



# REQUEST FOR PROPOSAL

## MARINA VILLAGE PHASE II DEVELOPMENT OPPORTUNITY

RFP ISSUED: FEBRUARY 2, 2018

SUBMITTALS DUE: MAY 11, 2018



# MARINA VILLAGE REDEVELOPMENT PROJECT

CRA is seeking a Development Partner to build upon Phase I public investment in a new Event Center, expanded and improved marina, and new park and amphitheater. This Phase II request for proposal solicits the services of a qualified Master developer to plan, fund, execute and structure a public/private partnership to execute a mixed use, Event Center and marina anchored waterfront destination project.



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## **PART 1**

# **INTRODUCTION**

## **LETTER FROM THE EXECUTIVE DIRECTOR**

Prospective Respondents,

On behalf of the City of Riviera Beach's Community Redevelopment Agency, I would like to invite you to explore an incredible business opportunity to partner with our City's Leadership Team to create a regional cross-roads, gateway, employment hub and destination for residents and visitors. We believe in our City and the Marina Village's potential to catalyze broader economic development that will create new avenues to opportunity and prosperity for all citizens.

The Riviera Beach Community Redevelopment Agency (CRA) is seeking a Development Partner to successfully execute the design, financing, construction, leasing, marketing and operations of a mixed-use, restaurant, entertainment, recreation and hotel destination located on a prime urban waterfront site situated within the City's port and marina district. The CRA's Board intends to build upon its recent Phase I strategic investments that include the completion of a new Event Center as well as an expanded and improved marina, festival park and marina-side public promenade.

We understand that your enthusiasm, vision, experience, and skill are the qualities that we need to help us maximize the potential of our waterfront and build upon recent Marina, Event Center and Bicentennial Park investments. With your help as a Master Developer, the potential partnership between your firm, the CRA Board, and the City of Riviera Beach, the Marina Village can become a vibrant and prosperous waterfront destination.

Thank you for your serious interest in the Riviera Beach Marina Village Opportunity.

Best Regards!

**SCOTT EVANS, AICP**  
**Interim Executive Director**  
**Riviera Beach Community Redevelopment Agency**



# CITY'S GOALS AND OBJECTIVES

## City Mandate

By the issuance of this Request for Proposal by the City of Riviera Beach's Community Redevelopment Agency, the City, through its Community Redevelopment Agency, moves a step closer to the realization of its mandate to enhance the quality of life for all citizens by creating new avenues to opportunities and prosperity. Riviera Beach is ideally positioned to build upon its assets and central location to improve, expand and diversify its economy. The City's redevelopment efforts strategically position Riviera Beach to maximize its untapped market potential to become a regional cross-roads, gateway, destination, employment hub and innovation center.

## CRA Board

The Mayor and the Board of Commissioners of the Community Redevelopment Agency reaffirm their resolve to reach the following goals:

- To reduce poverty in the City of Riviera Beach through development within the CRA area
- To implement the City's redevelopment plan where every individual is respected as a stakeholder
- To ensure that public waterfront is protected and enhanced by the project
- To provide a tangible return to the City's residents which will pay dividends for future generations
- To create a vibrant waterfront that is welcoming to both residents and visitors and strengthens our public spaces and community assets
- To give residents and local businesses in the community an opportunity to participate meaningfully in the redevelopment process
- To recognize the economic opportunities of the unique waterfront location of Riviera Beach's Marina Village to create an engine of revitalization, attracting new investment, business, and jobs

## Partnership Building

To this end, the CRA Board intends to select a qualified Master Developer with an innovative land, building, infrastructure, mixed-use development and public/private partnership strategy. As a condition of the development agreement, the Developer will commit to advancing goals, policies and programs set forth in a Community Benefits Agreement. The CRA and the Developer will work jointly to manage the coordination of the outreach and procurement requirements to maximize community benefits in the following areas: local participation in project ownership; business development; construction contracting; employment; and workforce development.

## CITY COUNCIL AND CRA BOARD OF DIRECTORS



**THOMAS MASTERS**  
MAYOR



**LYNNE HUBBARD**  
DISTRICT 1



**KASHAMBA L. MILLER-ANDERSON**  
DISTRICT 2



**TONYA DAVIS JOHNSON**  
DISTRICT 3



**DAWN S. PARDO**  
DISTRICT 4



**TERENCE "TD" DAVIS**  
DISTRICT 5



THE BEST WATERFRONT CITY  
IN WHICH TO LIVE, WORK, AND PLAY.



## PART 2

# PROJECT OVERVIEW

## LOCATION AND OPPORTUNITY

The City of Riviera Beach (the “City”) is a growing municipality located along the shores of the Intracoastal Waterway and the Atlantic Ocean. It is located 75 miles north of Miami and approximately 175 miles south of Orlando, Florida. The City is fifteen minutes from the Palm Beach International Airport. The Port of Palm Beach (the “Port”) is located along the southern boundary of the redevelopment area of the City. The Port is home to an active cruise terminal and the Bahamas Paradise cruise line and their “Grand Celebration” cruise ship. The City and the Marina Village Project benefit from excellent access in all directions via: Route 1 (Broadway Corridor); and Blue Heron Boulevard leading directly to Interstate I-95 and the Florida Turnpike, connecting to South Florida cities and nearby oceanfront destinations along Palm Beach County and the Treasure Coast.

### Vision

The strategic vision for the Marina Village Redevelopment project is to leverage the City’s public waterfront and maritime district setting to create a mixed use destination that will serve as a regional gateway, crossroads, destination, employment hub and innovation center. To achieve this goal, Marina Village is envisioned to become:

*An Event Center and City Marina anchored dining, water recreation, and hotel destination that is situated along Florida’s Intracoastal Waterway and provides a deep-water outlet to the Atlantic Ocean. The waterways provide recreational boat and ship access to: the nearby Port of Palm Beach and cruise terminal; nearby working wharves, boat yards and yacht service facilities; and the nearby Peanut Island eco-park, historic landmark, coastal beach, and water recreation destination.*

The Marina Village district is a “cool” place to enjoy: the waterside views and new City Marina; meeting, conference and social activities at the new Event Center; and concerts, community events, and programmed entertainment at the recently improved Bicentennial Park, and watersport beach front area.

### Sense of Place

Marina Village is the home for approximately fifteen (15) independently owned boating and water recreation businesses that offer the following activities and experiences: fishing and diving excursion boats; jet skis and kayaking; tour boats and dinner cruises; and year-round concerts, programmed entertainment, and seasonal community events.

### Site Advantages

Marina Village’s district assets and advantages make it an excellent hotel destination to accommodate overnight and extended stay guests visiting: the nearby Riviera Beach oceanfront restaurants, hotels and beaches; the Event Center meeting, banquet and entertainment facilities; the adjacent Port of Palm Beach cruise terminal; and the range of recreational, shopping, and dining attractions in the area such as downtown West Palm Beach, nearby retail, a major waterpark destination, and the new Major League Baseball spring training facilities.

## Public Investment

In recognition of this potential, the City and CRA have designated the Marina Village Area as a top priority economic development initiative in order to improve, expand and diversify its economy. Over the last five (5) years, the City and CRA have committed to and completed the following public investments within the marina district:

### Site Improvements

- Existing Newcomb Hall meeting facility demolition
- Marina-side Tiki Restaurant & Bar demolition
- Infrastructure, road, utility, and sea wall improvements
- New parking, promenades, landscaped plazas & fountains

### City Marina

- Expanded docks, utilities and upgraded services
- City Marina management and operations privatization

### Event Center

- Event Center construction completion and opening
- New banquet, meeting and conference facilities
- New roof-top viewing, dining & entertainment terrace
- New full-service, waterside restaurant and bar

### Bicentennial Park

- New amphitheater with upgraded park and beach amenities
- New space for future concession facilities and upgraded festival utilities

### District Services

- New district Ambassador Program site services
- Ambassador Program Event Center operations oversight
- Ambassador Program programmed entertainment oversight

## Market Potential

The Marina Village project is one of the last major waterfront redevelopment projects in South Florida. The project is strategically located within a high-valued, diverse, urban marketplace a short drive time for all of the beach, shopping, dining and water-recreation amenities located within Palm Beach County. The project is centrally located in Palm Beach County which attracts over 7.35 million visitors per year.

