



Habitat
for Humanity®
of Pinellas &
West Pasco Counties

The Community Builder
WINTER 2022 | VOL. 8



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A Note from Mike Sutton, President & CEO



Dear Habitat supporters – you are receiving the eighth edition of a monthly newsletter we’ve created, specifically designed for you – our Advisory Board Members, Board of Directors, Emeritus Trustees, Legacy Society Members, Community Builders Society Members, and major donors. The goal of this exclusive communication piece is to keep you better informed of current projects and future initiatives.

In 2022, Habitat is on track to complete 75 homes for deserving families throughout Pinellas and West Pasco Counties. For the fourth consecutive year, Pinellas & West Pasco is ranked as the second largest affiliate in the Habitat network, based on new home construction.

Thanks to the community partnerships that supported our ongoing growth, we are proud to be recognized as Nonprofit of the Year by the Pinellas Park Gateway Chamber of Commerce, where our largest development to date is located. With your support, we will be able to recreate more large-scale developments in communities across both Pinellas and Pasco counties. With this, I am honored to have been recognized on the Tampa Bay Business Journal's Power 100 list for the second year in a row. This continues to widen opportunities to elevate the affordable housing conversation in our community.



Our impact as of today:

929

families served

728

homes built

201

a brush with
kindness projects

607

homes funded
overseas

Thank you for your ongoing partnership. Together, we will continue to move the mission forward to build homes, communities and hope.

Sincerely,

Mike Sutton, President & CEO
Habitat Pinellas and West Pasco



our mission

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

A Note to Our Community

Habitat's Commitment to Pasco County

In early 2019, what now seems like a lifetime ago, Habitat for Humanity of Pinellas merged with the West Pasco affiliate, becoming Habitat for Humanity of Pinellas and West Pasco Counties. The two organizations consolidated for a variety of reasons, yet the goal has always been to increase affordable homeownership opportunities within the West Pasco service area. To that end, we have had success in building 18 new, safe, and affordable homes for Pasco families since 2020, raising production an estimated 900%. An economic impact analysis performed in 2020 concluded \$1.75 is injected into the local economy for every \$1 Habitat invests. Yet, we understand home production is only one metric to our success in the community.

As many have noticed, the West Pasco ReStore, previously located off Madison Street, has closed. This was not a permanent closure, but a relocation. To increase the ReStore's visibility and deepen our image of the community, we are relocating the New Port Richey ReStore to 6431 US HWY 19, next to Harbor Freight in the Vanderbilt Square plaza. We anticipate this new location to open this summer and support a significant increase in foot traffic and revenue, which in-turn will help us build homes for deserving families.

Additionally, after a staffing reorganization hastened by the COVID-19 pandemic, we have officially hired Robyn Liska as our Regional Director for West Pasco County. Robyn will increase our connectiveness, help build our partnerships and ensure the community remains engaged with our mission. Please don't hesitate to connect with Robyn and welcome her to her new role: rliska@habitatpwp.org.

In addition to the 8 homes throughout the western part of the County built by our affiliate and 4 currently under construction, I also would like to provide an update on Town and Country Villas (also known as Leisure Lane). Habitat believes the redevelopment of Leisure Lane and Van Doran Avenue will be a catalyzing and transformational development.

Since merging our two affiliates, we have been able to complete 10 homes in Town & Country Villas, significantly increasing production over sevenfold and this was even through a pandemic! Through a combined effort and partnership with Pasco County, City of New Port Richey, and the community, we have already witnessed significant change in the area and hope to see the quality of life for the residents and businesses continue to vastly improve. However, there are sizeable challenges that remain with the redevelopment, mainly related to the substantial infrastructure needs for the area and flood mitigation that needs to occur. After nearly 5 years of trying to redevelop the property, our affiliate and its Board of Directors has concluded it is best if another entity shepherd the revitalization of the area. This was not an easy decision; however, we believe this will allow our organization to refocus our efforts within Pasco County and ultimately serve more families.

Lastly, we are excited to publicly announce in mid-January we plan on closing a purchase of an almost 5 acres site, conveniently located off Little Road near the new Veterans Administration outpatient health clinic. While we are just in the initial planning phases, we are hopeful this development will provide 30 to 40 new affordable homeownership opportunities for the residents of Pasco County. This will be over a \$6 million investment into the area and provide increased property tax revenues for decades to come. In 2021, Habitat presented an almost \$1 million ceremonial check to the Pinellas Board of County Commissioners, which represented the total property taxes our Pinellas homeowners paid last year. We would love to present the Pasco County Commission similar size checks in years to come.



“ We stand as both a willing and able partner. ”

Cup of Joe with the CEO

Our first Cup of Joe with the CEO was a great success last month at Oasis Coffee Spot in New Port Richey. Community members joined together with President & CEO, Mike Sutton, to learn about the impact Habitat is making in our service area. Great discussion was made around innovative ways to get the community involved in every pillar of Habitat. This monthly meet-up is open to all, but space is limited. Interested in joining? Contact Robyn Liska at rliska@habitatpwp.org for our next event, with details below.



