



Gloria Campbell, Executive Director  
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727-434-0072  
October 29, 2024

City of Clearwater Community Redevelopment Agency  
Attn: Economic Development & Housing Department  
600 Cleveland Street, 6th Fl  
Clearwater, FL 33755

## **Subject: Letter of Interest for Long-Term Lease and Development of a Mini Mall/Shipping Container Village**

Dear Members of the Clearwater Community Redevelopment Agency and City of Clearwater,

On behalf of the Clearwater Urban Leadership Coalition (CULC), I am thrilled to submit our Letter of Interest for the long-term lease and development of a vibrant mini mall/shipping container village within the North Greenwood Community Redevelopment Area. If successful, CULC will then petition to purchase project properties for a fair value. This project is not merely a proposal; it is a transformative opportunity to rejuvenate the MLK corridor, serve the public interest, serve as a business incubator, and closely align with the goals outlined in the North Greenwood Community Redevelopment Area Plan.

### **A Vision for Transformation**

Imagine a bustling marketplace where local entrepreneurs can thrive, cultural expressions are celebrated, and the community unites in meaningful ways. We envision the mini mall/shipping container village as a cornerstone for revitalizing North Greenwood—a dynamic destination that attracts visitors from near and far. M1 Containers will serve as the design-build firm for this project, bringing their expertise and innovation to create a unique space that reflects our community's spirit. As the project manager, CULC will oversee the development, ensuring that every aspect meets the highest standards of quality and community relevance.

### **Support for the Project**

The Clearwater Urban Leadership Coalition's Board of Directors is in full support of this initiative. Their commitment underscores the urgency and importance of revitalizing the North Greenwood area, particularly the MLK corridor. Additionally, we are pleased to note that the former City Manager and the City Council were in full support of this project during their tenure. Their advocacy and guidance have paved the way for us to move forward with this exciting initiative, and we are eager to build on the foundation they have established.

## Funding Commitment

To realize the development of this project, the Coalition wishes to secure a commitment of **\$500,000 from the Community Redevelopment Agency**. The City Council in 2023, came to a consensus to set aside \$500,000 for a container village in North Greenwood. This funding will be instrumental in covering development costs and ensuring the successful launch of the mini mall/shipping container village.

## Preliminary Schedule

Once we receive approval from the Community Redevelopment Agency and the City of Clearwater, the Coalition will immediately begin pursuing the necessary permits for the project. We will collaborate closely with the City's Planning and Development Department to submit site and building plans that are fully compliant with City codes. Our goal is to obtain approval through a Development Order, allowing us to commence construction as soon as possible. We anticipate that these initial steps, including permitting and planning, will occur within the first quarter of 2025. Through our partnership with MI Containers, we have already started conversations with the City's Planning and Development Department through their Building Plan Review Committee (BPRC) to begin the design of the project in compliance with the City's development standards.

## Why This Project Matters

1. **Revitalizing the MLK Corridor:** This development will breathe new life into Martin Luther King Jr. Avenue, a historically significant area that has faced economic challenges. By establishing an attractive and bustling destination, we will transform this corridor into a vibrant hub of activity and engagement.
2. **Economic Empowerment:** Our mini mall will serve as a launchpad for local entrepreneurs, providing affordable retail spaces tailored for small businesses, artisans, and food vendors. This initiative aims to stimulate economic growth and create job opportunities that directly benefit our residents.
3. **Public Interest and Community Benefits:** This project is firmly rooted in the public interest. By enhancing the area and offering new opportunities for local businesses, we will improve the quality of life for residents and foster a greater sense of community pride.
4. **Alignment with the North Greenwood Community Redevelopment Area Plan:** Our proposed mini mall/shipping container village aligns seamlessly with the objectives

outlined in the North Greenwood Community Redevelopment Area Plan. By focusing on economic development, community engagement, and cultural preservation, we will contribute to the vision of a thriving North Greenwood.

