



# Offering Memorandum

POTENTIAL BOUTIQUE HOTEL | CONDOMINIUM  
DEVELOPMENT SITE, CLEARWATER BEACH, FL

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*Exclusively listed by Bull Realty, Inc.*



# DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.

# THE OFFERING





# EXECUTIVE SUMMARY



Opportunity to develop a 65,000 SF boutique hotel / vacation rental / condominium on the Intracoastal Waterway (ICW) in the popular Clearwater Beach, near Tampa and St. Petersburg.

Existing plans included provide for 27 rooms with 11 lockouts for a total of 38 units.

The 15,246 SF (0.35 AC) Tourist (T) zoned site has incredible views over the Intracoastal Waterway and is well-located near popular attractions, dining, nightlife and the beach.

- “No. 1 on America’s Top 25 Beaches for 2018” - TripAdvisor
- Directly on the Intracoastal Waterway
- Only a 4-minute walk to the beach
- Conceptual architectural plans include 27 rooms with 11 lockouts for a total of 38 units
- Rooftop amenities include infinity pool, fitness center, outdoor kitchens and dog walk
- Oversized outdoor waterfront patio for every unit
- Close proximity to restaurants, bars and nightlife yet far enough away to enjoy peace & quiet

 **PRICE \$3,200,000**

# PROPERTY INFORMATION

Gulf of Mexico

SUBJECT  
PROPERTY

Mandalay  
Channel

Pope  
Channel

<b>ADDRESS</b>	657 & 663 Bay Esplanade Clearwater Beach, FL 33767
<b>COUNTY</b>	Pinellas
<b>ZONING</b>	Tourist District (T)
<b>PROPOSED USES</b>	± 65,000 SF Boutique Hotel   Vacation Rental   Condominiums
<b>PARCEL ID</b>	05-29-15-54756-077-0040 05-29-15-54756-077-0050
<b>SITE SIZE</b>	0.35 Acres (15,246 SF)
<b>UTILITIES</b>	Gas, water, sewer and all municipal services are provided by the City of Clearwater   Electricity provided by Duke Energy

<b>ROAD FRONTAGE</b>	150' on Bay Esplanade
<b>WATER FRONTAGE</b>	150' on Mandalay Channel
<b>TRAFFIC COUNTS</b>	± 13,000 VPD on Mandalay Avenue
<b>ACCESSIBILITY</b>	Directly on Intracoastal Waterway
<b>CONSTRUCTION COSTS</b>	\$9,000,000
<b>STABILIZED YEAR 3 NOI</b>	\$1,395,000
<b>STABILIZED YEAR 3 CASH ON CASH</b>	12%
<b>LEVERAGED IRR</b>	20.62%

**SALE PRICE** \$3,200,000

Disclaimer: Any included income, expenses, cap rates, costs, return estimates, renovations, measurements, square footage, acreage, projections, interest rates, loan terms, property condition, possible uses, zoning and other information herein may have been provided by the seller, landlord or other outside sources and while deemed to be reliable, may be estimated, projected, is subject to change, and/or may be limited in scope, and therefore shall not be relied upon as accurate. Any such information important to the purchaser, lessee or other parties should be independently confirmed within an applicable due diligence period. Please do not disturb the management, business, tenants or sellers. This offer is subject to prior change or sale without notice.