### Convenient Access

- Local Community
- Palm Beach County
- Treasure Coast Counties
- Downtown West Palm Beach
- Palm Beach Inlet, Peanut Island, and the Atlantic Ocean



## Demographics

### TREASURE COAST

	Approximate Population	Approximate HH Income
Indian River County	138,000	\$47,000
St. Lucie County	280,000	\$45,000
Martin County	147,000	\$53,000

### SOUTH FLORIDA

Palm Beach County	1,400,000	\$53,000
Broward County	1,800,000	\$51,000
Miami-Dade County	2,600,000	\$44,000

### NEARBY CITIES

West Palm Beach	150,000	\$44,000
Riviera Beach	35,000	\$37,000
Palm Beach Shores	2,000	\$47,000



## Market Appeal

The project is centrally located at a prime marina site and water recreation site. Current public programming appeals to a range of market segments that are attracted to the climate, views and authentic coastal, port, and harbor setting which is located minutes away from Riviera Beach's oceanfront. Below are descriptions of the market characteristics of visitors to the site today.

### Tourist

Seek large-scale events, festivals, food, music, art and fun outdoor experiences different from home

### Young Adults

Social and active lifestyles; focus on "cool" scene and being seen; attracted to music, concerts, food and art; international preference and flair for diverse urban markets

### Adults

Desire comfortable, leisure settings; couples, groups and alone; quality and casual dining; outdoor oriented; small scale and live entertainment

### Families

Seek enrichment, food, park-like outings; live music; hands-on activities; beach and active alternatives

### Teenagers

High energy and active experiences; digital and social media driven; seek food, entertainment and social experiences.

### School Trips

Supervised educational and enrichment focus

### Retired/Pre-retired

Dining, music, culture, art and family lifestyle social and community gatherings

### Cultural Participation

Usually families and groups

## "Proudly Diverse" Place

Riviera Beach has always been an interesting, fun and industrious city dating back to the original founders who were Bahamian fishermen. The culture evolved from a mix of Caribbean, Native American, and American Settlers that inhabited the coastal location. This rich and vibrant heritage is apparent today as evidenced by the key words used to describe the urban waterfront community: sea history; American history; beach and oceanfront; coastal setting; port and harbor; marine industry; and proudly diverse. The City and CRA have adopted as a goal to insure that the development and evolution of Marina Village as a place is one that is "locally relevant and regionally appealing." The project should create avenues to diverse opportunities for local residents.







## Nearby Attractions

The following summarizes the on-site and nearby attractions that are the underpinnings of Marina Village's untapped market potential.

### ON-SITE ACTIVITIES

1. Marina Activities
2. Water Recreation
3. Event Center
4. Festival Park Ent.
5. Farmer's Market
6. New Food & Beverage

### IMMEDIATE AREA

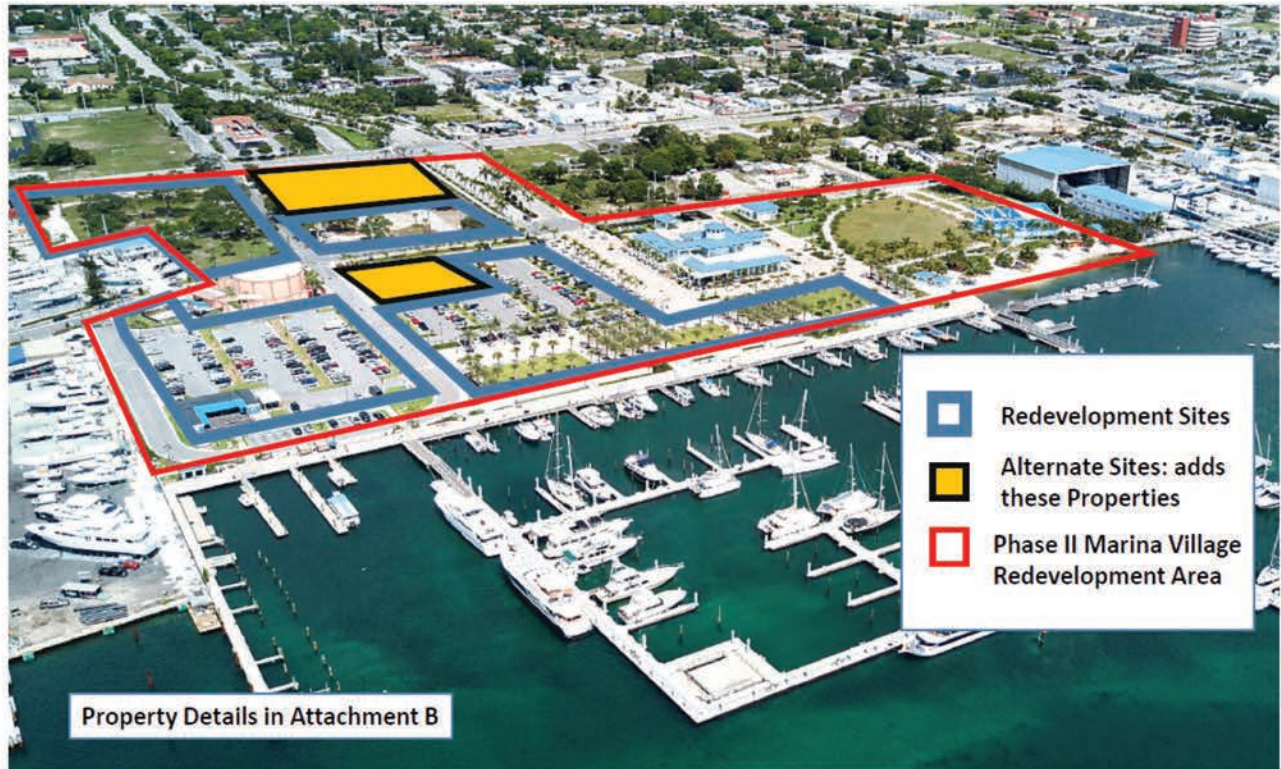
1. Ocean & Beach
2. Peanut Island Eco-Park
3. Cruise Terminal
4. Fishing & Diving
5. Marine Industry Setting
6. Marine Life Resources

### NEAR BY

1. Regional Water Park
2. Professional Baseball
3. Downtown West Palm
4. Area Shopping & Dining
5. City and County Events
6. Florida Tourist Resources



## PROPERTY AND PROJECT CRITERIA



### Land Assembly

The Marina Village Project Area includes privately owned property as well as property owned by the CRA and the City. To date, the CRA has invested in excess of \$20 million to improve its waterfront in order to attract additional private investment that will expand public access to the water and catalyze broader revitalization along the Broadway corridor and surrounding neighborhoods. To build upon investments to date and advance the project, the CRA is committed to work with a qualified Developer to formulate a market-driven plan. To this end, the CRA is committed to pursuing joint actions that will facilitate: making parcels available to maximize the project and surrounding areas long-term potential; and providing financing for public infrastructure that will accelerate local economic expansion.



### Phase II Waterside Frontage

The total land within the Marina Village district and immediately adjacent land along U.S.1 totals approximately 12 acres. Approximately 6.0 acres located within the interior of the district - that fronts the marina - has been designated for the proposed Phase II mixed use development. This 6.0 acres has waterside frontage and is contiguous to adjacent land previously improved in Phase I to make marina, Event Center, Bicentennial Park, common area and parking improvements. The 6.0 acres designated for Phase II does exclude approximately 0.5 acres of strategically positioned land that is owned by Viking Development - an affiliate of the Viking Yachts - which has a service facility next to Bicentennial Park.

### Phase II Broadway Frontage

In addition to the public and privately-owned land within the Marina District core, approximately five (5) acres of additional land fronting US. 1 (Broadway Corridor) has been targeted for potential short-term residual use that potentially can be integrated into the overall development strategy in Phase II subject to land negotiations between the CRA, City and Viking Development.

The five (5) acres - consisting of multiple parcels that front U.S.1 - are owned by the CRA/City and Viking Development. Residual Land Parcel A is called the Spanish Court site and includes approximately 2.5 acres that fronts U.S.1/Broadway. Residual Land Parcel B consists of approximately 2.5 acres that are made up of multiple parcels that are owned by the City/CRA and Viking Development.