5. **Cultural Destination:** We aspire to make this mini container project a destination for Clearwater and beyond. By featuring a diverse range of offerings, including local crafts, unique culinary experiences, and cultural events, we will create a marketplace filled with the sounds of music, the aromas of delicious food, and the vibrant colors of art from our community.
6. **Community Engagement:** This development will prioritize community engagement, hosting events, workshops, and cultural celebrations that highlight the rich heritage of North Greenwood. Our goal is to create a gathering spot for families, friends, and visitors, fostering connections that enhance the overall community spirit.
7. **Sustainable Practices:** Utilizing repurposed shipping containers aligns with our commitment to sustainability. This innovative approach not only reduces waste but also demonstrates our dedication to environmentally friendly practices. By creating a space that values both commerce and ecological stewardship, we will inspire a culture of sustainability within our community.

## Commitment to Excellence

The Clearwater Urban Leadership Coalition is fully committed to moving this project forward.

We are ready and willing to enter into any necessary agreements to ensure its success.

Additionally, we will actively seek out other partners, including nonprofits and community organizations, to bring additional capacity and excitement to this initiative. By collaborating with these partners, we can provide the support and resources that our tenants need to thrive.

## Building a Network of Support

1. **Engaging Other Nonprofits:** We recognize that collaboration is key to success. We will seek partnerships with other nonprofit organizations that align with our mission and your mission and can contribute expertise in areas such as business development, workforce training, and community wellness. By building a robust network of support, we will create a comprehensive ecosystem that fosters the growth and success of our tenants.
2. **Capacity Building:** The participation of additional partners will enhance our ability to provide resources and training to our tenants. By hosting workshops and providing mentorship programs, we can equip entrepreneurs with the skills they need to succeed. These efforts will not only benefit individual businesses but will also strengthen the overall economic fabric of our community. We intend to approach local high schools, technical schools, and colleges (St. Pete College) for partnerships that will tremendously increase capacity building and project success, almost like a business incubator.
3. **Community Events and Collaborations:** We plan to organize community events in collaboration with our partners that celebrate local culture and foster community engagement. These events will draw visitors to the mini mall and create opportunities for our tenants to showcase their products and services. By working together, we can create a vibrant atmosphere that attracts foot traffic and promotes local entrepreneurship.



4. **Marketing and Promotion:** Collaborating with other nonprofits will also enhance our marketing efforts. By pooling resources and leveraging each partner's networks, we can effectively promote the mini mall and its tenants, ensuring that they receive the visibility and support necessary for success.
5. **Continuous Improvement:** We will establish a feedback mechanism that allows our partners, tenants, and the community to share insights and suggestions. This ongoing dialogue will help us refine our programs and initiatives, ensuring that we remain responsive to the evolving needs of our community.

## Our Role as Project Manager

As the project manager, and land Lessee, and owner of the mini containers (structures), the Clearwater Urban Leadership Coalition will take the lead in ensuring the successful execution of the mini mall/shipping container village. Our responsibilities will include:

- **Overseeing Development:** We will work closely with M1 Containers and other stakeholders to manage the design and construction process, ensuring that the project is completed on time and within budget.
- **Implementing Operational Strategies:** Once the mini mall is established, CULC will oversee its operation, ensuring that it serves as a welcoming and vibrant space for tenants and visitors alike.
- **Sustaining the Project:** We are committed to the long-term sustainability of the mini mall. After the project is complete, the Coalition will sustain its operations through fundraising efforts, rents (low), securing ongoing financial support to maintain and grow the mini mall as a community asset. This sustainability plan will include engaging local businesses and community members in fundraising initiatives and developing partnerships with philanthropic organizations.

## Budget Overview

To ensure the viability of this project, we have prepared a preliminary budget outline that highlights the essential components of development, operation, and sustainability. This budget will be refined as we move forward, considering input from partners and stakeholders.

### Preliminary Budget Estimate:

Category	Estimated Cost
<b>Site Preparation and Development</b>	\$200,000
<b>Construction (M1 Containers)</b>	\$300,000
<b>Utilities and Infrastructure</b>	\$100,000
<b>Marketing and Promotion</b>	\$50,000
<b>Operational Expenses (First Year)</b>	\$150,000
<b>Training and Support Programs</b>	\$50,000
<b>Contingency Fund</b>	\$50,000
<b>Total Estimated Budget</b>	<b>\$1,000,000</b>

This budget serves as a foundational framework for the project's financial planning. With \$500,000 secured from the Community Redevelopment Agency, we will pursue additional grants, community contributions, and sponsorships to cover the remaining costs and ensure that the mini mall is financially sustainable.