# CONCEPTUAL SITE PLAN

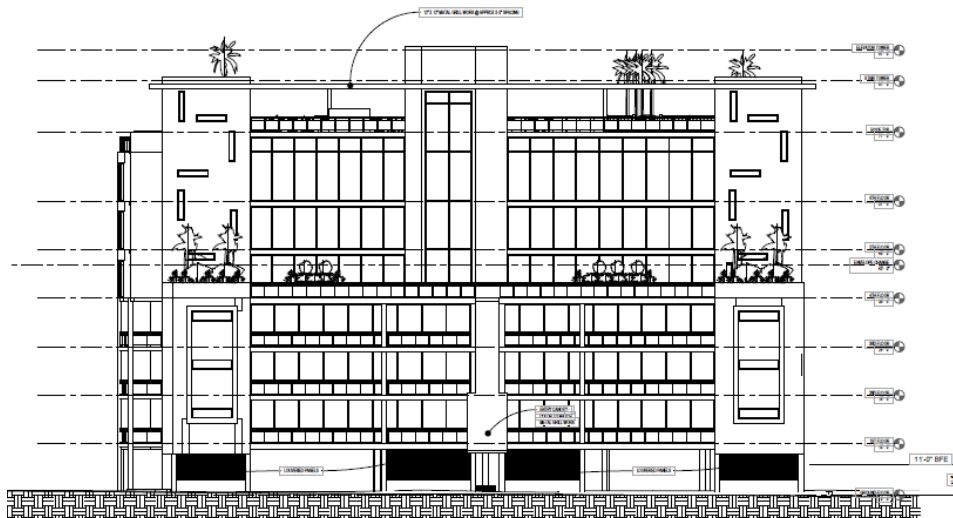
## PROJECT OVERVIEW

The ±0.35-acre site provides direct entrances onto Bay Esplanade, a few blocks from Mandalay Avenue, Clearwater Beach's primary vehicular artery. The site's convenient location along the Intracoastal Waterway provides a quiet atmosphere on the bay side of the island away from the noise and hustle and bustle of the beach, less than 0.2 miles west.

The Property offers an excellent market presence near pristine beaches and is walking distance to Clearwater Beach's newest and expanding retail and entertainment area. A wide variety of dining, shopping and entertainment options surround the site, allowing for an authentic vacation experience.

Situated across from the new 102-room Fairfield Inn & Suites by Marriott, this site offers individual developers the opportunity to participate in the ongoing development boom associated with the northern portion of Clearwater Beach.

The planned design does not include interior common areas, reducing overall construction costs and management requirements while increasing operating efficiencies.



# PROPOSED INTERIOR PLAN



The site has conceptual allowances for a 7-story,  $\pm 65,000$  SF boutique hotel, vacation rental or condominium structure. This height and density lie entirely within current zoning and is at maximum allowable density under the current land-use plan. The use-by-right provides for 38 units, 32 parking spaces, a rooftop terrace, fitness center and possible multipurpose room.

This opportunity suggests ample returns to a savvy developer while existing revenues hedge against ongoing development costs. The investment opportunity acceptable for a developer, while strengthened by a prominent location within one of the country's top beach destinations.

