




Florida's Dynamic  
Waterfront Community

## RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

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# MEMORANDUM

**TO:** Honorable Chair and Members, CRA Board of Commissioners  
City of Riviera Beach, Florida

**FROM:**  Scott Evans, AICP, Interim Executive Director

**DATE:** November 7, 2018

**CC:** Michael Haygood, CRA Attorney

**SUBJECT:** **Board Review of Presentations by the Two Respondents to the Marina Village Phase II RFP**

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### Summary:

On October 31, 2018, the Board of Commissioners considered an Agenda Item to approve a Resolution authorizing Staff to Negotiate a Comprehensive Development Agreement with APD Solutions, LLC., for Development of the Phase II Marina Village Project. The Board reviewed and discussed the agenda item and determined that they would like to have a presentation by the proposers at the next CRA meeting which would also provide the public with an overview of the two proposals.

The Board did not provide direction if they wanted to evaluate the proposals, a blank evaluation form containing the criteria from the RFP is attached for the Boards information or use. If the Board elects to complete their own evaluation this criteria is recommended.

The Marina Village Phase Two Project will continue the transformation of the City waterfront and pursue the goal to catalyze broader economic development that will create new avenues to opportunity for the City and its residents. Riviera Beach is ideally positioned to build upon its assets including the infrastructure installed in Phase One and to use our central waterfront location to improve, expand and diversify the local economy. The City's redevelopment efforts strategically position Riviera Beach to maximize its untapped market potential to become regional cross-roads, gateway, destination, employment hub.

### Background:

On January 24, 2018, the Board of Commissioners approved Resolution 2018-01 seeking development proposals from qualified master developers for the development of Phase II Marina Village Project. On February 2, 2018, the RFP was issued. The Agency received two responses to the opportunity. Responses were provided by Tezral Partners, LLC. and by APD Solutions LLC.

The report on the “Selection & Evaluation Committee” outlines the process and the evaluation results that were completed. The Evaluation Committee ranked APD as the highest ranked proposer. The total scoring results were as follows: APD: 421 points / Tezral Partners: 382 points.

In accordance with the RFP, the highest-ranking proposal is recommended for the CRA Board’s approval to begin negotiations of a new comprehensive Master Development Agreement and related Community Benefits Agreement. If negotiations are unsuccessful, the Agency staff will seek Board authorization to proceed with negotiations with the 2<sup>nd</sup> ranked proposer.

**Evaluation Criteria:**

In accordance with the RFP, the following Evaluation Criteria were used; the attached Selection and Evaluation Report provides additional detail:

A. Leadership	15%
B. Experience	15%
C. Approach & Fulfillment of CRA Goals	15%
D. Local Participation & Measurable Success	20%
E. Development Plan Submissions	30%
F. Financial Capability & Feasibility	<u>15%</u>
Total	100%

# Marina Village Phase II - Evaluation Form

Criteria: RFP 2018-01

Evaluator Number _____	Proposal _____	Possible Points	Awarded Points
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The Evaluation Committee shall rank all submitters received.

The Evaluation Committee will consider the following factors when ranking the submittals received:

## A. Leadership

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- Principal with industry, executive and public/private experience
- Team leader with specific project type experience
- Business model, structure & systems to deliver predictable results
- Approach delivers predictable qualitative and quantitative results
- Culture/standards inspire and guide talent and performance

## B. Experience

15

- Replicated business and place-making success
- Demonstrated client, market and customer-focused culture and mindset
- Strong leaders, manager and teams to harness the firm's overall talents
- Proven business model and collaborative, multi-disciplined approach
- Expedited team approach and thoughtful public/private execution strategies
- Embrace building trust and relationships to elevate performance and outcomes
- Creating urban waterfront destinations
- Mixed use projects with retail, restaurant and hotel uses
- Leading and structuring workable public/private partnerships
- Negotiating reasonable "win-win" deals that balance risk/reward
- Addressing local stakeholder, small business and workforce goals

## C. Approach & Fulfillment of CRA Goals

15

- Principal with industry, executive and public/private experience
- Team leader with specific project type experience
- Business model, structure & systems to deliver predictable results
- Approach delivers predictable qualitative and quantitative results
- Culture/standards inspire and guide talent and performance

**MARINA VILLAGE PHASE II  
DEVELOPMENT OPPORTUNITY**



Evaluator Number _____ Proposal _____	Possible Points	Awarded Points
<b>D. Local Participation &amp; Measurable Success</b> <ul style="list-style-type: none"> <li>• Embrace aspiration of local equity participation</li> <li>• Development team with local participation</li> <li>• Business contracting that prioritizes qualified local W/MBE businesses</li> <li>• Applies innovation to respond to local conditions and bridge gaps, and provide real community benefits through all phases of project.</li> <li>• Provision of local workforce outreach and training programs</li> <li>• Workable public/private partnerships that yielded targeted outcomes</li> <li>• Projects that generate sustained profits and tax revenues</li> <li>• Projects that generate local jobs and business opportunities</li> <li>• New investment that catalyzes broader re-investment</li> <li>• Attract operators with products, services &amp; experiences customers crave</li> <li>• Projects are locally relevant, regionally appealing &amp; locally authenticity</li> <li>• Compliance with financial capability requirements</li> </ul>	20	
<b>E. Development Plan Submission</b> <ul style="list-style-type: none"> <li>• Physical master development plan concepts (Scenarios #1, #2)</li> <li>• Land deal proposals (Scenarios #1, #2)</li> <li>• Development budget and schedule (Scenarios #1,#2)</li> <li>• Public/private responsibility matrix (Scenarios #1, #2)</li> <li>• Integrated CBA and execution strategy</li> <li>• Shared parking strategy to meet phased development requirements</li> </ul>	30	
<b>F. Financial Capability &amp; Feasibility</b> <ul style="list-style-type: none"> <li>• Validate commitment, source and amount of required equity capital and debt financing required</li> <li>• Adequacy of long-term financing strategy to execute phased development</li> <li>• Reasonableness of estimated dev. budgets and other estimates provided</li> <li>• Demonstrated understanding of financing challenges and opportunities</li> <li>• Extent to which the project will require public financing assistance</li> <li>• Feasibility of financing plans and schedules</li> </ul>	15	
<b>SUB-TOTAL</b>	Possible <b>100</b>	Actual