



RIVIERA BEACH CRA WORKSHOP:



Marina Village Development Opportunity





Vision Reset & Update

Board Retreat January 21, 2017

Develop RFP for the following:



Waterfront
Restaurants

Hotel

Entertainment

Public
Programming

Develop
Destination





Florida's Dynamic
Waterfront Community



IMPLEMENTATION “RESET”

Board Workshop Priorities

(January 21, 2017)

Strategic Objectives

1. Differentiate as a mixed-use, dining and hotel destination
2. Add locally relevant, regionally appealing uses and experiences
3. Attract Developer to execute plan & deliver “preferred” anchor uses

Success Measures

1. Expand avenues to prosperity and tax base
2. Create new investment, business, and job opportunities
3. Execute public/private partnership and deal structure
4. Negotiate site control to maximize district’s untapped potential
5. Execute district-wide shared parking strategy





Florida's Dynamic
Waterfront Community



IMPLEMENTATION “RESET”

Board Workshop Priorities

(January 21, 2017)

Preferred Anchor Uses

Restaurants

- Dave & Busters type operation (ie. food, family games, sports bar)
- Waterside seafood, tropical and Florida themed restaurants
- Sports bar, grill and entertainment uses
- Small cafes, coffee shop and entertainment

Hotel

- Moderately priced business and visitor hotel

Entertainment

- Locally relevant, regionally appealing, and local authenticity





Phase II

MARINA VILLAGE OPPORTUNITY

1. Expand avenues to prosperity for all citizens
2. Expand investment, business, job and tax base
3. Build on strengths, access & visibility
4. Build on setting & programs to differentiate
5. Create reasons to come, stay long, spend and return
6. Attract an experienced, skilled, credible developer