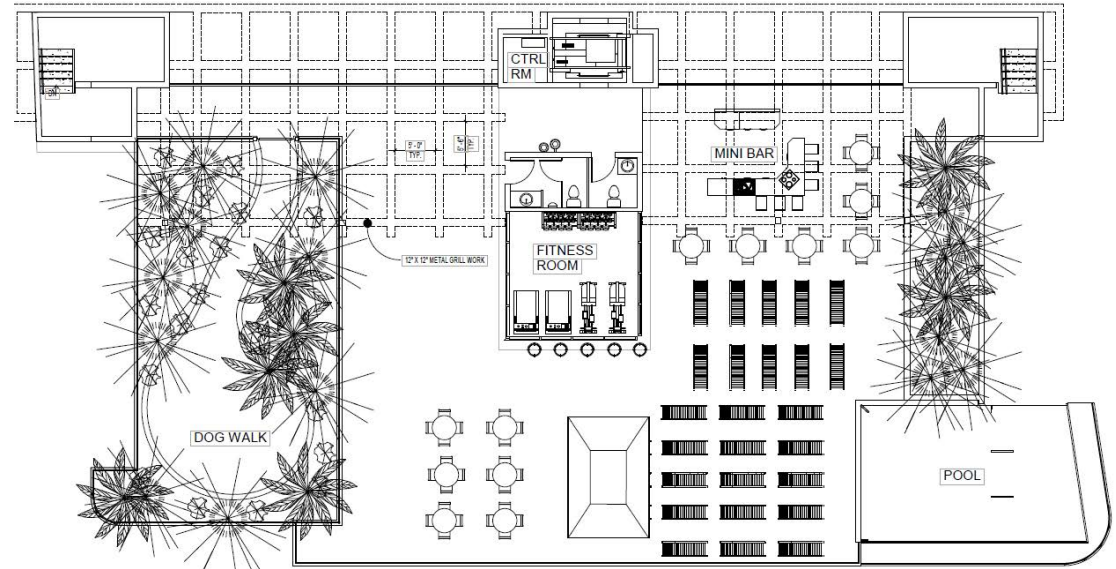




# CONCEPTUAL SITE PLAN

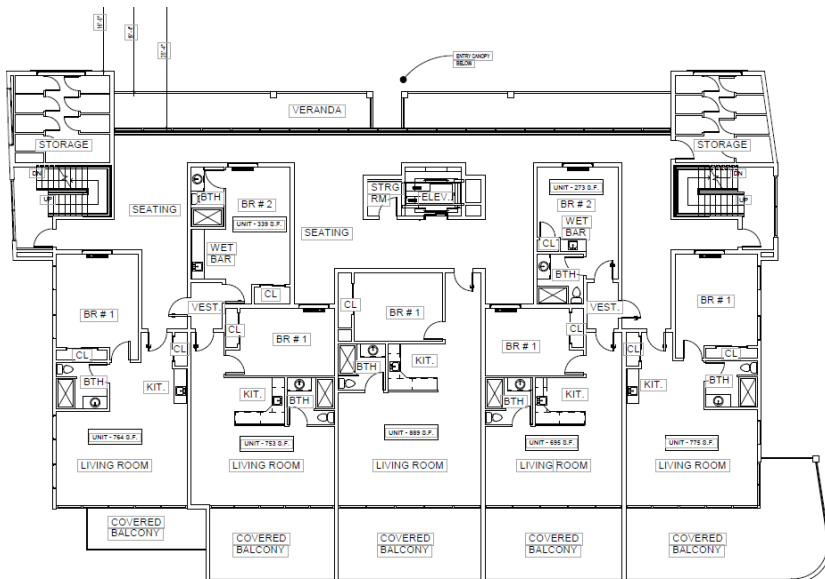
## CONCEPTUAL BUILDING FEATURES

- All parking is covered on ground floor
- Rooftop amenities include infinity pool, fitness center, outdoor kitchens and dog walk
- Oversized outdoor waterfront patio for every unit
- 2 and 3-bedroom units with lockouts include full kitchen or kitchenette
- Storage units available on 2nd and 3rd floors



Rooftop Concept

## CONCEPTUAL UNIT ALLOTMENTS



2nd & 3rd Floor Concept

## PROPOSED UNIT MIX

Seventh Level:	6 Units
Sixth Level:	6 Units
Fifth Level:	6 Units
Fourth Level:	7 Units
Third Level:	7 Units
Second Level:	6 Units
Ground Level:	32 Parking spaces
<b>Total Units:</b>	<b>38</b>
<b>Total Room Size:</b>	<b>27,563 SF</b>

