



# Oaks at Moore's Creek II



TUESDAY,  
DECEMBER 12, 2023

DEVELOPER OUTREACH TO  
POTENTIAL BUYERS  
PRESENTATION



Presenter: Daniel A. Rosemond, CEO  
East to West Development Corporation

# THE PROJECT



The Regency  
3 Bedrooms - 2 Bath  
1,534 Sqft



The Starburst  
3 Bedrooms - 2 Bath  
1,800 Sqft



The Seabreeze  
3 Bedrooms - 2.5 Bath  
2,000 Sqft



The Heron  
3 Bedrooms - 2.5 Bath  
2,092 Sqft

15 Single-Family homes being sold to first time homebuyers earning between 80% - 120% AMI

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# DEVELOPMENT AGREEMENT REQUIREMENTS



THE DEVELOPMENT AGREEMENT (EXHIBIT G) REQUIRED A POTENTIAL HOMEBUYER PLAN

- OUTREACH TO EMPLOYERS
- OFFERING TO CITY EMPLOYEES
- PARTNER WITH LOCAL REALTORS & HOUSING AUTHORITY
- APPEAL TO VETERANS
- COLLABORATE WITH LOCAL LENDERS
- ESTABLISH A PROJECT WEBSITE



DEVELOPER HAS MET OR EXCEEDED ALL OF THE ELEMENTS  
IN ITS PLAN

# FIRST TIME HOMEBUYERS PROGRAM WORKSHOP

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## HOSTED BY CITY'S GRANTS DEDEPARTMENT

Saturday, September 18, 2021



Developer created informational flyer containing:

Model Renderings

Elibility criteria (2021 household income for St. Lucie County)

Contact information



Flyer & information provided in English, Spanish & Creole

# DEVELOPMENT OF PROJECT WEB PAGE



**EAST TO WEST**  
DEVELOPMENT CORPORATION

ABOUT US THE FACTS **PROJECTS** GET INVOLVED **DONATE**

## Oaks at Moore's Creek II

Public-private residential development project consisting of new construction of fifteen single family residences near downtown Fort Pierce.

**ELIGIBILITY CRITERIA**

ABOUT DETAILS ELIGIBILITY PARTICIPATION RESOURCES CITY INVESTMENTS REGISTRATION

### About Oaks at Moore's Creek II

Oaks at Moore's Creek Phase II is a public private residential development project being undertaken by the Fort Pierce Redevelopment Agency (FPRA) and East to West Development Corporation (ETWDC).

The single-family units will be quality new construction built by Stuart & Shelby Development, Inc. a General Contractor with over 25 years of experience building in South Florida.

Located in the Lincoln Park district, this project is a quarter of a mile south of the historic Means Court Center which is currently slated to be revitalized into a mixed-use facility. This parcel is also located one block north of historic Avenue D and near the Historic Lincoln theater.



# MAJOR EMPLOYERS IN THE CITY



COMPANY NAME	CONTACT	E-MAIL	DATE OF CONTACT	METHOD	NOTES
St. Lucie Public Schools	Dr. Rafael Sanchez	<a href="mailto:rafael.sanchez@stlucieschools.org">rafael.sanchez@stlucieschools.org</a>	6/14/22	Email	No reply
Indian River State College	Melissa Whigham	<a href="mailto:mwhigham@irsc.edu">mwhigham@irsc.edu</a>	6/1 & 6/14/22	Email	No reply
Lawnwood Regional Medical Center	Janette Ordonez	<a href="mailto:janette.ordonez@hcahealthcare.com">janette.ordonez@hcahealthcare.com</a>	6/22/22	Email	Responded: they cannot accept solicitation
Teleperformance			6/22/22	Telephone Call	Left a message
Cleveland Clinic Martin Health		<a href="mailto:askhr@ccf.org">askhr@ccf.org</a>	6/22/22	Email	No reply
St. Lucie Medican Center	Andrea Augst	<a href="mailto:andrea.augst@hcahealthcare.com">andrea.augst@hcahealthcare.com</a>	6/22/22	Telephone Call	No reply
			6/27/22	Email	No reply
St. Lucie County Fire District	Brian Gonzalez	<a href="mailto:bgonzalez@slcfd.org">bgonzalez@slcfd.org</a>	6/22 & 6/27/22	Email	No reply
New Horizonz of the Treasure Coast	Ronda Minter	<a href="mailto:rminter@nhtcinc.org">rminter@nhtcinc.org</a>	6/14/22	Email	No reply
St. Lucie County	Thom Epsky	<a href="mailto:epskyt@stlucie.org">epskyt@stlucie.org</a>	6/1 & 6/14/22	Email	No reply
	Kara DePasquale	<a href="mailto:DePasquale@stlucie.org">DePasquale@stlucie.org</a>	6/23/22	Email	Responded: County policy does not permit advertisements such as this.
City of Fort Pierce	Kevin Browning	<a href="mailto:kbrowning@cityoffortpierce.com">kbrowning@cityoffortpierce.com</a>	6/1 & 6/14/22	Email	No reply



