



THE GROVE @ 1105

A Strategic Business Consulting Project Developed by St. Petersburg College of Business for the City of Clearwater and the Urban Leadership Coalition

December 1st, 2025



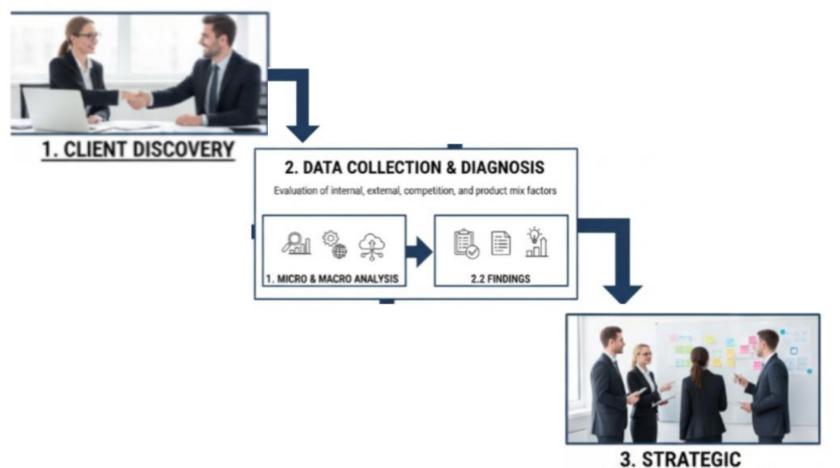
THE BUSINESS CONSULTING TEAM

From Left To Right

Joe, Aimen, Hector, Dr. Rojas, Ryan, John, Lisa



OUR CONSULTING APPROACH & METHODOLOGY





Key Client Discovery: To lift the socioeconomics of North Greenwood

Key Client Discovery: Retail plaza is to become a destination





TOOLS USED TO EVALUATE FACTORS OF RISK OR SUCCESS

- IFE Matrix (Internal Factor Evaluation) –
 Landlord/Container Plaza
- IFE Matrix (Internal Factor Evaluation) Future Tenants
- EFE Matrix (External Factor Evaluation) Retail Plaza Industry
- CPM Matrix (Competitive Profile Matrix) Competition
- BCG Matrix (Boston Consulting Group) Optimal type of business mix

To meet the client priorities, consultants customized a comprehensive PMR (Primary Market Research)

MICRO-LEVEL ANALYSIS

 In-depth interviews with 7 current and former business owner operators of containers located in The Krate Wesley Chapel and Sparkman Wharf, Tampa



MACRO-LEVEL ANALYSIS

In-depth interview with Strategic Property
Partners (SPP), Tampa-based national
developer and operator of commercial real
estate and retail container plazas.



RESEARCH FINDINGS REVEALED





MACRO- LEVEL (LANDLORD)

RISK FACTORS

- Business Mix
 - 2022 50% retail, 50% Restaurants.
 - 2025 15% Retail- 85% restaurants
- Tenant High turnover
- Operations flaws procedures not followed
- Pedestrians and cars risk traffic
- (crosswalks, traffic signs)
- Event risks (alcohol usage, bars) –high crowds
- Architectural design (rain, sun)

CRITICAL SUCCESS FACTOR

- Clear vision of the plaza persona/Vibe
- Strong focus on family experience and social factor over profits
- Music events bring more revenue
- Ample variety of food choices
- Good range of prices
- Storage management for tenants
- Dedicated team to events, promotions, and partnerships
- Strong financial management



MICRO-LEVEL FINDINGS (CONTAINER TENANTS)

RISK FACTORS

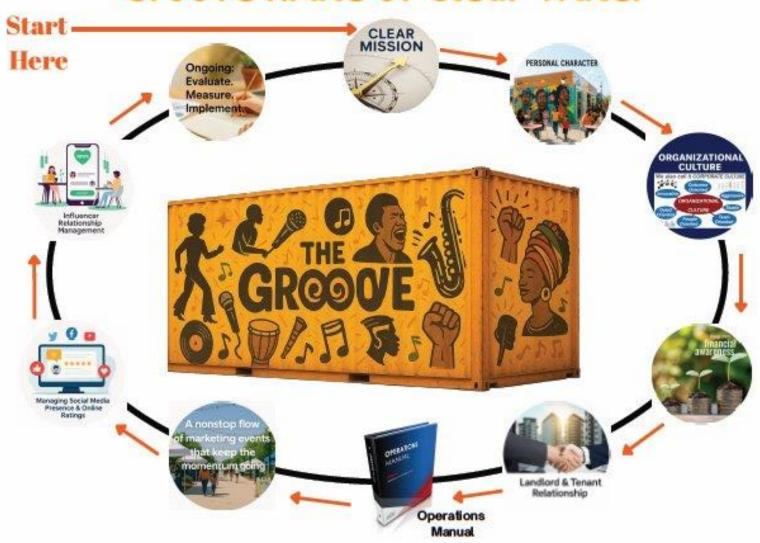
- Lack of time commitment to the business venture
- Poor management of business and personal finance
- Not sufficient trust in the landlord
- Lack of business knowledge
- Business general merchandise, out of business, or low walk-in traffic

CRITICAL SUCCESS FACTOR

- Use of CRM system to collect data and manage low and peak times
- Year 1 Year 3 125% commitment to build the business
- Leverage food delivery apps
 (owner 40% walk-in / 60% app orders)
- Strong and active social media management
- Offer Membership (surprise box)
- Strong operations and scheduling
- High Gross Profit products



Strategic Map for the Success of the Groove Krate of Clear Water





STRATEGIC RECOMMENDATIONS

- Destination = Restaurant Cluster
- Plaza Persona & Social Vibe
- 3. Enhanced Financial Model
- 4. Robust Operations Manual

low-cost high Impact

5. Marketing, Events, Tactics, Strategies: Strategic Partnership & Clever Promotions Guerrilla Marketing:

- Technology and Social MediaManagement
- Architectural Design Focused on Social Connection
- 8. Improve Name: The Groove Krates of Clearwater
- 9. Optimal Lot/Location
- 10. Build a Unique OrganizationCulture

5.5 GUERRILLA MARKETING: LOW COST & HIGH IMPACT

PROMOTION





Small box placed strategically in high-traffic and visible areas