

# Commit to Ten Principles of Public Private Partnerships



- Start with proper planning for partnerships
- Create a shared vision
- Understand your partners and key players
- Be clear on risk and rewards of all parties
- Establish a clear decision making process
- Make sure all parties do their homework



Florida's Dynamic  
Waterfront Community





# Commit to Ten Principles of Public Private Partnerships



- Consistent and Coordinated Leadership
- Communicate Early and Often
- Negotiate a fair business deal
- Build trust as a core value



**Urban Land  
Institute**





## Recommendation

Engage ULI Public Private Partnership Professional:

- To Assist in the Technical Assessment of the RFP submittals.
- To Assist in the Negotiation of the Development Agreement on behalf of the City & CRA following Board selection.