### PHASE I LAND (8.5 ACRES) | RESIDUAL LAND (2.5+ ACRES)

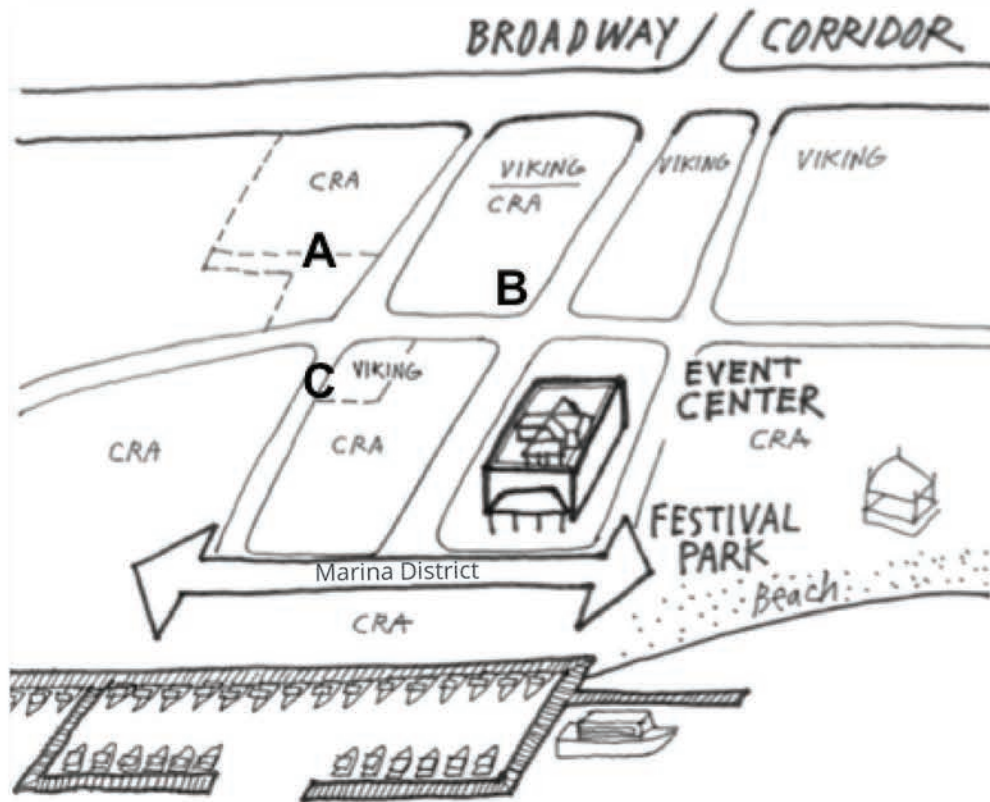
US1/Broadway Frontage



Marina Frontage



## LAND OWNERSHIP SCENARIOS (CRA/CITY AND VIKING)



### MARINA DISTRICT BROADWAY FRONTAGE Land Ownership Scenarios

	Total Acreage	CRA/City Owned	CRA/City/Viking Owned
<b>BASE CASE</b>	Approx. 8.5 acres	Approx. 6.0 acres (Marina District)  Parcel A - 2.5 Acres (Broadway Frontage) (Spanish Courts) (Owned by CRA/City)	Excludes Viking Land
<b>ALTERNATE CASE</b>	Approx. 11.5 acres	Approx. 6.0 acres (Marina District)  Parcel A - 2.5 Acres (Broadway Frontage) (Spanish Courts)	B. Approx. 2.5 acres (Broadway Entrance)  C. Approx. .5 acres (Owned by Viking only) (Yachtsman parcel)

See Attachment "B" for property details.



## Project Criteria

The CRA desires to provide the Developer with the degree of flexibility needed to incorporate concepts that best serve the Project and maximize the development potential of the Base Case land (fronting the marina) as well as additional Residual Land (fronting U.S.1). The CRA and City will entertain modifications to the Inlet Harbor Plan recognizing that any permitted development must be consistent with the intent of the adopted redevelopment plan and comprehensive plan of the City.

Upon being selected, the Top-Ranked proposer - that successfully negotiates a development agreement – will work in concert with the CRA, City Officials, and the public to formulate a mixed use development plan that will ultimately be approved by the CRA Board. The designated Master Developer will be required to create a harmonious plan that integrates the mix of uses by advancing the intent and guidelines set forth in the Inlet Harbor Plan. The Master Developer will be required to generally incorporate the design principles in a fashion that is most responsive to sound development practices, urban design principles, cost considerations, and the demands of the market. The Master Developer will also be required to identify green space and other public amenities within the development in order to create a pedestrian-oriented environment that integrates a shared parking strategy harmonious with the existing and proposed transportation system.

## Transportation & Parking

Recent CRA transportation efforts have focused on engaging the State and monitoring U.S. 1 improvements in the immediate area. On-site transportation efforts have focused on making sure that there is adequate on-site and off-site grade parking to accommodate the needs of the Event Center including special community events staged at the park and along the waterway. The CRA and City realize executing a long-term development strategy will require a shared parking strategy and joint sponsorship of grade and structured parking. The RFP submissions at this stage must address advancing the phased development of a comprehensive transportation and parking plan that must be planned, financed, constructed, and operated pursuant to a public/private partnership approach.





### PART 3

## DEVELOPMENT OPPORTUNITY

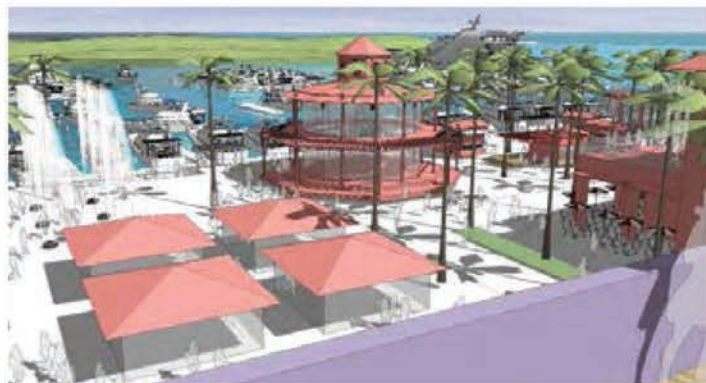
### MASTER PLAN HIGHLIGHTS

The original Marina Village Master Plan was developed and approved in 2012. Initial research and planning revealed that there was an opportunity to create a regional crossroads, gateway, destination, employment hub and innovation center that advanced a city-wide economic strategy that prioritized development at the beach as well as port and harbor district. Initial master plans called for phased mixed use development within a waterfront district that had frontage along the Intracoastal Waterway as well as the U.S.1 Broadway corridor. At that time the long-term plans was to: locate a critical mass of restaurants and significant retail uses to create a waterside destination; and to position a year-round public market to anchor the Broadway corridor. This approach was intended to catalyze broader development along U.S. 1 on land owned by the City/CRA and Viking Development. Over time - as the leadership and the market shifted - Phase 1 public projects were completed and the current CRA Board "reset" their master plan thinking and vision to embrace creating:

*A marina and Event Center anchored mixed use restaurant, water recreation and hotel destination that would become a premiere meeting and special occasion place that appealed to guests visiting the nearby cruise terminal, beachfront, on-site and near-by area attractions.*

### Market Feedback

The CRA's management team reports that there has been consistent restaurant interest over time; and most recently - after opening the Event Center - there has been increasing interest to build a hotel as part of the destination strategy.



## Master Plan Reset

In May 2017, the CRA Board adopted the following objectives and made the following observations in order to: clarify the City's interests; reset the master plan approach and priorities; and inform the RFP preparation process.

### Strategic Objectives

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

### Success Measures

1. Expand avenues to opportunity and prosperity
2. Create new investment, businesses and jobs to expand tax base
3. Execute workable public/private partnership and deal structure
4. Negotiate site control to maximize district's untapped potential
5. Execute a district-wide shared parking experience

### Preferred Anchor Uses

- Dave and Busters – type operation (i.e., food, family games, sports bar)
- Waterside seafood restaurant (i.e., tropical, Florida themes)
- Sports bar, grill and entertainment uses
- Small cafes, coffee shop and small-scale entertainment

### Hotel Operations

- Moderately priced business and visitor hotel

### Entertainment

- Locally relevant, regionally appealing, and locally authentic

## Hotel Rationale

The following outlines the rationale for incorporating a proposed hotel as part of the overall offerings and mixed-use place-making strategy.

