



**EXECUTIVE SUMMARY:
CITY OF CLEARWATER OPPORTUNITY ZONE CONSIDERATION
CENSUS TRACTS 258, 262, 264.01, AND 264.02**



The four census tracts—258, 262, 264.01, and 264.02 within the City of Clearwater exhibit significant potential for targeted economic revitalization. While historically characterized by underutilized commercial space and uneven private investment, the area is now demonstrating early-stage signs of market activation driven by small business formation, flexible commercial models, and locally rooted enterprise growth.

Socioeconomic Context (American Community Survey – 5-Year Estimates)

According to the American Community Survey (ACS 5-year estimates), these tracts exhibit consistent indicators of economic distress when compared to broader Pinellas County benchmarks, including:

- Lower median household income relative to county averages
- Higher rates of poverty, indicating constrained household purchasing power
- Lower labor force participation and employment stability, suggesting underutilized workforce capacity
- Elevated housing vacancy and underutilized residential structures, signaling weakened real estate absorption and investment activity
- Higher reliance on cost-burdened housing, limiting disposable income and local consumer spending

Collectively, these indicators reflect a market environment where private capital has not yet fully penetrated, but where structural demand exists for redevelopment, affordable/workforce housing development, small business expansion, and job creation.

Strategic Transportation & Logistics Access

The census tract area corridor comprising 258, 262, 264.01, and 264.02 benefits from strong regional connectivity to air, rail, and seaport infrastructure within the Tampa Bay metropolitan logistics network—an important advantage for commercial expansion, supply chain efficiency, and business scalability.

Air Access

The area is located within proximity to two major aviation assets:

- St. Pete–Clearwater International Airport — approximately 10–15 miles away, providing immediate access to domestic passenger and cargo services.
- Tampa International Airport — approximately 20–30 miles away, serving as a major national and international hub for passenger travel and air freight connectivity.

This dual-airport access enhances regional business mobility, tourism potential, and time-sensitive logistics capabilities.



Port Access

The area is also within approximately 20–30 miles of deepwater port infrastructure at:

- Port Tampa Bay

As one of Florida’s largest ports, it provides critical access to container shipping, bulk commodities, and global trade routes, supporting import/export activity and industrial supply chains.

Rail Freight Connectivity

Regional freight rail service is provided through:

- CSX Transportation network infrastructure serving the Tampa Bay region

This system connects the corridor indirectly to national freight corridors, enabling efficient movement of goods through intermodal transfer points in the broader Tampa logistics hub.

Economic Development Significance

This multi-modal access profile positions the area as a **logistically advantaged redevelopment zone**, where small business growth, light industrial activity, food production, and distribution-oriented enterprises can scale efficiently. The combination of nearby air, port, and rail infrastructure strengthens the case for Opportunity Zone designation by enabling:

- Reduced friction for regional and national distribution
- Enhanced attractiveness for light manufacturing and food production businesses
- Increased feasibility of supply-chain dependent on small business expansion
- Strong alignment with Florida’s logistics, trade, and economic competitiveness strategy

From a strategic economic development perspective, these tracts align closely with Florida’s broader priorities of expanding private-sector investment, strengthening small business ecosystems, increasing workforce participation, and encouraging the redevelopment of underperforming commercial assets. The area presents a clear opportunity for catalytic investment that can convert latent real estate and entrepreneurial capacity into sustained economic output.



A key emerging asset within the area is **The Grove @1105 business container village**, a modular commercial environment that will lower barriers to entry for small businesses by offering scalable, lower-overhead retail and service space. This model supports early-stage entrepreneurs by reducing upfront capital requirements while fostering a concentrated ecosystem of activity that increases visibility, consumer traffic, and business-to-business synergy. As occupancy grows, it functions as a micro-enterprise incubator and a proof-of-concept for adaptive reuse strategies that can be replicated across additional underutilized parcels.





Another notable growth engine within the area is **Yo Mama's Foods**, a locally established food business demonstrating strong demand traction and scalable production potential. The business reflects the type of small-to-mid-scale enterprise that Opportunity Zone investment is designed to accelerate—particularly through access to working capital, facility expansion, and distribution scaling. Its continued growth would contribute to job creation, supply chain activity, and increased local economic circulation.