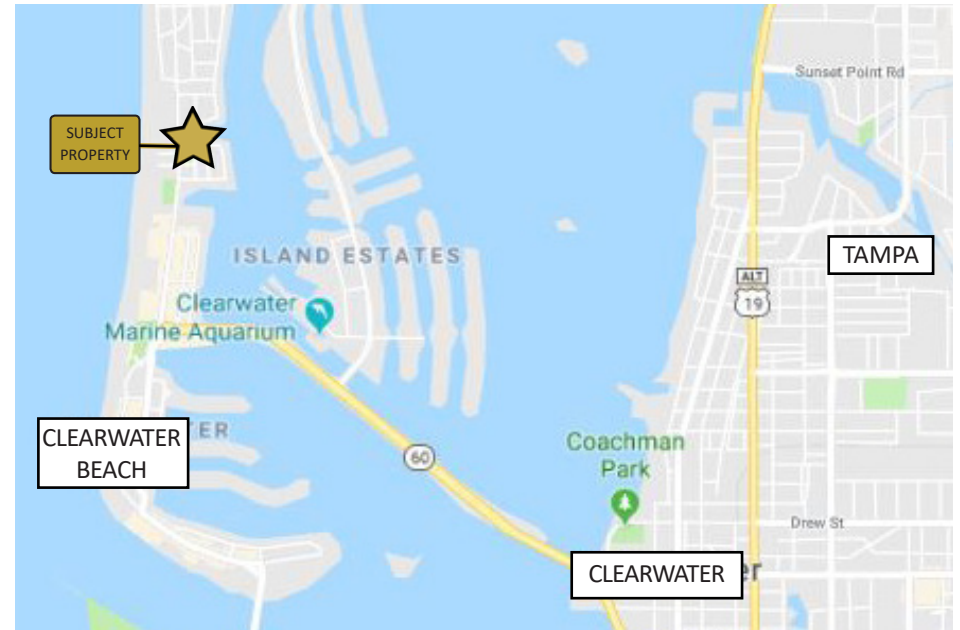
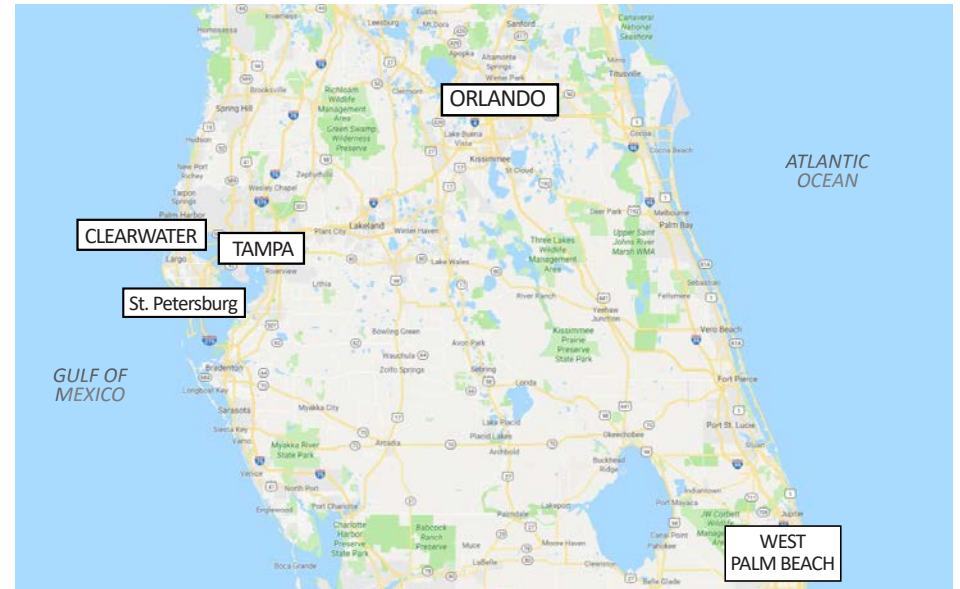


# AREA OVERVIEW





# LOCATION OVERVIEW





# LOCATION OVERVIEW



There is little question as to why Clearwater Beach experiences thriving development activity focused on hospitality, vacation rentals, and second homes. Top travel industry leaders have repeatedly recognized Clearwater Beach as the top beach destination in the U.S. The area benefits from a continual flow of beach goers and vacationers, providing year-round demand for upscale hospitality and residential units. The recent introduction of vacation rental properties has vastly increased profitability and demand for smaller, more manageable properties - particularly on the Northern end of the Clearwater Beach strip.



# CLEARWATER BEACH

Located on Florida's Gulf Coast, Clearwater is known for its internationally famous beach, semitropical climate and cool breezes off the Gulf of Mexico. The city has a high coastal bluff which commands a picturesque view of the Intracoastal Waterway and the Gulf of Mexico.

Clearwater is home to more than 110,000 residents. Centrally located on the Pinellas Peninsula, Clearwater is only a 20-minute drive to Tampa International Airport (TPA) and near the cities of Tampa and St. Petersburg.

Tourism is a major economic driver for Clearwater, with more than one million annual visitors enjoying the beach, boating, fishing, fine dining and luxury hotels.

Clearwater is also home to a growing and diverse business climate with established businesses in finance, information technology, software, insurance, marine science, medical technology and manufacturing. The Tampa Bay region, which encompasses Clearwater, benefits from continued job growth and affordable quality of life, an abundant workforce and excellent educational opportunities.