- Differentiate project as a "walkable" mixed use destination with lodging
- Appeal to locals, business travelers, tourists and families
- Meeting space is available to enhance hotel desirability
- A small Event Center benefits from having a hotel
- Cross marketing gives both uses a competitive edge and brand identity
- Hotel intensifies focus on parking, cross-marketing & customer service

## Industry Feedback

- Hotel located within the district advances the CRA's goal to expand public access to the waterfront
- Event Center, proposed hotel, convenient/secure parking in a walkable, dramatic setting enhances the guest experience
- Moderately priced hotel strengthens the "destination brand" across market segments (i.e., locals, business and tourists)
- Increased guest "length of stay" contributes to more spending per visit, word of mouth advertising, and economic benefits
- Developer with strong hospitality, hotel and retail relationships will strengthen district's customer service focus and brand



## WATERFRONT PROMENADE



### **Relevant, Appealing And Authentic Place**

- Business Meetings and Corporate Events
- Concerts And Events
- Special Occasion Place
- Nearby Maritime Industry
- Positioning & Integrating Restaurants

### **Nearby Attractions Within Minutes**

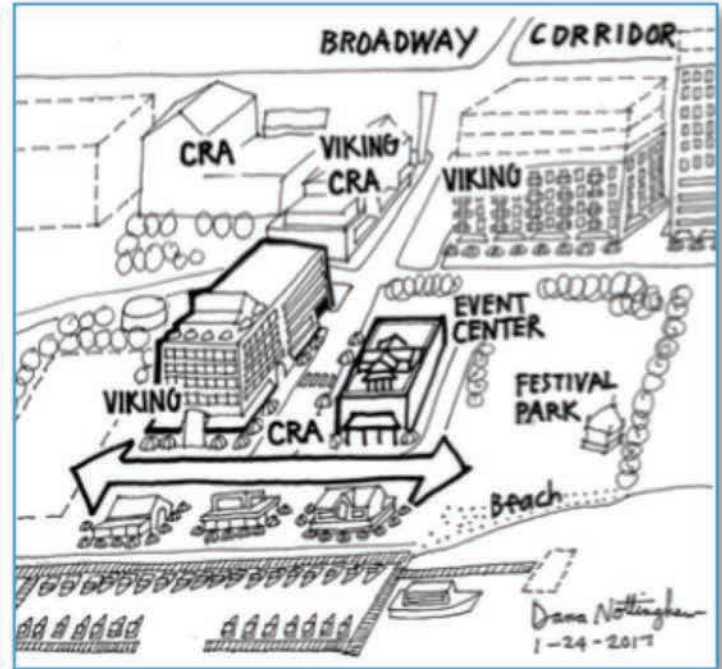
- Diving and Snorkeling
- Pro Baseball
- Downtown Events
- Rapids Waterpark
- Nearby Beach



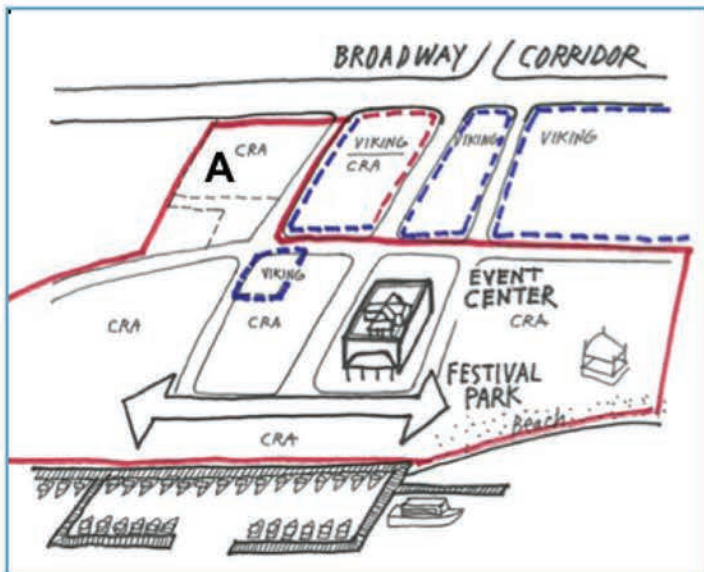
## Site Opportunities



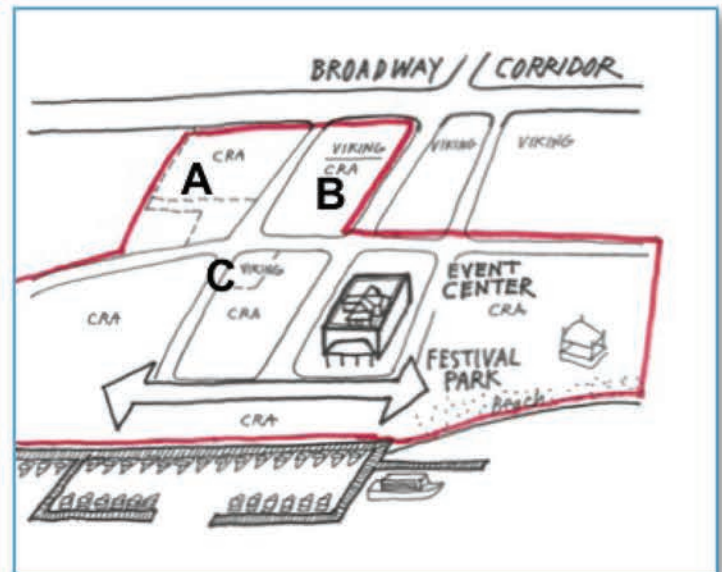
## Evaluating How To Catalyze Broader Revitalization



## Board Discussion: Base Case Project Limits



## Board Discussions: Alternate Case Project Limits

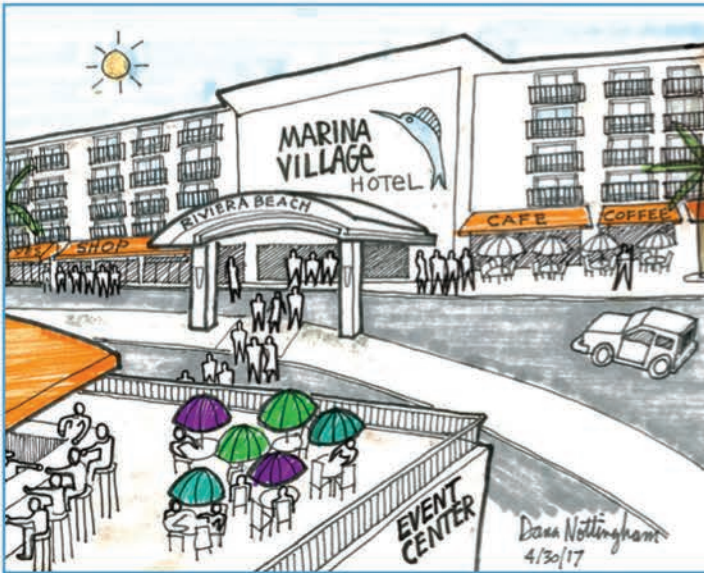


## HOTEL CONSIDERATIONS

The CRA Board of Commissioners has identified a hotel as a desired component of the overall mixed use place making strategy for the Marina Village. A hotel could be placed in a variety of locations as determined by the proposed developer, and could work collaboratively with the existing Marina Event Center meeting spaces. The hotel should promote creation of a walkable mixed use destination.