## Partnering for Success

To maximize the impact of this initiative, we are proud to partner with **M1 Containers**, who will serve as the design-build firm for this project. Their years of expertise and innovative approach will ensure that the mini mall is not only functional but also visually appealing—a space that reflects the community's spirit.

- **Pinellas County Economic Development** will help guide us in navigating the regulatory landscape and accessing resources that support business development, ensuring our project aligns with broader economic goals for the region.
- **Amplify Clearwater** will assist in marketing the mini mall and connecting us with local businesses and entrepreneurs eager to join our vision. Their strong network and advocacy for local businesses will be crucial in building a thriving community hub.

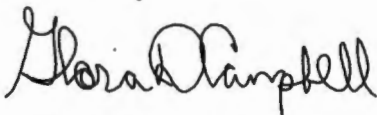
## Conclusion

In conclusion, we are incredibly excited about the prospect of developing a mini mall/shipping container village in the North Greenwood Community Redevelopment Area. This project represents a unique opportunity to create a vibrant destination that celebrates the spirit of our community while promoting economic growth and cultural heritage.

We sincerely appreciate your consideration of our Letter of Interest for a long-term lease of the property. The Clearwater Urban Leadership Coalition is committed to fostering collaboration with the City of Clearwater and the CRA, as well as seeking additional partnerships to bring this vision to fruition. Please feel free to contact me at 727-434-0072 or email me at [Gloriadcampbell@gmail.com](mailto:Gloriadcampbell@gmail.com) to discuss this proposal further.

Thank you for your attention to this transformative opportunity. Together, we can build a brighter future for North Greenwood, turning our shared vision into a reality!

Sincerely,



Gloria Campbell  
Executive Director  
Clearwater Urban Leadership Coalition

# The Grove@1105 Container Village







# Development of a Container Village

## Executive Summary

The Grove @1105 is a groundbreaking initiative designed to revitalize the North Greenwood area of Clearwater, FL, through a unique container village experience. Our container village aims to create a vibrant hub for local entrepreneurs, artists, and craftsmen, providing them an avenue to showcase their talents while fostering a deep sense of community pride. By utilizing repurposed shipping containers, we not only embrace sustainability but also reflect the innovative spirit of the neighborhood. Our space will be steeped in cultural heritage, amplifying the voices of local businesses and offering visitors a memorable shopping experience that connects them to the community.

## Mission

Our mission is to enrich the North Greenwood community by creating a dynamic retail environment that celebrates local entrepreneurship, cultural history, and community connectivity. The Grove @1105 is dedicated to fostering economic growth while providing a platform for diverse talent to flourish.

## Problem

North Greenwood was originally known as, simply, "The Grove," nicknamed for the large citrus orchards planted there before the turn of the 20th century. The neighborhood's main street, a north-south hardtop running from Fairmont Street in north Clearwater to the city's southern limit near Belleair Road, was known as Greenwood Avenue for over 90 years, named for the bright green jumble of palmetto patches and tangerine trees the road once cut through. Over time, during segregation, the Greenwood neighborhood evolved into the main enclave for the City of Clearwater's African-American population, gradually transforming its character from agriculture to residential with neighborhood-accommodating retail and commercial businesses. Along the "pre-King" Greenwood Avenue corridor, the beloved main street was a hotbed of precious historic neighborhood character manifesting the epicenters of healthy social, commercial and economic life in a strong community.

## Solution

The Grove @1105 directly addresses these issues by establishing a vibrant container mini mall that serves as an incubator for local businesses. By providing affordable retail spaces and a supportive community environment, we enable entrepreneurs to showcase their products while fostering a sense of pride and collaboration among residents.



## **Clearwater Urban Leadership Coalition**

Our Community Reach

### **Community Family Fun Night**

Community Family Fun Night is an annual event hosted by the Clearwater Urban Leadership Coalition which continues to draw residence from near and far to the North Greenwood Community. This year, we were pleased to host our 10<sup>th</sup> annual event which drew nearly 3000 attendees from all demographics who enjoyed the ultimate welcoming experience.