Source: Clearwater EDC



# RESTAURANTS & NIGHT LIFE

With over 15 local eateries within a 15-minute walk, the local cuisine has more than enough to offer. The casual dining options include Pearly's Beach Eats, Jimmy Hula's & Frenchy's Original Café. Caretta on the Gulf, Bob Heilman's Beachcomber, & Forlini's Restaurant are also located on the higher end. With many more restaurants within a 5-minute drive of the subject site, the palate is endless. For after dinner nightlife, Clearwater Beach's oldest and most iconic bar, The Shipwreck, is a block over with Beach Fire Beach Bar & Grille, Palm Pavilion and Frenchy's Rockaway Grill located on the beach just south of the subject property. The famous Wave nightclub is a short drive down to the south side of the beach.



# BEACH ACCESSIBILITY

The beach is easily accessible via Glendale Street across Mandalay Ave, less than a 5-minute walk away.



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# RECREATION

## LOCAL ATTRACTIONS & ANNUAL EVENT ATTENDANCE

EVENT	AVG. ATTENDANCE
Clearwater Marine Aquarium	630,000
Ruth Eckerd Hall	254,500
Clearwater Threshers (70 games)	181,594
Super Boat Races (3 days)	170,000
Phillies Spring Training (16 days)	131,160
Sugar Sand Festival	120,000
Capital Theatre	56,100
Jazz Holiday (4 days)	35,000
Clearwater Sea Blues Festival (2 days)	19,686
Fun n' Sun Festival	17,600
Wild Splash (1 day)	13,920
Coachman Park spring Concert Series	13,080
Hispanic Heritage Concert (1 day)	12,095

## SPORTS TOURISM



- Major League Baseball's Philadelphia Phillies hold spring training each year from February through March at Spectrum Field



- Major League Soccer's D.C. United and Philadelphia Union train in Clearwater



- Clearwater hosted the 2017 World Baseball Softball Confederation Junior Women's Softball World Championship



- Clearwater hosted the 2017 World Baseball Softball Confederation Junior Women's Softball World Championship



- Clearwater hosted the 2017 USA Softball GOLD National Championships



# CLEARWATER BEACH

## TOURISM

(2018 Bureau of Transportation Statistics)

### Tampa International Airport

**20,423,445**

Annual Visitors

**2,140,217**

Visitors During Peak Month  
(March)

### St. Pete-Clearwater International Airport

**2,204,155**

Annual Visitors

**235,238**

Visitors During Peak Month  
(March)

### LOCAL MAJOR ROADWAYS

Federal Interstates	I-75, I-275, I-375
Federal Highways	US 19, Alt. US 19, US 92
State Highways	SR-60, SR-580, SR-590, SR-686

## WEATHER



**361**

Average Days  
Of Sunshine



**73.7°F**

Average  
Temperature



**54.7"**

Average  
Annual Rainfall

## BUSINESS

(Source: Pinellas County Economic Development)  
Pinellas County's largest target industry employers\*

### MAJOR EMPLOYERS

COMPANY	EMPLOYEES
Raymond James Financial	3,500
Home Shopping Network	2,800
Bright House Networks**	2,000
Fidelity Information Services	1,800
Nielson Media Research	1,800
Jabil Circuit, Inc.	1,600
Tech Data Corp.	1,500
Honeywell Aerospace	1,500
ThinkDirect Marketing Group	1,000
Ceridian Benefits Services	1,000
Cox Target Media, Inc.	1,000
Macy's Credit Operations, Inc.	1,000
Duke Energy	1,000

