

CITY OF CLEARWATER • RESPONSE TO RFN NO. 29-26 - DISPOSITION OF REAL PROPERTY IN NORTH GREENWOOD CRA

THE ARMORY PROJECT

A Home-Grown Clearwater Company's Next Chapter

PRESENTED BY

David Habib

Founder & CEO
Yo Mama's Foods

Katie Cole

Legal Counsel / Representative
Hill Ward Henderson



The City’s Request

FROM RFN No 29-26:

*“The CRA seeks a buyer... for use consistent with the North Greenwood Community Redevelopment Area Plan. The development preference is for redevelopment/reuse of the site by a **local business headquartered in the City of Clearwater** primarily involved in **warehouse distribution and light-manufacturing** that can offer community benefits such as **creation of new jobs, commitment to hiring individuals from the community redevelopment area, minimum capital investment facilitating tax increment growth, and community and substantial economic benefit to the redevelopment area and to the City of Clearwater.**” - RFN No 29-26.*

REQUIRED PROPOSAL ELEMENTS (PFD) — ALL FOUR SUBMITTED:

1

Purchase Price
Min. \$2,000,000 offer submitted

2

Project Description
Size, appearance & uses detailed

3

Financial Plan
Sources, budget & employment plan

4

Dev. Schedule
Acquisition & construction timeline

North Greenwood Community Redevelopment Area Plan

Public and Semi-Public Property

Public and semi-public properties are shown on Figure 30 and are further detailed below by ownership.

City-Owned Lands

The City of Clearwater owns 64 parcels within the CRA. Together these parcels make up 83.33 acres. Most of these properties are parks or other recreational facilities. Several are public service sites, most notably the Marshall Street Water Reclamation Facility, Clearwater Gas Department, and Fire Station #51. Other city-owned properties were acquired for community enhancement purposes. See Table 15, CRA Implementation Table, for a description of potential future uses on these sites.

Other Publicly Owned Lands

Pinellas County

The Pinellas County government owns 16 properties throughout the CRA. These include parcels along the Pinellas Trail, the Clearwater Health Department, the Garden Trail Apartments workforce housing, and a handful of residential lots in the unincorporated area.

Pinellas County Schools

Pinellas County Schools own four properties within the CRA. The largest is the site for Sandy Lane Elementary and Calvin A. Hunsinger Schools, located at the southwest corner of Kings Highway and Sunset Point Road. They also own property along Palmetto Street (Clearwater Intermediate School), the Adult Education Center to the northeast of Clearwater Intermediate School, and the Pinellas County African American History Museum property.

Armory Building



State of Florida

The State of Florida owns one property within the CRA. This property is the Armory Building, located at 706 North Missouri Avenue. In 2005, National Guard operations were relocated to the C.W. Bill Young Armed Forces Reserve Center in Pinellas Park. This site is now utilized by the City of Clearwater Parks and Recreation Department for equipment storage and operations.

North Greenwood Community Redevelopment Plan

Area C Zoning Emphasis CSX Industrial Area

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North Greenwood Community Redevelopment Area Plan

Industrial District

Eldridge Street

The industrial portion of the North Greenwood CRA is located along Eldridge Street north of the CSX Railway Line. The approximately five-block area is the only land in the CRA with the Industrial, Research, and Technology (IRT) zoning designation. This area contains a number of businesses in the marine industry, automotive repair and maintenance, various industrial shops, food shops, and a Duke Energy substation. The Armory Building is directly adjacent to the industrial district.

Figure 23 Industrial District



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We Are Exactly What You Asked For in RFN 29-26

The CRA Plan calls out this exact site — and Yo Mama’s Foods fulfills every criterion, directly and measurably.

North Greenwood Community Redevelopment Area Plan

Area C: CSX Industrial Area / Armory Area

General Characteristics

The industrial area contains numerous businesses and potential for support and expansion for increased local employment. Existing businesses utilize the public street right-of-way for employee parking, truck delivery, and other services that pose a potential conflict for other users. The potential for an additional pedestrian trail along the CSX railroad line is possible to expand bicycle and pedestrian mobility through this portion of Clearwater. The state-owned Armory property is used by the city's Parks and Recreation Department for offices and open storage. There is potential for future reuse if city needs for the property change.

