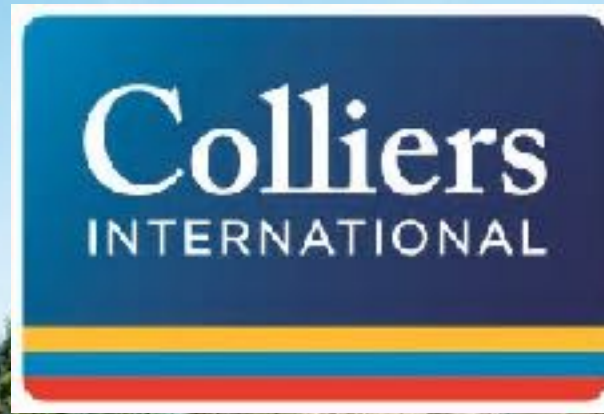


An aerial photograph of a waterfront development project. A long, narrow pier extends from a landmass into a large body of water. The pier is under construction, with visible concrete structures and green spaces. In the background, a city skyline is visible under a bright, hazy sky, suggesting a sunset or sunrise. The water is a deep blue-green color.

# The Pier District

# Destination Audit by



# Destination Consultant



# The Pier District

The “boundary” of the new Pier District should be a tightly defined zone that adds a fresh, distinctive and complementary offer and experience to the adjacent downtown area to the west, north and south.

# The Pier District – A Clear Vision

## Market Position

The new Pier District will be the hub of the one-of-a-kind waterfront park system that adds to and complements the vibrant downtown area. In doing so it will be accessible and attractive to all. Certain sectors of the attraction will appeal to distinct audiences with different tastes, interests and budgets. The new Pier District is designed to feature destinations within the destination, drawing visitors further into the experience.

# The Pier District – A Clear Vision

## Global Opportunity

In time, the new Pier District will be associated with similar destinations around the world that have portfolios of products and services and are part of successful lifestyle cities.

Some of these cities are larger than St. Pete, but they help illustrate the potential:

# The Pier District – A Clear Vision

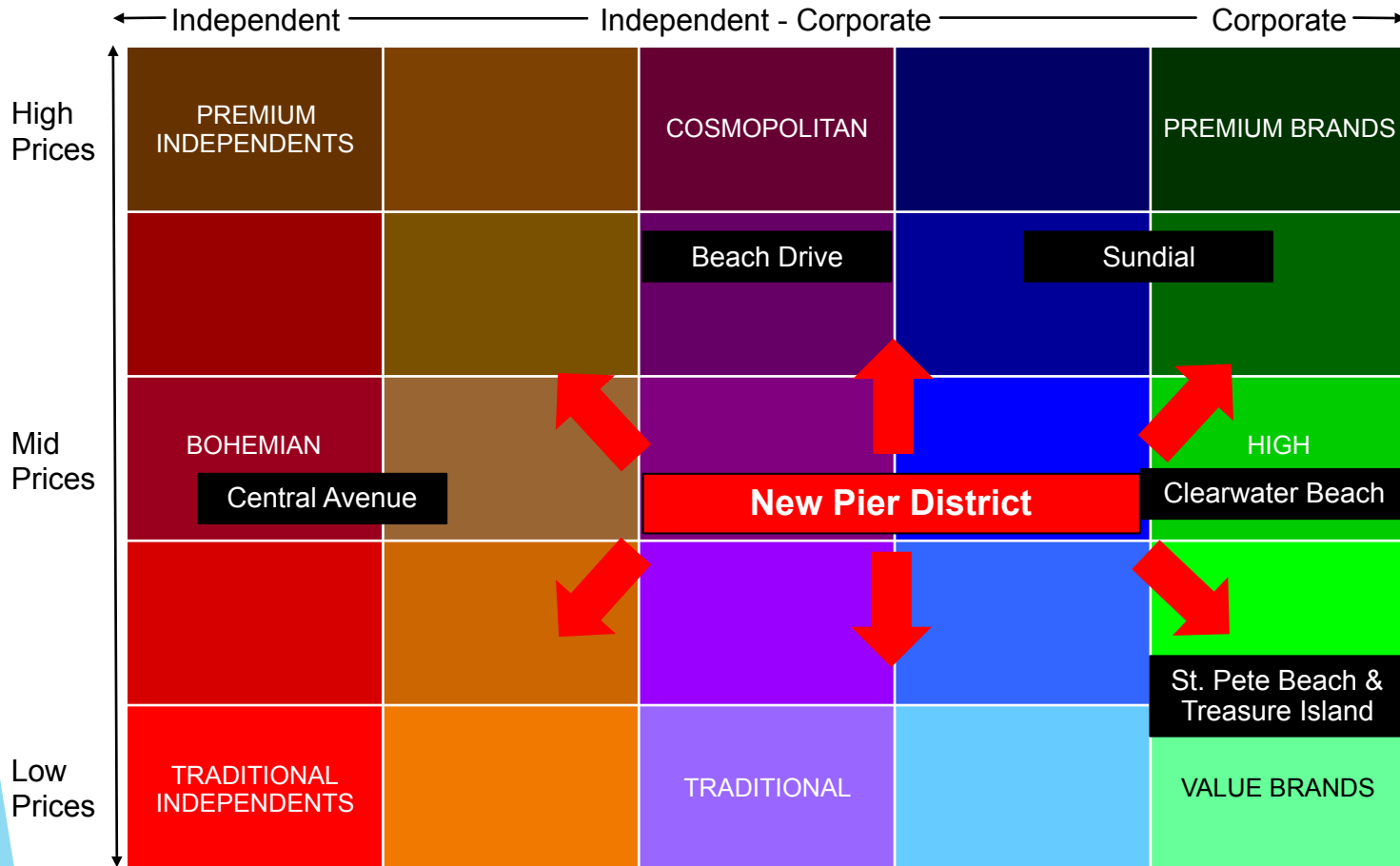
## Global Opportunity

- ▶ Ocean Drive, South Beach, Miami
- ▶ Navy Pier, Chicago
- ▶ Toronto's Blue Edge, Canada
- ▶ Cairns Waterfront, Australia
- ▶ Port Vell, Barcelona, Spain
- ▶ Playa de la Concha and Playa de Ondarreta, San Sebastian, Spain
- ▶ Boulevard de Croisette, Cannes, France
- ▶ Les Quais, Bordeaux Waterfront, France
- ▶ Victoria & Alfred Waterfront, Cape Town, South Africa
- ▶ London Southbank, England, UK
- ▶ Bournemouth Seafront and Pier Approach, England, UK
- ▶ The Brighton Pier, England, UK

# The Pier District – A Clear Vision

The objective of the new Pier District is to attract more people from target audiences, get them to stay longer, and make repeat visits to downtown St. Pete. The new Pier District will be a signature project that enhances the wider brand strategy for St. Pete and strengthens the city's regional, national and international positioning.

# The Pier District – Market Positioning





# The Pier District

## Building the Brand

<b>Signature brand propositions – Pillars of the brand</b>	<b>Downtown Residents, City Residents, Tampa Bay Metro, US Visitors, Foreign Visitors</b>
Hip meets heritage	Discover our traditions fused with a contemporary flavor.
Family Playground	Explore, discover and have fun in our safe, clean waterfront park in downtown St. Pete.
Urban resort	Promenade the Pier District, the hub of St. Pete's one-of-a-kind parks system, where a dynamic downtown meets Tampa Bay.
Cultural Showcase	Discover all that's great about St. Pete. Connect with its culture, arts and spirited lifestyle while enjoying an amazing environment in Florida's cultural edge.

# The Pier District – Using the Brand

Message	Downtown & St. Pete	Tampa Bay Metro	U.S. & Canada	Global
<p><b>A place for the entire family that's clean, safe &amp; vibrant</b> Where families and all age groups can gather to spend quality, stimulating time together and share memorable experiences</p>	Light Green	Dark Green	Light Blue	Light Green
<p><b>Waterfront parks meet downtown</b> Our blue green edge is a place where you can promenade and enjoy an eclectic mix of culture, great food, events, activities, sports, recreation, and get on the water.</p>	Light Blue	Dark Green	Light Green	Light Green
<p><b>An accessible, vibrant downtown</b> This is the soul of St. Pete, where locals come to play.</p>	Light Green	Dark Green	Light Green	Light Green
<p><b>Post-beach</b> After the beach, explore and connect with the arts, culture and entertainment, creating memorable experiences in a contemporary, walkable downtown waterfront destination.</p>	Light Blue	Light Green	Dark Green	Dark Green
<p><b>Florida's cultural edge</b> Connect with world-class museums, arts, culture and an innovative foodie scene, all of which fuse to create a distinctive place.</p>	Light Blue	Light Green	Dark Green	Dark Green
<p><b>One of America's great lifestyle cities</b> St. Pete is big enough and small enough. Welcoming, spirited and outgoing people have been coming here for years. We are a great lifestyle city – dream it and live it.</p>	Light Blue	Light Green	Dark Green	Dark Green
<p><b>Eat and drink artisan St. Pete</b> An eclectic mix of independent and branded restaurants, bars, cafes, and shops at price points to suit most pockets.</p>	Light Blue	Dark Green	Light Green	Light Green
<p><b>Stay a while – it's free and open</b> No cost access – free facilities, services, and activities for the who family.</p>	Light Blue	Dark Green	Light Blue	Light Blue
<p><b>Get out on the water</b> Water and waterfront are easily accessible in a downtown setting.</p>	Dark Green	Dark Green	Light Green	Light Green
<p><b>Urban Living</b> Enjoy a great lifestyle in a contemporary, walkable U.S. downtown, where our new Pier District is the hub of our waterfront parks.</p>	Light Green	Light Green	Dark Green	Dark Green