NORTH GREENWOOD COMMUNITY ADVISORY COMMITTEE

Special Meeting • 706 N. Missouri Avenue (The Armory) • Clearwater, FL
Minority-Owned • Nationally Recognized • 6 Years in North Greenwood, 9+ years in Clearwater

Yo Mama's Foods has been building, investing, and hiring in North Greenwood for over six years, including more than \$150,000 in pre-development costs for 706 N. Missouri Avenue. 9+ years in Clearwater.

Yo Mama's Foods has invested over \$3.5 million into North Greenwood since 2019, with continued capital improvements bringing total investment closer to \$4 million.

Yo Mama's Foods has worked hand-in-hand with the State of Florida, Pinellas County, and the City of Clearwater to drive long-term economic growth—because this community deserves real, lasting opportunity, and we are committed to delivering it.

 Top 10 U.S. Pasta Sauce Brand	 25,000+ Retail Locations	 6+ Years In North Greenwood	 \$5M+ Total Proposed Investment	 20-30* New Jobs (5 yrs)	 \$150K+ Pre-Dev. Invested
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*20-30 full-time positions projected over 5 years. All figures are forward-looking planning estimates.

🍅 WHO WE ARE — AND WHY WE CHOSE NORTH GREENWOOD

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+ locations in 20+ countries. **We are a team of 30 in North Greenwood.**





Founded on Mother's Day 2017 by Clearwater native **David Habib** with recipes inspired by his mother's kitchen. The company launched from his parents' home, grew through Amazon and retail, and has never left Clearwater. **North Greenwood is not a stop on the way somewhere else. It is our company headquarters and home. We are invested in this community.**

Featured on **Good Morning America**, **ABC's View Your Deal**, **FOX 13 Made in Tampa Bay**, and **Tampa Bay Business & Wealth Magazine**. A brand built in this community, recognized nationally.

🏆 AWARDS & RECOGNITION

- ★ **Inc. 5000** Fastest-Growing Private Companies (2025, #2139)
- ★ **Small Business of the Year** Tampa Bay Chamber (2025)
- ★ **GrowFL Florida Companies to Watch** Statewide Recognition
- ★ **FL Fastest Growing 50** Statewide
- ★ **Instacart Fastest-Growing Brands** National Recognition (2026)
- ★ **Good Morning America** Featured (Jan. 2026)
- ✅ **Board Member, Amplify Clearwater**
- ✅ **Certified Minority-Owned Business**
- ✅ **Pinellas County Economic Development Approval**
- ✅ **TBBW Cover Story & Featured Business, Top 50 Fastest Growing in Tampa Bay**

📅 SIX YEARS OF PLANNING & DEVELOPMENT. HQ EXPANSION TO ARMORY.

 2019 Established headquarters at 1125 Eldridge Street. North Greenwood was chosen as a permanent home from day one.	 2019-2024 \$150,000+ invested in pre-development, planning, site studies, legal, and design for the Armory campus. Six years of tireless groundwork.	 2025 Completed major expansion: 1143 Eldridge Street warehouse — directly across from the Armory site. The campus is already operational.	 2026 — The Armory 706 N. Missouri Ave. The natural completion of a campus six years in the making.
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The economic case for a City of Clearwater Opportunity Zone 2.0 designation is further strengthened by the area's capacity for redevelopment-driven growth.

Key advantages include:

- Availability of underutilized parcels suitable for infill and adaptive reuse
- Emerging small business clustering that supports organic economic networks
- Opportunity to expand local service, retail, and light production capacity
- Strong alignment with state-level goals around entrepreneurship and capital formation
- Potential to attract private investment through tax-advantaged long-term deployment

Designation would create a structured incentive environment to accelerate reinvestment into existing assets while attracting new capital for commercial development. This would not only stimulate near-term construction and business formation activity, but also establish a longer-term foundation for sustained economic productivity and job creation within the area.

Economic Development Alignment

Designation of these tracts as a City of Clearwater Opportunity Zone would directly support Florida's statewide economic development goals by:

- Mobilizing long-term private capital into underinvested commercial corridors
- Expanding access to entrepreneurial infrastructure for small and emerging businesses
- Supporting job creation through business scaling and real estate redevelopment
- Encouraging adaptive reuse of vacant and underutilized properties
- Strengthening local supply chains through business clustering and localized production
- Increasing taxable economic activity without reliance on public subsidy expansion