Community input received during the planning process included support for industrial uses and the desire for increased employment in the area. Lack of public parking for surrounding recreation events and local business employees was identified as an issue. Improvement of on-street parking, co-use of portions of the Armory property, or eventually adaptive re-use of the Armory building if not needed by the city in the future were identified as options.



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CRA Plan Fig. 59 — Area C: CSX Industrial / Armory Area (Armory pinpointed)

RFN REQUIRES: Local business HQ’d in Clearwater

- ✓ Founded in Clearwater 2017. HQ at 1125 Eldridge St — inside the CRA — for 6+ years.

RFN REQUIRES: Warehouse distribution & light manufacturing

- ✓ Food manufacturing & distribution is our core operation — this is what we do, every day.

RFN REQUIRES: Job creation & CRA-area hiring commitment

- ✓ 20–30 new jobs · ~\$65K median salary · first-access hiring for North Greenwood residents.

RFN REQUIRES: Capital investment facilitating tax increment growth

- ✓ \$5M+ private capital committed. Tax-exempt city property becomes \$45–55K/yr CRA TIF from day one.

RFN REQUIRES: Community & substantial economic benefit to the CRA

- ✓ Minority-owned anchor · SPC & HEP workforce pipelines · Feeding Tampa Bay · 360 Eats · 6+ yrs in the district.

Why We Fit in the CRA Plan — And How It Delivers

The North Greenwood CRA Redevelopment Plan sets specific goals for this corridor. The Armory Project is not adjacent to those goals — it hits every one of them, measurably and immediately.

THE CRA PLAN CALLS FOR:	THE ARMORY PROJECT DELIVERS:
Private investment & job creation in the corridor - Increase Employment Density above the 2022 measure by 2043	✓ \$5M+ private capital · 20–30 full-time jobs · ~\$65K median salary
Expansion of the local tax base	✓ Tax-exempt city property → \$45–55K/yr CRA TIF from day one
Workforce development for North Greenwood residents - Decrease the percent of households below the poverty level by 2043	✓ First-access hiring · SPC pipeline · HEP partnership · summer internships
Adaptive reuse & preservation of historic assets	✓ Restore and preserve the Armory — honor its character, bring it back to active use
Aesthetic improvement of underutilized properties	✓ Facade & site improvements — a visibly better building on a visibly better block
Minority-owned business support in the district	✓ Certified minority-owned anchor — headquartered in the CRA district for 6+ years

This project is a direct execution of the CRA plan, delivering jobs, investment, redevelopment, and long-term tax base growth exactly as intended.

Home-Grown. Internationally Recognized. Growing in Clearwater.

“Yo Mama's Foods isn't relocating to Clearwater. **We were born here, we built here, and we are expanding here.** The Armory is the next chapter of a Clearwater small-business success story — a home-grown company with international recognition, choosing to invest in the community that raised it.



STARTED HERE

Founded in a Clearwater Kitchen

Mother's Day 2017. David Habib, a Clearwater native, built the first batches in his parents' home. Every step of this company has happened inside Clearwater — not Tampa, not St. Pete, not Miami.



GREW HERE

A Top-10 U.S. Pasta Sauce Brand

From one kitchen to 25,000+ retail locations in 20+ countries. A Clearwater small business that is now a national consumer brand — built, staffed, and headquartered right here.

Yo Mama's Foods Instacart growth earns national recognition

Yo Mama's Foods was named one of Instacart's fastest-growing brands as national demand continues to rise.
Chuck Merlis | January 9, 2026



STAYING HERE

Expanding — Not Leaving

Every company we compete with has left its hometown. We refuse to. The Armory is our commitment to expand INSIDE Clearwater — a home-grown company choosing its home.

Clearwater's Yo Mama's Foods named No. 2 on
Instacart's Fastest-Growing Brands list

A Clearwater success story belongs in Clearwater. Approving the Armory keeps it here.

A Top-10 U.S. Brand — Built in Clearwater

Yo Mama's Foods is a certified minority-owned business and one of the Top 10 pasta sauce companies in the United States — with products at Costco, Walmart, Kroger, Publix, Whole Foods, and Sam's Club across 25,000+ retail locations in 20+ countries.