Florida's Dynamic Waterfront Community

Marina Village Master Plan



a Vision for the Marina District



VIBRANT



RECREATION



INCLUSIVE



ACCESSIBLE



LOCAL



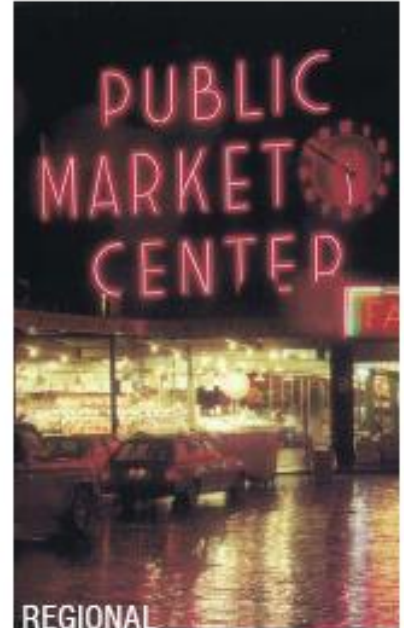
DOCKSIDE DINING



WORLD CLASS MARINA



WHIMSICAL



REGIONAL



Project Goals

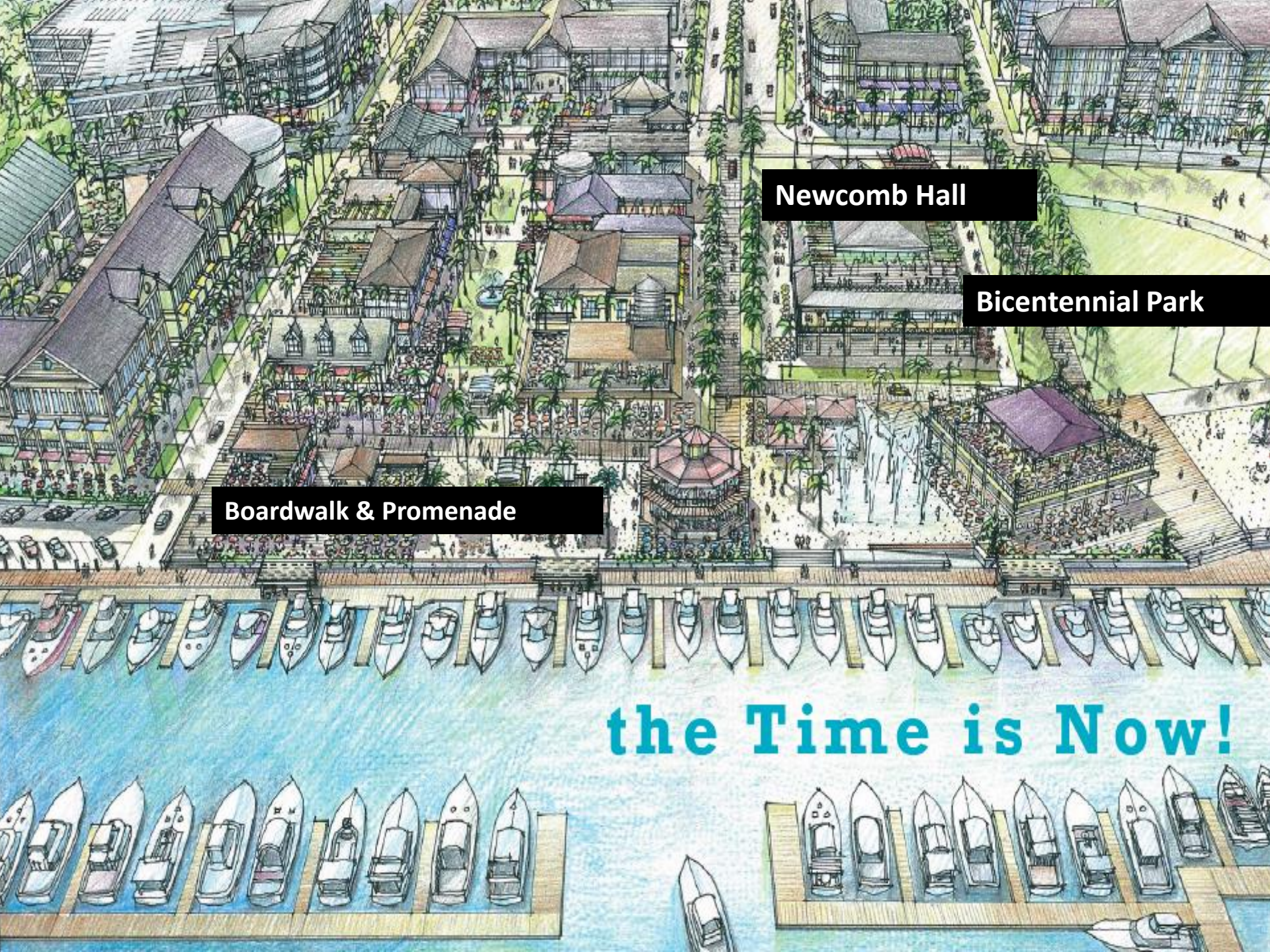


- Maximize connections to the Waterfront
- Create a locally authentic community gathering place
- Become a dynamic regional mixed-use destination
- Leverage public investments to catalyze private investment and development
- Become an engine of revitalization for the City
- 1st step towards revitalizing the south end of the Broadway corridor



the Marina District Master Plan:





Newcomb Hall

Bicentennial Park

Boardwalk & Promenade

the Time is Now!

Phase One Completed Public Waterfront & Promenade, Event Center, Future Development Sites