# MEETING WITH INCUBATE NEIGHBORHOOD CENTER

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Recommendation from Florida Housing Finance Corporation



Tuesday, August 23,  
2022



Agency was in the works to  
become a HUD Certified  
Homebuyer Counseling Agency



# MEETING WITH P PARTNER LENDERS

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→ Tuesday, October 5th, 2022

+ Be My Neighbor Mortgage

+ PNC Bank



# HOMEBUYER TOWN HALL MEETING

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Two (2) meetings held via Zoom

Thursday, October 20th, 2022 at 5:30 pm  
&  
Tuesday October 25th, 2022 at 10:30 am

“ Over 50 potential homebuyers joined ”

# OUTREACH TO FORT PIERCE HOUSING AUTHORITY

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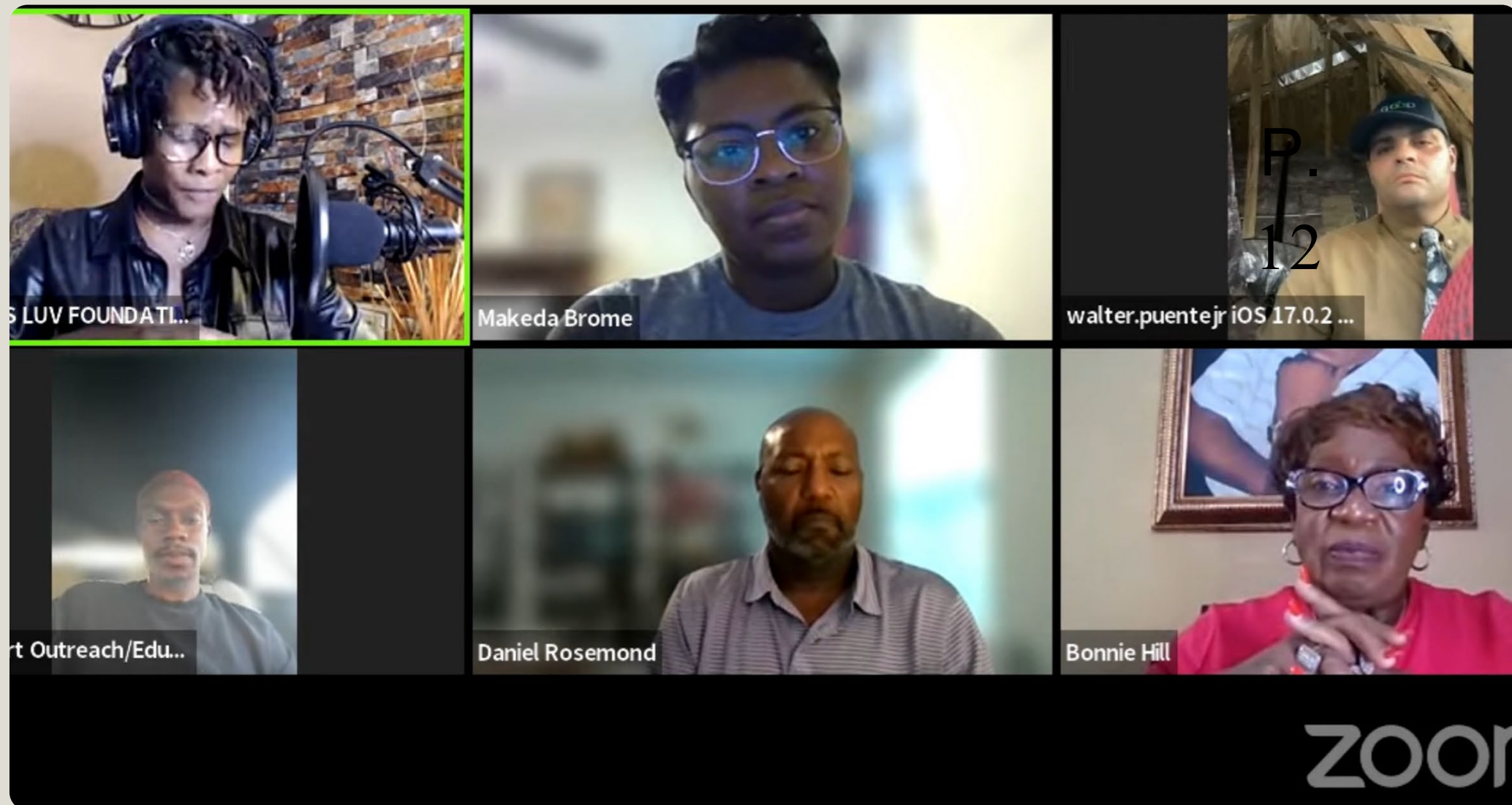
- + Developer met with Executive Director of the FPHA and brokered conversations with approved lenders for their Rental to Ownership program.



