based in St. Petersburg, Florida. The Angels compete in the Eastern Conference of the Women's National Basketball Association.



The Tampa Bay Palms are an American professional basketball team based in St. Petersburg, Florida. The Palms compete in the National Basketball Association G League as an affiliate of the Tampa Bay Boom of the National Basketball Association.

VENUE

comparison





The NBA currently has 30 teams.



NBA

CAPACITY ARENA OVERVIEW



TEAM	ARENA	CAPACITY
Chicago Bulls	United Center	20,917
Cleveland Cavaliers	Quicken Loans Arena	20,562
Detroit Pistons	Little Caesars Arena	20,491
Philadelphia 76ers	Wells Fargo Center	20,328
Washington Wizards	Capital One Arena	20,308
Portland Trailblazers	Moda Center	19,980
Toronto Raptors	Scotiabank Arena	19,800
Miami Heat	American Airlines Arena	19,600
Minnesota Timberwolves	Target Center	19,356
Dallas Mavericks	American Airlines Center	19,200
Denver Nuggets	Pepsi Center	19,155
Charlotte Hornets	Spectrum Center	19,077
LA Clippers / Los Angeles Lakers	Staples Center	19,060
New York Knicks	Madison Square Garden	19,033
Orlando Magic	Amway Center	18,846
San Antonio Spurs	AT&T Center	18,581
Phoenix Suns	Talking Stick Resort Arena	18,422
Boston Celtics	TD Garden	18,400
Utah Jazz	Vivint Smart Home Arena	18,300
Oklahoma City Thunder	Cheasapeake Energy Arena	18,203
Indiana Pacers	Bankers Life Fieldhouse	18,165
Memphis Grizzlies	FedEx Forum	18,119
Atlanta Hawks	State Farm Arena	18,118
Golden State Warriors	Chase Center	18,064
Houston Rockets	Toyota Center	18,023
Brooklyn Nets	Barclays Center	17,732
Milwaukee Bucks	Wisconsin Entertainment & Sports Center	17,500
Sacramento Kings	Golden 1 Center	17,500
Tampa Bay Boom	Tampa Bay Arena	17,250
New Orleans Pelicans	Smoothie King Center	17,003
AVERAGE		19,364

NBA

4 YEAR ATTENDANCE



Team	Arena	2014	2015	2016	2017	Average
Chicago Bulls	United Center	21,876	21,343	21,820	21,680	21680
Dallas Mavericks	American Airlines Center	20,036	20,187	20,143	19,789	20039
Miami Heat	American Airlines Arena	19,982	19,712	19,740	19,643	19769
New York Knicks	Madison Square Garden	19,033	19,812	19,812	19,774	19608
Portland Trailblazers	Moda Center	19,829	19,554	19,367	19,317	19517
Golden State Warriors	Chase Center	19,373	19,596	19,596	19,596	19540
LA Clippers	Staples Center	19,226	19,168	19,192	19,088	19169
Toronto Raptors	Scotiabank Arena	18,144	19,751	19,825	19,830	19388
Cleveland Cavaliers	Quicken Loans Arena	16,192	20,562	20,562	20,562	19470
Utah Jazz	Vivint Smart Home Arena	18,680	18,830	19,304	19,673	19122
Los Angeles Lakers	Staples Center	18,997	18,737	18,997	18,949	18920
San Antonio Spurs	AT&T Center	18,431	18,606	18,449	18,423	18477
Boston Celtics	TD Garden	18,624	17,593	18,270	18,553	18260
Oklahoma City Thunder	Cheasapeake Energy Arena	18,203	18,203	18,203	18,203	18203
Houston Rockets	Toyota Center	16,672	18,229	17,981	16,973	17464
Washington Wizards	Capital One Arena	16,343	18,238	17,693	17,002	17319
Tampa Bay Boom	Tampa Bay Arena					17,250
Orlando Magic	Amway Center	17,595	16,785	17,543	17,753	17419
Memphis Grizzlies	FedEx Forum	16,624	17,329	16,697	16,519	16792
Indiana Pacers	Bankers Life Fieldhouse	15,269	16,864	16,847	16,697	16419
Charlotte Hornets	Spectrum Center	15,324	17,192	17,485	17,332	16833
Phoenix Suns	Talking Stick Resort Arena	15,436	16,923	17,107	17,283	16687
Brooklyn Nets	Barclays Center	17,187	17,037	15,125	15,429	16195
Sacramento Kings	Golden 1 Center	13,749	16,586	17,256	17,608	16300
New Orleans Pelicans	Smoothie King Center	13,803	16,677	16,793	16,173	15862
Atlanta Hawks	State Farm Arena	15,125	17,412	16,832	15,958	16332
Denver Nuggets	Pepsi Center	17,819	14,700	14,095	14,770	15346
Detroit Pistons	Little Caesars Arena	14,782	15,266	16,515	15,979	15636
Philadelphia 76ers	Wells Fargo Center	16,717	13,940	14,881	17,330	15717
Milwaukee Bucks	Wisconsin Entertainment & Sports Center	15,035	14,907	15,166	15,828	15234
Minnesota Timberwolves	Target Center	16,340	14,528	14,175	14,809	14963



The WNBA currently has 13 teams.