The success of this event dispels the myth that North Greenwood could never become a destination place that residents would be eager to come to because of safety concerns. That is unfounded and in the 10 years we've not had one incident of criminal behavior.

Here is a comment which came from a first-time attendee who shares her experience.

***“Thank you for suggesting that I attend the 10<sup>th</sup> Annual Community Family Fun Night in Clearwater. Wow!!! What a terrific event. I felt blessed to be there. There were people of every race and color. Kids, moms and dads, aunties and elders. The vibes were wonderful, loving, happy and high energy. It put my heart on wings.”***

*Barbara St. Clair*

We have built and continue to cultivate relationships with government agencies, corporations and community partners who see the value of investing in this community.

We believe as we begin the redevelopment effort starting with the container village, we will welcome guests from near and far who appreciate the uniqueness of our cultural and all that it has to offer.

### **Why we are the best fit for this project**

The relationship that we have built within the North Greenwood community and beyond, positions us with an advantage to successfully manage this project and work to bring out the very best in what this community has to offer,

## Primary Products & Services

The Grove @1105 will feature a diverse range of products and services, including locally crafted goods, clothing, art, handmade beauty products, and food offerings from various cultural backgrounds. Additionally, we will host events, workshops, and performances that celebrate community culture and heritage, integrating education and entertainment into our retail experience.

Our primary business model centers on leasing repurposed shipping containers to local businesses and artisans. We will generate revenue through rental fees while creating a vibrant ecosystem where cultural exchange and entrepreneurship thrive. Furthermore, we will host community events and workshops to promote engagement and expand our revenue streams.

## Industry Overview

The retail industry is undergoing a transformation, with a growing emphasis on experiential shopping and community - driven initiatives. The demand for unique, locally-sourced products is rising as consumers become more conscious of supporting home-grown businesses. The container retail sector is gaining traction as it offers flexible, sustainable, and innovative solutions to urban business challenges, making it a fitting model for North Greenwood.

## Core Marketing Activities

Our marketing strategy will utilize a variety of channels to promote The Grove @1105, including social media platforms, local partnerships with community organizations, pop-up events, and traditional advertising. We will engage potential customers through storytelling that highlights the cultural significance of the businesses within the complex. Collaborations with local artists and influencers will amplify our reach, drawing visitors to experience the vibrancy of the community.

## High-Level Financial Targets

In our initial three years, The Grove @1105 aims to achieve a break-even point by the end of year two, with a target annual revenue growth of 20% thereafter. By attracting a diverse mix of local businesses and hosting community events, we anticipate generating multiple streams of revenue, ensuring the sustainability and growth of the project while contributing positively to the local economy.

## Tenants for the Container Village

The Grove @1105 will accommodate no less than 15 businesses. We currently have seven that are committed and are anxiously awaiting the completion of the development. There are additional businesses that have expressed interest in securing a space within the village. They will go through a vetting process with Amplify Clearwater to assure they are a good fit. Below are the seven business that are confirmed.

- Wine Down
- Juice it up
- Loaded Potatoes
- Tea's & More
- Sweet L's Bakery
- Jamaican Restaurant
- Joes Coffee Bar



# Key Partners

## M1 Company Container Village Developer

### ARMANDO MATOS

Director of Special Projects and Client Relations



Residential & Commercial Projects



2567 Ham Brown Road  
Kissimmee FL 34746



(+1) 323- 627-4485



armando@m1companyfl.com



www.m1companyfl.com



### CAPABILITIES STATEMENT & PAST PERFORMANCE SHEET

Point of Contact  
Mario Ferreras | COO, VP of Marketing & Sales  
407.433.6526 | [mario@m1companyfl.com](mailto:mario@m1companyfl.com)

### Your Premier Partner for Modular Excellence

MobileOne Restoration Inc. DBA M1 Containers, is a trusted partner for modular solutions. We are headquartered in Kissimmee, Florida and have extensive experience in residential and commercial modular building manufacturing. Our specialty lies in tailoring solutions to meet your unique needs. Our offerings include Residential & Commercial Metal Modular Buildings, and all type of shipping containers customization projects. We excel in precision metal manufacturing, ensuring the highest quality. In addition to manufacturing, we offer comprehensive services such as delivery, setup, disassembly, and relocation of modular structures. Rest assured, all our services are executed with a steadfast commitment to the highest safety standards and strict regulatory compliance. Serving Federal, State, Local Government, and Private sectors.