# The Pier District

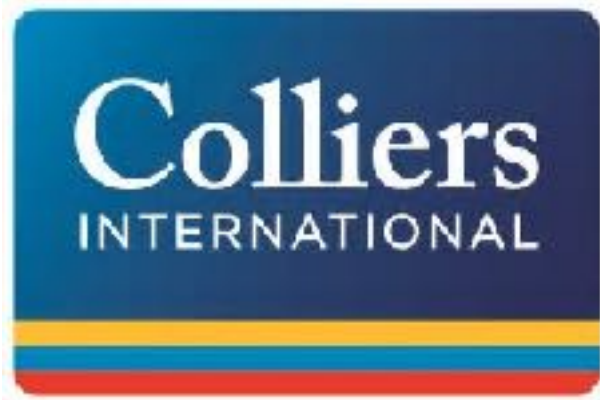
Message	Millennials	Families	Senior
A great place to hang out with friends.	Dark Green	Light Green	Light Green
You can get out and onto the water.	Dark Green	Light Green	Lightest Green
Great bars, restaurants, events and activities – all walkable.	Dark Green	Dark Green	Dark Green
Great place to take the kids to learn more about marine life and the environment.	Light Green	Dark Green	Light Green
You can promenade and people watch.	Dark Green	Dark Green	Dark Green
Clean and safe.	Lightest Green	Dark Green	Dark Green
A place to create shared memories.	Dark Green	Dark Green	Dark Green
Great views of the cityscape, parklands and bay.	Dark Green	Dark Green	Dark Green
A place to stay a while, with a mix of food, culture, arts wellness, recreation, leisure and sports.	Dark Green	Dark Green	Dark Green
Live arts and entertainment, culture, sports and recreation activities and events year round.	Dark Green	Light Green	Lightest Green
The perfect long-break destination	Lightest Green	Lightest Green	Dark Green

# The Pier District

## Selection of Colliers for Master Operator of the Pier District

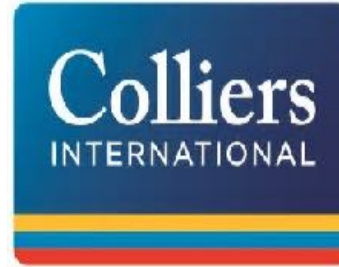
### RFP Selection

- ▶ (3) Proposing teams: Colliers International; Spectra Venue Management and Skyway One.
- ▶ Strong proposal from Colliers International.
- ▶ Colliers selected as Master Operator of the new Pier District because of their strong Real Estate experience; strength of their team composition and local and regional market knowledge.
- ▶ A Key Factor of RFP selection criteria is ability and experience in Event Programming.
- ▶ Colliers proposal included Big City Events as their programming partner.



# The Pier District

## Overview of Agreement



### Term

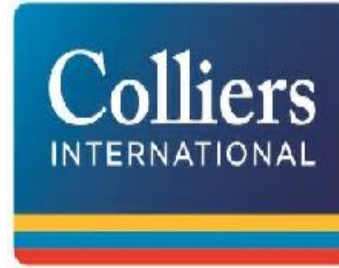
- ▶ Five years commencing upon execution of the Management Agreement.
- ▶ Term consists of Pre-Opening Period and Operating Period.
- ▶ May be renewed under same terms and conditions if agreed to by both parties in writing.