Wednesday, February 16th | 8 am - 9 am
NEAT Coffee Bar
5500 Main Street #108
New Port Richey, FL 34652



Community Builders Hours



Learn how you can make affordable homeownership dream come true!

Join us at any of our Community Builders Hours for networking, followed by a one hour program to learn more about how Habitat for Humanity of Pinellas and West Pasco Counties is addressing the problem of affordable housing in Pinellas and Pasco Counties. Hear from a Habitat homeowner about the impact that a safe and affordable home makes and learn how you can help make homeownership a possibility for those in need in your community.

New Port Richey

Thursday, March 31st | 7:30 am
Spartan Manor

St. Petersburg

Thursday, April 28th | 7:30 am
Hilton Carillon

Clearwater

Thursday, May 12th | 11:30 am
Ruth Eckard Hall

interested in becoming a table captain? contact Jenny Gonzalez-Bohnert at jgonzalez@habitatpwp.org or 727.536.4755 ext 220

current community builders society members

Alfredo Anthony
Aubrey Posey-Hitchcock
Barbara Wilhite
Bruce Terwilliger
Carlos Yepes
Carol Hague
Carolynn Rosse
Charles and Mary Franckle
Chuck Warrington
Craig and Jan Sher
Craig and Joan Conrad
Dana and Charlene Mayo
David and Nancy Ridenour
Dean and Diane Gobo

Don Cadle
Doug and Gwen Campbell
Dr. Fred and Emily Gurtman
Dwight Miller
Elizabeth Sellers
Ellen Hirsch de Haan
Elodie Dorso
Eric Seidel
Frank Starkey
Gaby Camacho
George and Carolyn Cretekos
Heather Ford
Jaime Girgenti
Jarrett Dixon

Jeff and Brandy Fishman
Jim and Allie Cantonis
Joe and Angelina Jimenez
Jordan and Melissa Myers
Karl Nurse
Ken and Kelly Ginel
Ken Rush
Kevin Hawkins
Linda Cliborne
Mark and Mary Roberds
Marlene Spalten
Matt Erickson
Mike Sutton
Morgan Brochetti

Pamela Lee
Patrick Blyeth
Patti Templeton
Randy Ware
Robert and Priscilla Hoag
Robin Waugh-Castle
Ronice Barlow
Scott and Julie Klavans
Sean and Ellen Bunner
Steve and Cathy Collins
TJ Haynes-Morgan
Todd St. John-Fulton

Volunteer Swap

The ongoing partnership with Feeding Tampa Bay has provided families an extra hand up as they move into their new Habitat homes. In 2021, the organization launched a special program to give our Habitat homeowners another "hand up": a fully stocked pantry and refrigerator.

Our missions of addressing food insecurity and substandard housing created a natural partnership between organizations and our teams. Last month, Habitat and Feeding Tampa Bay held a "volunteer swap" day, where staff from each organization volunteered for each other's mission. The Habitat team came together at Feeding Tampa Bay's new Trinity Café Pinellas location to serve meals to those in need. In return, the Feeding Tampa Bay team worked together in Lealman to rehab two homes for future Habitat homeowners.

“ Thomas Mantz, President & CEO of Feeding Tampa Bay
Everything good in a community starts with partnership. This is really a great way to talk about that and more importantly, a great way to show it.



Staff Recognition

Staff Promotion

As our affiliate continues to grow and develop, we work to bring more opportunities for our staff in order to support our goal of serving more families. We are excited to have approached 70 employees who are dedicated to advancing the Habitat mission.

Join us in congratulating two recent promotions on the Habitat team:



Brittney Keene
Homeowner Candidate
Support Manager



Cesar Figueredo
Executive Assistant to
the President & CEO

Community Partnerships

CEO Build - *upcoming!*

In an effort to bring community leaders together for a common cause, Habitat launched the CEO Build, where leaders will work together to build homes, communities, and hope.

Honorary Chairs, Mindy Grossman (President & CEO of WW) and Bill Brand (CEO of Rue21) are working in partnership with Habitat and media partner Tampa Bay Business & Wealth Magazine for a successful build. Currently 52 business executives are committed to a volunteer day on the Middlebrooks family home. Jasmine Middlebrooks is a single mother of two who is very grateful to be working towards her dream of homeownership.

Committed Leaders include:



Honorary Chairs

Mindy Grossman
President & CEO of WW (formerly Weight Watchers) and former CEO of HSN

Bill Brand
CEO of Rue21 and Habitat for Humanity
International Board Member

Media Partner



To reserve your spot, please contact Mike Sutton at msutton@habitatpwp.org.