\*Non-governmental, Non-institutional

\*\* Services now offered under the branding of Spectrum



# SALE COMPS





# SALE COMPS



Address	657 & 663 Bay Esplanade Clearwater Beach, FL	411 E Shore Drive Clearwater Beach, FL 33767	346 Hamden Drive Clearwater Beach, FL 33767	462 E Shore Drive Clearwater Beach, FL 33767
Site Size	0.35 Acres	0.40 Acres	0.96 Acres	1.25 Acres
Sale Price	\$3,200,000	\$4,900,000	\$8,800,000	\$10,500,000
Price/Acre	\$9,142,857	\$12,250,000	\$9,166,667	\$8,400,000
Accessibility	<u>On</u> Intracoastal Waterway	<u>On</u> Intracoastal Waterway	<u>Off</u> Intracoastal Waterway	<u>Off</u> Intracoastal Waterway
Type/Proposed Use	Hotel	-	Hotel	-
Zoning	Tourist District (T)	Tourist District (T)	Tourist District (T)	Tourist District (T)
Sale Date	-	09/12/2018	11/15/2018	08/03/2018



# TEAM LEADERSHIP



## **TOM FRENCH**

President, Hospitality Group  
TFrench@BullRealty.com  
404-876-1640 x 147

Tom French joined Bull Realty with more than 20 years of successful experience in the hospitality industry. As President of the Hospitality Group, Tom specializes in hotel acquisition and disposition services, including single asset and portfolio sales.

During his professional career, Tom has served in a number of roles within the hotel and customer service sectors. With concentrations on finance, market analysis and investment, he has assisted in the closing in excess of \$200 million in hotel transactions.

Tom earned his BA in Hotel Restaurant and Institutional Management from Michigan State University. He continues his education with CCIM and other industry affiliations.

Tom spends his time with his wife and 6 children at their home in Dawsonville, Georgia. He is very active in their lives and interests as well as his church. Tom is also on the board of several non-profit organizations, active in Rotary and is an avid lifetime supporter of Boy Scouts. Tom enjoys reading, traveling, hiking and backpacking and whitewater rafting.



## **COLE SPAIN**

V.P. Hospitality Group  
Cole@BullRealty.com  
404-876-1640 x 132

Cole Spain and his team specialize in assisting clients in the disposition and acquisition of hotels, resorts and casinos in North America and the Caribbean. He leverages off Bull Realty's technology, digital resources and marketing tools to counsel his clients with the highest levels of professionalism and integrity. His prior experience includes multi-tenant retail and single tenant net lease investment properties as well tenant representation and hospitality lending.

Cole graduated Cum Laude from Ole Miss with a Bachelor's in Business Administration in both Real Estate and Managerial Finance. He is also certified through Cornell University in Hotel Real Estate Investments and Asset Management. Cole's real estate background includes positions with Randall Commercial Group, Savills Studley, and Access Point Financial. His personal interests include golf and spending time with family and friends



## **MICHAEL SALLOWAY**

V.P. Hospitality Group  
MSalloway@BullRealty.com  
404-876-1640 x 148

Michael's core practice is the acquisition and disposition of hotel, resort and casino properties. He concentrates on hospitality properties throughout the U.S. and southeast. Michael focuses on both single asset and portfolio sales. He utilizes the latest technology and digital resources to provide the highest levels of professionalism and integrity to all his clients.

Michael leverages off the proven commercial real estate marketing and 20 years of industry experience from his Bull Realty team.

Michael is originally from Alabama where he attended the University of Alabama. He received a Certification in Hotel Real Estate Investments and Asset Management from Cornell University.

In his free time he enjoys spending time with his wife and child, playing tennis and wake boarding.



# TEAM MEMBERS



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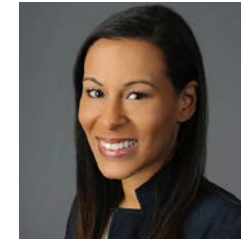
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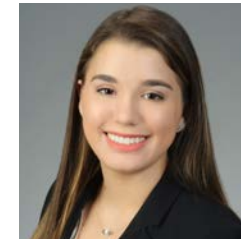
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**Michael Bull, CCIM**  
Broker Of Record  
FL License# 3165854



**Carine Davis**  
Marketing



**Randee Comstock**  
Marketing



**Scott Jackson**  
Analyst



# CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated.

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

## I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as 657 & 663 Bay Esplanade, Clearwater Beach, FL 33767. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

## II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Bull Realty, Incorporated is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

## III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Florida.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to this \_\_\_\_\_ day \_\_\_\_\_ of , 20\_\_\_\_.

### Receiving Party

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

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