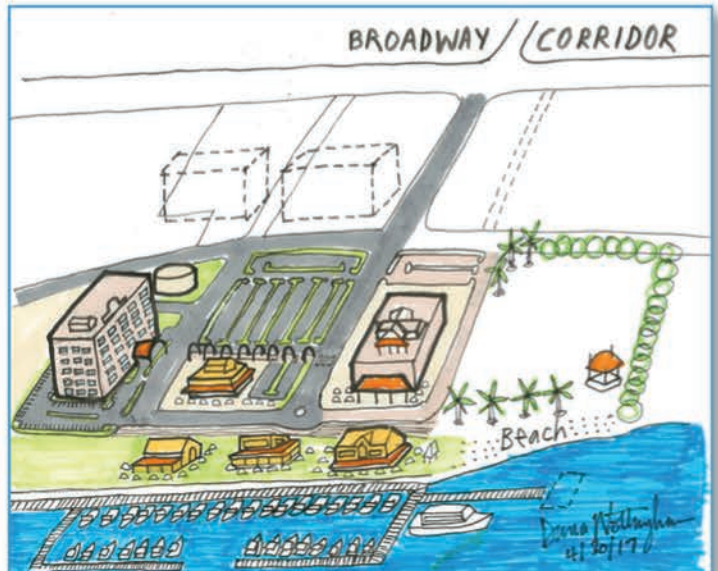
### Hotel Option At Event Center

This hotel option is centrally located within the marina district opposite the Event Center's main entrance. Positioning the hotel in this location creates a vibrant entranceway with outdoor cafes and other uses. This option expands the critical mass of waterside restaurants and entertainment along the marina promenade and entrance road that will enjoy harbor, coastal and working wharf views.



### Hotel Option At South End

This option locates the hotel in the southern quadrant in closer proximity to the existing cruise terminal. As shown, this option sets back from the water's edge to preserve sightlines to cruise ships. Other options can explore allowing the hotel to more directly engage the water and serve as an anchor use along the marina dining and entertainment Promenade.



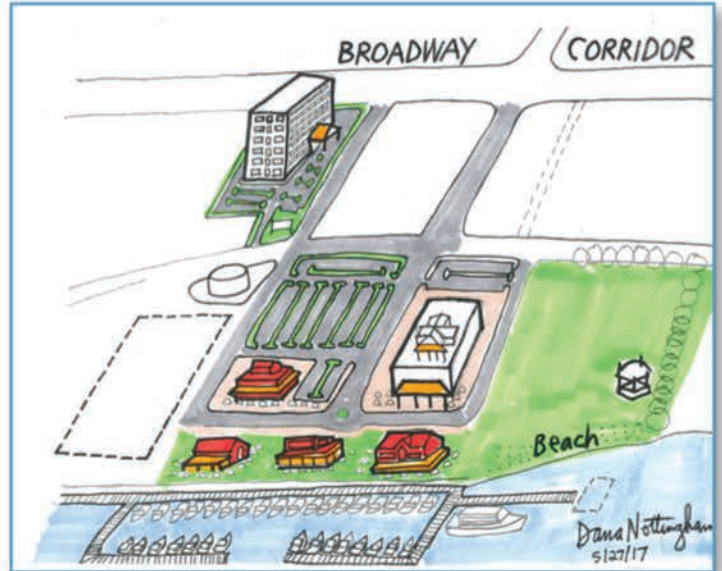
### Hotel Option At Marina

This option positions the hotel entrance including ground floor restaurant and entertainment to create an anchor destination within the waterside promenade dining experience. The hotel is positioned to maximize dramatic balcony, terrace and roof-top views to the Atlantic Ocean, Intracoastal Waterway and working wharf district.



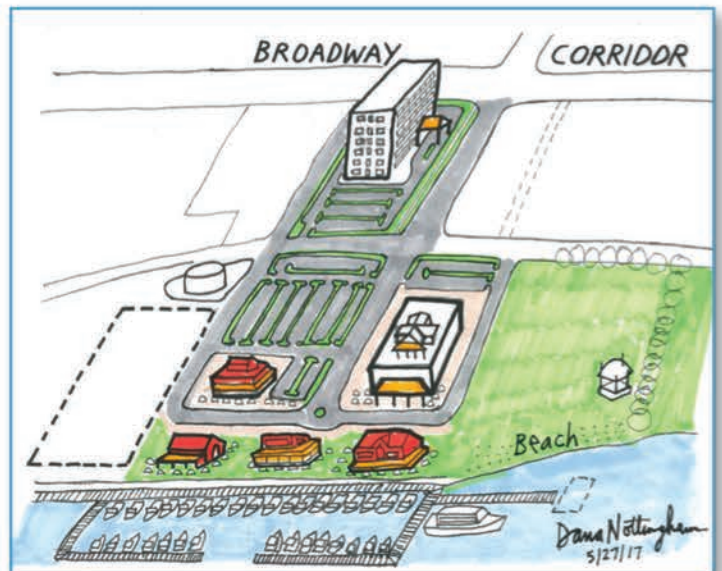
### Hotel Option A - U.S.1/Broadway

This option locates the hotel on the Spanish Courts site fronting the U.S.1/Broadway Corridor. The hotel at this location leverages the opportunity to catalyze a mix of possible uses on land owned by the City, CRA and Viking Development. A hotel brand located at this location would be positioned to catalyze higher density mixed use and residential development along U.S.1/Broadway and create additional ground floor anchor uses as well as shared parking opportunities.



### Hotel Option B - U.S.1/Broadway

This option locates the hotel at the marina district's main U.S.1/Broadway Corridor entrance. The hotel at this location leverages the opportunity to create an iconic gateway project at the main entrance that will catalyze higher density mixed use development including additional ground floor anchor uses and shared parking opportunities. A hotel brand at this location maximizes the advantages of U.S.1/Broadway visibility at a strategic intersection that is walkable to the convention center.





## **PART 4**

# **SUBMITTAL REQUIREMENTS**

## **DEVELOPER EXPERIENCE**

The CRA seeks a Master Developer with extensive experience and a consistently successful track record planning, designing, financing, constructing, leasing, operating and marketing mixed-use real estate ventures that have:

- Connected with the multiple customer markets that they serve;
- Advanced the achievement of community benefits
- A unique sense of place that is locally and regionally appealing
- Sustained viable and profitable operations.

## **DEVELOPER QUALIFICATIONS**

The CRA will be evaluating the experience of the firm, its leadership, internal and out-sourced team, and organizational approach based on the below criteria.

- Leadership
- Experience
- Approach & Fulfillment of CRA Goals
- Local Participation & Measurable Success
- Development Plan Submissions
- Financial Capability & Feasibility

Proposers shall submit one (1) printed original, twelve (12) printed copies and one (1) copy submitted electronically on a USB drive storage device.

The Submittal shall consist of the following separated by the appropriate categories. Please review the Evaluation Criteria to ensure that responses include relevant information.

### **A. COVER PAGE**

Clearly indicate proposers name address, telephone number, name of contact person, date, and proposal name.

### **B. TABLE OF CONTENTS**

### **C. RESPONDENTS INFORMATION & LEADERSHIP RESPONSE**

1. Firm name, address, telephone, and fax number
2. Ownership/organization structure
3. Parent company, if applicable
4. Names of officers and principals
5. The legal status and years of continuous operation
6. The name of the representative authorized to negotiate with the CRA
7. In-house capabilities and services
8. If the Project will be performed by a joint venture with other persons, firms, or entities, the preceding information shall be provided for all such persons, firms, or entities, including any entity formed, for the purpose of responding to the RFP and completing the Project. The response should identify the percentage interest of each entity's participation. Additionally, the nature of the participation and relationship to the Project of all team members should be identified.
9. Leadership Narrative (Maximum 1 page): Summarize on one page relevant experience, accomplishments and capabilities

### **D. PROJECT EXPERIENCE**

Description of Relevant Project Experience: Describe significant projects completed or under construction by the respondent's organization including: the size, location, start and completion date (or projected start/completion date), construction cost, role played, and financial interest. This section should contain projects completed in the last ten (10) years. In the case of joint ventures, the preceding information shall be provided for all entities responding with an interest in the Project. Provide relevant photos.

### **E. TEAMING**

1. Summarize the name and titles of the internal development team that will be assigned to this project, along with a brief biography.
2. Summarize the key consultants that will support the development team, and a very brief listing of their relevant experience.

## F. DEVELOPER APPROACH

Provide written summary of your understanding of the Marina Village project mission/vision and the CRA Board goals provided in part one of the RFP, and discuss how the project will achieve these along with the opportunities, challenges and summary of your development approach. (Maximum 3 pages)

## G. FINANCIAL CAPABILITY

Statement and Evidence of Financial Capability: A statement and evidence of financial capability, including the ability to fund all Project development costs. A "Letter of Intent" from a lender as to its interest in financing the development prior to negotiations. The CRA considers a reputable lender as an institution which has, in the opinion of the CRA, the financial capability and experience to commit, loan and monitor the funding of loans necessary to complete the Project. The respondent's financial statement, with notes, and not older than one (1) year, and should indicate the resources and the necessary working capital to assure financial stability through the completion of the Project. Financial capability shall also include the bonding capacity of the firm. (Note: General letters from institutional lenders will be deemed insufficient to meet this requirement.)