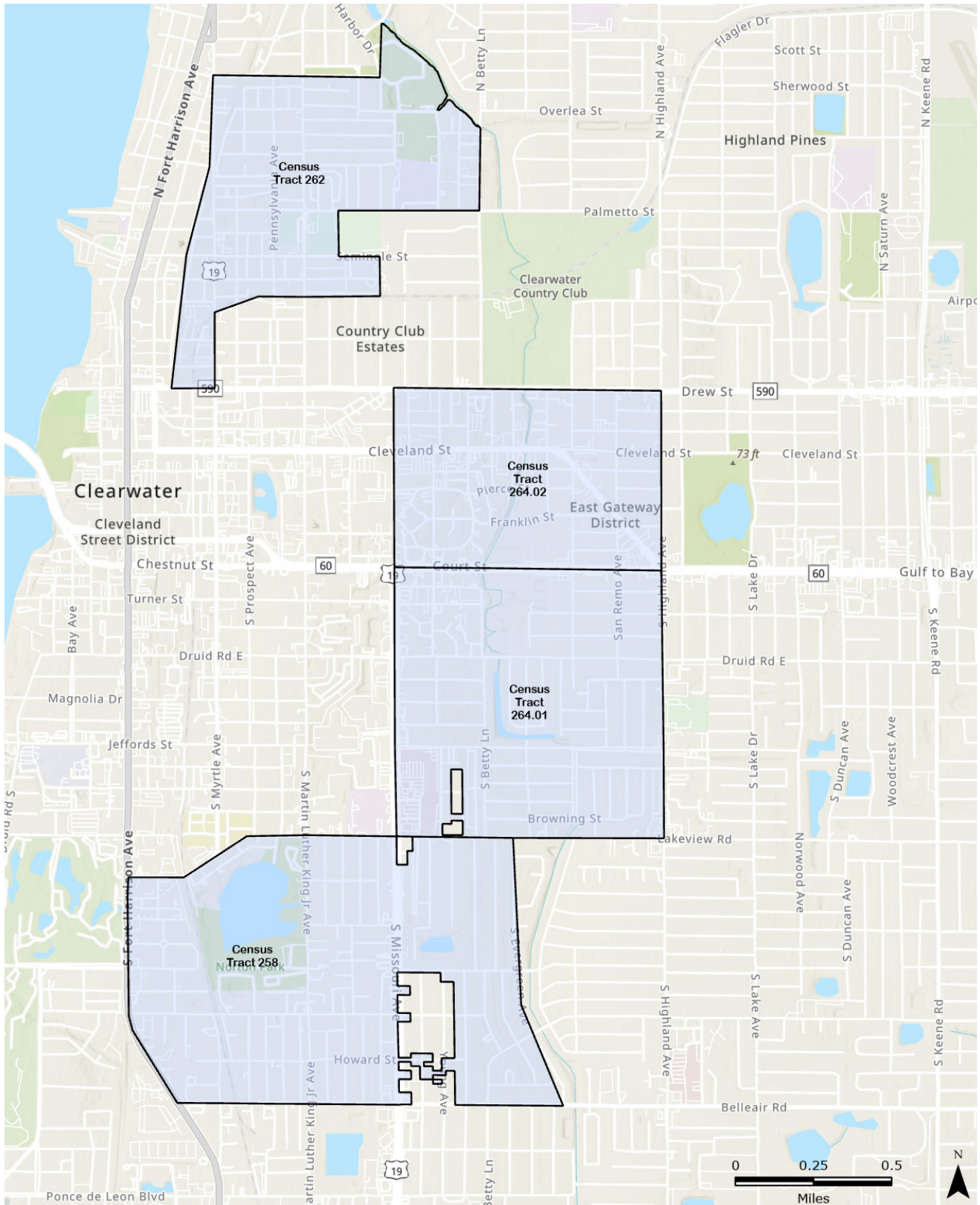


Investment Rationale

The convergence of underutilized land documented socioeconomic need (per ACS indicators), and emerging entrepreneurial infrastructure creates a high-leverage environment for place-based investment. Early-stage anchors such as The Grove @ 1105 and Yo Mama’s Foods demonstrate that demand and business formation are already present; what remains is the catalytic capital structure necessary to scale these efforts.

Conclusion

Census tracts 258, 262, 264.01, and 264.02 present a compelling Opportunity Zone candidate defined by measurable economic need and emerging private-sector momentum. ACS data confirms structural underinvestment, while on-the-ground business activity signals readiness for scalable growth. Opportunity Zone designation would serve as the mechanism to align private capital with existing local enterprises, transforming latent economic capacity into sustained job creation, business expansion, and long-term asset development within the City of Clearwater.



Census Tract Outlines