DISTRICT

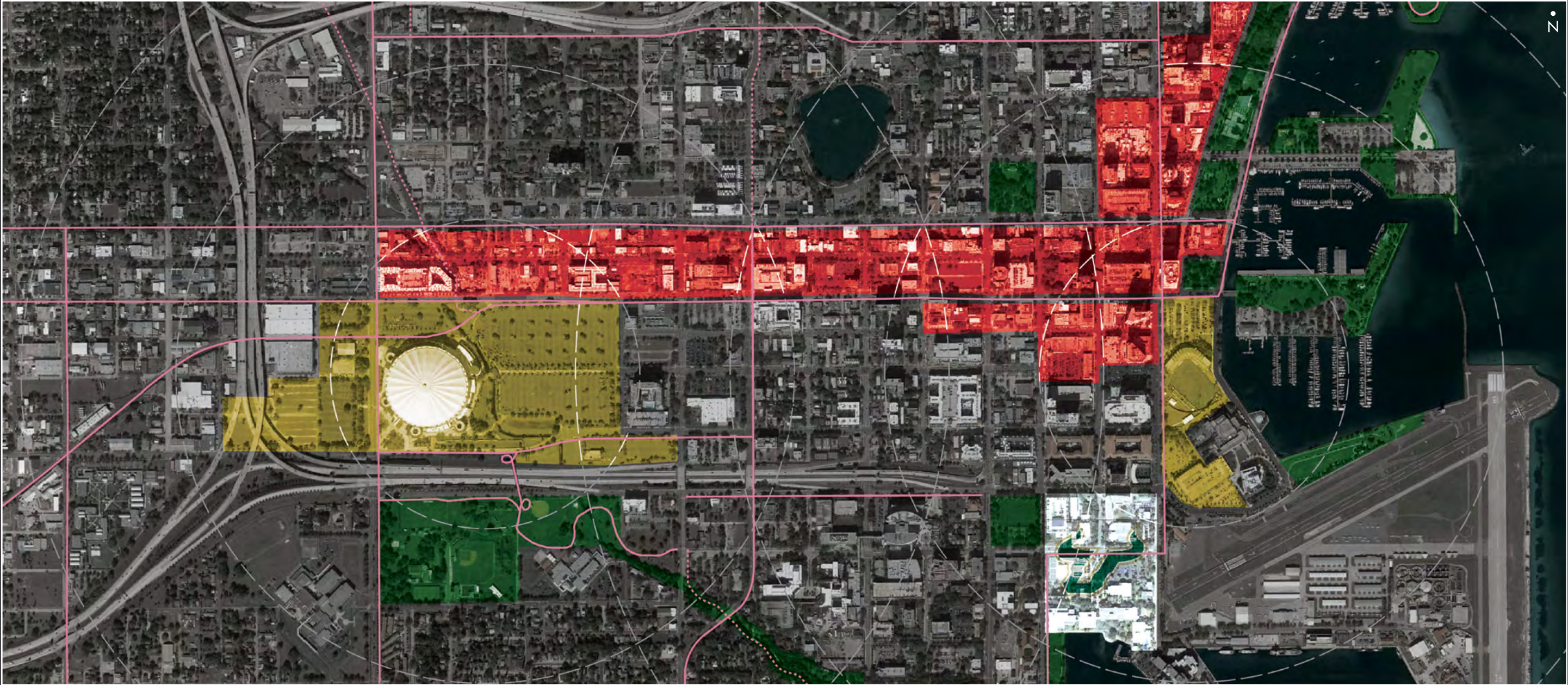
comparison

Greater
DOWNTOWN DISTRICTS



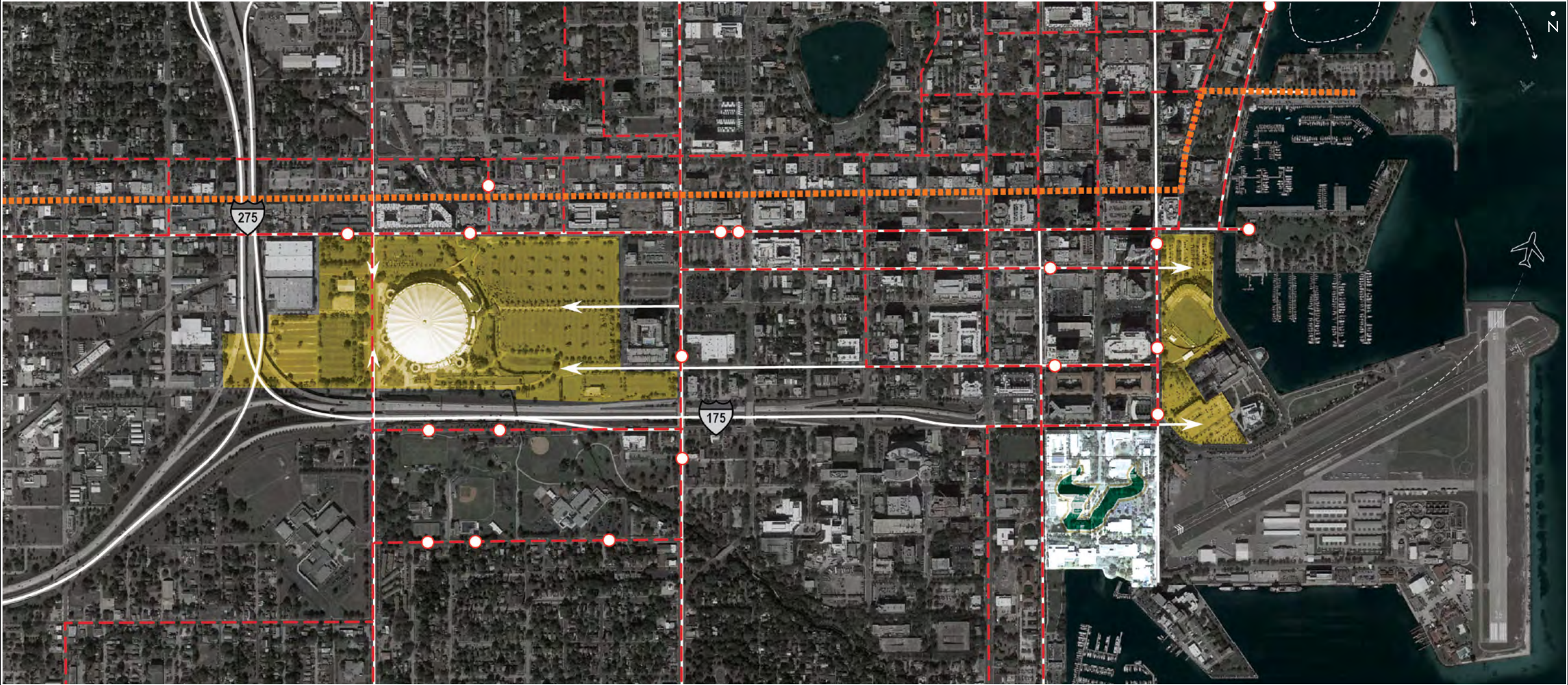
■ POTENTIAL SITE

Corridors
PEDESTRIAN FRIENDLY



POTENTIAL SITE RESTAURANT/RETAIL PARKS + GREEN SPACE EXISTING MULTI-USE TRAIL FUTURE MULTI-USE TRAIL WALK RADIUS

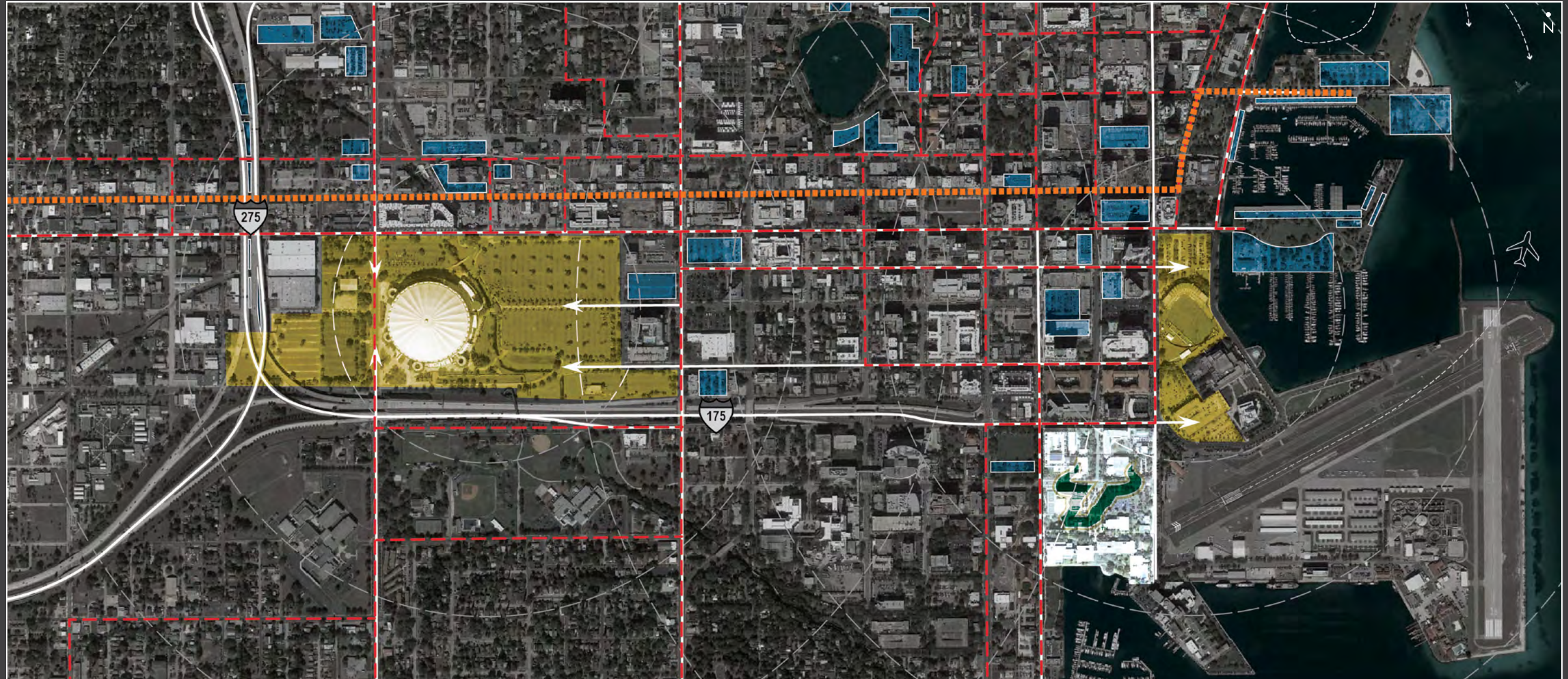
Support
VEHICULAR + MASS TRANSIT



■ POTENTIAL SITE - - - CENTRAL AVE TROLLEY ROUTE - - - BUS ROUTE — HIGHWAY / ROAD ACCESS

SUPPORT PARKING

Public Lot On-Street Total
14,590 + 6,675 = 21,265



TROPICANA

site

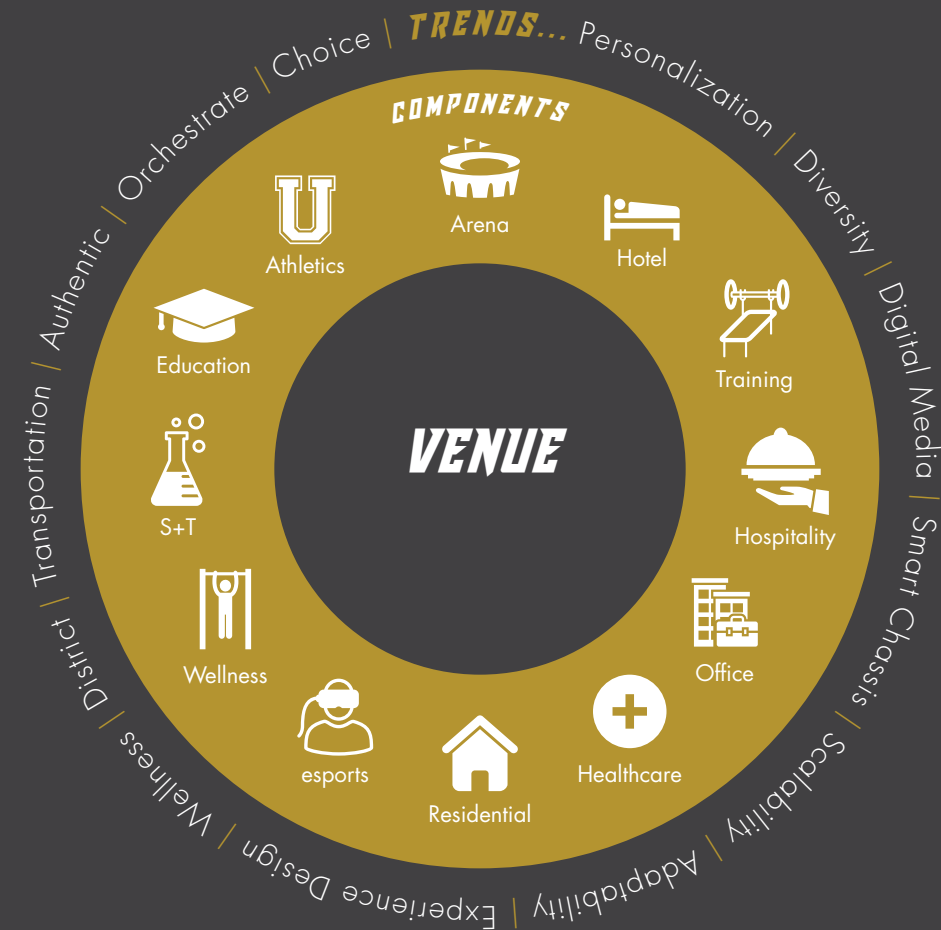
The Tropicana site comprises contiguous tracts of land within walking distance to the St. Petersburg urban core. The approximately 86-acre site currently serves as home to the Tampa Bay Rays baseball team in addition to numerous small events. As venue trends have evolved over several decades, so has the robust nature of their surrounding developments. The Tropicana site provides the opportunity to leverage the relocation of Tropicana Field with the addition of a new arena and entertainment district. This district will augment surrounding assets while creating a reimagined destination for the greater St. Petersburg area. The vastness of land allows for the establishment of neighborhoods inside the district that can inspire growth and prosperity within the local economy. The realization of the entertainment district will take a site that is currently active only during event times and turn it into a thriving year-round destination.

TROPICANA SITE CONTEXT



MIXED-USE DISTRICTS

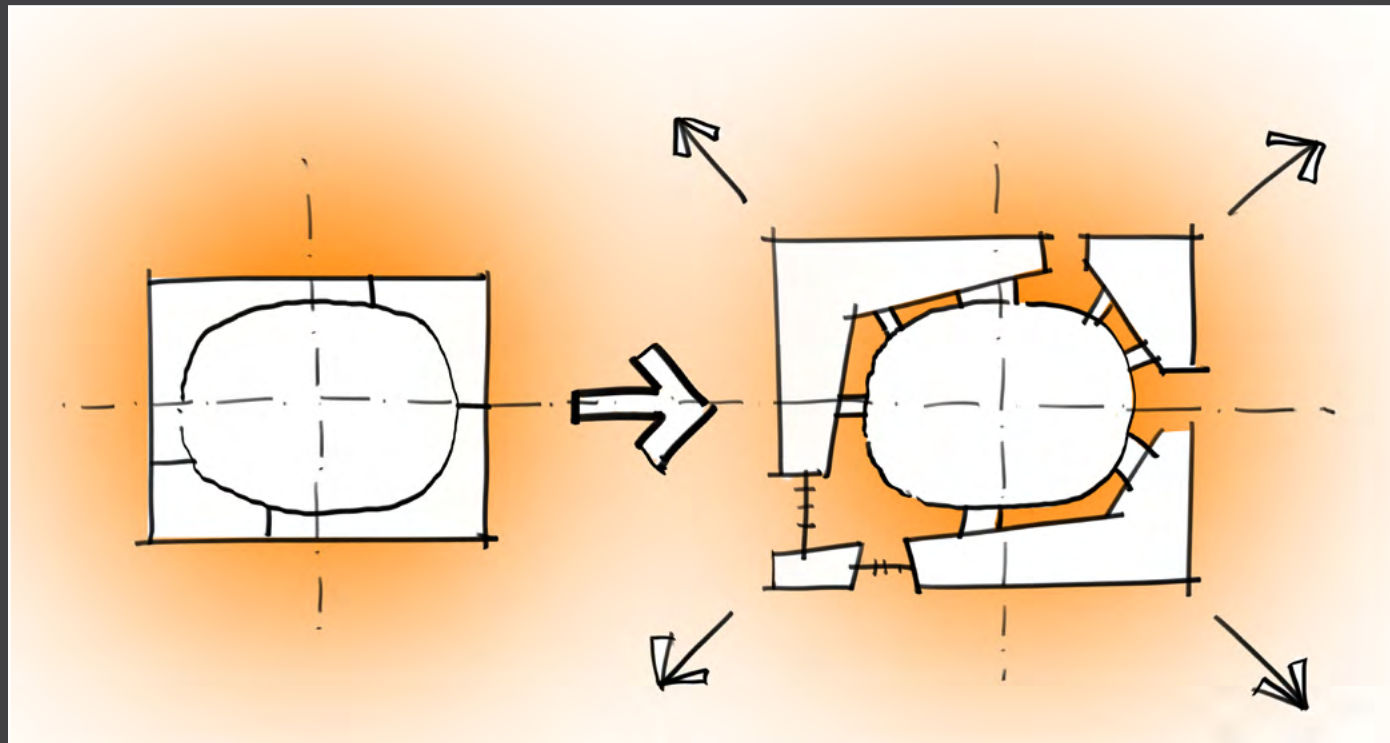
Districts catalyzed by sports and entertainment venues strive to create the necessary synergy between the event and surrounding activity to promote attendance and patronage to all uses. As described to the right, venues and districts are enriched by a diversified set of uses, and the Tropicana site is uniquely positioned to capitalize on this district scale. Blurring the line between venue and district both functionally and experientially can enhance traditionally separate uses.



THE DISTRICT DETROIT

Detroit, Michigan

- Active concourses year-round
- Restaurants activate the concourse and street at non-event time

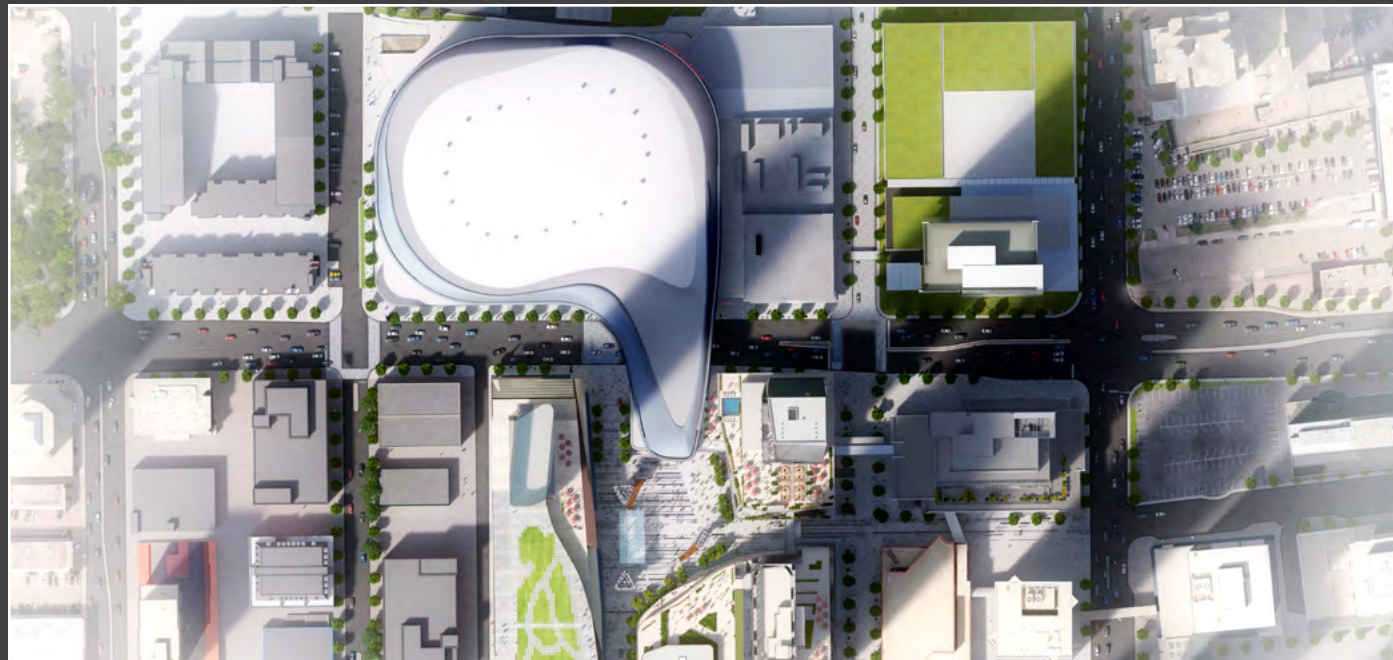


ICE

DISTRICT™

Edmonton, Canada

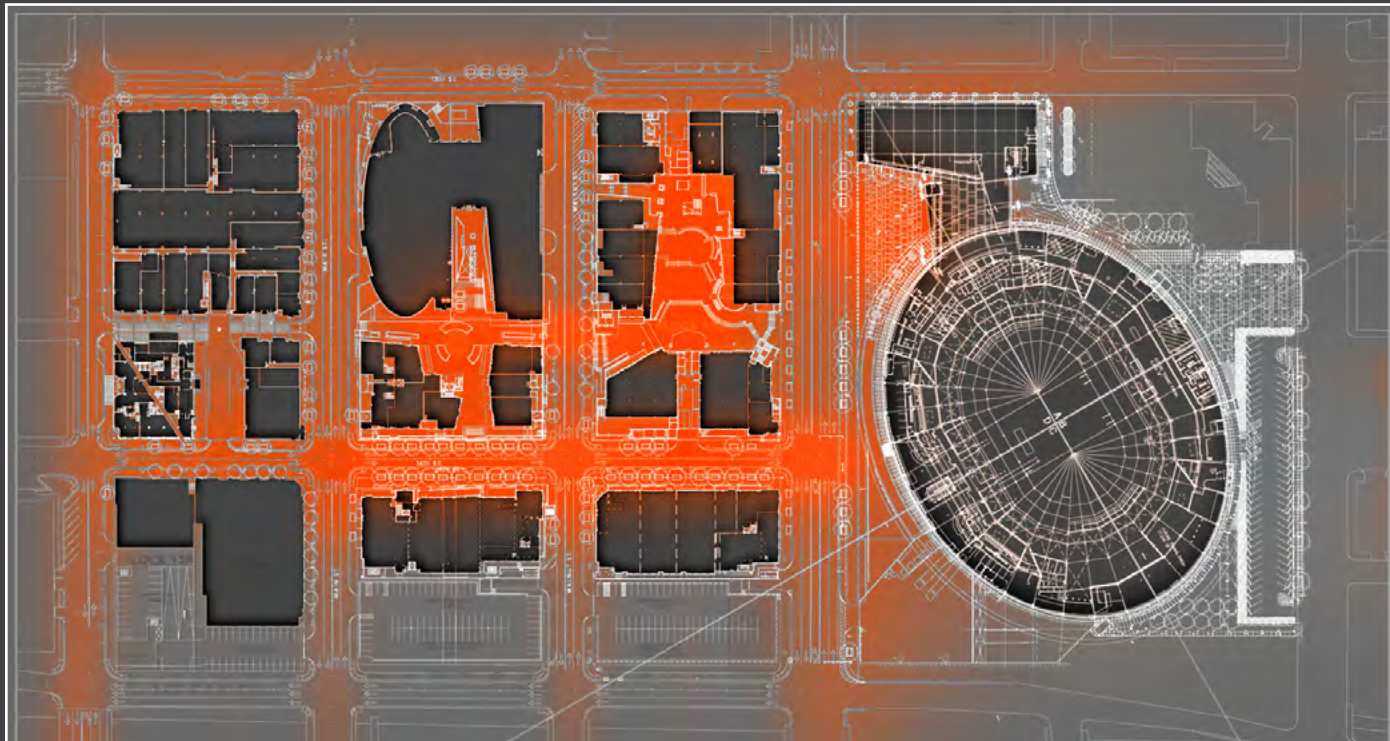
- Plaza space is an extension of the venue and programmed for events year-round
- Interior grand lobbies act as iconic multi-function space and connectivity