Phase II Redevelopment Opportunity



Phase II Development Opportunity

CITYWIDE SYNERGY

DISTRICT STRENGTHS

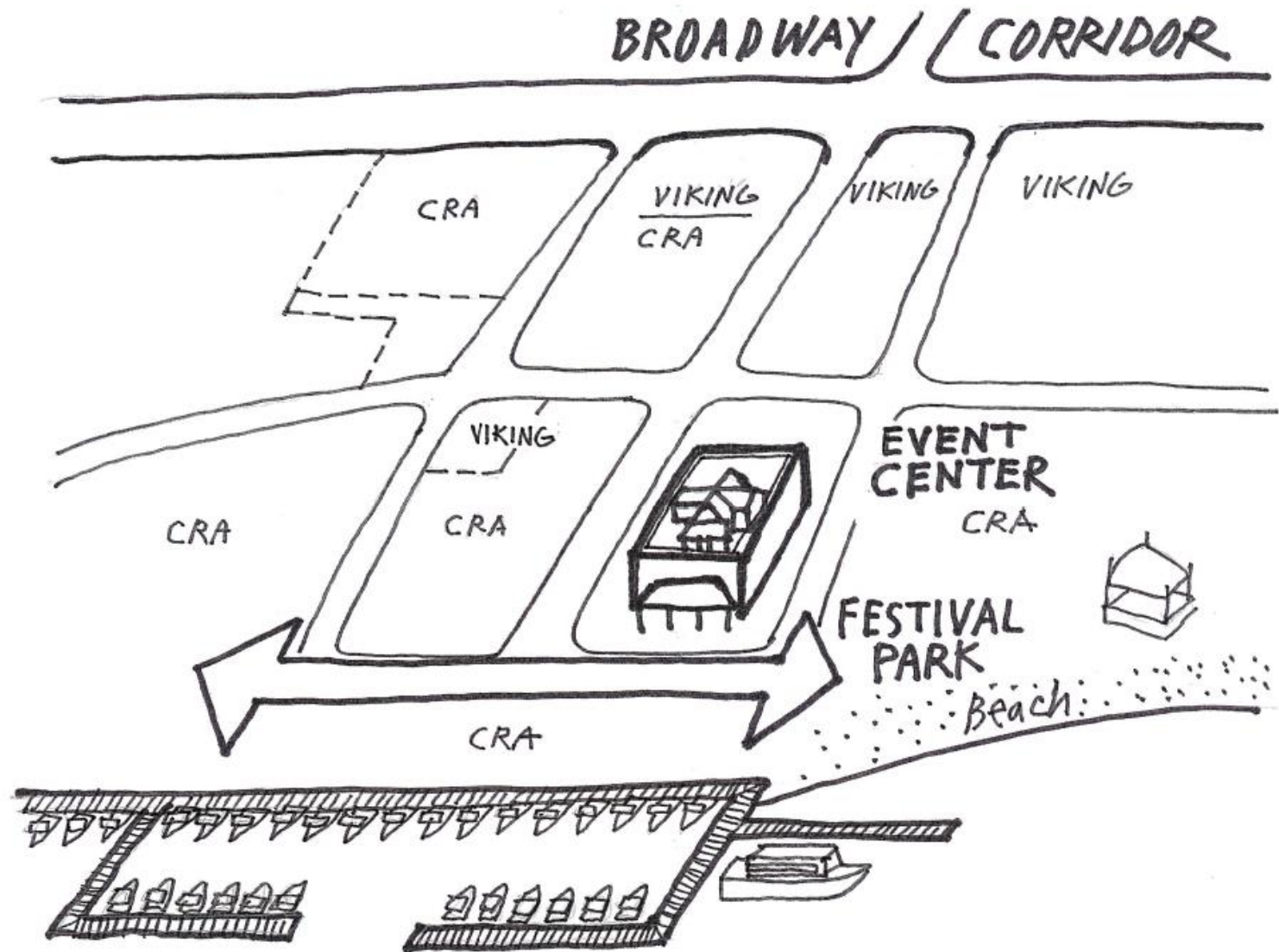
LOCALLY
RELEVANT

REGIONALLY
APPEALING

LOCAL
AUTHENTICITY



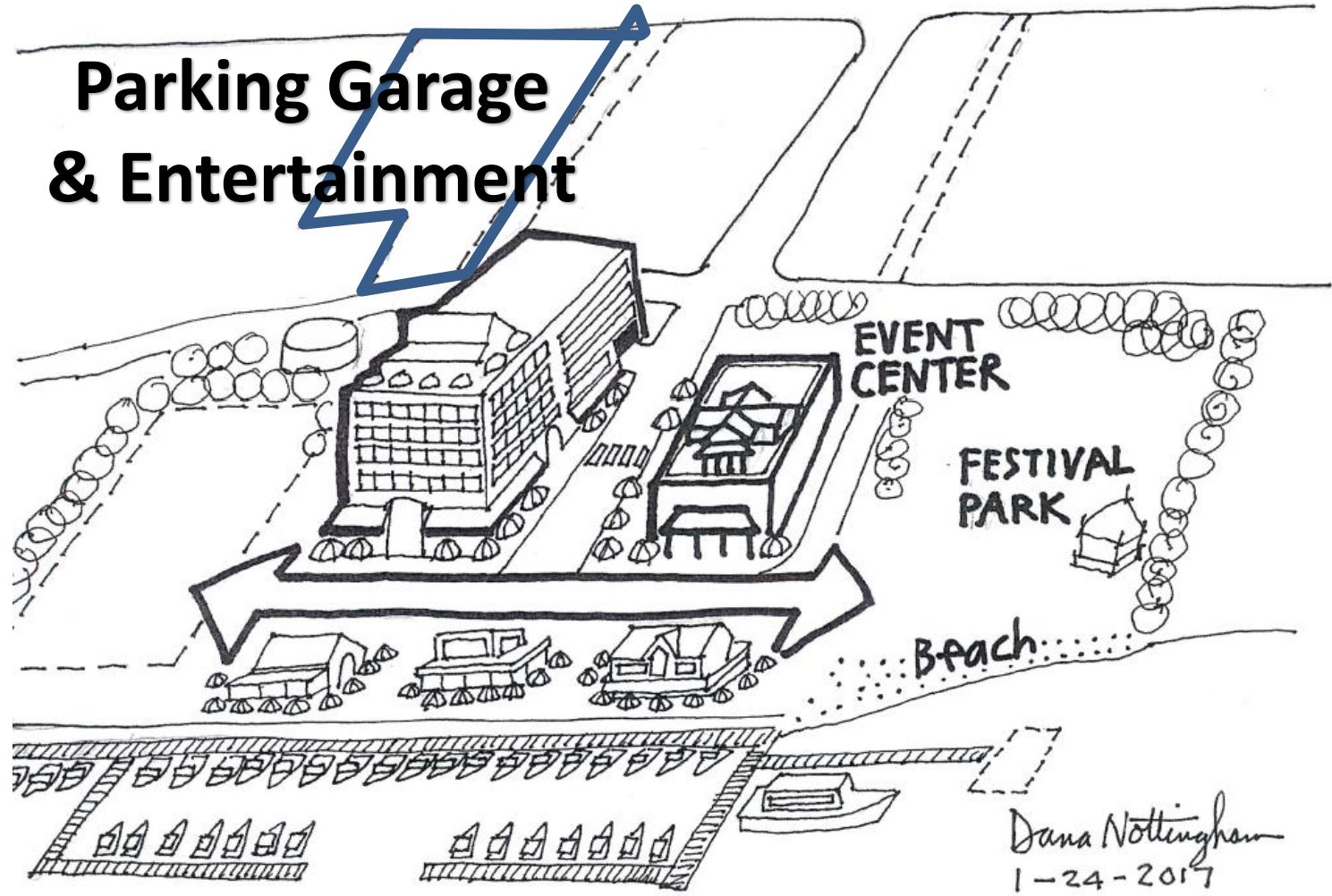
Phase II Development Opportunity



Phase II Development Opportunity Base Proposal

BROADWAY / CORRIDOR

**Parking Garage
& Entertainment**



Dana Nottingham
1-24-2017



Phase II Base Proposal

BROADWAY / CORRIDOR

Parking Garage
& Entertainment

VIKING

EVENT CENTER

FESTIVAL PARK

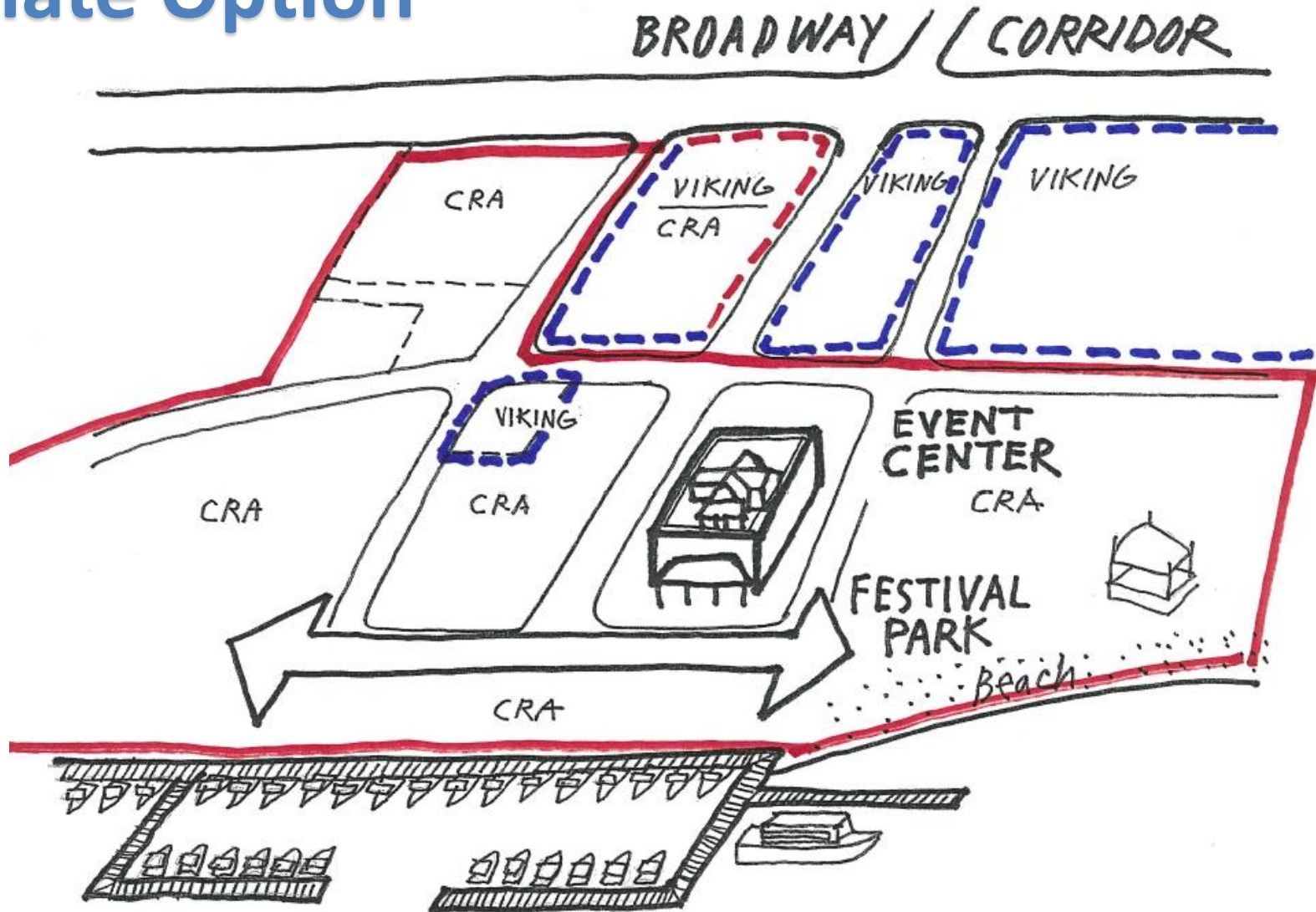
Beach

Dana Nottingham
1-24-2017

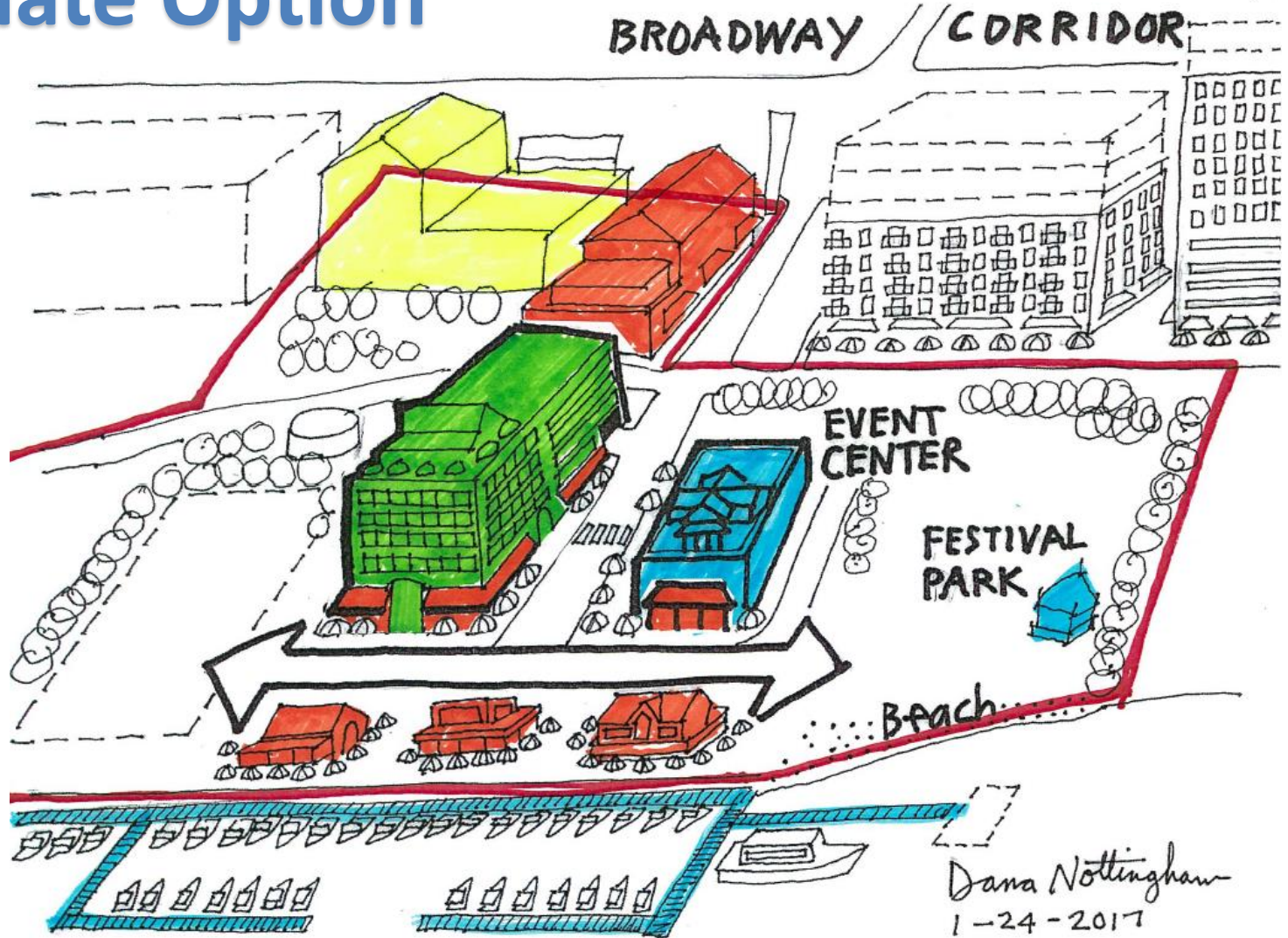


Phase II Development Opportunity

Alternate Option



Phase II Development Opportunity Alternate Option