### Compensation

- ▶ Leasing Commission
- ▶ Licensing Commission
- ▶ Monthly Management Fee
- ▶ Annual Performance Incentive

# The Pier District

## Overview of Agreement

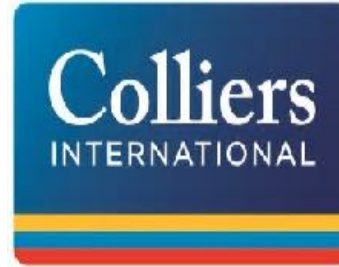


### Termination

- ▶ May be terminated by either party without cause after completing one (1) full year of operation and providing one (1) year notice of intent to terminate contract.

# The Pier District

## Duties and Responsibilities



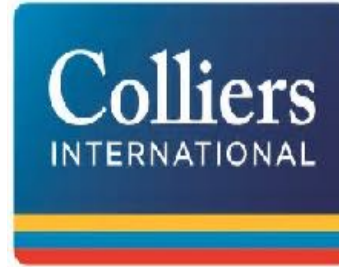
### **Pre-Opening Period Duties and Responsibilities:** **(Execution date through opening day)**

- ▶ Solicit and negotiate lease and license agreements.
- ▶ Develop and implement transition plan for opening of Pier District.
- ▶ Provide strategic planning and implementation of pre-opening marketing.
- ▶ Prepare and submit all required deliverables to assist in operation, management, marketing and maintenance of Pier District.
- ▶ Hire and train employees to operate Pier District.



# The Pier District

## Duties and Responsibilities



### Operating Period

**(Opening day through end of term)**

- ▶ Solicit and negotiate lease and license agreements.
- ▶ Provide tenant and licensee coordination services for all new lease and license agreements.
- ▶ Market, advertise, promote and brand the Pier District.
- ▶ Provide all event programming for the Pier District.
- ▶ Hire and train all employees necessary to operate the Pier District.
- ▶ Provide or contract for all goods and services necessary to operate the Pier District.
- ▶ Manage and operate the Pier District parking lots and valet parking.
- ▶ Operate the Pier District tram system.



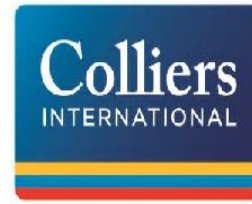
## PIER DISTRICT vs. OLD PIER

	Pier District (Projected)	Old Pier (10 Yr. Average)	Variance Increase (Decrease)	Variance % Increase (Decrease)
Total Operating Area (Acres)	26	5	21	420%
Total Operating Investment	\$ 1,910,000	\$ 1,432,000	\$ 478,000	33%
Operating Investment/Acre	\$ 73,462	\$ 286,400	\$ (212,938)	(74%)



# The Pier District

## Duties and Responsibilities



### Event Programming

- ▶ Responsible for providing all event programming throughout the 26 acres, including various event sizes and frequency.
- ▶ Total minimum number of events for the 1st Contract Period is 78 and increases by a minimum of 5 each year thereafter.
- ▶ City provides annual event programming subsidy.
- ▶ Colliers assumes all financial risk for event programming.
- ▶ Colliers shares any net event proceeds with the City.  
(City gets 50% of 1<sup>st</sup> \$100K; 35% any above \$100K)

# The Pier District

## Duties and Responsibilities

### Event Programming Types

- ▶ Daily
- ▶ Weekly, Monthly, Annual
- ▶ Public
- ▶ Private



# The Pier District

## Duties and Responsibilities



### Event Levels (Weekly, Monthly, Annual)

- ▶ Level 1: Minimum cost – occurs multiple times per month – free to public
- ▶ Level 2: Slightly higher event cost – occurs minimum twice per month – free to public
- ▶ Level 3: Seasonal events with extra amenities and higher cost – frequency (10) per year – free to public
- ▶ Level 4: Larger events with higher cost – expanded amenities – frequency (6) per year – may require entrance fee
- ▶ Level 5: Largest and highest cost – frequency (2) per year – may be free to public but admission fee paid for extra amenities – events may encompass entire Pier District

# The Pier District



- ▶ Northeast Exchange Club's RibFest
- ▶ Rooftop Eve Goes Downtown City Nights
- ▶ Sun Shine City Campaign
- ▶ Gasparilla International Film Festival
- ▶ Onbikes' Winter Wonder Ride
- ▶ Debartolo Family Foundation
- ▶ The Ian Beckles Foundation
- ▶ Ybor City Guavaween
- ▶ Bollywood Oscars



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Questions