PROJECT SIGN  
INSTALLED

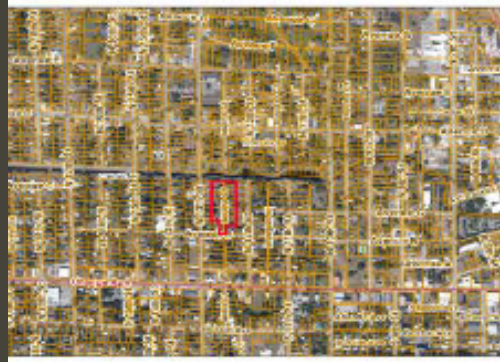
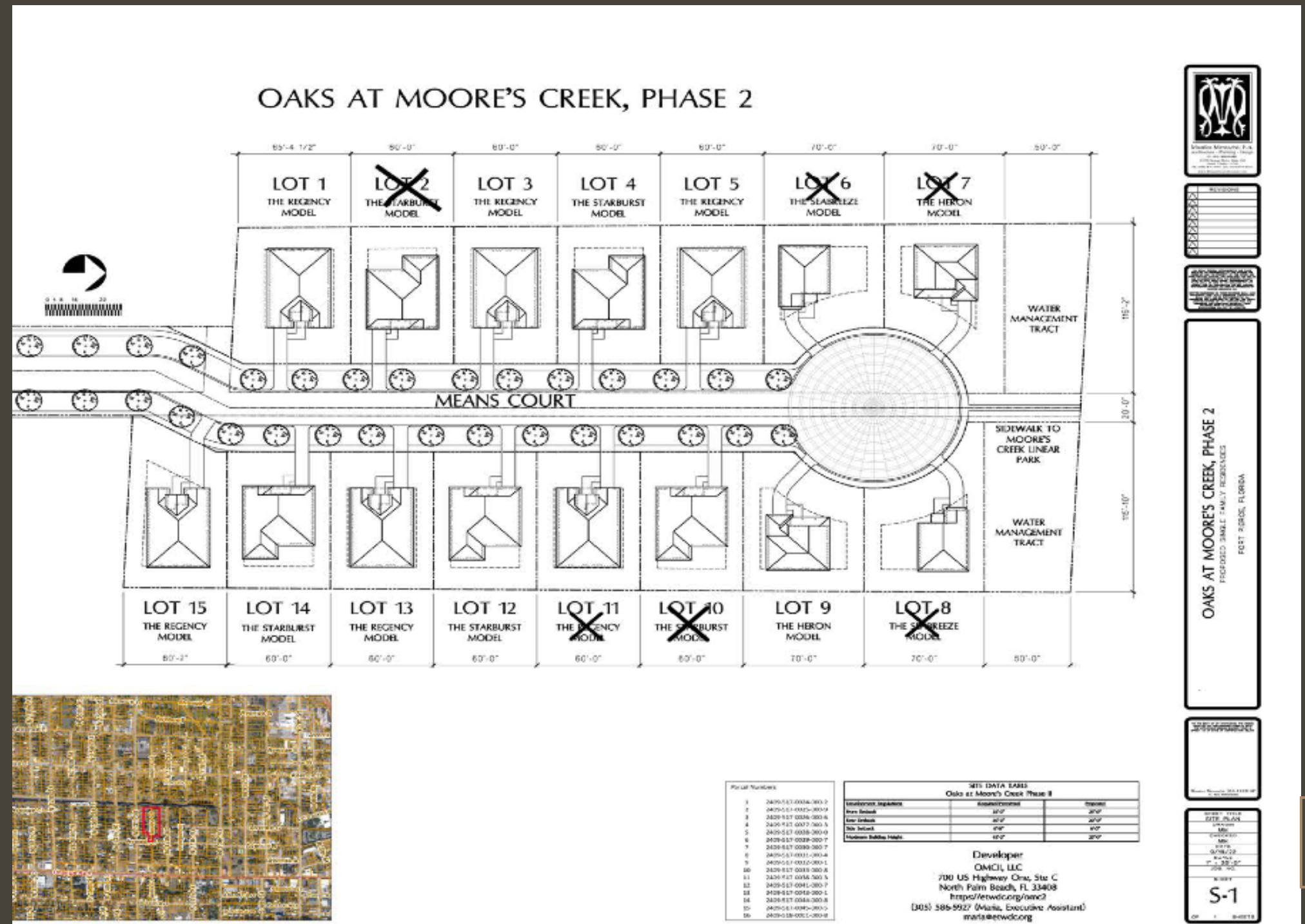
ENGAGED A LOCAL LICENSED  
REALTOR

# COMMUNITY PODCAST (LIVE BROADCAST)



# 6 BUYERS WITH RESERVATION DEPOSIT AGREEMENTS




8 Additional potential buyers in the pipeline



# CHALLENGES FACED WITH HOMEBUYERS

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-  Lack of responsiveness to document production
-  Interest rate increases-reducing buying capacity
-  Additional subsidy needed to qualify

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Thank

→ You



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[www.etwdc.org](http://www.etwdc.org)

END