## H. REFERENCES

References for each principal respondent: At least four (4) references for each principal respondent, excluding third party service providers such as land planners, architects, engineers, etc. Such references shall be from the public sector for public-private projects that the respondent has developed, or from the private sector for private projects. References should include contact names, organization, telephone number, address, and project/relation to the respondent.

## I. LITIGATION

Litigation: List any outstanding litigation matters in the past five (5) years as required in Appendix IV, Respondent's Financial Data. Also list any instances of debarment within the past five (5) years, including the agency/organization, and the findings.

## J. BANKRUPTCY

Bankruptcy: Identify if any of the principal respondents, affiliates or predecessor companies have filed for bankruptcy in the past ten (10) years and the resolution of the filings. Please respond on the attached Appendix IV, Respondent's Financial Data.

## K. MARKETING STRATEGY

Marketing Capabilities: The proposer will prepare a conceptual marketing strategy to describe how the project will be marketed to prospective tenants and consumer markets. (Maximum 1 page)

## L. ADDITIONAL CONSIDERATIONS

Additional Considerations: Identify any additional or unique resources, capabilities or assets which the respondent would bring to the Project.

## M. ALL COMPLETED FORMS FROM ATTACHMENT A

## Proposal Format & Transmittal

Responses will be presented as 8½ x 11 documents. The information will be tabbed in sections according to the above requested information. A transmittal letter introducing the firm must include: the corporate name, address, and telephone number; the primary person responsible for the Project; the signature of the individual authorized to bind the firm. Proposers shall submit one (1) printed original, twelve (12) printed copies and one (1) copy submitted electronically on a USB drive storage device.

Public Law Records: All responses, drawings, and renderings shall become the property of the CRA and are subject to Florida's Public Records Law.

### CRA Rights Reserved

The CRA may, at its discretion elect to waive any non-material requirement, either for all responses or for a specific response. Furthermore, the CRA reserves the right to reject any and all responses received either in whole or in part, with or without cause, or to waive any response requirement, informalities or deficiencies, in any response if such action is deemed by the CRA to be in the best interest of the Project, the CRA or the City.

# CONCEPTUAL DEVELOPMENT PLAN SUBMITTAL GUIDELINES



# CONCEPTUAL DEVELOPMENT PLAN GUIDELINES

## Land Ownership Scenarios

In order to qualify for consideration, the CRA is requesting that the Proposers submit Conceptual Development Plans in accordance with the submission guidelines outlined below. Proposers are requested to respond to two land ownership scenarios:

### Base Case Scenario and Alternate Case Scenario

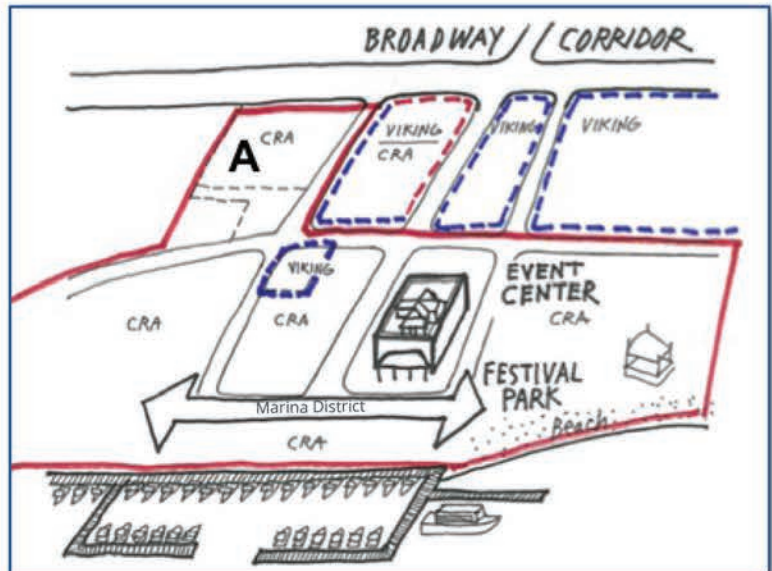
See detailed property description in Attachment B.



## Base Case Scenario

This scenario includes: approximately 6 acres of land owned by the CRA within the district fronting the marina plus the 2.5 acre Spanish Courts Parcel A which fronts the U.S.1/ Broadway corridor; and excludes the strategically positioned .5 (half) acre parcel owned by Viking Development (former Yachtsman hotel site).

Total Phase II Base Case CRA/City acreage is approximately 8.5 acres.  
(excludes Phase I Event Center, Bicentennial Park)

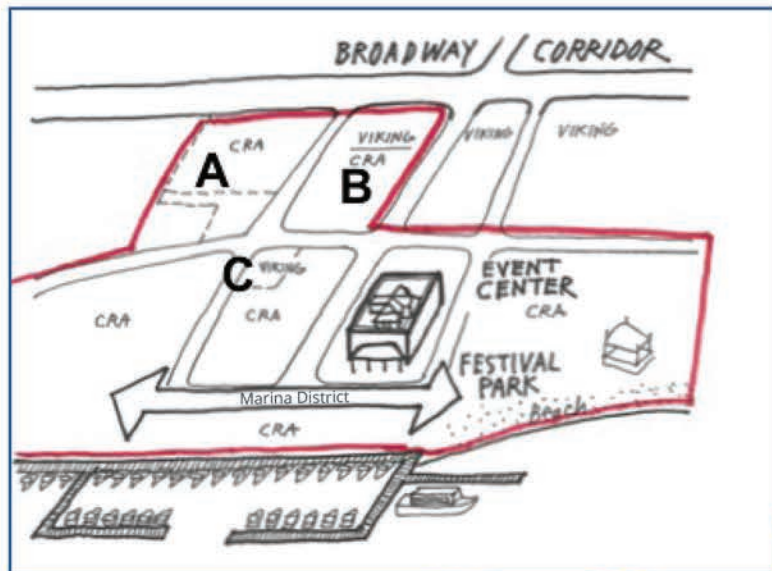


## Alternate Case Scenario

This scenario includes:

- (1) the land identified in the Base Case land scenario (approximately 8.5 acres including Spanish Courts Parcel A fronting U.S.1/Broadway);
- (2) the approximately 2.5 acres of additional residual land (Parcel B fronting U.S.1/Broadway) at the project's entrance; and (3) the approximately .5 acre Parcel C owned by Viking Development located within the district.

Total Phase II Alternative Case acreage is approximately 11.5 acres.  
(excludes Phase I Event Center, Bicentennial Park)



## CONCEPTUAL DEVELOPMENT PLAN GUIDELINES

Pursuant to the Base and Alternate Case land ownership scenarios and project boundary, submit a Conceptual Development Plan based on the following submission requirements.

### 1. Development Strategy

- Key assumptions
- Key disclaimers
- Validate CRA's stated vision and approach
- Suggest vision and approach refinements (as required)
- Challenge the CRA's stated direction (if applicable)
- Explain market, economic and technical rationale

### 2. General Program Description

- Summary of major uses
- Estimated square footage
- Estimated acreage and building coverage

### 3. Conceptual Site Plan and Building Designs

- Note scale of drawings
- Identify major uses
- Identify grade and deck parking
- Identify public roadways
- Identify service areas
- Identify major walkways
- Conceptual building elevations

### 4. Aerial Perspective Illustration

- Anchors and mix of uses
- Scope, scale and massing
- Shared parking strategy
- Roadways and service zones
- Key pedestrian linkages
- Relationship to water and marina
- Relationship to Broadway corridor
- Relationship to Event Center

### 5. Conceptual Development Budget

Proposers will submit a Conceptual Development Budget summarizing estimates for the following categories of costs: site development, building construction, professional fees, tenant-related, financing, and estimated overhead costs.

### 6. Conceptual Development Schedule

Proposers will submit a Conceptual Development Schedule summarizing the critical path of major activities required to plan, fund, construct, lease and open the project.