KANSAS CITY POWER & LIGHT DISTRICT

Kansas City, Missouri

- Designing the venue and district together encourages people to come early and stay late



Tropicana Site

TRAINING FACILITY + BALLPARK DISTRICT

Northeast Aerial View



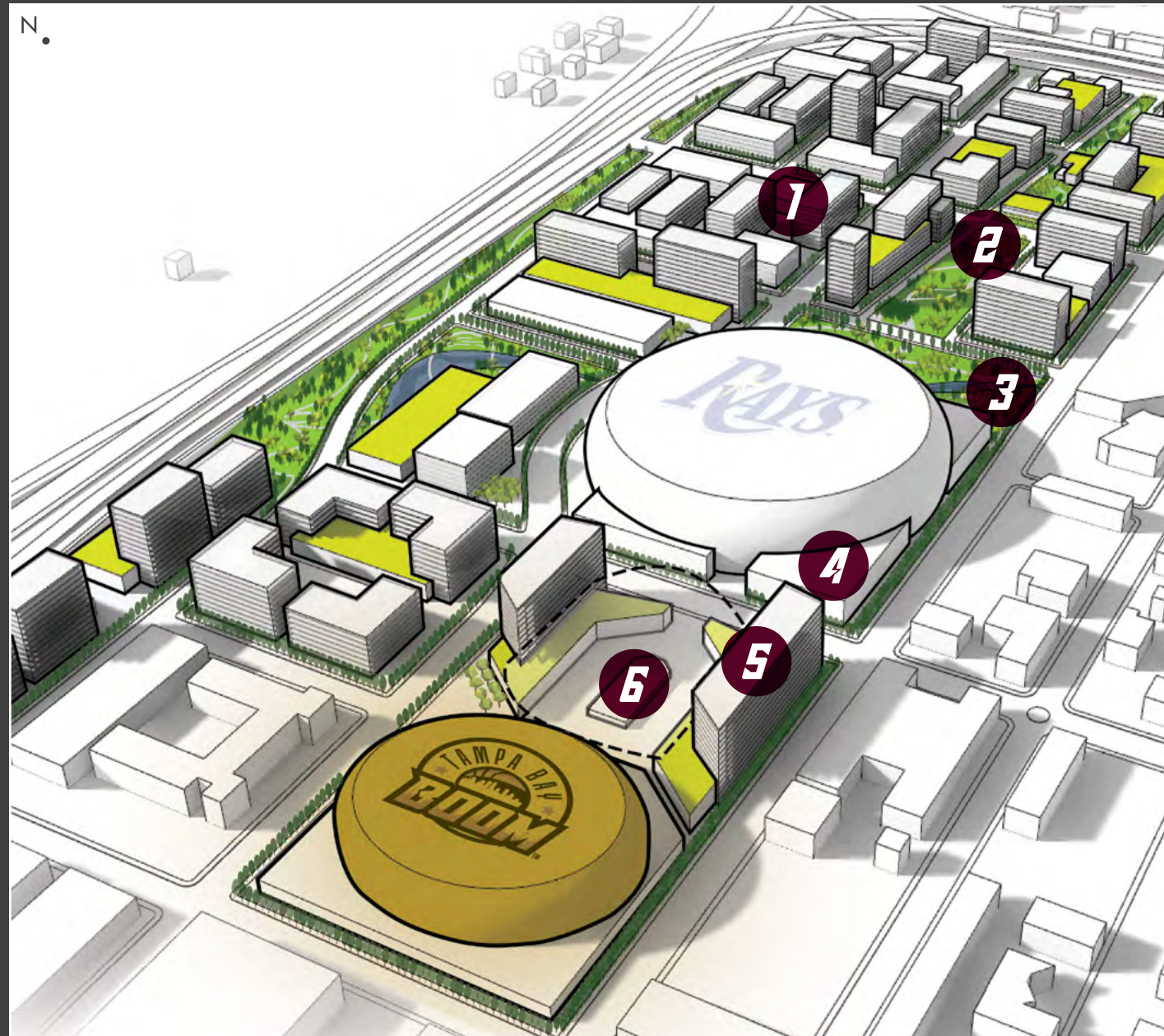
•
N

Tropicana Site

ARENA + BALLPARK DISTRICT

Northeast Aerial View





PRECEDENT IMAGERY



1.* Office + Residential Towers



2.* Common Park Space



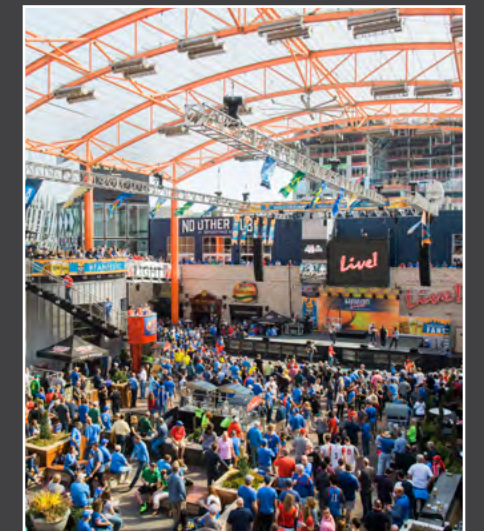
3.* Rejuvenated Booker Creek



4. Year-round Active Storefront



5. Office + Hotel Towers



6. Covered Event Plaza

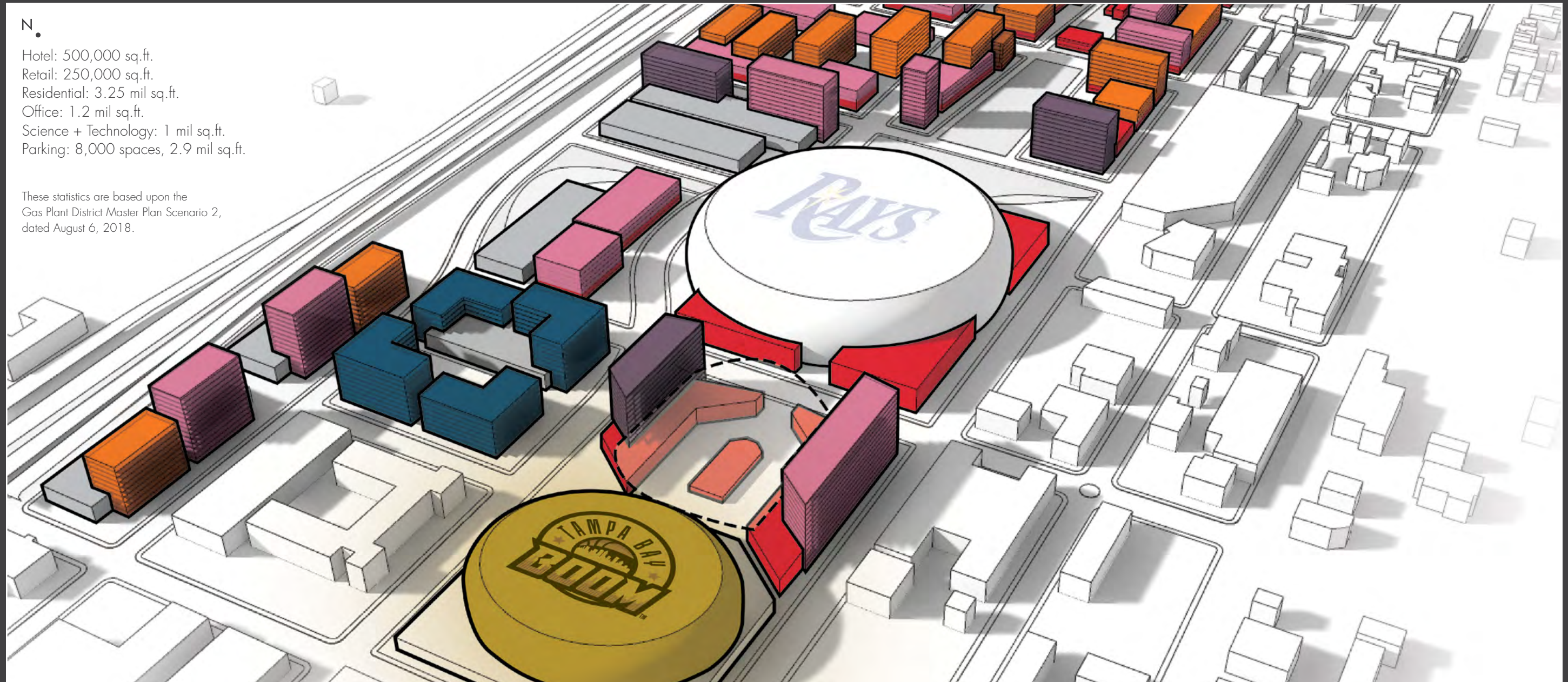
Tropicana Site PROGRAM + USES

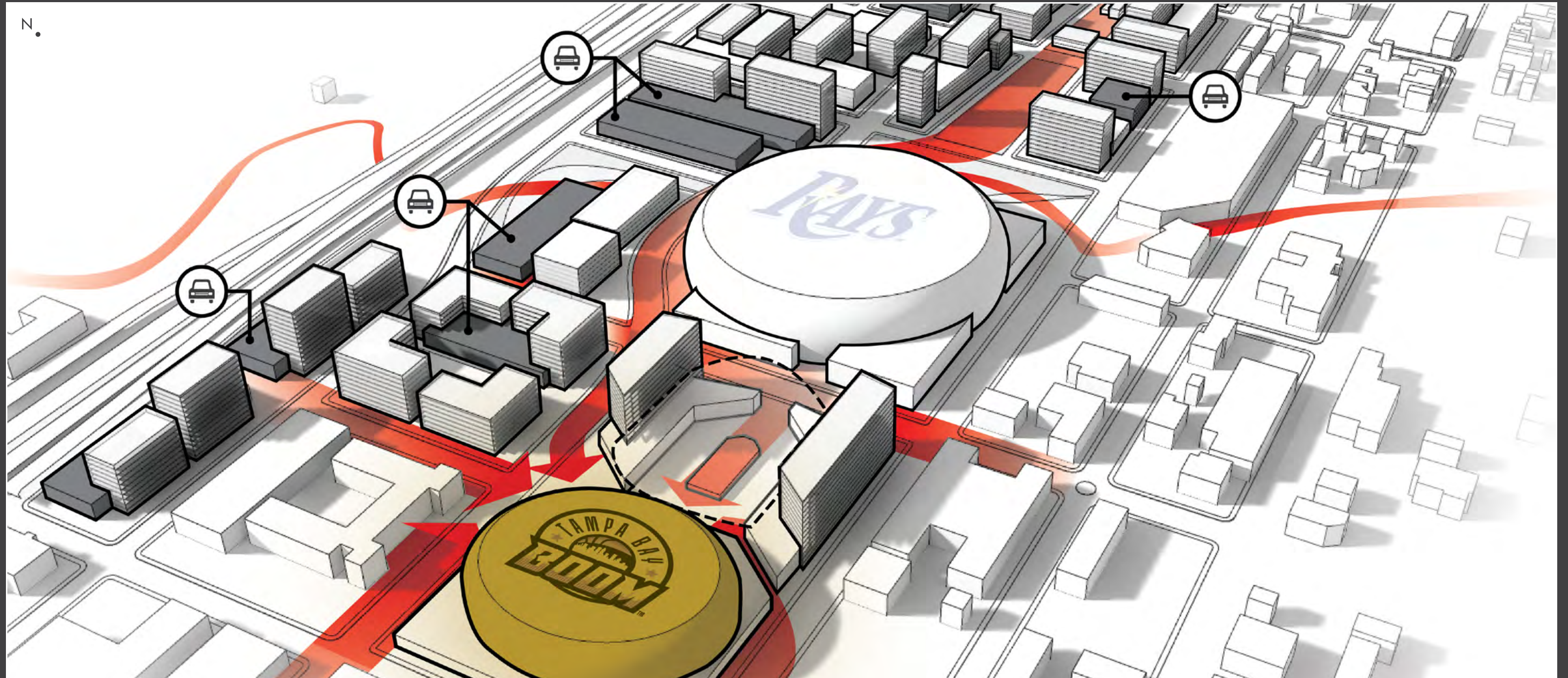


N.

Hotel: 500,000 sq.ft.
Retail: 250,000 sq.ft.
Residential: 3.25 mil sq.ft.
Office: 1.2 mil sq.ft.
Science + Technology: 1 mil sq.ft.
Parking: 8,000 spaces, 2.9 mil sq.ft.

These statistics are based upon the
Gas Plant District Master Plan Scenario 2,
dated August 6, 2018.

