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*Ashley Lowery*

July 22, 2025

City of Clearwater  
Economic Development & Housing Department  
c/o Dylan Mayeux  
509 S. East Ave, Suite 227  
Clearwater, FL 33756

**Re: Letter of Intent to Apply for HOME-ARP Funding**

Dear Mr. Mayeux,

On behalf of the Homeless Empowerment Program (HEP), I am writing to formally express our intent to apply for HOME-ARP funding from the City of Clearwater to support the development of permanent supportive affordable housing for qualifying populations.

HEP has acquired a 2.15-acre property at 1718 North Betty Lane, located in close proximity to our main campus, to develop a 36-unit affordable housing complex. This transformative project will create two- and three-bedroom apartments designed specifically to house families with minor children experiencing homelessness and poverty in Pinellas County. These new homes will provide safe, stable, and affordable housing — a foundational step in empowering families toward long-term stability and self-sufficiency.

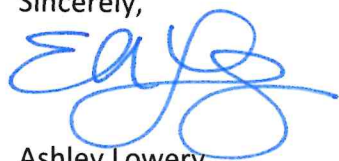
The need for affordable housing in our region is urgent. According to local housing data, Pinellas County continues to face a critical shortage of affordable units for families at or below 30%–80% AMI, particularly those with minor children. This project directly addresses this gap and aligns with the intent of HOME-ARP funding to assist qualifying populations, including families experiencing homelessness.

HEP has already raised \$5.79 million in gifts and pledges toward our \$10 million capital campaign goal, which includes a \$1 million gift from a dedicated board member used for land acquisition. The requested \$1.6 million in HOME-ARP funding will play a pivotal role in helping us reach our funding goal and break ground as planned in September/October 2025.

For more than 35 years, HEP has been a leader in providing comprehensive housing and supportive services in Pinellas County. We are CARF-accredited and bring deep experience in housing development, case management, and wraparound services tailored to vulnerable populations.

We are grateful for the City of Clearwater's continued commitment to affordable housing and look forward to submitting our full application. Please do not hesitate to contact me at (727) 442-9041 ext. 126 or AshleyL@HEPempowers.org with any questions.

Sincerely,



Ashley Lowery  
President & CEO  
Homeless Empowerment Program (HEP)



A COPY OF THE OFFICIAL REGISTRATION (#CH4621) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE (800-435-7352) OR ONLINE AT [WWW.800HELPFLA.COM](http://WWW.800HELPFLA.COM). REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.

**HOMELESS EMPOWERMENT PROGRAM**  
1120 NORTH BETTY LANE - CLEARWATER, FL 33755 - P: 727-442-9041 - F: 727-446-1516 - [WWW.HEPempowers.org](http://WWW.HEPempowers.org)