### 7. Proposed Land Deal and Lease Terms

(1) Proposers will submit a proposal for leasing the CRA/City owned lands for a term not to exceed fifty years. Proposed business terms will be based on a sound market and industry rationale.

(2) Proposers will submit a proposal to lease or purchase the private-owned lands. Proposed terms will be based on a sound market and industry rationale.

Note: Proposers are encouraged to formulate and recommend strategies to simplify and expedite the land transaction process.

### 8. Public Financing Statement of Interest

If required, Proposers will submit a statement of their interest in requesting financing assistance and incentives to close financial gaps that jeopardize the projects economic viability. Said statement of interest will include a "but for" rationale and justification.

### 9. City and CRA Facilities

The Marina Event Center, Bicentennial Park, have undeveloped square footage described in Attachment B. The proposer should recommend as a part of their proposal how to build-out/enhance the spaces, including proposed use and operation. The City of Riviera Beach operates the Wetslip Marina out of Temporary offices located at the south end of the Marina. The proposer should include permanent facilities for the City to rent in their development proposal to continue operations of the independent Wet-slip Marina. (See additional details in Attachment B.)



## COMMUNITY BENEFITS

### Community Benefits Program Response

#### 1) Program Objectives

It is the intent of the CRA Board to negotiate a Developer Agreement with the Top-Qualified Proposer based on the results of the RFP evaluation process. A key provision of the Developer Agreement will be a Community Benefits Program outlining goals and program requirements to ensure intensified focus on achieving local participation with respect to business contracting, employment and workforce development. The Board has identified the following priorities in order to guide outreach efforts, joint planning, goal-setting and program management by the City/CRA and Developer:

- Local Business Enterprise Definition
- Local Equity Partner Opportunities
- Business Contracting Opportunities
- Enforceable Teaming Agreement Provisions
- Permanent job opportunities for local residents post-construction, including newly generated trade and service jobs and local job fairs upon completions
- Construction Skilled Workforce Opportunities
- Sub-contractor Bonding Assistance Opportunities
- Coordination and partnerships with local small businesses
- Job opportunities for local area residents and businesses to allow them to participate in the construction of the development and local job fairs upon completion of the project
- Opportunities for local subcontractors and professional services during the design and/or construction of the project.

#### 2) Proposer Submittal: CBA Response

Based on the above, the Proposers will submit a brief summary – two pages or less , plus the matrix – outlining their perspective on key opportunities and challenges to be addressed; as well as recommended priorities and key steps required to jointly structure an approach that would position the program to achieve local participation success.

### Public/Private Responsibility Matrix

Proposers will complete a responsibility matrix summarizing the most critical responsibilities of stakeholders that will be required in order to structure a workable public/private partnership.

Program Elements	Developer	City/CRA	Other
1. Land			
2. Financing			
3. Design			
4. Construction			
5. Leasing			
6. Operations			
7. Community Benefits Program			
8. Parking			
9. Marketing			
10. Approvals			



## PART 5

# EVALUATION PROCESS

## EVALUATION & SELECTION PROCESS

To be considered for selection as the Master Developer, respondents must be prepared to participate in the process outlined below within the submission deadlines set forth on the following table:

Targeted Action	Date
Respondent RFP Packages Available	February 2, 2018
Optional Site Tour	March 5, 2018
Mandatory Pre-Submittal Conference	April 16, 2018
Final Request for Clarifications due from Respondents	April 20, 2018
RFP Submission Deadline	May 11, 2018
Evaluation Committee Recommendations	June 2018
CRA Board of Commissioners Selection of Qualified Developers	June/July 2018

### The Evaluation and Selection Process will proceed as follows:

Experienced and qualified developers with a serious interest must take the below first steps in order to formally: respond to this Request For Proposal (RFP); participate in the public evaluation and screening process; and negotiate a binding commitment.

1. Receipt of RFP responses due **May 11, 2018, 12 noon EST.**
2. Opening and listing of all Proposals received.
3. Preliminary review by Purchasing & CRA staff for compliance with the submission requirements of the RFP.
4. Review by professional staff and/or Selection Committee certifying that the Proposer is qualified, and analyzing the details and feasibility of the submittal.
5. The Selection Committee, appointed by the CRA Executive Director, shall meet to evaluate each complete and accepted Proposal in accordance with the RFP's evaluation criteria. The Selection Committee will rank the submittals in accordance with the final scores. At the option of the selection committee they may decide to hold brief presentations and/or interview sessions with all proposers or the top three highest ranked proposals.
6. The Selection Committee will forward its recommendation to the CRA Executive Director, listing the Proposals in rank order.
7. At a noticed CRA Meeting the Executive Director will recommend the CRA Board of Commissioners accept the rankings of the Selection Committee and authorize the Agency to enter into negotiation with the top-ranked qualified proposer.

*All CRA Board of Commissioners considerations shall be made at a public meeting, as required by Section 286.011, Florida Statutes. The CRA Board of Commissioners shall have the final decision-making authority concerning the selection of a successful proposal, and the CRA Board and the City Council shall have the final decision making authority for the lease or disposition of City/CRA owned real property of interest therein.*

## Mandatory Pre-Submittal Conference

Upon completing the application process described above, the Mandatory Pre-Submittal Conference shall include a tour of the Project Area. The Pre-Submittal Conference is scheduled for **April 16, 2018 at 3:00 p.m.** at the following location:

**Riviera Beach Marina Event Center  
190 East 13th Street  
Riviera Beach, Florida 33404**

The purpose of the Mandatory Pre-Submittal Conference is to provide prospective respondents the opportunity to ask questions, receive clarifications, or make requests concerning the interpretation of the RFP.

***Failure of a principal of any respondent to attend the conference shall be reason for disqualification.***

The deadline for respondents to submit questions or requests for clarifications, in written form is no later than **April 20, 2018**. All questions and requests must be submitted to **Andre Lewis, CRA Project Manager**.

The CRA will prepare and distribute written minutes of the Conference to all attending respondents. The respondents shall not rely on any oral representation, interpretation, comments, or clarifications made during the Mandatory Pre-Submittal Conference that varies the terms of the RFP unless reduced to a written addendum. The CRA may issue written addenda regarding the RFP to all parties receiving an RFP package or attending the Conference to clarify as required to facilitate the Master Developer selection process. Should any questions or requests require revisions to the RFP as originally published, such revisions will be by formal written addendum only.

No responses will be accepted after the RFP closing time and date, and no modifications to those responses already submitted will be permitted prior to selection, except in those cases where the CRA or Evaluation Committee, as later defined, requests more information or clarification from all of the respondents.

By submitting a response, interested persons warrant, represent, and declare:

- The only person(s) designated as principals/partnerships is (are) named therein and that no other person(s) other than those therein mentioned has (have) any interest in the response.
- The respondent's response is made in good faith and without collusion or fraud.
- The submission of a response signifies that the respondent understands and agrees to all elements of the response, and that such response may be part of any contract entered into between the CRA and the respondent.
- The selected developer(s) will be precluded from assigning, transferring, conveying, subletting, or otherwise disposing of the selection rights and ensuing contracts, if any, or of any and all of the rights, titles or interests therein, if any, without prior written consent of the CRA.
- All responses and all information contained therein shall become the property of the CRA and be a part of the public record as required by Chapter 119, Florida Statutes.