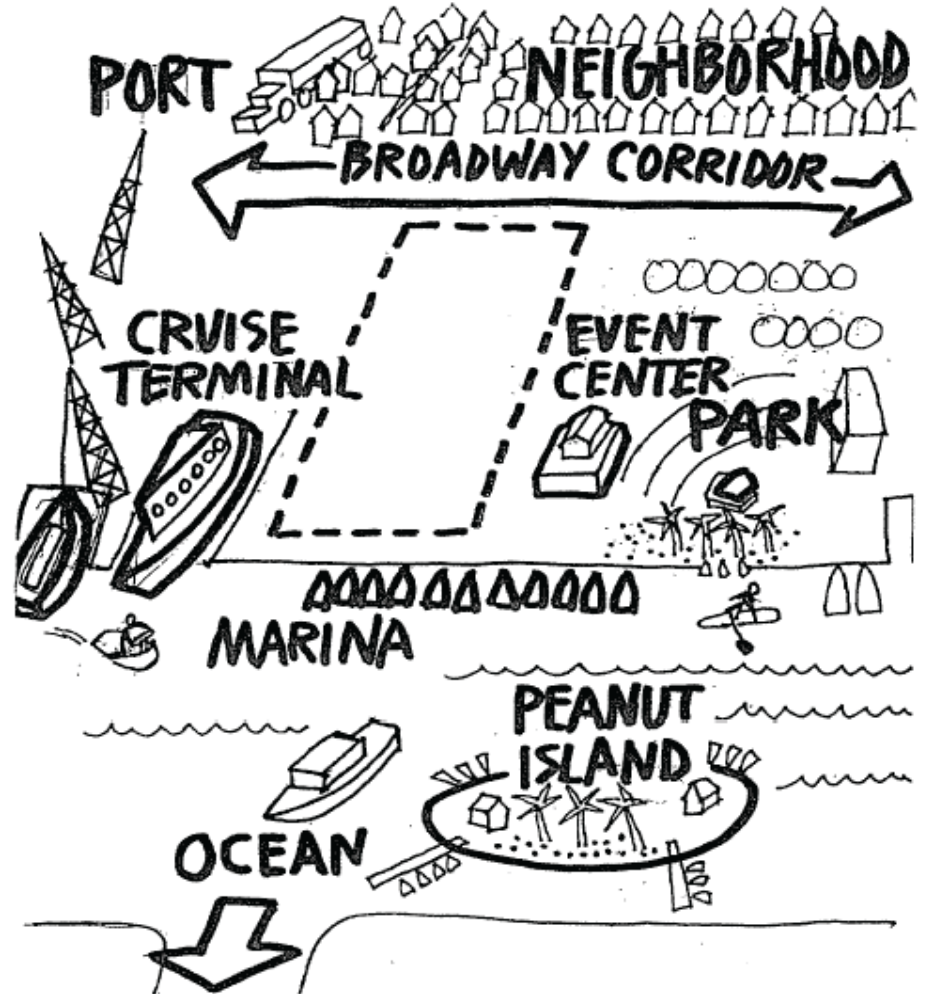


Dana Nottingham
1-24-2017



RFQ/RFP EXECUTION MODEL

1. Positioning
2. Packaging
3. Procurement
4. Phasing
5. Partnership



RFQ/RFP OUTLINE

I. Purpose

II. Background

III. Project Scope

- a. Land Ownership
- b. Project Scope
- c. Program Assumptions
- d. Parking Assumptions
- e. Phasing Assumptions

IV. Developer Qualifications

- a. Leadership & project executive
- b. Team experience
- c. Public/private partnership experience
- d. Similar project experience
- e. Community benefits track record
- f. Local W/MBE contracting track record
- g. Project references



Sample Hotel



RFQ/RFP OUTLINE cont'd

V. Procurement Requirements

- a. Submission process & deadlines
- b. Proposal format & content