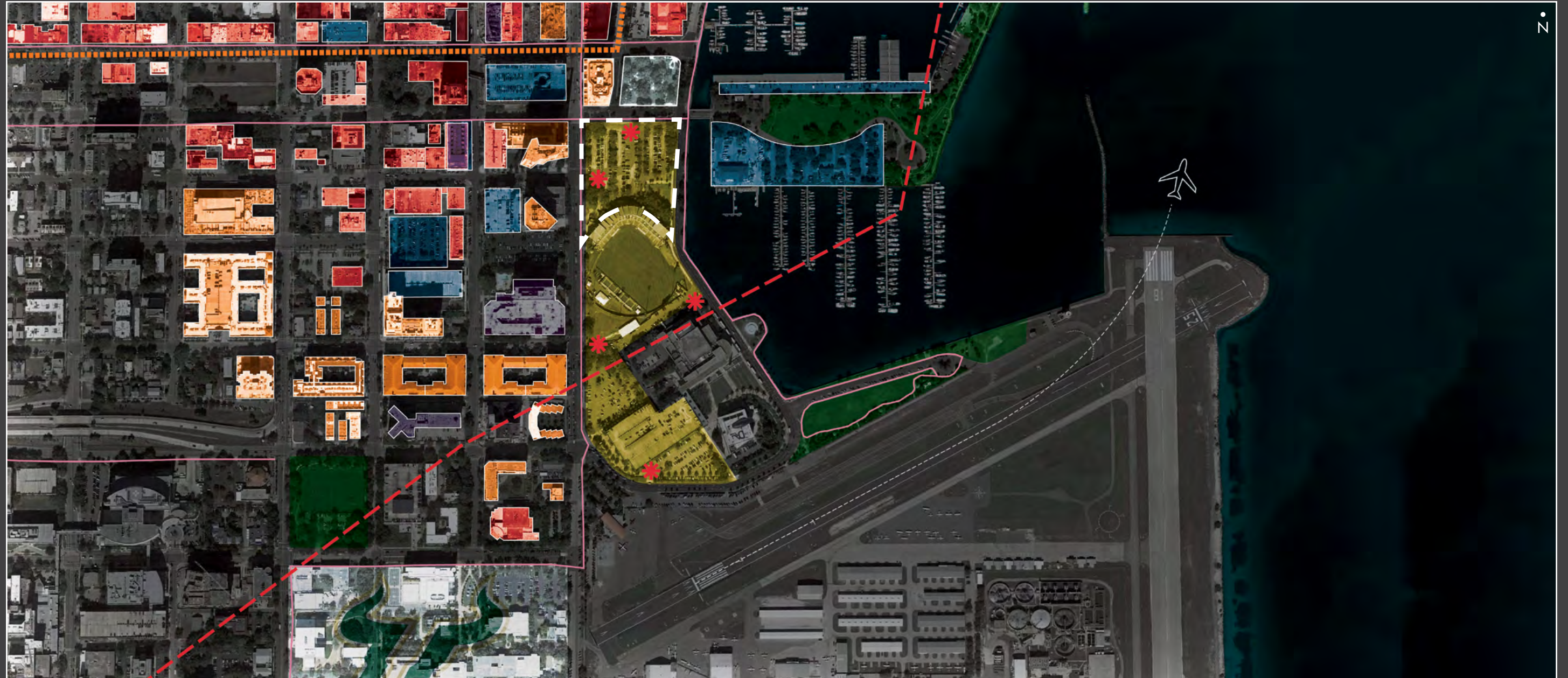




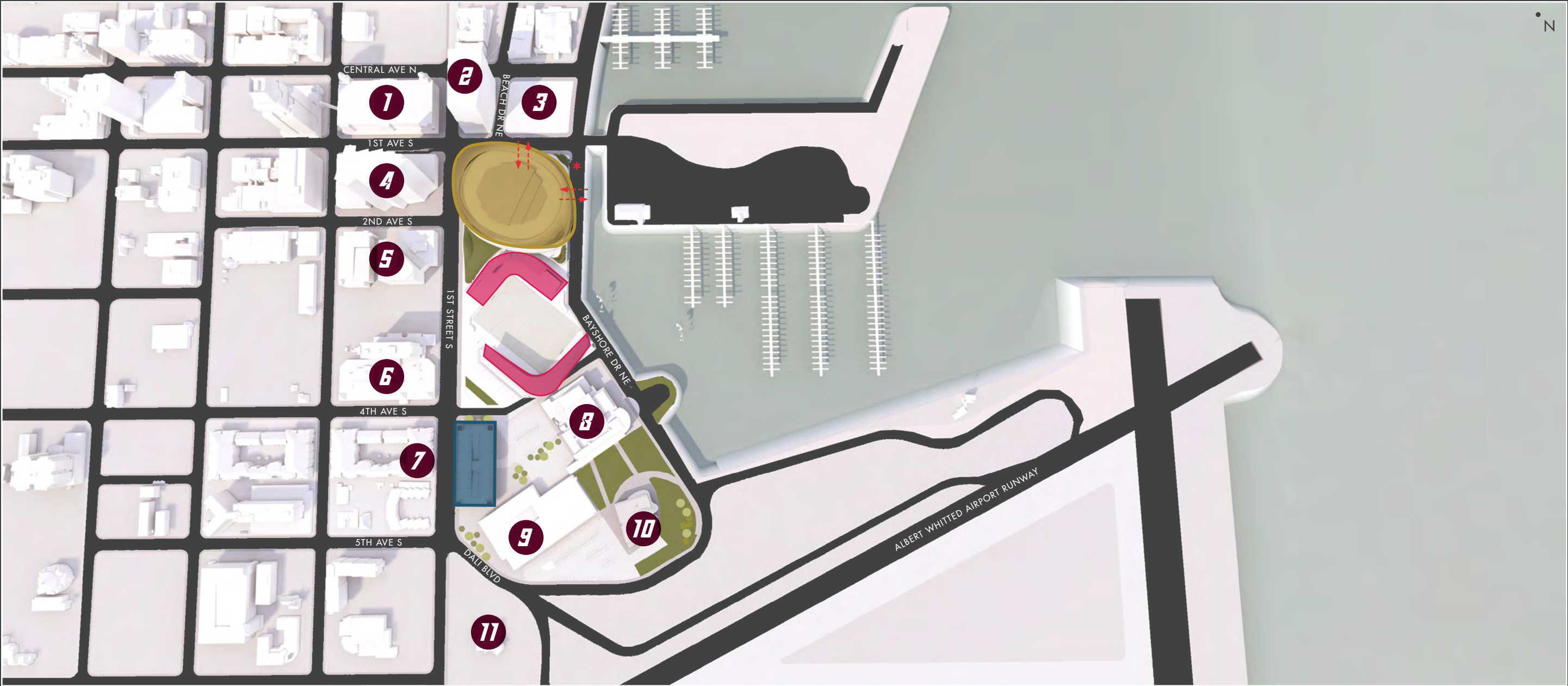
WATERFRONT

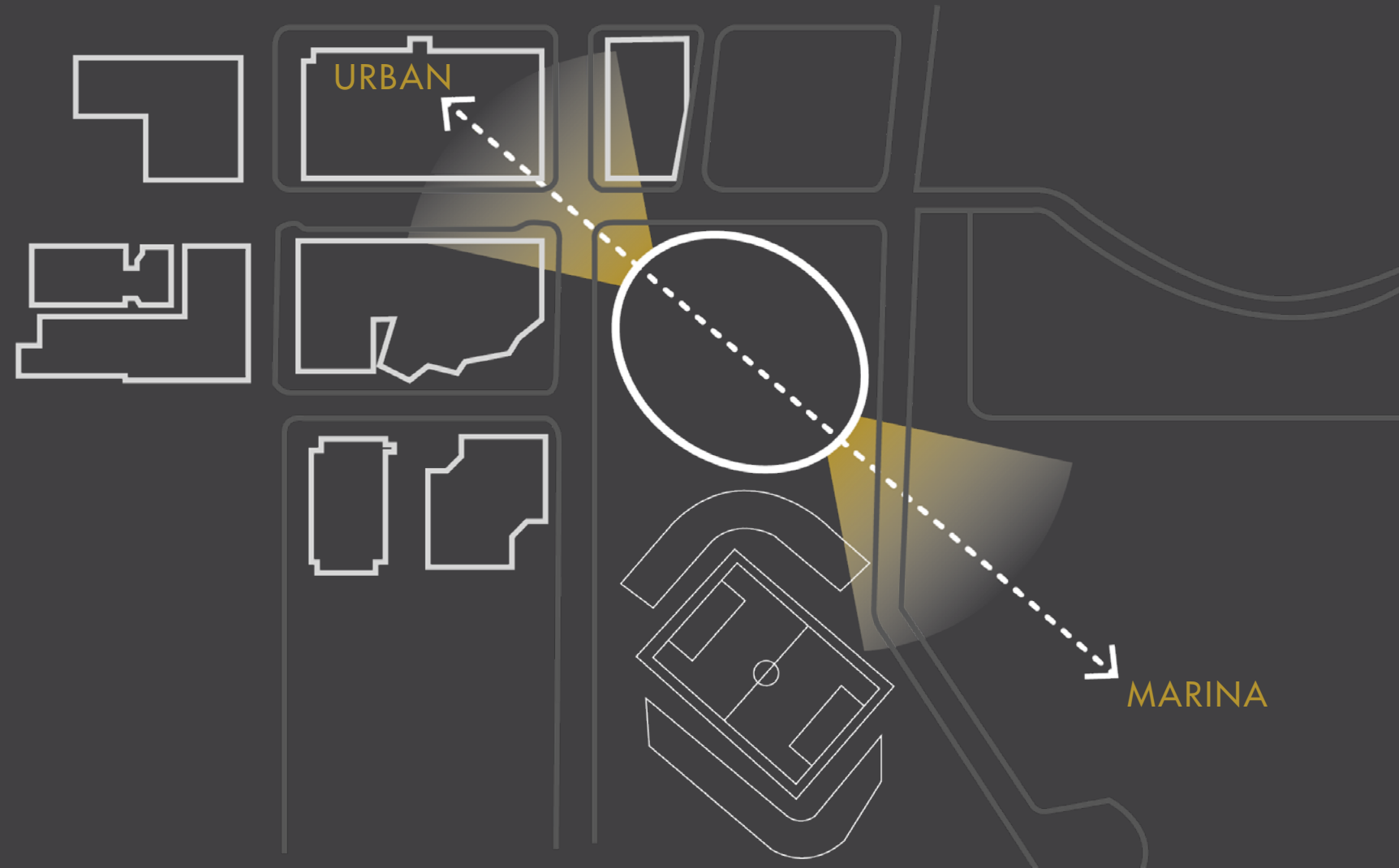
site

A proposed venue on the site next to Bayshore Drive presents an immense opportunity to create a bolstering civic and cultural hub overlooking the bay. The site is surrounded by existing assets including hotels, parks, trails, and existing venues such as Al Lang Stadium, home to the Tampa Bay Rowdies, the Mahaffey Theater and, the Dali Museum. This location allows for the design of the new Tampa Bay arena to provide public spaces at street level and subsequent floors that take advantage of the captivating views of the waterfront and growing city development.