Top 10

U.S. Pasta Sauce Brand

25,000+

Retail Locations

6+ yrs

In North Greenwood

\$5M+

Total Investment

20–30

New Jobs (5-Year)*

\$150K+

Pre-Development Invested

NATIONALLY RECOGNIZED

Inc. 5000 • Good Morning America • Forbes • Instacart Fastest-Growing • GrowFL • ABC

Nine Years. One Zip Code. A Campus in the Making.

We didn't arrive in Clearwater — we were built in it. Every photo below tells the same story: a Clearwater company, rooted and growing, in one neighborhood.



2017

Founded in a Family Kitchen

Mother's Day, 2017. The first batches of Yo Mama's sauce were made here.

2019

Headquarters Established

1125 Eldridge Street. Permanent home in North Greenwood from day one.

2025

Campus Expanded

1143 Eldridge Street warehouse completed — directly across from the Armory.

2026

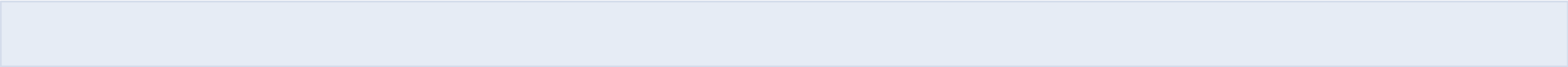
The Armory — Ready Now

706 N. Missouri Ave. The next building on a six-year-old campus.

We're Not Arriving. We've Been Here.

Yo Mama's Foods has been operating inside the North Greenwood corridor since 2019. Future community involvement isn't a promise for the future — it's an expansion of today's investment.

			
REGIONAL FOOD SECURITY	FOOD RESCUE	NORTH GREENWOOD ANCHOR	WORKFORCE PIPELINE
Feeding Tampa Bay & MacDill Airforce Base Ongoing product donations and partnership supporting hunger relief across Tampa Bay — directly benefiting Clearwater and North Greenwood families.	360 Eats Partnership supporting food rescue operations — reducing waste and feeding neighbors in need in our own backyard.	HEP Homeless Empowerment Program — active workforce-readiness partnership already placing North Greenwood residents into full-time employment at our campus.	St. Petersburg College, USF, UT, Local High Schools Direct pipeline recruiting, training, and placing local residents into logistics, operations, and administrative roles. Expanded internship opportunities for North Greenwood residents and High School Students to learn.



What the Armory Adds to Our Community Work

Authorizing negotiations between the CRA and the Yo Mama's entities opens the door for further business investment in Clearwater.
Expanding on last week's community meeting, community minded commitments include:



COMMITMENT 1 Workforce Development in North Greenwood

- Summer internship program targeted to North Greenwood youth
- Full-time roles with first-access hiring for local residents
- Training & placement via SPC and HEP pipelines
- On-site logistics, admin, QA, and operations pathways



COMMITMENT 2 Continued Food-Scarcity Support

- Expanded product donations to Feeding Tampa Bay, HEP, 360 Eats
- Continued partnership with HEP on meals & support + workforce development
- On-going food-rescue work with 360 Eats
- Armory space enables greater donation volume & coordination



COMMITMENT 3 Deeper Neighborhood Investment

- Active neighbor — not an absentee landlord
- Preserving the Armory's historic character
- A visible anchor that signals more investment is coming and an example for Opportunity Zone

What This Project Delivers to Clearwater

Conveyance of public land to a private entity should check certain boxes: Does it create jobs? Does it grow the tax base? Does it improve the neighborhood? The Armory Project answers yes to all three.



20–30

PILLAR 1

Employment Opportunities

Full-time living-wage jobs (~\$65K median) over 5 years. First-access hiring for North Greenwood residents. A real career ladder — warehouse, logistics, admin, QA, and management — all based right here.



\$45–55K/yr

PILLAR 2

Increasing the Tax Base

A currently tax-exempt city property becomes a self-sustaining revenue asset. CRA TIF from day one. \$1.3M–\$1.6M in annual payroll flowing through Clearwater — not a net cost to the City.



A Better Block

PILLAR 3

Aesthetic Improvement

Restored facade, preserved character, activated site. An underutilized historic asset becomes a visibly cared-for anchor building — signaling to every neighboring property that this corridor is on the rise.

Identified federal investment area

WHAT IS AN OPPORTUNITY ZONE?

A federal designation (2017 Tax Cuts and Jobs Act) that identifies underserved census tracts and attracts private capital through capital-gains tax deferral, reduction, and exclusion.