- c. Evaluation criteria
- g. Other requirements

VI. Proposal Criteria

- a. Base Case Proposal
 - 1. Mix of uses
 - 2. Use locations
 - 3. Parking & transportation
 - 4. Architectural features
 - 5. Height, massing & density
 - 6. Illustration specifications
- b. Alternate Case Proposal
 - 1. Same as above



Sample Hotel



RFQ/RFP OUTLINE cont'd

VII. Community Benefits Agreement

- a. Ownership interest goal
- b. Local project team participation
- c. Business contacting
- d. Job creation and training
- e. Process and reporting
- f. Success measures

VIII. Attachments



Concept Restaurant



RFP REVIEW SCHEDULE



Workshop: April 26, 2017

Summary of the Opportunity



Workshop: May 24, 2017

Review of Draft Elements & Submittal Requirements



Board Meeting: June 28, 2017

Board Review & Issuance of Complete RFP



Proposed RFP Timeline

July

- Issue RFP Development Opportunity (75 days)

Sept

- RFP submittals due – Begin Review and Analysis

Nov.

- Completion of Written & Oral Presentations

Dec.

- Final Rankings and Committee Evaluation Results submitted to the CRA Board for review and approval.

Proposed Evaluation Process

Step 1

- Review of Submittals for Completeness
- Submittal Review & Analysis

Step 2

- Evaluation Committee Written Evaluation
- Evaluation Committee Presentation Evaluation

Step 3

- Final Rankings and Committee Evaluation Results submitted to the CRA Board for review and approval to begin negotiation with the highest ranked bidder.

Key Partners





Next Steps

May 24th Workshop



Local
Participation

Evaluation
Criteria

Submittal
Expectations

Delivering Community Benefits through Economic Development



Next Steps

May 24th Workshop



KEY DEVELOPER DEAL POINTS

1. **Land ownership**, appraisal and deal structure clarity
2. **Parking investment**, financing, development and operations clarity
3. **Public financing** availability to close potential developer financing gaps
4. **Community benefits** agreement expectations, goals and joint participation
5. **Public commitment** to sustained district services (i.e. clean, safe, mktg)
6. **Public commitment** to local and regional public programming





Marina Village Development Opportunity

BELIEVE
IN RIVIERA BEACH

Phase II