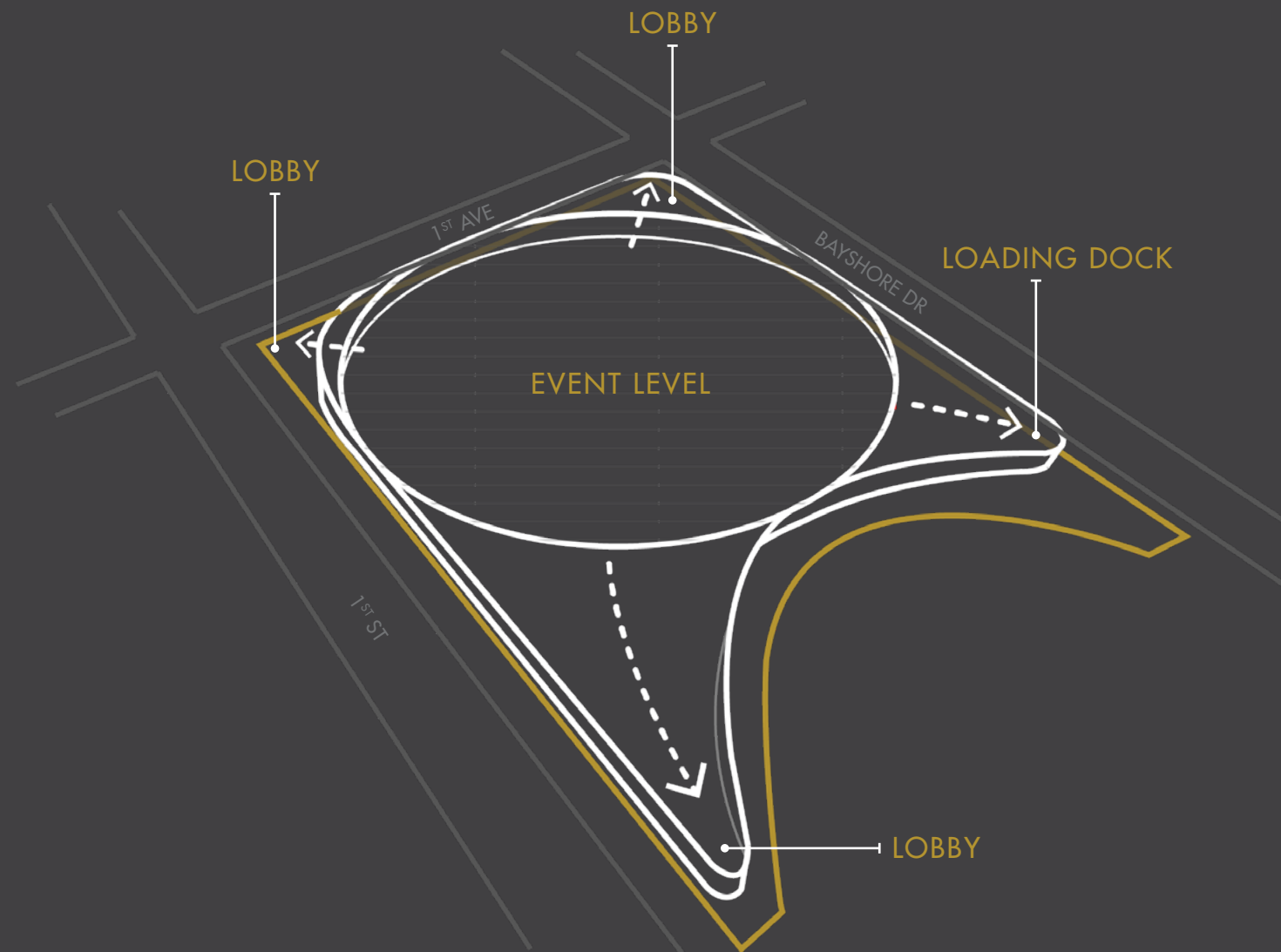


PROPOSED WATERFRONT SITE

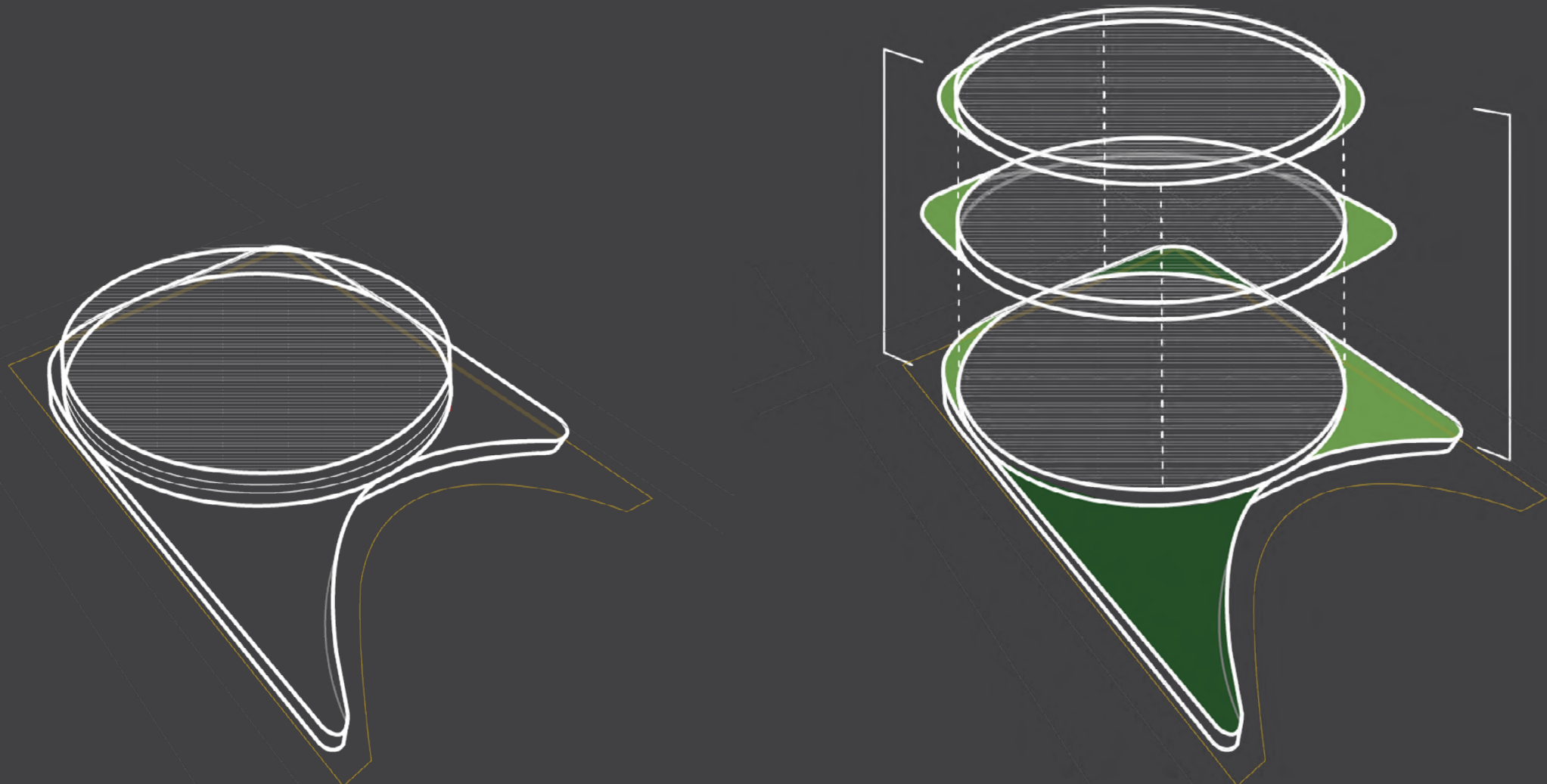




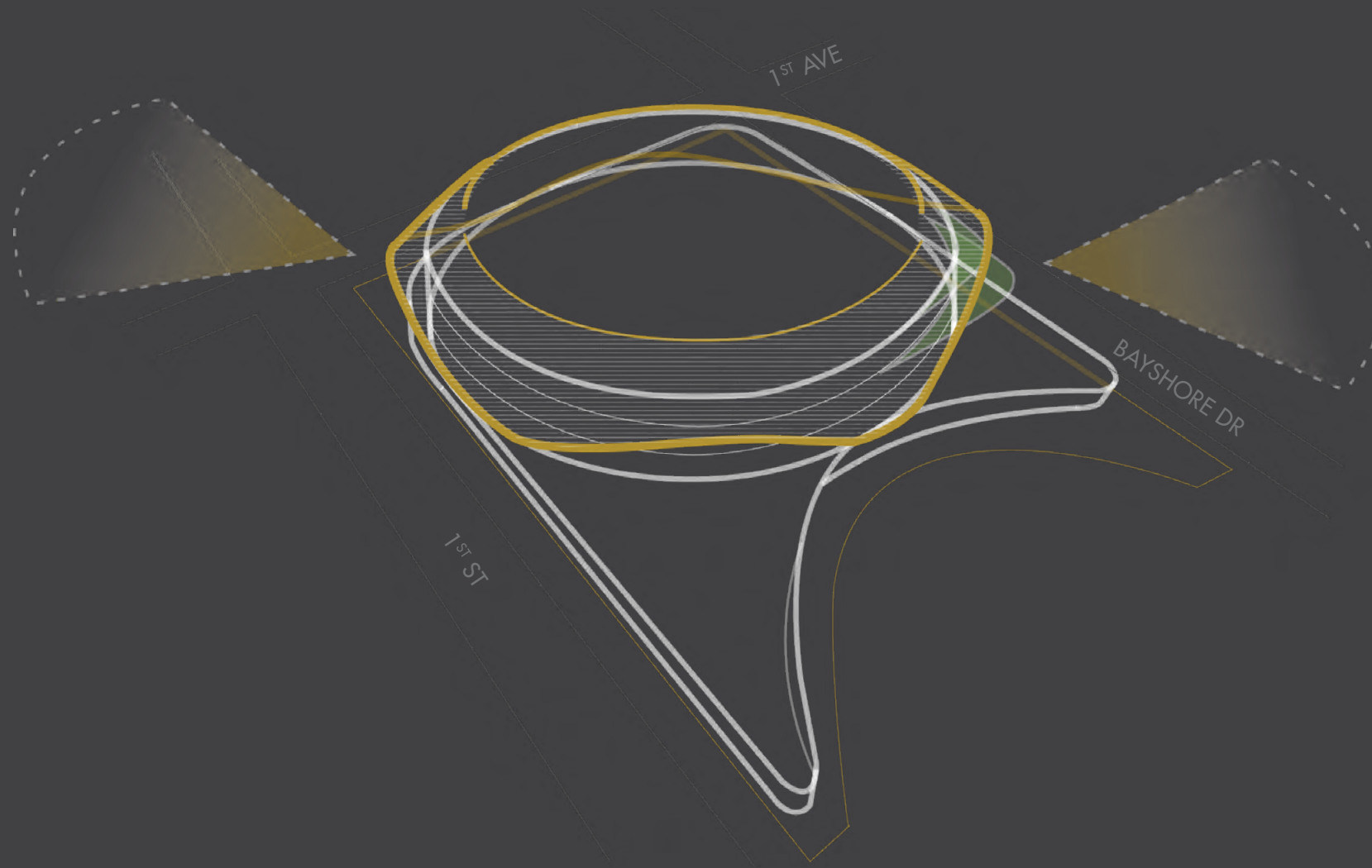
The arena responds to the unique location of the site which is situated between a marina waterfront environment and the urban side of St. Petersburg.



The Event Level is at grade to minimize the cost associated with constructing a 25 foot deep level below grade in the condition of high water tables. As a result of the event level being located on street level, the program fills the boundary of the site to accommodate additional ancillary spaces, particularly street-facing lobbies into the venue.

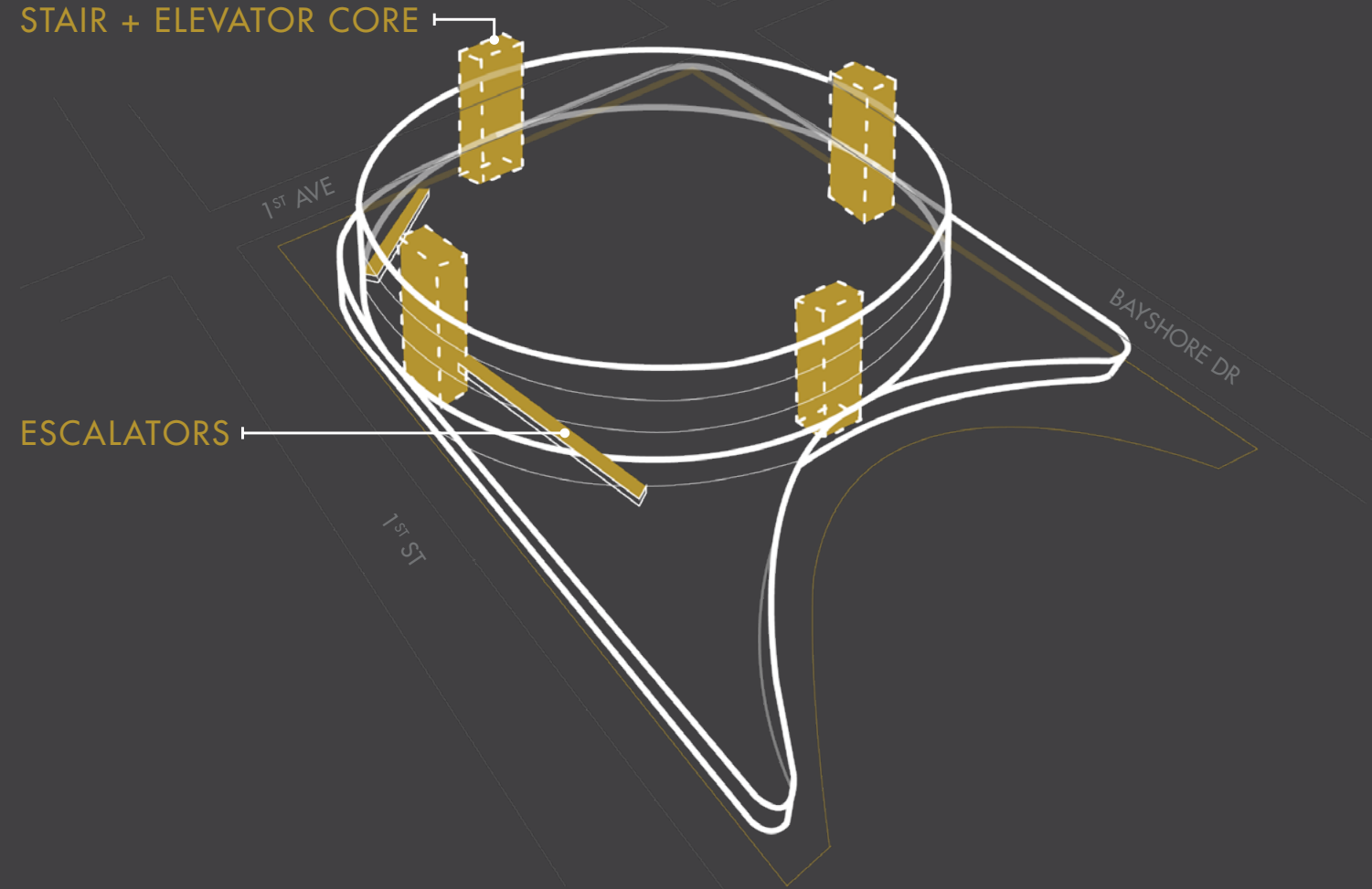


Each floor has an exterior terrace that allows for outdoor gathering spaces away from concourse circulation. The terraces on each level are focused toward the urban and marina side of the site to provide opportunities for those views. The terraces compliment St. Pete's subtropical climate and allow spectators to enjoy traditional public arena spaces outdoors.



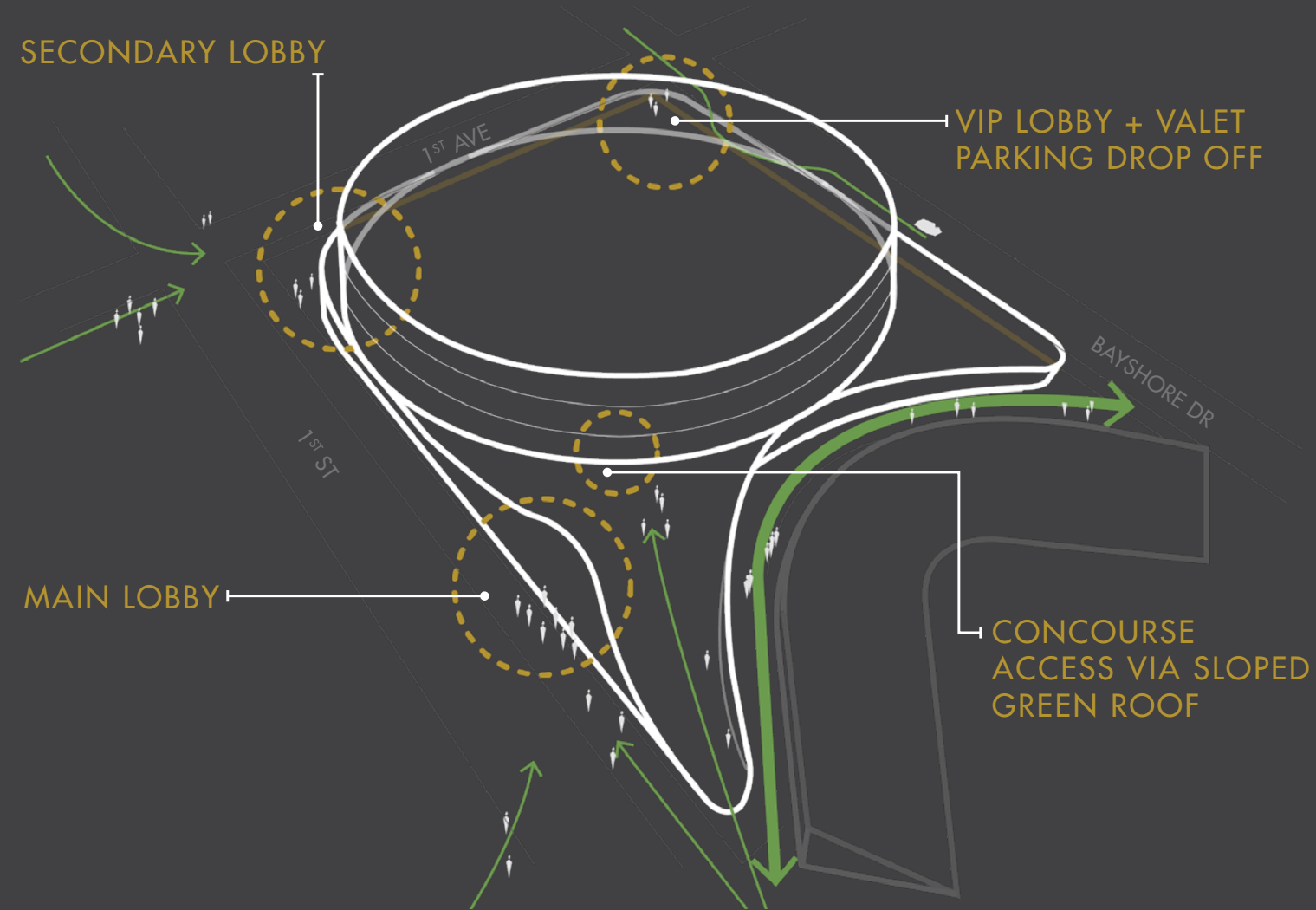
The character of the arena envelope is fluid and is inspired by the nature of the marina water adjacent to the site. Its louvered texture provides shade while allowing views out.

