

Richard Kriseman

From: David Flintom
Sent: Wednesday, August 16, 2017 4:46 PM
To: Richard Kriseman; Nikki Capehart
Subject: FW: Fwd: Callaloo Response

From: mario@fariasconsultinggroup.com [mailto:mario@fariasconsultinggroup.com]
Sent: Wednesday, August 16, 2017 8:53 AM
To: Gloria Campbell <gloriadcampbell@gmail.com>; Mayor <Mayor@stpete.org>
Cc: ramon hernandez <rh@pipos1979.com>; Vincent Jackson <vjack14@gmail.com>; Alan DeLisle <Alan.DeLisle@stpete.org>
Subject: RE: Fwd: Callaloo Response

Gloria,

Thank you for forwarding the email outlining your team's proposal to The Callaloo Group which you sent to the Mayor last night. I immediately forwarded it to the partners for their consideration. Until we can review it and formulate a response know that we still stand by our original proposal to your group.

Regards,

Mario

Mario Farias
CEO/Managing Partner

FCG/Farias Consulting Group

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----- Original Message -----

Subject: Fwd: Callaloo Response
From: Gloria Campbell <gloriadcampbell@gmail.com>
Date: Wed, August 16, 2017 8:10 am
To: Mario Farias <mario@fariasconsultinggroup.com>

I just realized I did not copy you on the letter to the Mayor.

Peace,

Gloria

----- Forwarded message -----

From: "Gloria Campbell" <gloriadcampbell@gmail.com>

Date: Aug 15, 2017 8:05 PM

Subject: Callaloo Response

To: <mayor@stpete.org>

Cc: "Gordon Davis" <GDavisSoho@gmail.com>, "Fred Johnson (fredjohnsonartist@gmail.com)" <fredjohnsonartist@gmail.com>, "Chuck Egerter" <cegerter@eagledatagistics.com>, "Tony Collins" <Lanthonycollins@gmail.com>, "Ed Narain" <edwin.narain@gmail.com>, "Arthenia Joyner" <henj1625@yahoo.com>, "Imam Askia Muhammad Aquil" <askia.aquil@gmail.com>, "Shawandra" <itscateringforsoul@yahoo.com>, "VA Farrell" <vahfarrell@msn.com>

Dear Mayor Kriseman:

There are a few key things that we would like to reiterate about our proposal, plan, and team:

1. We have proposed a superior vision for the city, backed by superior talent and experience.
 - a. Fred Johnson is a Hall of Fame musician who played in St. Petersburg and the Tampa Bay area as a major jazz and contemporary artist from 1977 to 2008. Fred recently performed at the Clearwater Jazz Holiday in 2016 and premiering his newest album. He has played with some of the greatest jazz artists in the world and is very deeply connected to the international music scene. Further he has had over 30 years' experience in this field providing educational programming and training. Fred has the musical and administrative skills we need, performance and institutional connections, and the ability to run the entire operation with professionalism and integrity.
 - b. Gordon Davis has been a pioneer in creating the South Howard Restaurant District into what it is now. When he joined forces with Bern's Steakhouse 30 years ago, S. Howard was very like the 22nd Street South of today – a great history, but a street needing renewal. Gordon has created 9 different restaurant concepts that most have been Golden Spoon Award Winners. Ceviche St. Petersburg under Gordon's watch was voted by the St. Pete Times as the Best Overall restaurant in the entire Bay Area. The Collaborative with the help of Gordon Davis believes we can recreate the same dynamics on 22nd Street. We are certain that we can stimulate the growth of more restaurants on 22nd Street with Manhattan Casino serving as the anchor. We have ideas on how we can create synergy with the current and future restaurants.
 - c. Gloria Campbell is a business owner on 22nd Street. Gloria was one of the first businesses to relocate to the area 17 years ago and has worked tirelessly to be sure the heritage and culture of the area is maintained. Gloria has served on both Mainstreet organizations for 22nd Street and always uses her influence in the community to make sure that growth and inclusiveness go hand in hand.

Our Proposal to the Callaloo Group:

The Callaloo Group would take over the majority of downstairs for their small Cuban cafe and commissary for their Tropicana operations.

Fred Johnson would operate upstairs. Totally independent of downstairs operations. Fred, as Executive Director of the Manhattan Casino Legacy Collaborative, would not be under the control of The Callaloo or anyone else, except the board of directors of MCLC, Inc. The Collaborative would totally control the upstairs for cultural, educational and live performance, as well as the lobby space for the main entrance and gift shop.

Callaloo Group would be responsible to fund startup costs upstairs, approximately \$350,000 including signage and of operating expenses annually, approx. \$200,00 - \$250,000. This would be necessary because the restaurant portion of our proposal was designed to fund this amount.

The Collaborative would not be responsible for any rent or maintenance expenses.

The apparent challenge for the Collaborative is to integrate a for profit enterprise at the Manhattan, without the profits

from that entity supporting the upstairs Jordan Hall legacy experience. That is the economic model which we have designed for the Manhattan Casino to be self-sustaining.

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Financial Model of the MCLC

a. **Startup capital:** We will raise start-up capital once a clear path forward with the City has been reached. Allow us 6 months and a benchmark based contract to raise the money. This exposes the city to no risk, but the potential gain to the community is immense.

b. **Sustainability:** We project our monthly revenues to completely cover our monthly operating costs by the 6th month of full operations.

The Collaborative non-profit will be a self-sustaining enterprise, conservatively projected to generate \$18,000/month in net cash flow by the end of year one. That positive cash flow will be reinvested in the Collaborative and the surrounding community.

c. This financial model is completely dependent on our control of the entire space. We need the revenue from all aspects of operations (restaurants, gift shop, ticket sales, events, education, etc.) to ensure this self-sustaining model.

d. See financials (Page 19 of our proposal), (pages 20 and 21).

This is our proposal for review. We are certainly willing to sit and work with the Callaloo group to further explore the areas we may be able to work together to create a win-win for the community.

Respectfully,
Gloria D. Campbell
Gloria

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Gloria D. Campbell
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