# PROPOSAL EVALUATION CRITERIA

## Scoring & Ranking Process

The CRA's Evaluation Committee will evaluate the submittals based on the following categories:

### Specific Rating and Scoring Criteria

#### A. LEADERSHIP - 5%

- 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%

- Designated team leader with experience and authority
- Team norms that instill the clarity, focus and accountability required
- Team structure to drive performance across multiple disciplines
- Outcomes focused management. and reporting system to measure progress
- Action plan incorporates public sector critical path and decision points
- Quality of response to CRA goals
- Feasibility of approach and design to accomplish CRA goals

#### D. LOCAL PARTICIPATION & MEASURABLE SUCCESS - 20%

- Embrace aspiration of local equity participation
- Development team with local participation
- Business contracting that prioritizes qualified local W/MBE businesses
- Applies innovation to respond to local conditions and bridge gaps, and provide real community benefits through all phases of project.
- Provision of local workforce outreach and training programs
- Workable public/private partnerships that yielded targeted outcomes
- Projects that generate sustained profits and tax revenues
- Projects that generate local jobs and business opportunities
- New investment that catalyzes broader re-investment
- Attract operators with products, services and experiences customers crave
- Projects are locally relevant, regionally appealing and locally authenticity
- Compliance with financial capability requirements

#### E. DEVELOPMENT PLAN SUBMISSIONS - 30%

- Physical master development plan concepts (Scenarios #1, #2)
- Land deal proposals (Scenarios #1, #2)
- Development budget and schedule (Scenarios #1,#2)
- Public/private responsibility matrix (Scenarios #1, #2)
- Integrated CBA and execution strategy
- Shared parking strategy to meet phased development requirements

#### F. FINANCIAL CAPABILITY & FEASIBILITY - 15%

- Validate commitment, source and amount of required equity capital and debt financing required
- Adequacy of long-term financing strategy to execute phased development
- Reasonableness of estimated development budgets and other estimates provided
- Demonstrated understanding of financing challenges and opportunities
- Extent to which the project will require public financing assistance
- Feasibility of financing plans and schedules



## **NOTICE TO DEVELOPERS: PROCESS SUMMARY**

### **Invitation To Proposers**

Riviera Beach's Community Redevelopment Agency (CRA) is seeking a Development Partner to successfully execute the design, financing, construction, leasing, marketing and operations of a mixed-use, restaurant, entertainment, recreation and hotel destination located on a prime urban waterfront site situated within the City's port and harbor district. The CRA's Board intends to build upon its recent Phase I strategic investments that include the completion of a New Event Center as well as an expanded and improved marina, festival park and marina-side public promenade.

### **Proposal Submission Prerequisites**

Experienced and qualified developers with a serious interest must take the below first steps in order to formally: respond to this Request For Proposal (RFP); participate in the public evaluation and screening process; and negotiate a binding commitment.

1. Formally notify the CRA of intent to submit, register and apply (can be completed at mandatory pre-submittal conference)
2. Attend a mandatory pre-submittal conference at the posted location
3. Comply with all the RFP process terms and conditions consistent with the below summary and specifics outlined within
4. The highest ranked proposer shall pay a \$10,000 application fee upon approval of the final rankings by the CRA Commission. The funds will be utilized to assist in the review and finalization of the development contract. If the proposer and the CRA do not complete the negotiations, the funds will be returned.

### **General Requirements**

The Respondents that demonstrate their serious commitment to pursue this opportunity by complying with the above prerequisites agree to fully comply with: the terms and conditions of the Request For Proposal process; and additional requirements necessary for the CRA to select Top-Qualifying Proposals and designate a Development Partner. To participate, the Respondents acknowledge their full understanding and agreement to the aforementioned prerequisites and below general requirements approved by the CRA's Board.

### **Phase 1: RFP Process Requirements**

Upon notifying the CRA of the intent to submit a proposal, the Respondent will comply with the below general requirements and specifics explained herein.

- Attend and register at the mandatory Pre-submittal Conference
- Respond to CRA's written Request for Clarifications as required
- Comply with deadline for the submittal of questions
- Submit a technically compliant Proposal prior to the posted deadline
- Top-Qualifying Respondents will participate in Oral Interviews

## **NOTICE TO DEVELOPERS**, continued

### **Phase 2: Development Agreement Negotiations**

Upon being short-listed, ranked and publicly designated a Top-Ranked proposer, the Respondent will prepare, provide additional information as required, and participate in developer agreement negotiations including but not limited to specific terms and conditions related to the below:

- **Public/Private Partnership** cooperative agreement and summary of joint obligations respecting land, infrastructure, design, construction, operations, and marketing
- **Community Benefits Agreement** specific goals, programs, policies, implementation plan, individual and joint CRA/ Developer obligations, and Finalize terms and conditions of Community Benefits program
- **Land lease, acquisition and easement** proposals and binding agreements as required to secure the possessory interests needed to execute and phase the proposed project
- **Performance bond** terms, conditions and amounts required to secure developer's financial and performance obligations
- **Shared Parking Plan** and agreement respecting development, financing and operations
- **Marina Village Marketing Plan** outlining Developer obligations and understanding respecting the CRA's participation
- **Marina Village Operating Plan** outlining Developer's obligations respecting common area maintenance and security
- **Joint Operating Agreement** respecting the complementary operations of Developer's anchor uses, existing marina district businesses, and the Event Center
- **Proposed Leasing Plan** disclosing the number of potential tenant and sub-tenant restaurant, café, vendor and retail opportunities contemplated; and the rationale for establishing local participation outreach goals to attract women, minority and local businesses
- **Public Financing** and economic incentive proposals, financial documentation, and "but for" rationales justifying economic gaps requiring additional public assistance

### **Phase 3: Site Design, Approval and Construction**

Upon being formally designated Top-Ranked proposer, successfully negotiating the Developer Agreement with the CRA and land owners, and securing full CRA Board approval of the contract, the Designated Developer will proceed with site design, approval and initial site construction consistent with the below guidelines and in compliance with the City's zoning and building code.

- Finalize Letter of Intent respecting land, infrastructure, design, building, operations and marketing
- Secure CRA Board final project and letter of intent approvals
- Finalize Developer Agreement and legally binding terms and conditions
- Prepare site development, utility plans, surveys and engineering specifications for permitting purposes
- Prepare conceptual building plans/elevations to inform site permitting
- Prepare site construction staging plans taking into account existing operations
- Begin Implementation of Community Benefits program

### **Phase 4: Building Design, Approval and Construction**

Upon securing development permits, the Developer will proceed with executing the following:

- Prepare a complete set of coordinated architectural, engineering and construction documentation
- Prepare a comprehensive construction schedule coordinating construction staging and execution
- Prepare development permit applications and plans for submission to the City's Planning and Building Departments
- Participate in the City's plan review and public presentations as required
- Secure development permit approval and execute building construction
- Comply with all inspection and documentation standards required to secure required certificate of occupancy permits

## Phase 5: Project Outcomes And Economic Benefits

The CRA Board will select the Designated Developer based on their unique experiences and capacity to execute a phased master development plan consistent with the strategies and projected economic benefits outlined in the approved Marina Village proposal. To this end, the CRA Board affirms that the following objectives and target outcomes constitute the standard that will be applied to measure the success of the Developer and the Marina Village Project.

### Community Objectives

- Expand public access to the Marina Village waterfront and common areas
- Create a mixed use, hotel destination that builds upon district assets
- Create new avenues to opportunities and prosperity for local residents
- Create a destination experience that is locally relevant, regionally appealing and locally authentic
- Create a mix of reasons for multiple markets to visit, stay long, spend and return
- Provide new anchor uses and experiences that activate and enhance the waterfront experience
- Provide technical and financial assistance to support the employment and business pursuits of local residents with demonstrated capabilities
- Mobilize a critical mass of anchor uses and experiences that will catalyze broader mixed-use and residential development in the area
- Expand opportunities to improve, expand and diversify the local economy
- Work jointly with the CRA to Implement a process to meaningfully inform and engage community stakeholders

### Success Measures

- Apply innovation to successfully forge “win-win” partnerships that drive value creation for public and private land owners district
- Local participation in project’s ownership structure
- Maximize local business, contracting and employment opportunities
- Maximize short-term construction jobs for skilled and apprentice workers
- Attract a national hotel operator to enhance economic and place-making benefits
- Expand the number of private uses that will increase the City’s tax base

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## SCHEDULE ESTIMATE

### RFP Process

- |                       |                     |
|-----------------------|---------------------|
| ● RFP Issued          | First Quarter 2018  |
| ● Developer Selection | Second Quarter 2018 |
| ● Developer Agreement | Fourth Quarter 2018 |

### Site Design and Construction

- |                         |                     |
|-------------------------|---------------------|
| ● Development Approvals | Second Quarter 2019 |
|-------------------------|---------------------|

### Building Design and Construction

- |                                   |                         |
|-----------------------------------|-------------------------|
| ● Complete Construction Documents | Third Quarter 2019      |
| ● Building Permits                | Fourth Quarter 2019     |
| ● Building Construction Start     | Fourth Quarter 2019     |
| ● Substantially Complete          | Fall 2020               |
| ● Grand Opening                   | Fall 2020 – Spring 2021 |



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