VERTICAL CIRCULATION



Vertical circulation cores extend from the parking level upward. Escalators and open stairs are located on the 1st street portion of the site.

Waterfront Site
ARENA ACCESS



The design responds to pedestrian and vehicular access to the arena from three major corners. The space between Rowdies Stadium's grandstand and the proposed arena at street level is an opportunity to connect 1st street and bay shore drive through a vibrant café art alley.

Plan
PARKING LEVEL

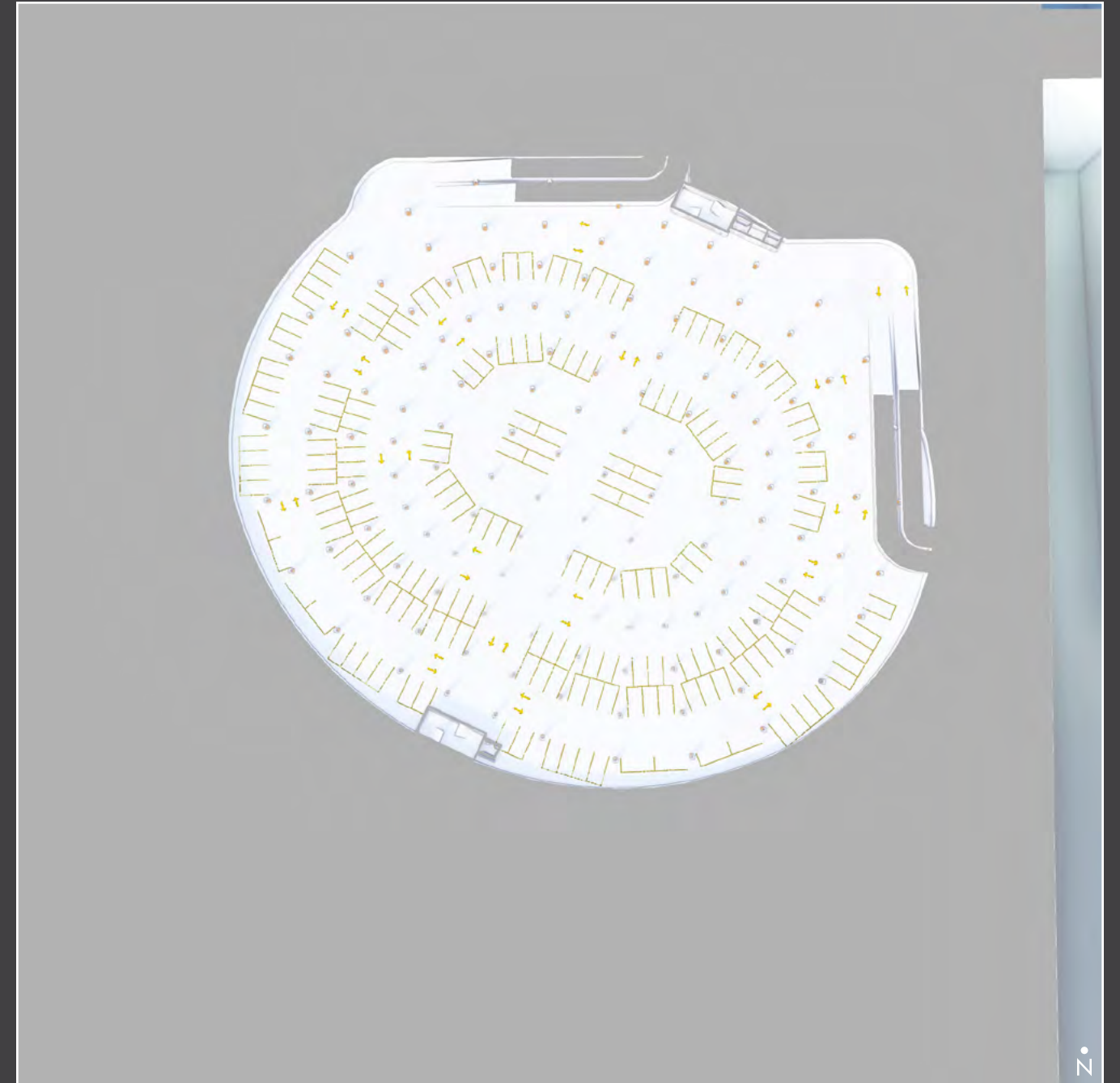


173

spaces

Due to the tight bounds of the site and existing development, the proposed arena would utilize surrounding parking lots and garages for general admission parking on game day. In addition to this, a new parking structure behind the Mahaffey Theater would be anticipated to partially support parking needs of the Tampa Bay Boom Arena and Al Lang Stadium expansion.

The parking level below the arena is dedicated to players, coaches, and V.I.P. spectators.



PLAYER CONNECTED PREMIUM + STATE OF THE ART TEAM FACILITIES

Precedent Imagery



1. Tampa Bay Arena Lobby



2. Advocate Center



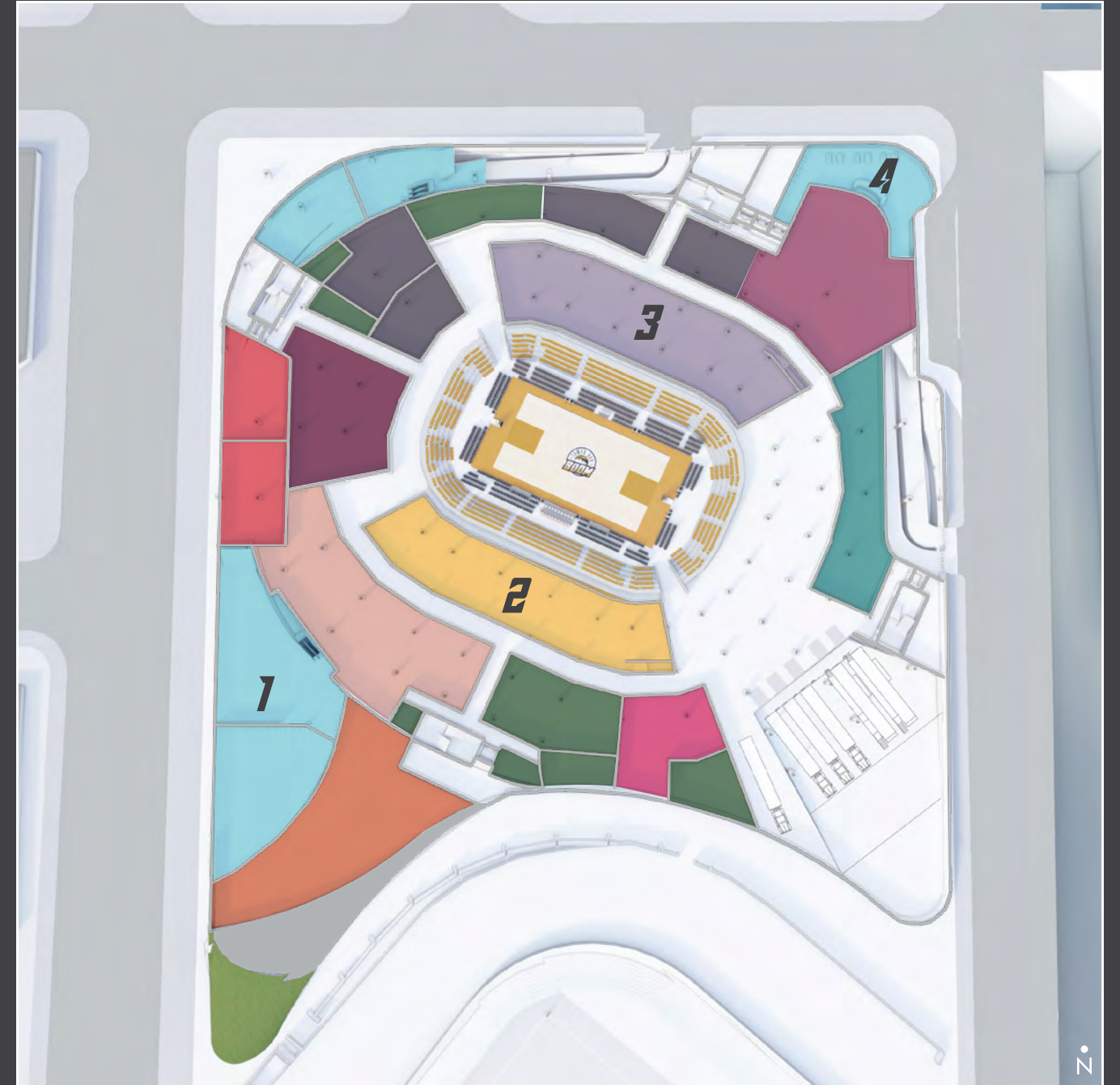
3. Little Caesars Arena



4. Little Caesars Arena

LEGEND

AUXILIARY LOCKER ROOM	LOADING DOC SUPPORT	STORAGE
CLUB	LOBBY	TALENT DRESSING ROOM
COMMISSARY	M.E.P.	TEAM STORE
HOME LOCKER ROOM	RETAIL	VISITOR LOCKER ROOM