#### Core Competencies



Residential and Commercial Modular Buildings Manufacturer's License in Florida [FBC Organization Number MFT12851].



Residential & Commercial Shipping Containers Customizations.



Manufacturers of Metal Parts for Modular Buildings, Shipping Containers & Metal Structures.



Modular Buildings Rehab, Remodeling, Set Up, Knock Down and Relocation Services.

#### Differentiators

30+ years of combined industry experience

Innovative

Efficient results

Safety Focused

Excellent customer service

Unlock Your Project's Potential with a **Free Consultation Call**.

Elevate Structural Integrity and Cost-Efficiency through Expert Drawing Revisions.

### PAST PERFORMANCE & RESIDENTIAL PRODUCTS



2022 | KRATE PROJECT



PRIVATE



MODULAR RESIDENTIAL UNITS

#### NAICS Codes

- 332311-Prefabricated Metal Building and Component Manufacturing
- 332439-Other Metal Container Manufacturing
- 332999-All Other Miscellaneous Fabricated Metal Product Manufacturing
- 321991-Manufactured Home (Mobile Home) Manufacturing



UET YMWELYNQL7H6 | CAGE 9LXR4 | DUNS: 060606123 | [www.m1companyfl.com](http://www.m1companyfl.com) | FBC Organization Number MFT12851





# Mobile One Capability Statement



## CAPABILITIES STATEMENT & PAST PERFORMANCE SHEET

Point of Contact  
Mario Ferreras | COO, VP of Marketing & Sales  
407.433.6526 | [mario@modcompanyfl.com](mailto:mario@modcompanyfl.com)



PALOMAR MODULAR

- Units Size: 16' x 71'
- Modular Project Size: 44 Units (352' x 142')
- Project Name: Ft. Gordon Army Base
- Location: Augusta, GA
- Contact Name: Mike Gurley, Project Manager
- Contact Email Address: [Mgurley@palomarmodular.com](mailto:Mgurley@palomarmodular.com)
- Contact Phone Number: (214) 437-1803

- Unit Sizes: 8'x20' Flex Unit
- Modular Project Size: 28 Units (4,160 sqft)
- Project Name: Hyundai Plant
- Location: Atlanta, GA
- Contact Name: Vivian Santeliz, Construction Manager
- Contact Email Address: [Vivian.Santeliz@willscot.com](mailto:Vivian.Santeliz@willscot.com)
- Contact Phone Number: 321-230-8219



WILLSCOT

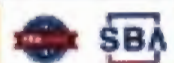


RESPONSIVE DEPLOYMENT

- Units Size: 14' x 70'
- Modular Project Size: 20 Units, 2 story, 10 units over 10 units. (19,600sqft)
- Project Name: Mc Dill Air Force Base
- Location: Tampa, FL
- Contact Name: Scott McClenning, Program Manager
- Contact Email Address: [smcclenning@responsivedeployment.com](mailto:smcclenning@responsivedeployment.com)
- Contact Phone Number: (912)-409-9208



LEI: YWWEVYNQL7H6 | CAGE: 9LJ84 | DUNS: 060606123 |  
[www.mcloumiami.com](http://www.mcloumiami.com) | FBC Organization Number MFT12851







Krate Development of the Year (2022) Tampa Bay



Krate Development of the Year (2022) Tampa Bay

## **Other Key Partners**

### **Market 707**

Housed in retrofitted shipping containers, Market 707 offers a unique street food and retail experience. This vibrant community space brings together local entrepreneurs serving delicious international street food and unique goods and services to create an urban food and shopping experience unlike any other.

### **Marketing**

Kinard Robinson  
Founder/Chief Executive Officer  
Empowering Creative

### **Banking Partners**

- Chase Bank
- BBIF
- 5/3 Bank
- Prudential



# The Grove @1105 Container Village



**The Grove @ 1105**  
**Container Village Concept Drawings**



MLK View

Stage View



Tangerine View



**Modular Prototype 1**



**Modular Prototype 2**