For North Greenwood, OZ designation means:

- Outside investors receive tax breaks for investing here
- Businesses that expand qualify for enhanced incentives
- The CRA gains a powerful new tool to attract capital
- North Greenwood competes at a federal level for dollars

HOW THIS PROJECT MAKES IT HAPPEN

To qualify, a community must demonstrate active private investment, job creation, and a long-term anchor. We already provide all three:

- ✓ **\$5M+ in committed private capital**
into a currently tax-exempt city property
- ✓ **20–30 jobs with signed hiring agreements**
with SPC and HEP, already in place
- ✓ **Six-year operating history**
in the exact zone the City is proposing
- ✓ **Nationally recognized minority-owned anchor**
investors and federal reviewers look for

What the Restored Armory Will Look Like



706 N. Missouri Avenue • Preserved • Restored • Activated — an anchor for the North Greenwood corridor.



OUR APPROACH

Proven Clearwater property owner and business operator at 1125 and 1143 Eldridge Street

- **National Brand Headquarters:** Home to a nationally recognized, fast-growing food company headquartered in Clearwater.
- **Attractive Development Standards:** Clean, professional, aesthetically designed facilities that reflect pride and enhance the area.
- **Community Impact:** Creates jobs, grows the tax base, and turns underused sites into productive community assets.

Feedback to our Community

Some community members asked whether the Armory should remain a public space. We hear that — and community benefit matters. However, both the CRA Plan and the RFN identify this site as a focus for economic development, including support for local business growth and job creation.

WHAT THIS PROJECT DELIVERS

- 20–30 living-wage jobs (~\$65K median)
- \$1.3M–\$1.6M annual payroll into North Greenwood*
- \$45K–\$55K/year CRA revenue from day one**
- Opportunity Zone anchor attracting follow-on capital
- A self-sustaining tax asset — not an ongoing cost
- Preserved & restored historic building

WHAT A SMALL BUSINESS OWNER/OPERATOR PROVIDES

- Permanent living-wage employment for residents
- Ongoing payroll flowing into the neighborhood
- A tax-generating asset
- A federal Opportunity Zone anchor credential
- Private capital already committed & ready
- Six years of existing community partnerships

A community that works and has access to jobs is a better community. Jobs, wages, and tax revenue create the foundation that funds parks, programs, and everything else.

A Six-Year, Coordinated Effort

This opportunity did not appear overnight. It is the direct result of six years of sustained coordination between Yo Mama's Foods and every level of government — state, county, and city.



STATE OF FLORIDA

**Representative Berfield ·
Senator Hooper**

*Business development recognition
and support at the state level.*



PINELLAS COUNTY

**Pinellas County Economic
Development**

*Independently awarded Economic
Development grant — third-party
validation of this project's impact.*



CITY OF CLEARWATER

**City of Clearwater Economic
Development**

*Aligned with the North Greenwood CRA
redevelopment plan.*

This opportunity exists because of ***our investment and our work.***

Six years of private capital, partnership-building, and coordinated planning have put this project in a position to succeed.

This Is Not a Hope. This Is a Plan in Motion.

Unlike speculative ideas, this project is financed, validated, and ready to move. Further delays will cost jobs, cost tax revenue, and cost momentum in a corridor that is finally turning. This plan is ready for immediate execution vs. speculation and keeps jobs in Clearwater.



Bank financing secured

Hancock Whitney Bank
pre-approval in hand



County grant already awarded

Independent third-party validation



\$2M purchase offer submitted

\$100K earnest money committed



60,000+ sq ft campus operational

Adjacent buildings already running



\$150,000+ already spent

Six years of documented investment



Opportunity Zone evidence

This project makes the federal case

Yo Mama's Foods — National Brand & Community Pride - Have served over 40,000,000 Customers since 2017.



THE CASE FOR APPROVAL

The Time to Act Is Now.

APPROVE

Negotiations for a contract for sale of the Armory consistent with the published RFN

ANCHOR

Yo Mama's Foods in Clearwater and the North Greenwood area for the long term

ACTIVATE

Opportunity Zone evidence for the whole corridor

“

The groundwork is done. The investment is made. The opportunity is here. We are asking for your support to finish what we started six years ago and deliver lasting impact for Clearwater.