MID-BOWL PREMIUM CLUB + ANCILLARY DEVELOPMENT OPPORTUNITY

Precedent Imagery



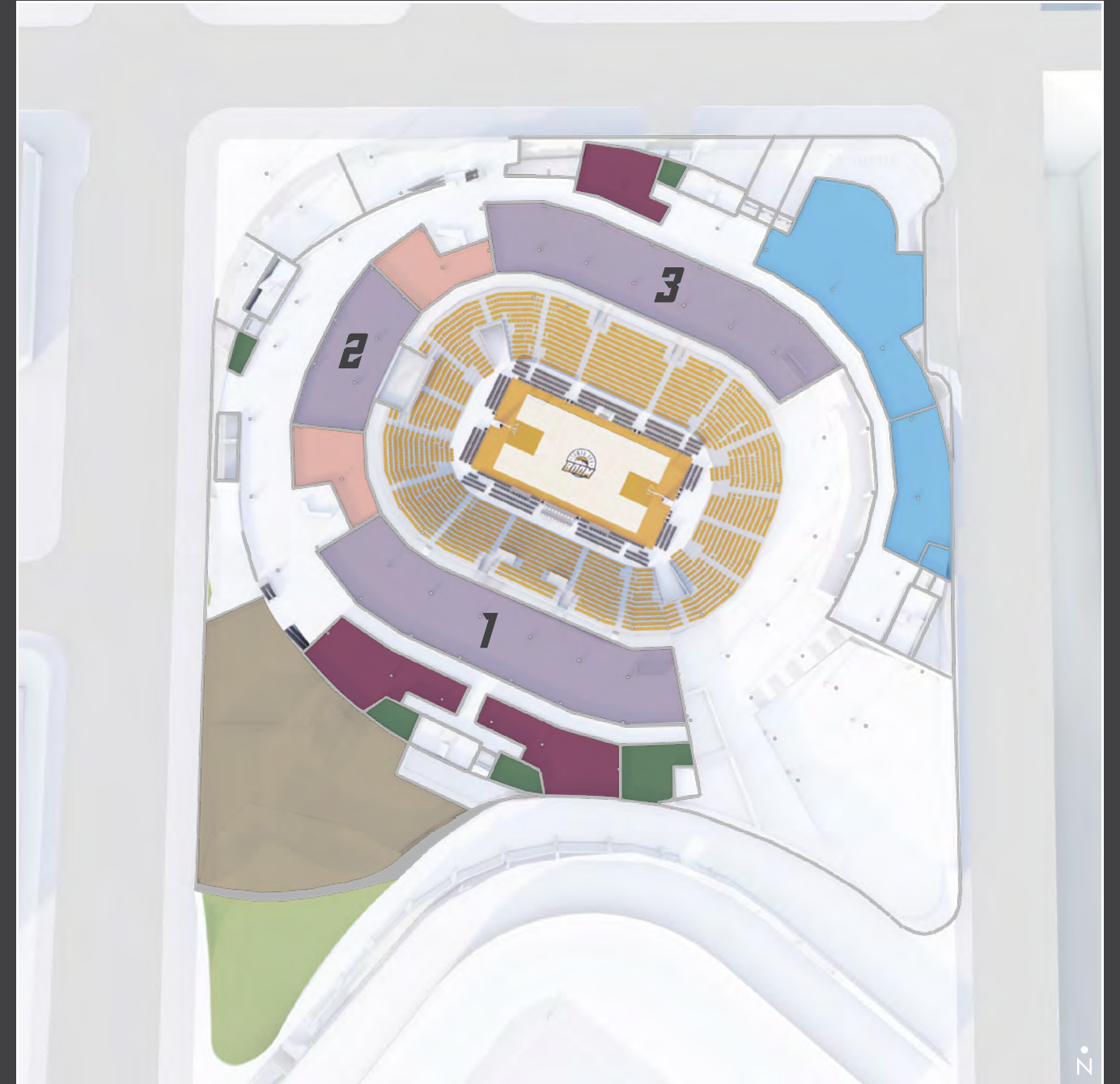
1. Rogers Place



2. State Farm Arena



3. State Farm Arena



LEGEND

CLUB COMMISSARY TEAM OFFICE/ADMIN M.E.P. STORAGE CASINO

SOCIALIZE THE EXPERIENCE - 360 INDOOR/OUTDOOR CONCOURSE

Precedent Imagery



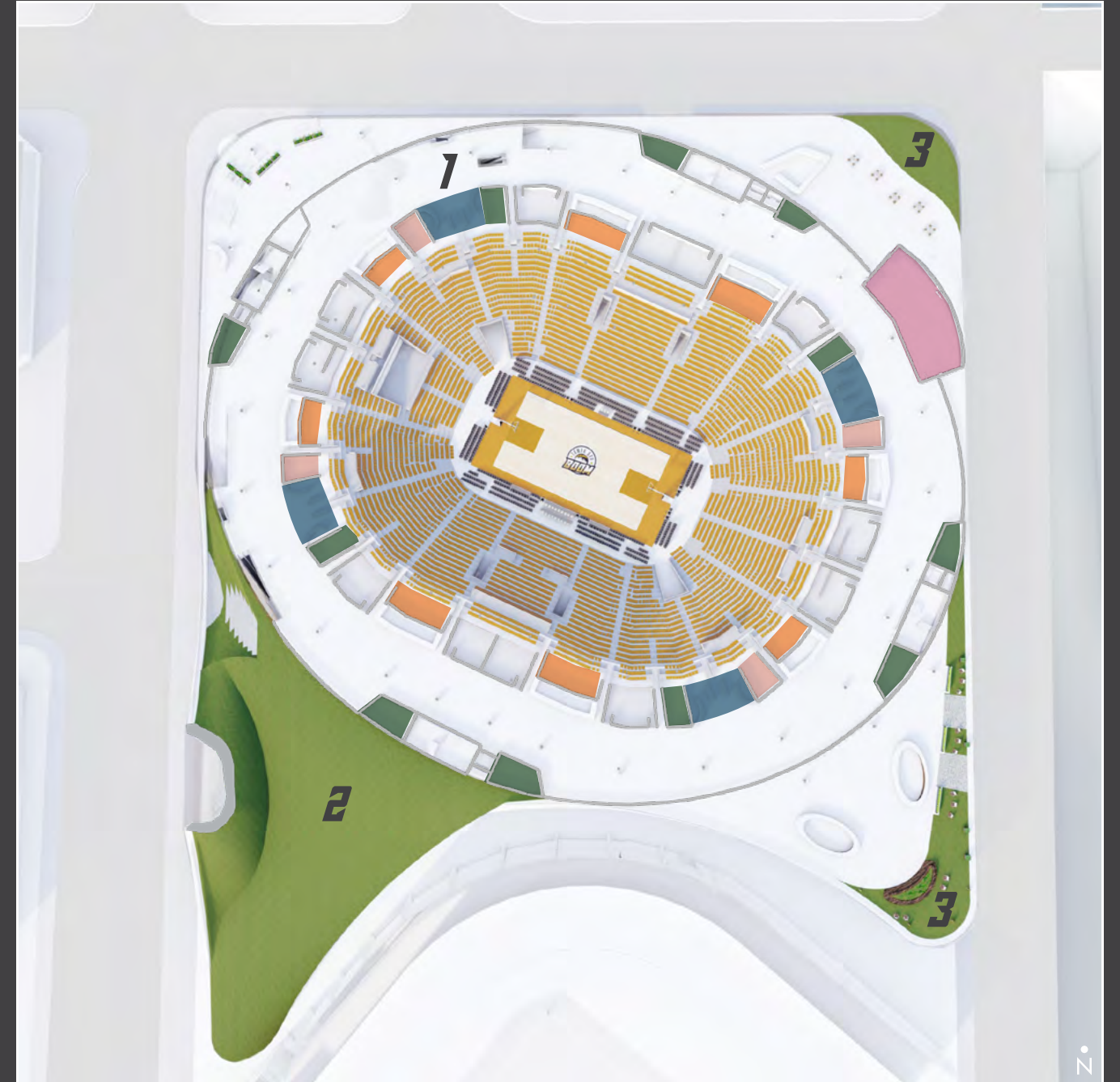
1. Rogers Place



2.* Black & Veatch World Headquarters



3. Little Caesars Arena



LEGEND

- BAR
- COMMISSARY
- CONCESSION
- DENTIST OFFICE
- M.E.P.

*Precedent images include projects designed by HOK as well as non HOK projects that reflect a sampling of industry trends.

PREMIUM DIVERSITY IN SCALE + LOCATION

Precedent Imagery



1. Rogers Place



2. Little Caesars Arena



3. State Farm Arena



4. American Airlines Arena



LEGEND

CLUB
 COMMISSARY
 M.E.P.
 RESTROOM
 STORAGE

SKY VIEW - A PREMIUM EXPERIENCE FOR ALL PRICE POINTS

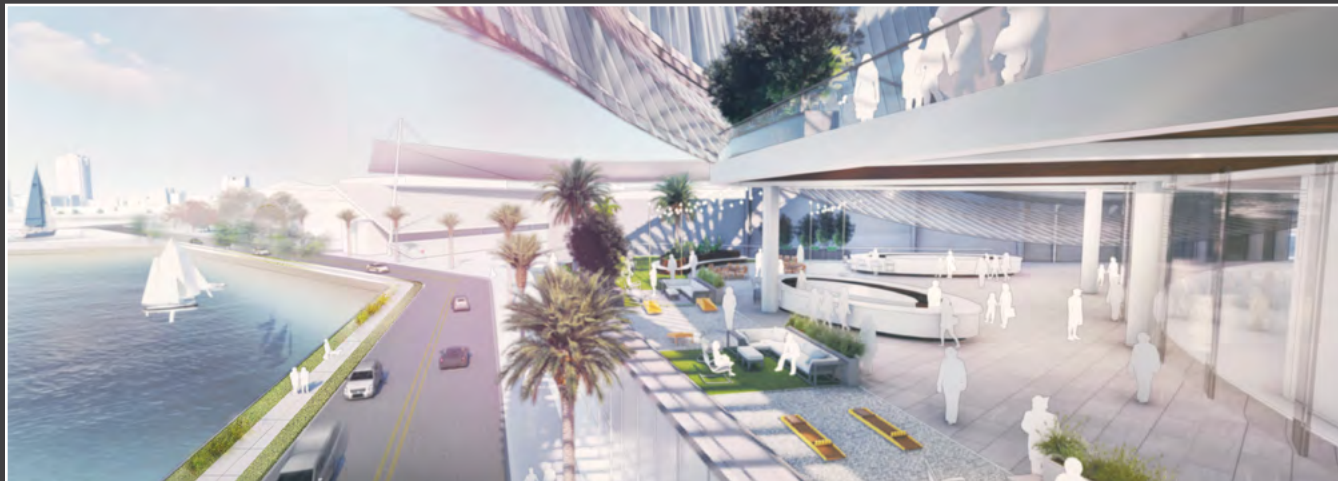
Precedent Imagery



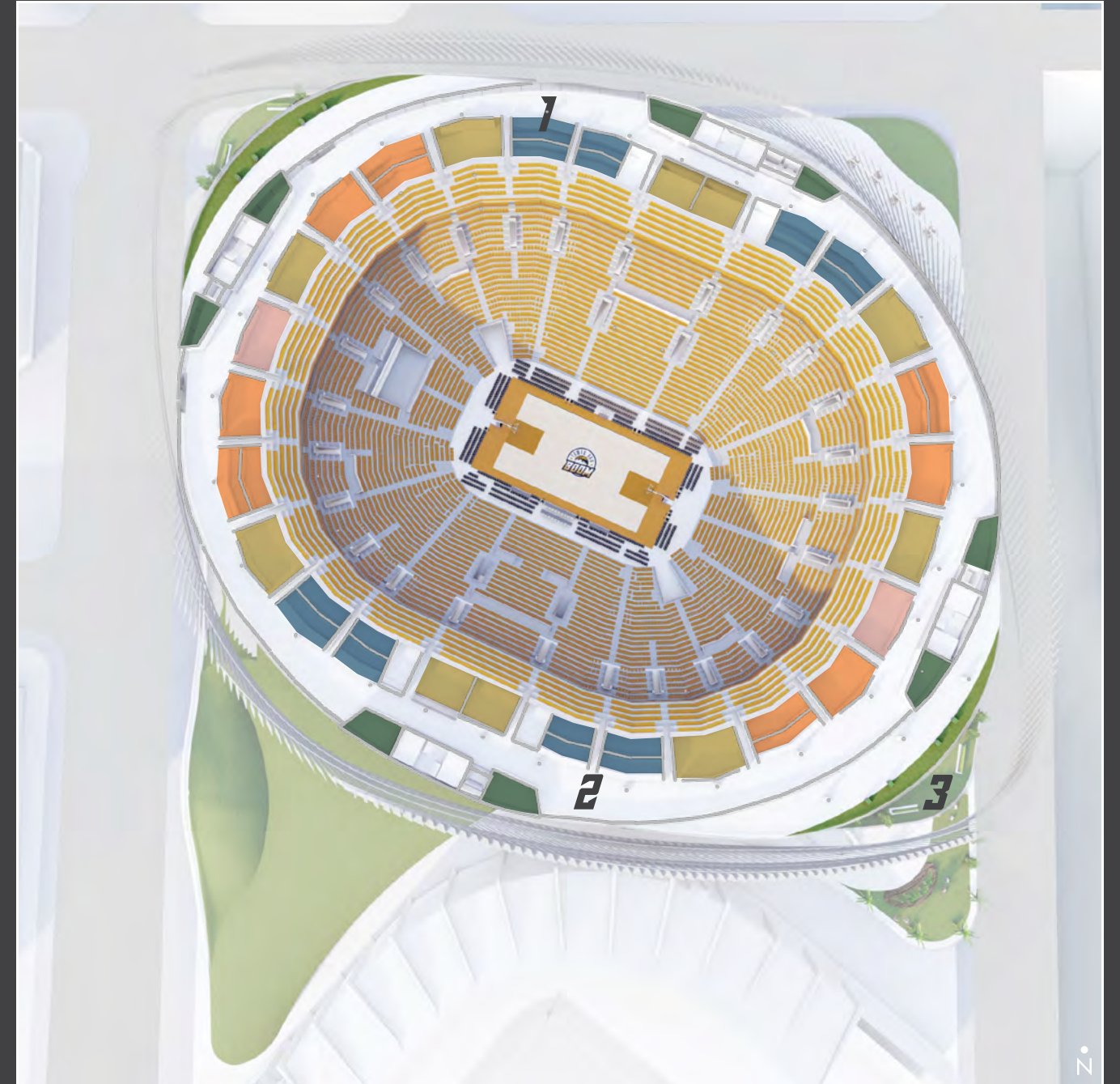
1. Little Caesars Arena



2. Advocate Center



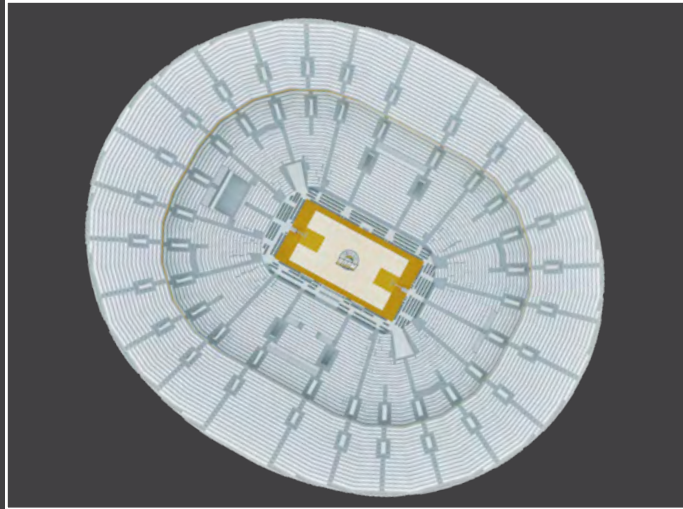
3. Tampa Bay Arena



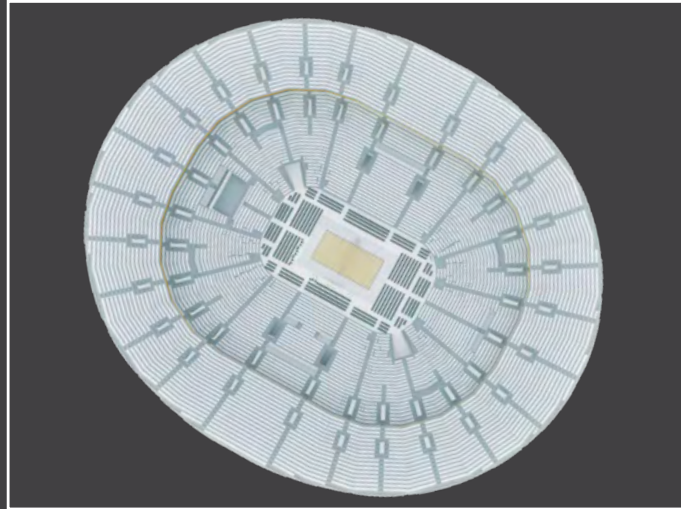
LEGEND

- BAR
- COMMISSARY
- CONCESSIONS
- M.E.P.
- RESTROOM

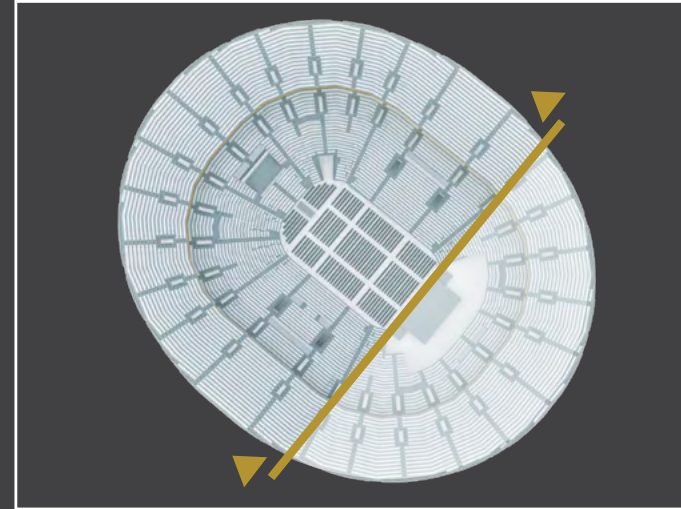
Plan CONFIGURATIONS



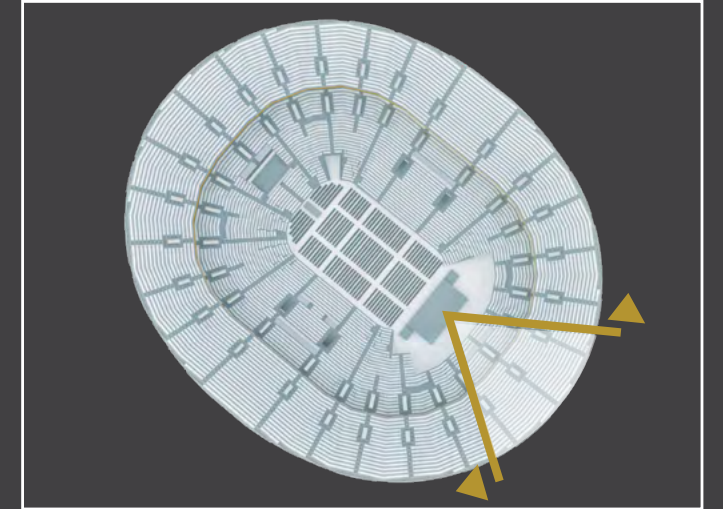
BASKETBALL
capacity: 17,250



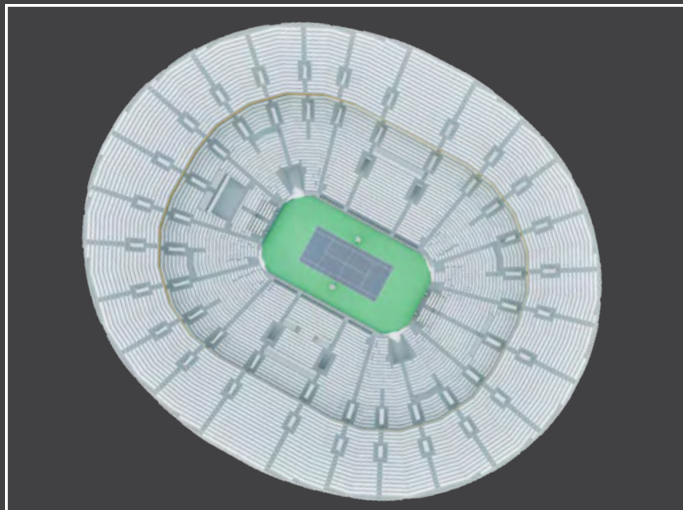
SAND VOLLEYBALL
capacity: 17,700



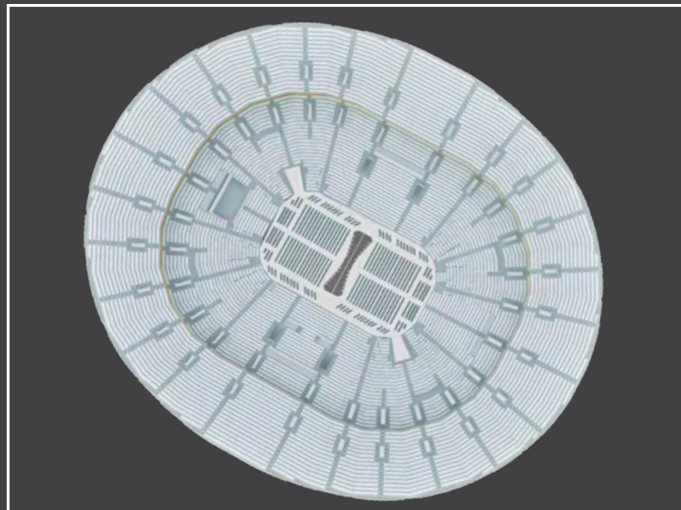
CONCERT END STAGE [180]
capacity: 12,450 + 1,700 floor seats