Mindy Grossman
President & CEO of WW (Honorary Co-Chair)

Bill Brand
CEO of Rue21 (Honorary Co-Chair)

Marc Banning
CEO of Banning Lumber

Ronde Barber
General Chair of Copperhead Charities

John Barrett
President & CEO of First Citrus Bank

Bridgette Bello
CEO & Publisher of Tampa Bay Business & Wealth Magazine

David Bennett
CEO of Pinellas REALTOR® Organization & Central Pasco REALTOR® Organization

Ravi Chari, MD
President of HCA Healthcare West Florida Division

Jason Clement
Founder & CEO of The Sports Facilities Companies

Susan Crockett
President & CEO of Ruth Eckerd Hall

Thomas J. Del Zoppo
Partner in "New Hotel Collection" group

Doug Dieck
President of Southeast Region of Ryan Companies

Elodie Dorso
President & CEO of Evara Health

Dan Doyle, Jr.
CEO of DEX Imaging

Ed Droste
Chairman of Provident Management

Lisa Faller
President of FKQ Advertising & Marketing

Ray Ferrara
CEO of ProVise Management Group

Scott Fink
CEO of Fink Automotive Group

Jeffrey Fishman
President of Investors Title

Stephanie Fischer
CEO of Global Retail Marketing Association

Wendy Gattis
CEO of DITEK Corporation

Bill Goede
Tampa Bay President of Bank of America

Robert Glaser
President & CEO of Smith & Associates

Leo "LJ" Govoni
CEO of Big Storm Brewery & Distillery

Russ Hallenbeck
CEO of Tibbetts Lumber Company

Kevin Hawkins
CEO of MidAtlantic Finance & Owner of Crown Automotive

Howard Heckes
President & CEO of Masonite

Keri Higgins-Bigelow
Founder & CEO of livingHR

Cor Hoekstra
Co-Founder & CEO of Amicus.io

Patrick Hwu, MD
President & CEO of Moffitt Cancer Center

Tommy Inzina
President & CEO of BayCare

Neil Kiefer
CEO of HMC Hospitality Group

David Kenny
CEO of Nielsen

Anthony Leo
CEO of First Home Bank

Robin Moch
Partner at M.E. Wilson Company

Jessica Muroff
CEO of the United Way Suncoast

Frank Musolino
CEO of Power Design

Karl Nurse
President of Bay Tech Label

Amanda Payne
President & CEO of Amplify Clearwater

Christine Quinn
Owner & CEO of My Family Seasonings, LLC

Steve Raney
Chairman & CEO of Raymond James Bank

Chip Reeves
CEO & President of Beach Bank

Steve Riordan
CEO of Kozuba & Sons Distillery

Elliott Ross
President of The Ross Realty Group, Inc.

Melissa Seixas
Florida State President of Duke Energy

Jay Stroman
CEO of USF Foundation

John Strong
Chairman & CEO of Bankers Financial Corporation

Mike Sutton
President & CEO of Habitat Pinellas and West Pasco

Lorna Taylor
President & CEO of Premier Eye Care

Brian Van Slyke
Regional President of Kolter Urban LLC

Randy Ware
Founder & CEO of WestCMR

Tracy West
Tournament Director of Valspar Championship



Dedications & Events

Monday, February 14th @ 8 am
Hadley Home Dedication
1127 Fargo Street S., St. Pete

Thursday, February 24th @ 9 am
Mims Home Dedication
6385 67th Way N., Pinellas Park

Monday, February 28th @ 1 pm
Graham Home Dedication
6243 67th Way N., Pinellas Park

Tuesday, March 22nd @ 4 pm
Mitchell Home Dedication
1025 La Salle Street, Clearwater

Thursday, March 24th @ 4 pm
Hunter Home Dedication
4810 8th Avenue S, St. Pete

Friday, March 25th @ 9 am
McLeod Home Dedication
4830 Drift Tide Drive, New Port Richey

Save the Date: Signature Events

Roaring 20's Prohibition Party - Spring Gala
April 1st, 2022 | 6 PM - 9 PM
The Vinoy® Renaissance St. Petersburg

Community Builders Hours

New Port Richey
Thursday, March 31st | 7:30 am
Spartan Manor

St. Petersburg
Thursday, April 28th | 7:30 am
Hilton Carillon

Clearwater
Thursday, May 12th | 11:30 am
Ruth Eckerd Hall

Strategic Pillars

	<i>Apply</i>
	<i>Donate</i>
	<i>Volunteer</i>
	<i>Shop</i>
	<i>Advocate</i>



visit us

Clearwater ReStore & Truist Education Center
13355 49th St N, Suite B Clearwater, FL 33762

Administrative HQ
14010 Roosevelt Blvd, Suite 704 Clearwater, FL 33762

St. Pete Resource Center
1350 22nd St S, St. Petersburg, FL 33712

(727) 536-4755 | habitatpwp.org

Palm Harbor ReStore
31541 US Highway 19 North Palm Harbor, FL 34684

New Port Richey ReStore **COMING SOON!**
6431 US Highway 19 North New Port Richey, FL

@HabitatPinellasPasco

@HabitatPWP #HabitatPinellasPasco