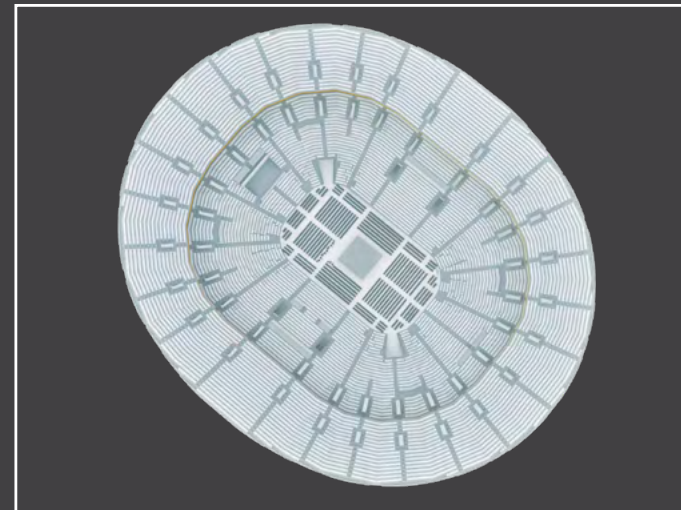
CONCERT END STAGE [270]
capacity: 14,100 + 1,700 floor seats



TENNIS
capacity: 16,690



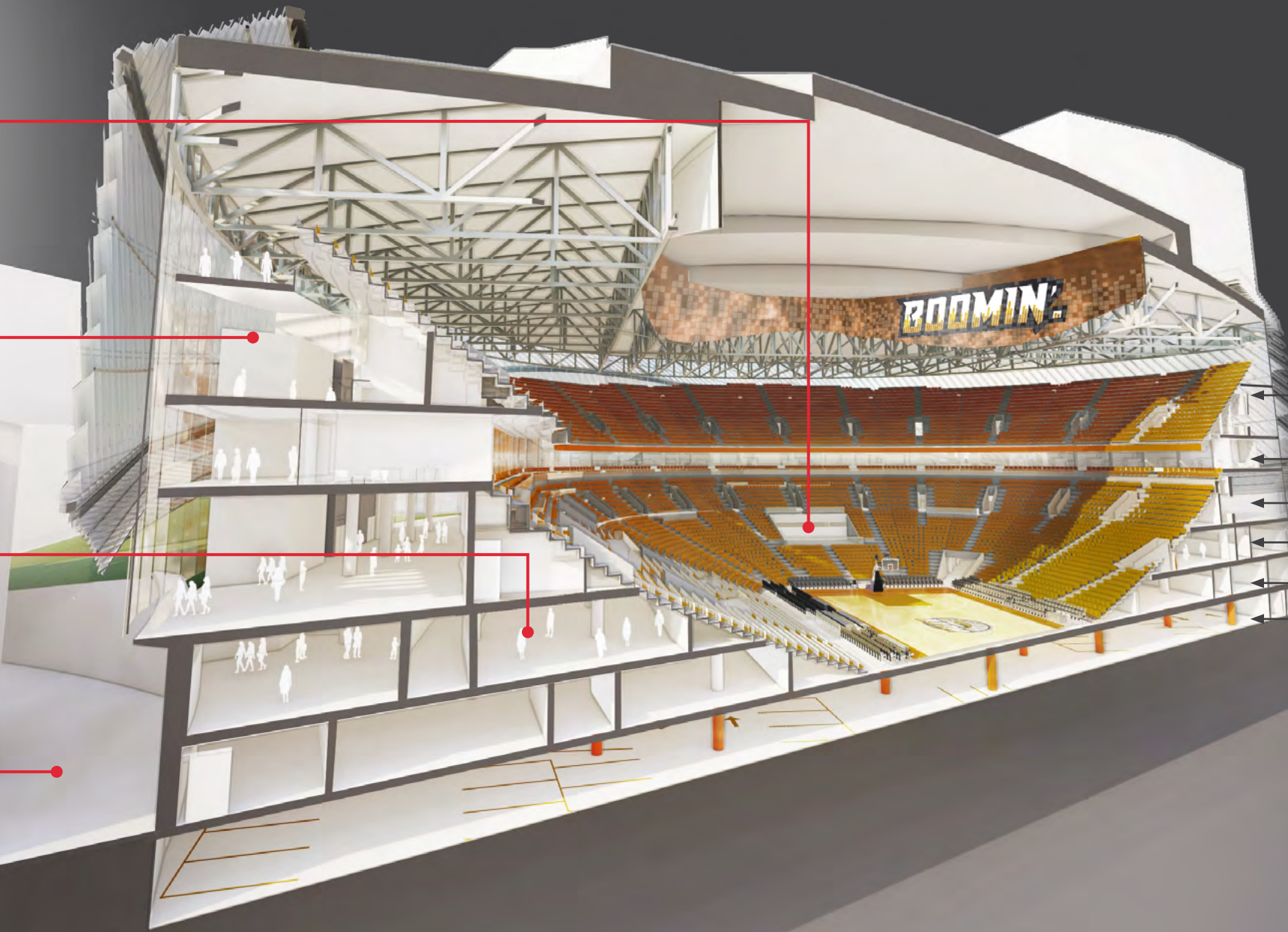
ESPORTS CENTER STAGE
capacity: 16,600 + 1,450 floor seats



CONCERT CENTER STAGE
capacity: 16,600 + 1,600 floor seats



key plan



UPPER CONCOURSE: 58' 6"

SUITE LEVEL 45'-6"

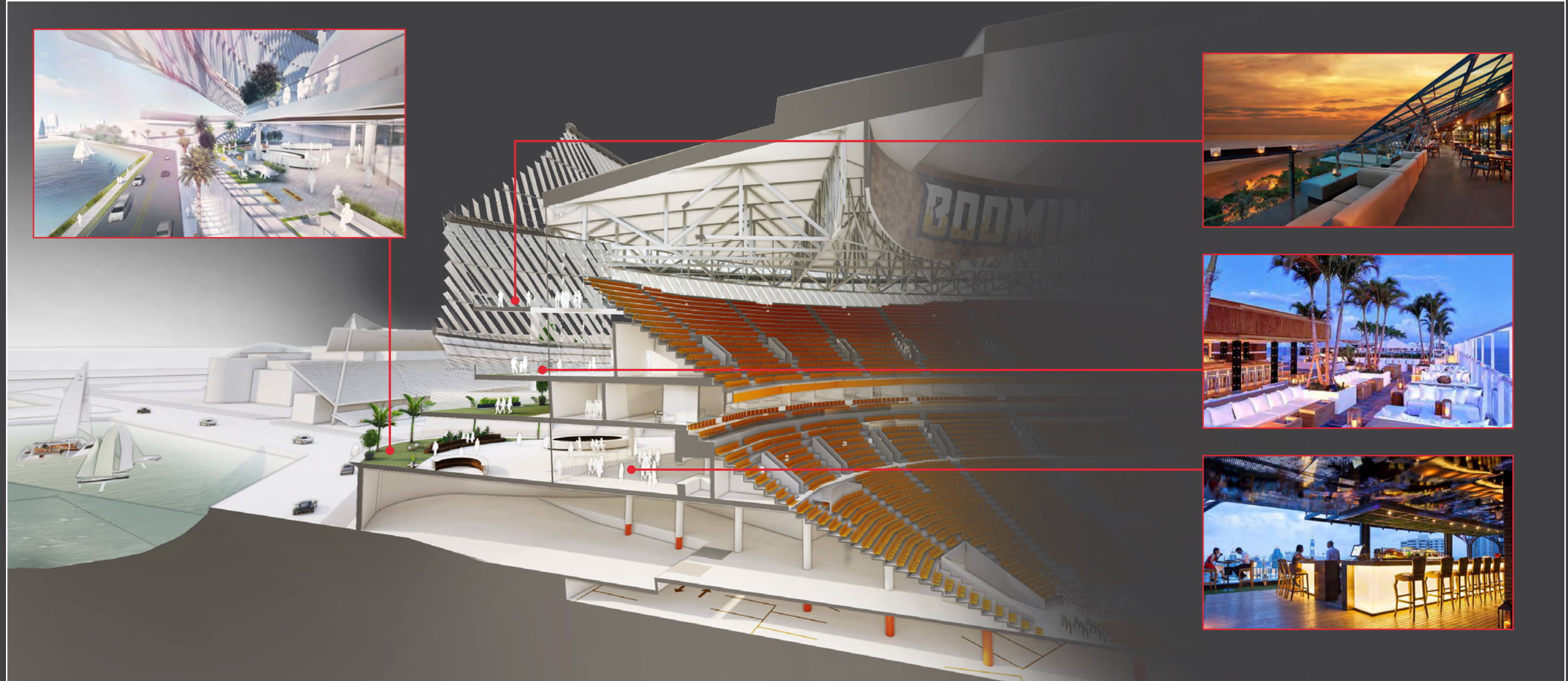
MAIN CONCOURSE 25'-6"

CLUB MEZZANINE 13'-0"

EVENT 0'-0"

PARKING LEVEL -12'-0"

Section Cut MARINA PERSPECTIVE



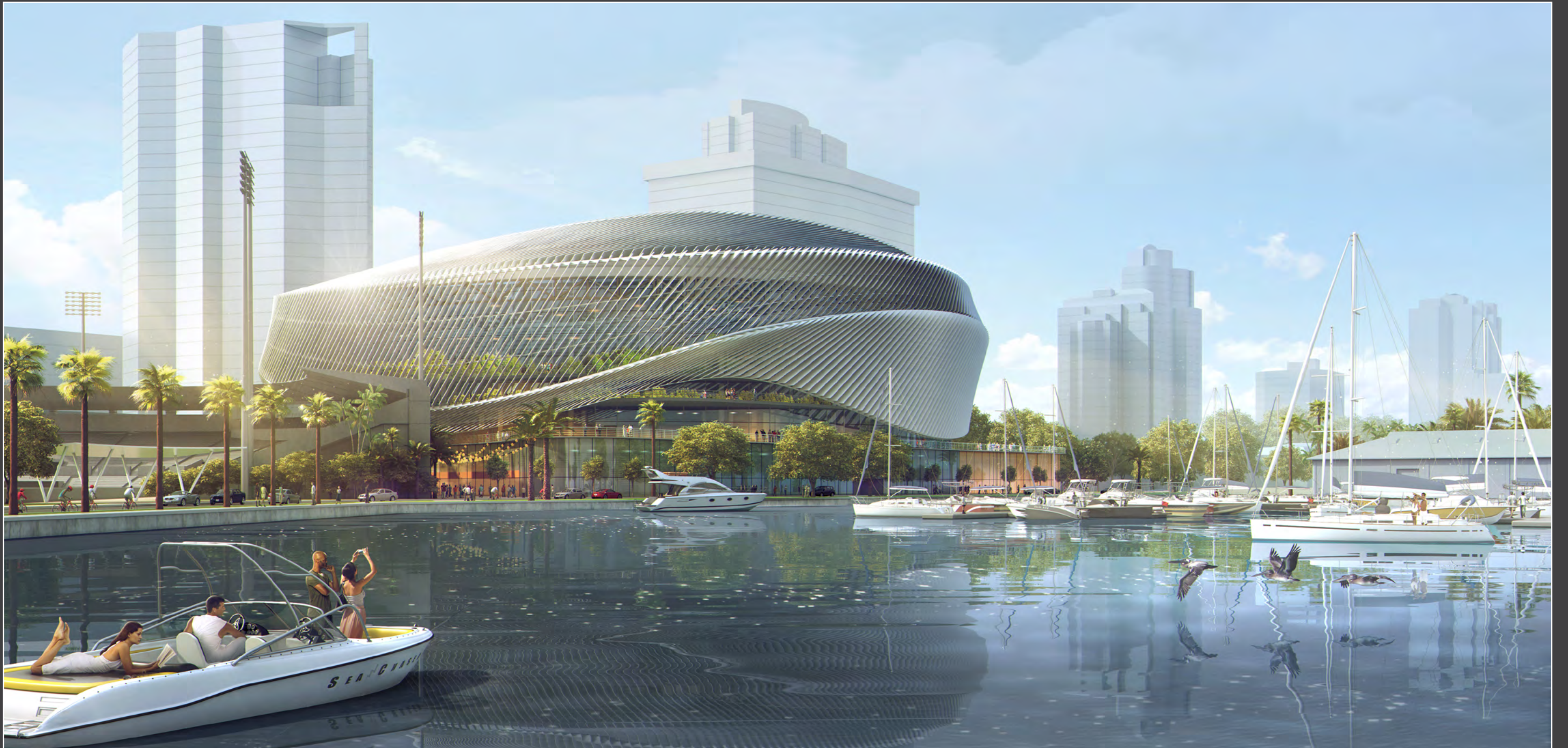
*Precedent images include projects designed by HOK as well as non HOK projects that reflect a sampling of industry trends.











St. Petersburg, Florida future home of the:

