

Riviera Beach CRA Payment Authorization Checklist

Vendor Name: D'Donnell Agency

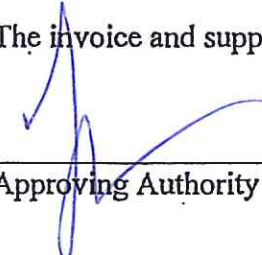
Control No.: Res NO. 2015-40 Invoice No.: RBCRA0116

Invoice Date: 1-1-16 Payment Amount: \$ 10,258.57

Project Supervisor/Responsible Official: Darlene Hatcher / Tony Brown

	Reviewed/Approved by
<input checked="" type="checkbox"/> Project "scope of work and deliverables" reviewed ?	<u>DBI</u>
<input checked="" type="checkbox"/> Payment support documentation appropriate based on work scope ?	<u>DBI</u>
<input checked="" type="checkbox"/> Deliverables due with this invoice have been received ?	<u>DBI</u>
<input checked="" type="checkbox"/> If final payment, have all deliverables been received ?	<u>DBI</u>
<input type="checkbox"/> Amount of payment is in agreement with payment schedule or is appropriate and is within the limits of the total agreement amount, on a cumulative amount basis ?	
<input type="checkbox"/> Expense reimbursement amounts meet Agency guidelines or amounts approved by the agreement.	<u>SY</u>
<input type="checkbox"/> The nature of work being performed is within the scope of the CRA plan.	
<input type="checkbox"/> Funds for payment have been budgeted and are available from the appropriate source(s) for payment.	<u>SY</u>

The invoice and supporting documentation have been reviewed and it is approved for payment.



Approving Authority

Date: 1-14-16

Payment approved by the Board of Commissioners by Motion No. 2015-40 or the Consent Agenda, at its meeting on 10-28-15. (If applicable)

processed 1/13/16
entered 1-6-16 SY

INVOICE

Number: RBCRA0116

Date: January 1, 2016

Payment: within 30 days, please

Ms. Darlene Hatcher
 Rivera Beach CRA
 2001 Broadway Suite 300
 Riviera Beach, FL 33404

Please make payment to:
O'DONNELL AGENCY
303 BANYAN BLVD. SUITE 101
WEST PALM BEACH, FL 33401

JOB/ACCOUNT DESCRIPTION	CHARGE
Marketing and public relations services:	
December 2015 (see activity report)	\$9,894.00
Advertising & Design	
Riviera Beach Marina Village logo design, final 50% of total	{\$2,500.00}
Facebook promotion Rick Scott	\$10.00
Facebook promotion for diving Blue Heron	\$20.00
Facebook promotion to increase likes	\$245.37
Facebook promotion Marina Event Center bookings	\$25.00

Administration expenses ► November, 2015

Photocopies (in-house): 12 @ 0.15 each	\$none charged
Photocopies (color): 42 @ 0.85 cents each	\$none charged
Postage:	\$included
Long-distance telephone (\$0.10 per minute)	\$n/a
FedEx: (see invoices)	\$none
Vocus/PR Web release distribution	\$none
Originals of publications:	\$none charged
Photography/video services	\$none charged
News clips: Golf Channel segment on Riv Beach diving/fishing/marina	\$64.20
Travel:	\$none charged

TOTAL: \$10,258.57

Thank You



Client: Riviera Beach CRA

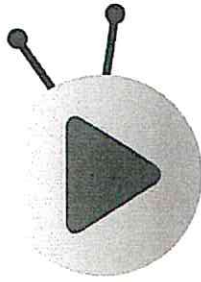
Date: December 2015

Job	Cost Estimate	Final Cost
Golf Channel News Clip Agency ordered a copy of the Golf Channel Travel story featuring the marina and Blue Heron Bridge	\$64.20	\$64.20
Facebook Promotion Gov. Rick Scott's visit to Baron Sign.	\$10.00	\$10.00
Facebook Promotion Golf Channel story promoting diving at the Blue Heron bridge and RB Marina	\$20.00	\$20.00
Facebook Promotion Promoting advance bookings at the Marina Event Center	\$25.00	\$25.00
Facebook Promotion Campaign to increase page likes	\$250.00	245.37

TOTAL:

\$364.57

303 Banyan Blvd., Ste. 101
 West Palm Beach, FL 33401
 T. 561. 832.2331 F. 561.659.1309
 odonnell.agency



TVvideoclips.com

800-799-8881

RECEIPT

Tony Theissen
O'Donnell Agency 525 Okeechobee Blvd, Ste 980
West Palm Beach, FL 33401

Receipt Number:	29945	
Last four digits of card #	xxxxxxxxxxxx1035	
Name as appears on card	Julie Fanning	
Date:	Description	Amount
12/04/2015	GOLF 12-2-15 Palm Beach Golf - mp4 digital video file emailed to Tony@THEODONNELLAGENCY.COM	\$60.00
	Sales Tax	4.20
	Shipping and Handling	0.00
	TOTAL CHARGED:	\$64.20

***PLEASE NOTE: THIS IS NOT AN INVOICE. IT IS A RECEIPT.
DO NOT PAY ABOVE AMOUNT.***

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Tony Theissen

From: Tony Brown <tbrown@rbkra.com>
Sent: Friday, October 30, 2015 6:14 AM
To: Tony Theissen
Cc: Darlene Hatcher
Subject: Re: Request for ongoing Facebook promotions

Yes

Tony T. Brown

On Oct 27, 2015, at 1:20 PM, "Tony Theissen" <Tony@odonnell.agency> wrote:

Mr. Brown,

We'd like to request your approval for a minimum budget of \$500 through the end of the calendar year for advertising campaigns on Facebook. We will spend approximately \$300 of that toward a promotion to attract new fans to the CRA page. The remaining \$200 would be used to promote individual posts through the remainder of the year, including promotions for advance reservations and bookings at the Marina Event Center.

Mark has already indicated he's gotten responses from previous Facebook posts, and if we reach a much larger audience we'll not only increase inquiries, but build awareness for the overall marina redevelopment.

Tony

<image001.jpg>

www.odonnell.agency

<image002.png><image003.png><image004.png><image005.png><image006.png><image007.png>

➤ 303 Banyan Blvd.. | Suite 101
West Palm Beach, FL 33401
T: (561) 832-3231 | F: (561) 659-1309

➤ 275 Madison Avenue | 14th Floor
New York, NY 10016
T: (212) 878-8828

➤ 2803 Fruitville Rd. | Suite 152
Sarasota, FL 34237
T: (561) 832-3231

CONFIDENTIALITY NOTICE: This e-mail transmission, and any documents, files or previous e-mail messages attached to it may contain confidential information that is legally privileged. If you are not the intended recipient,



Riviera Beach CRA

1779 Lines

Amount Spent
\$389,112

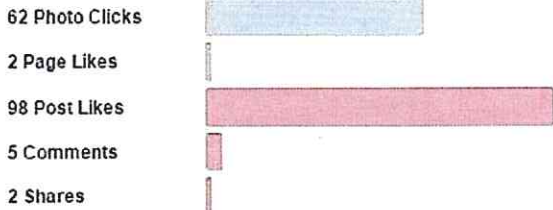
DATE FILED	CAMPAIGN NAME	AMOUNT
Dec 31, 2015	<ul style="list-style-type: none"> ↳ Campaign: [110222015] Promoting Riviera Beach CRA ↳ Campaign: [110222015] Promoting Riviera Beach CRA - Copy ↳ Campaign: Post "When the Golf Channel went bobbing for great..." ↳ Campaign: Post "A proud day for us here at the Riviera Beach CRA..." ↳ Campaign: [110222015] Promoting Riviera Beach CRA ↳ Campaign: [110222015] Promoting Riviera Beach CRA - Copy ↳ Campaign: Post "We're getting ready to debut our spectacular new..." ↳ Campaign: Post "Florida Gov. Rick Scott is taking notice of the..." ↳ Campaign: Post "Coastal Angler Magazine reports on the..." ↳ Campaign: Post "Although the winds kept us from "Raising the Roof"..." 	<ul style="list-style-type: none"> \$89.55 \$65.28 \$20.00 \$38.75 \$57.73 \$56.81 \$25.00 \$10.00 \$20.00 \$10.00
Nov 30, 2015		\$10.00

2,304
Paid Reach [?]

169
Actions [?]

\$10.00
Budget Spent

Actions People Countries



Hide details

Ad Stopped November 12th, 2:54pm
Age 18-65+
Gender Male and Female
Other Location: United States: Riviera Beach (+10 mi)
Florida
Boosted By Tony Theissen

Current Budget \$10.00
Payment American Express(*** 1084)
Account 10150918400593592, USD

DESKTOP NEWS FEED

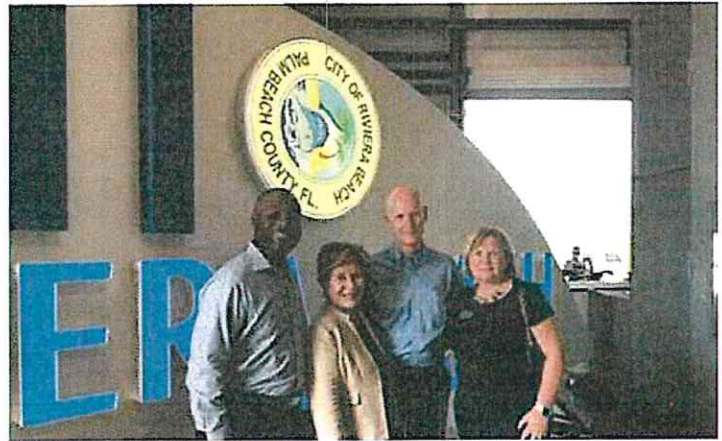
MOBILE NEWS FEED



Riviera Beach CRA
Sponsored

Like Page

Florida Gov. Rick Scott is taking notice of the tremendous improvements underway in the City of Riviera Beach. Today he stopped at Baron Sign Manufacturing and met with Council Chair Dawn Pardo, CRA Executive Director Tony Brown, and Baron Sign's Sandie Foland. Behind them, a sneak peek at the entrance sign for Riviera Beach Marina Village.



2,414
Paid Reach [?]

101
Actions [?]

\$20.00
Budget Spent

Actions People Countries

37 Link Clicks



52 Post Likes



5 Comments



See More Details

Ad Stopped December 4th, 1:38pm

Age 18-65+

Gender Male and Female

Other Location: United States: Riviera Beach (+10 mi)
Florida

Boosted By Tony Theissen

Current Budget \$20.00

Payment American Express(*** 1084)

Account 10150918400593592, USD

DESKTOP NEWS FEED

DESKTOP NEWS FEED

MOBILE NEWS FEED



Riviera Beach CRA

Sponsored

Like Page

When the Golf Channel went looking for great places to visit in Palm Beach County, they came to the Riviera Beach Marina to highlight the transformation now underway, and the wonderful water sports available for our residents and guests. Please take a few minutes to watch. #fishing #scuba #snorkeling Discover The Palm Beaches Florida Right Hook Fishing



9,537
Paid Reach [?]

658
Actions [?]

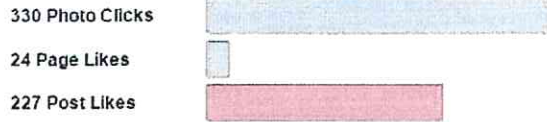
\$25.00
Budget Spent

people.

DESKTOP NEWS FEED

MOBILE NEWS FEED

Actions People Countries



See More Details

Ad Stopped November 11th, 2:28pm
Age 18-65+
Gender Male and Female
Other Location: United States: Riviera Beach (+25 mi)
Florida
Boosted By Tony Theissen

Current Budget \$25.00
Payment American Express(*** 1084)
Account 10150918400593592. USD



Riviera Beach CRA
Sponsored

Like Page

We're getting ready to debut our spectacular new waterfront meeting and event space at Riviera Beach Marina Village, with room for groups from 10-300 guests. The Marina Event Center opens in Spring 2016. To find out about rates and availability, contact Mark at mblomeke@rbcr.com or call 561-203-5875.



RIVIERA BEACH CRA
Public Relations Activity Report
for
December 2015

Prepared by Carey O'Donnell and Tony Theissen

The following report outlines the public relations activities and results for the Riviera Beach CRA for the period of December 1, 2015 through December 31, 2015.

STATUS

1. STRATEGIC PLANNING AND ISSUE MANAGEMENT

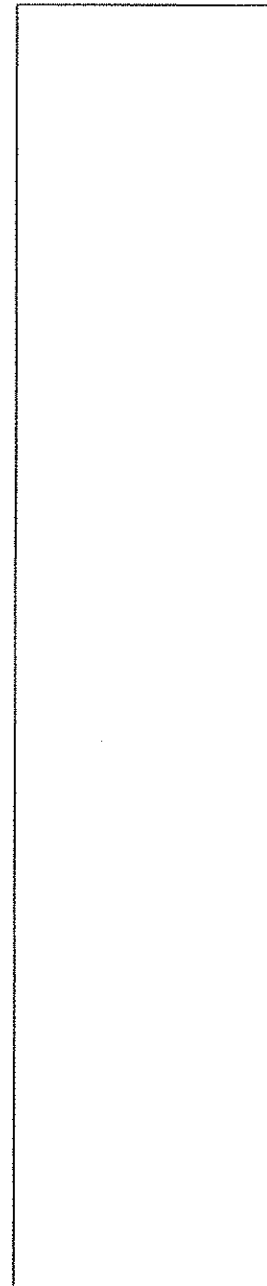
In advance of the CRA Board's discussion on the Viking Master Plan, Agency reached out to a number of influentials to explain the CRA's concern with Viking's proposal. C. O'Donnell spoke with Dennis Grady from the PB Chamber. T. Theissen coordinated a phone conversation between D. Pardo and Warren Newell, who represents Cheney. Agency also reached out to an executive from South Florida Business and Wealth Magazine, who expressed support for Viking's proposal.

On Dec. 3, Agency coordinated a conference call with T. Brown and D. Pardo to review talking points related to Viking for upcoming interviews with the media prior to the CRA Board meeting. Agency also updated and shared a document with additional talking points.

T. Theissen attended a meeting of the CRA's advisory committee on Dec. 7 to gauge reaction as T. Brown presented staff's opinion on the Viking Master Plan.

C. O'Donnell attended the CRA Board meeting on 12/9 to coordinate media coverage following the announcement of the separation with Viking. She worked with media attending the meeting, and informed others who didn't attend of the outcome.

C. O'Donnell corrected misunderstanding by several members of the Business Development Board Executive Committee related to the Viking withdrawal as Master Developer. There were discussions that this was a setback for the CRA, but O'Donnell corrected them and explained that this a positive move that will attract more qualified developers and will hasten the timeline for development.



Following a negative mention in the South Florida Business Journal related to the Viking withdrawal, T. Theissen contacted the editor to detail and explain the reasoning behind the separation. Editor now understands, and has offered to consider positive coverage for future announcements.

On 12/23, C. O'Donnell, T. Theissen, J. Fanning and B. Stephenson from O'Donnell took part in a CRA meeting to review planning and strategies for the upcoming Annual Report and Grand Opening events for the Marina Event Center.

In progress

2. RIVIERA BEACH NEWSROOM

Golf Channel Travel Segment

On Dec. 2, Golf Channel aired a travel segment that included mentions of diving at the Blue Heron Bridge and the marina redevelopment. T. Theissen assisted with coordination of the video shoot, and shared the video on social media.

Completed

Riviera Beach Renaissance

Agency drafted and distributed a media advisory for the groundbreaking ceremony on Dec. 15. T. Theissen attended the event to take photos for social media and assist with reporters from WPTV, the South Florida Times and the Palm Beach Post.

Completed

Holiday Card

Agency was asked to distribute a previously designed digital holiday card for the CRA. Card was sent via Constant Contact and posted on social media.

Completed

Viking Withdrawal

T. Theissen worked closely with reporters from multiple print and broadcast media outlets to coordinate interviews from T. Brown and D. Pardo related to the Viking separation.

Completed

Viking Withdrawal

Immediately after the CRA Board meeting on Dec. 9, T. Theissen drafted and distributed a press release on Dec. 10 announcing Viking's withdrawal from marina redevelopment. We attempted to include a quote from B. Healey indicating a continuing partnership, but he did not wish to be included.

Completed

Monthly Facebook

Likes: 1.779 (+434)

Monthly Twitter (account inaccessible)

Likes: 197 (-2)

3. MARINA DEVELOPMENT AND PROMOTION

Marina Village logo

Design revisions are underway for the creation of a marketing logo for the launch of Riviera Beach Marina Village. It was decided that this logo would represent not only Marina Village, but could be adopted for use by the Marina Event Center, the Public Market and other facilities at the marina as needed.

In progress

Construction updates

Agency continues to provide regular construction updates on Facebook in an effort to raise awareness about the progress happening at the marina and keep marina visitors and tenants informed. We maintain regular contact with M. Blomeke to gather background information for social media posts, and regularly visit the marina to take photographs.

Ongoing

5. WEBSITE REDESIGN

RBCRA Web site redesign

Agency completed all revisions and the new CRA web site was launched on Dec. 3. Fresh content is being added including new press releases and news coverage. This is considered a soft-launch to determine any issues, and a formal announcement will be made in late January.

Completed

6. EVENTS

Riviera Beach Renaissance

Agency attended groundbreaking event on Dec. 15 to coordinate with media and take photos for use on social media. Photos were shared on Facebook on Dec. 16.

PRESS RELEASES & ADVISORIES:

- **Media Advisory: RAISING THE ROOF CELEBRATION FOR RIVIERA BEACH MARINA VILLAGE EVENT CENTER**
- **Press Release: RIVIERA BEACH CRA ACCEPTS VIKING WITHDRAWAL AS MARINA MASTER DEVELOPER**

MEDIA PLACEMENT INDEX

Print/Online:

Palm Beach Post: "Marina Village partnership could dissolve," Susan Salisbury, 12/9/15

Palm Beach Post: "Riviera Beach votes to cut ties with developer of \$375M marina project," Jeff Ostrowski, 12/10/15

NPB Chamber: "Tony Brown profile," 12/8/15

Florida Weekly: "Raising the Roof photo gallery," 12/3/15

South Florida Business Journal: "Developer pulls out of \$375M marina redevelopment project," Brian Bandell, 12/11/15

Triton: "Master developer withdraws Riviera Beach marina area development," 12/13/15

Broadcast:

Golf Channel: "Marina Transformation," Matt Ginella, 12/2/15

WPTV (5): "Riviera Beach cuts ties with waterfront developer," 12/9/15

WPEC (12): "Developer bows out of \$375 million redevelopment project," Kathleen Walter, 12/9/15

WPBF (25): "Riviera Beach officials: Split with developer not setback for marina development," Ari Hait, 12/10/15

WPTV (5): "Five Riviera Beach families to receive homes," Alyssa Hyman, 12/15/15

WFLX (29): "Five Riviera Beach families to receive homes," Alyssa Hyman, 12/15/15



Florida's Dynamic
Waterfront Community



Facebook
facebook.com/RBCRA
25 posts

Facebook Fans = 1,779
Up 362% from December 2014 (+1,394 fans)
Up 32.3% from November 2015 (+434 fans)

Facebook Audience

- > 59% women
- > 40% men
- > Top age groups: 28% (35-44)

Top 5 Countries

1. United States (1,761)
2. Netherlands (2)
3. Haiti (2)
4. Puerto Rico (2)
5. Russia (1)

Top 5 Cities

1. West Palm Beach (957)
2. Lake Worth (138)
3. Palm Beach Gardens (109)
4. Jupiter (84)
5. Boynton Beach (60)

Most Engaged Posts (received most likes, comments and shares)

BOOSTED

1. When the Golf Channel went looking for great places to visit in Palm Beach County, they came to the Riviera Beach Marina to highlight the transformation now underway, and the wonderful water sports available for our residents and guests. Please take a few minutes to watch. #fishing #scuba #snorkeling Discover The Palm Beaches Florida Right Hook Fishing


ORGANIC

1. Last night the Riviera Beach CRA Board of Commissioners voted 5-0 to accept Viking Developers' withdrawal as the Master Developer of the Riviera Beach Marina. Together, we spent 10 years developing the vision for the marina transformation. We expect to work with Viking as a landowner with mutual respect and cooperation. Viking is an exceptional corporate citizen and has done so much for our community. The City and CRA already have \$30 million in the ground underway on the waterfront. The future is bright for us all!
2. Just in time for the holidays, we broke ground last night on the first of several new affordable houses that will soon provide homes for five families. Thanks so much to our partners, and reporters from WPTV and The Palm Beach Post who covered the event. #BelieveinRB [PHOTO ALBUM]
3. Charter boat captains and diving and snorkeling operators at the Riviera Beach Marina can get you up close to some of the most spectacular underwater scenery in the world, right in our own back yard. Here's a video from under the Blue Heron Bridge courtesy of diver Jeremy Piper, and a link to some of the businesses that can take you there. #ecotourism #diving #snorkeling www.rbcra.com/community-partners/marina-vendors

BOOSTED:

Riviera Beach CRA
Published by Tony Theissen 19 December 2, 2015

When the Golf Channel went looking for great places to visit in Palm Beach County, they came to the Riviera Beach Marina to highlight the transformation now underway, and the wonderful water sports available for our residents and guests. Please take a few minutes to watch. #fishing #scuba #snorkeling Discover The Palm Beaches Florida Right Hook Fishing



The Golf Channel's travel reporter Matt Ginella highlights top destinations in Palm Beach County.

golfchannel.com

4,082 people reacted

Boosted

58 Likes 6 Comments 11 Shares

Like Comment Share Buffer

4,082 People Reached

89 Likes, Comments & Shares

70 Likes 68 On Post 12 On Shares

8 Comments 5 On Post 2 On Shares

11 Shares 11 On Post 0 On Shares

110 Post Clicks

0 Photo Views 87 Link Clicks 43 Other Links

NEGATIVE FEEDBACK

1 Hide Post 0 Hide Ad Posts
0 Report as Spam 0 Unblock Page

ORGANIC



Riviera Beach CRA
Published by Tony Theissen on December 16, 2015 at 10:30am

Last night the Riviera Beach CRA Board of Commissioners voted 5-0 to accept Viking Developers' withdrawal as the Master Developer of the Riviera Beach Marina. Together, we spent 10 years developing the vision for the marina transformation. We expect to work with Viking as a landowner with mutual respect and cooperation. Viking is an exceptional corporate citizen and has done so much for our community. The City and CRA already have \$30 million in the ground underway on the waterfront. The future is bright for us all!



2,888 people reached

Local Post

21 Likes 12 Comments 15 Shares

Like Comment Share Buffer

2,888 People Reached

89 Likes, Comments & Shares

40 Likes 21 On Post 19 On Shares

33 Comments 20 On Post 13 On Shares

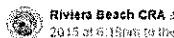
16 Shares 15 On Post 1 On Shares

587 Post Clicks

82 Post Views 0 Link Clicks 505 User Clicks

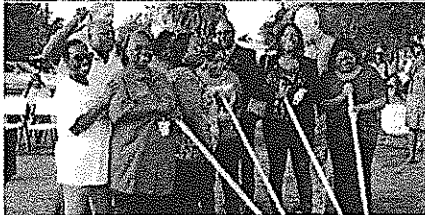
NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report on Share 0 Unshare Page



Riviera Beach CRA added 2 new photos from December 15, 2015 at 6:18pm to the album: **Riviera Beach Renaissance Groundbreaking** -- at City of Riviera Beach
Published by Tony Theissen on December 15, 2015 at 6:18pm

Just in time for the holidays, we broke ground last night on the first of several new affordable houses that will soon provide homes for five families. Thanks so much to our partners, and reporters from WPTV and The Palm Beach Post who covered the event. #BelieveinRB



272 people reached

Investment Advisor

16 Likes 2 Shares

Like Comment Share Buffer

587 People Reached

18 Likes, Comments & Shares

16 Likes 16 On Post 0 On Shares

0 Comments 0 On Post 0 On Shares

2 Shares 2 On Post 0 On Shares

547 Post Clicks

316 Post Views 0 Link Clicks 31 User Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report on Share 0 Unshare Page



Riviera Beach CRA

Published by YouTube (P) · December 4, 2015 at 10:17am · 48

Charter boat captains and diving and snorkeling operators at the Riviera Beach Marina can get you up close to some of the most spectacular underwater scenery in the world, right in our own back yard. Here's a video from under the Blue Heron Bridge courtesy of diver Jeremy Piper, and a link to some of the businesses that can take you there. #ecotourism #diving #snorkeling www.rbcra.com/community-partners/marina-vendors



Scuba Diving the Blue Heron Bridge – West Palm Beach, Florida

Scuba Diving the Blue Heron Bridge: Phil Foster Park in West Palm Beach, Florida. September 19, 2015. GoPro Hero 4 Silver, 1080P at 60fps.

YOUTUBE.COM

1,013 people reached

Boost Post

21 Likes · 1 Share

Like Comment Share Buffer

1,013 People Reached

50 Likes · Comments & Shares

41 Likes **21** On Post **20** On Shares

2 Comments **0** On Post **2** On Shares

7 Shares **1** On Post **6** On Shares

67 Post Clicks

0 Photo Views **47** Link Clicks **20** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unhide Page

Twitter

twitter.com/Rivierabeachra

*O'Donnell Agency has no access to the existing Twitter account as the CRA has said they do not have the login information and password for the account.

Business

Business editor: Antonio Fins (561) 820-4439 or pb_business@pbpost.com
palmbeachpost.com/business

CLOSING FIGURES FOR THURSDAY, DECEMBER 10, 2015

DOW Close: 17,574.73	+82.45 ▲	RUSSELL 2000 Close: 1,449.02	+315 ▲
S&P 500 Close: 2,052.23	+4.61 ▲	10-YEAR NOTE Close: 2.23	+02 ▲
NASDAQ Close: 5,048.17	+22.30 ▲	CRUDE OIL Close: 56.75	-40 ▼

IN BRIEF

Floridians lead sign-up on HealthCare.gov

More than 2.8 million consumers selected a plan on HealthCare.gov as of Saturday, and Florida led the way with 598,279, officials said Wednesday.

"With Florida once again leading all federally facilitated marketplace states in enrollment, we are reminded that Floridians continue to want access to quality, affordable health insurance," said Raymond Paultre, Florida state director of Enroll America, which promotes sign-ups.

Not everyone is cheering. Congress has been working to repeal key provisions of the Affordable Care Act and send it to President Barack Obama for his expected veto. Several GOP candidates for president have been outlining proposals to replace it.

Dec. 15 is the deadline to

REDEVELOPMENT

Riviera cuts ties with marina site builder

City, Viking Developers have bickered over leasing, land swaps, parking, building height.

By Jaff Ostrowski
Palm Beach Post Staff Writer

RIVIERA BEACH — Riviera Beach is shopping for a new development partner after the City Council unanimously voted Wednesday night to cut ties with the private developer of a planned \$375 million waterfront project.

Nearly two years after Viking Developers and the city's Community Redevelopment Agency announced the massive mixed-use project, Marina Village, city officials chafed that Viking Developers has built nothing so far. The city and the developer have bickered about leasing, land swaps, parking and building height.

"We just couldn't come to terms," said Councilwoman Dawn Pardo. "We've been negotiating various terms with Viking since 2005, and it just came to the point where we could no longer wait."

Meeting as the Community Redevelopment Agency, the City Council entertained a motion to end Riviera Beach's development agreement with the city. Before the vote could be taken, Viking Developers offered to resign.

"This allows us to reset expectations," said Tony Brown, executive director of the Community Redevelopment Agency. With the city's long-time partner out of the picture, Riviera Beach will

solicit proposals from other developers.

Pardo, chairwoman of the Community Redevelopment Agency, said the city aims to move quickly. Wait too long, and the city could squander a real estate boom.

"We just can't afford to do that once again," Pardo said.

Robert Healey Sr., chief executive and chairman of Viking Developers, couldn't be reached for comment Thursday. He told the Palm Beach Post this week that the company has spent \$2 million to \$3 million on design work and lawyers.

"We have been accused of dragging our feet by some of the people in the city, the CRA," Healey said. "We have been trying for the last two years to bring this thing to fruition."

Pardo said that sum pales in comparison with the \$30 million in public spending the city has invested to spark the project. "We did that to show our commitment," Pardo said.

Pardo recalled traveling to New Jersey to visit apartment projects developed by the real estate arm of the company perhaps better known for building yachts.

"They make an excellent boat — probably the finest yacht in the world," Pardo said.

The latest efforts for redeveloping Riviera's waterfront began in March 2014, as the city's voters approved a charter amendment allowing for private development at the marina. Viking was selected as the master developer in 2005.

jostrowski@pbpost.com

Developer pulls out of \$375M marina redevelopment project
Dec 11, 2015, 2:02pm EST Updated Dec 11, 2015, 3:26pm EST



Brian Bandell
Senior Reporter
South Florida Business Journal

Viking Development withdrew from its long-running \$375 million public-private redevelopment plan for the Riviera Beach Marina.

The city's Community Redevelopment Agency (CRA) unanimously approved Viking Development's withdrawal as master developer of the project on Dec. 10. The yacht builder, which owns a facility there, had spent about 10 years crafting a plan with the city and had \$35 million of public funds lined up.

In March 2014, city voters approved a measure for the CRA to negotiate a 50-year lease for the public marina with Viking Development, with plans for new shops, restaurants, a boardwalk promenade, a public market, an event center and improved marina facilities. In September, Viking Development proposed adding a hotel/commercial building to the site plan.

However, the developer couldn't finalize its contract with the CRA.

Work has already started on the marina event center and the public park, but the future of the commercial developments is up in the air.

"The CRA will continue to work with Viking as one of the landowners at the marina. We enjoy mutual respect and will cooperate with each other's plans and timelines," said Tony Brown, executive director of the Riviera Beach CRA, said in a news release. "Viking is an exceptional corporate citizen and has done so much for our community in Riviera Beach."

In an interview, Brown said the main problem was that Viking Development came to the city with a request for 20-story multifamily buildings on U.S. 1/Broadway when it would take a more lengthy zoning process to do that.

"The bigger issue was Viking's real industry is boat building," Brown said. "We were expecting a proposal but Viking came up with a new plan that was inconsistent with land use regulations on Broadway."

Viking Development VP Tyler Alten said they couldn't finalize the deal and determined the partnership with the city was no longer mutually beneficial. The sticking point was the terms of the agreement, not what would be developed, he added.

"We tried and failed for years now, three years of negotiations," Alten said. "We will focus on expanding our yacht company and developing our own property in the marina district. We are still firm believers in the project and we think it'll be a game changer for Palm Beach County and Riviera Beach."

Alten noted that Viking Development spent millions of dollars funding the plan for the CRA and hiring planners, architects and lawyers for the project. Regardless, he'd be happy to see the CRA find another developer and make its vision a reality.

Brown said the CRA isn't upset with Viking, which still owns key parcels on Broadway. The CRA remains bullish on the development plan and Brown hopes to present a request for proposals (RFP) for a new master developer to build on the city-owned land at its Jan. 27 meeting. It'll probably be a blend of residential and commercial, he said.

The city already hired CBRE to find restaurant tenants there.

"Our money is already in the ground. We can and we will finish the waterfront development in accordance with the plan that Viking commissioned," Brown said. "We are committed to building the parking structure."

Where in the World

Master developer withdraws Riviera Beach marina area development

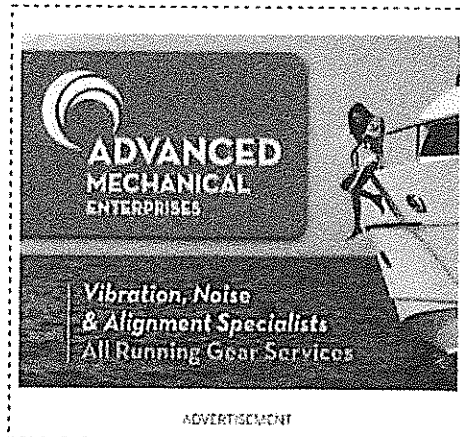
Posted on Dec 13, 2015 by Dorie Cox in Marinas and Shipyards, News | 0 Comments

A deal in the works between the City of Riviera Beach, Florida, the Riviera Beach Community Redevelopment Agency (CRA) and Viking Developers ended this week when the parties could not come to an agreement on final terms in the public-private partnership for development centered around the marina district.

Discussions to redevelop originally began in 2006, said Viking Chairman Robert T. Healey, Sr. Viking was named master developer for the project.

Viking Developers owns about 50 percent of the commercially developable land in the marina district according to Healey and the company intends to continue moving forward by expanding Viking Yacht Service Center, the Riviera Beach Maritime Academy and other properties.

"We'll focus on our own projects and continue to work together," Tyler Alten, vice president of Viking Developers, said.



FLORIDA WEEKLY

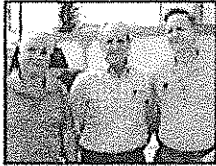
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WEEK OF DECEMBER 3-9, 2015 | BUSINESS | A19

NETWORKING

Raising the roof event for the Marina Event Center, Riviera Beach Marina Village



Alfred Leach, Steve Wells and Karl Olson



Carey O'Donnell, Beth Rigel and Mick Slatery



Jim Wells and Jody Brown



David Anderson and Teresa Mills



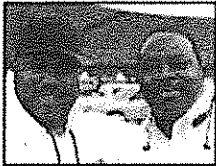
David Anderson, Bill Price, Carlos Jones, Joseph Anderson, Katharina Miller-Anderson and Christopher Jones



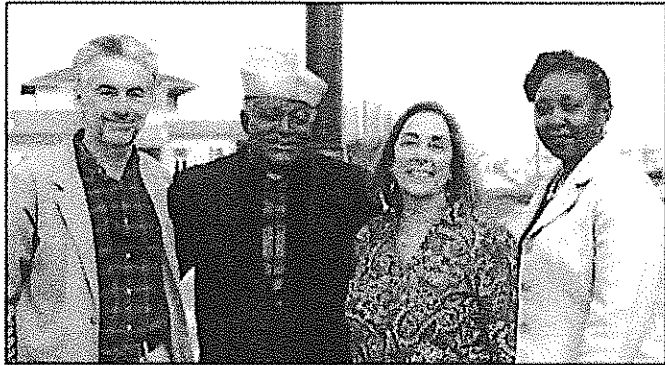
Jody Brown, Shirley Wells and Joe Wells



Joseph Sanchez and Ruth Jones



Derrick McCoy and Joseph Anderson



Rich Wilson, Thomas Martin, Alex Knechtiger and Katharina Miller-Anderson



Holly Lynch and Josephine Taylor Allen



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DICK THOMAS/FLORIDA WEEKLY

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WEATHER



Photos: Hour-by-hour forecast ^{2hr}

Home / Local News




By Ari Holt
BIO 

Riviera Beach officials: Split with developer not setback for marina development

City, Viking Developers agree to part ways on project

Published: 7:01 PM EST Dec 10, 2015

Text Size: A A 

RIVIERA BEACH, Fla. — Riviera Beach's Community Redevelopment Agency said Thursday that the project to redevelop the city's marina will not be affected by a split with the project's developer.

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The city and Viking Developers agreed Wednesday to part ways on the project, which broke ground in April 2014.

The project is expected to bring an events center, hotel, restaurants, retail and office space to the city.

"It was not a setback," said Tony Brown, the executive director of the CRA. "It's sort of been a reset of expectations."

Brown said the city will continue moving forward to redevelop the marina without Viking. It has already spent \$35 million on it. He said that part of the project will be complete by the end of February.

Brown said that's when the Marina Events Center will open along with two restaurants and office space. He said Viking still owns much of the property surrounding the marina and is still expected to develop that property.

"It always has been that Viking was in the driver's seat then and they're in the driver's seat now," Brown said. "The only thing that's changed is we've told them we'll take on the responsibility of completing our marina development."

The marina development is expected to include an additional four restaurants overlooking the water. Brown said the city is right now negotiating with a number of restaurants.

Executive Trustee Member Bio

Tony Brown, Riviera Beach CRA

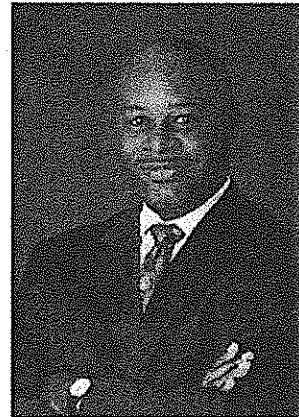
Tony Brown has a distinguished record of achievement in the field of community development and finance. His capital solutions have resulted in over \$10 billion in private capital to flow into low income communities for grocery stores, loans to small and minority-owned businesses and to create new lifestyle communities to help stabilize neighborhoods.

In 2010, Tony was named executive director of the Riviera Beach Community Redevelopment Agency. Riviera Beach boasts one of the best waterfront communities in Florida which has long been underdeveloped. He successfully secured a \$25 million loan from BB&T Bank to jump start redevelopment of the Municipal Marina. New construction started in 2014, finally after 30 years of false starts, and the redevelopment of Riviera Beach's Marina is expected to spark over \$375 million in private development and create over 1,000 jobs.

In Cincinnati (from 2004 - 2009), Mr. Brown served as the founding President & CEO of the Uptown Consortium. In less than 5 years, Mr. Brown lead Uptown to regional significance and his leadership sparked over \$400 million in development through the \$100 million private capital fund he raised.

As the former director of the CDFI Fund, a government-owned corporation at the United States Department of Treasury, he implemented the New Markets Tax Credit Program and supervised the first \$6 billion in tax credit authority allocated for investments in low income communities.

A former banker and expert in the field of Community Development Finance, Tony consults nationwide and clients have included the Kroger Co., American Bankers Association and the National Urban League. Tony has advised the Federal Reserve Board of Governors on banking and consumer regulations as the former chairman of the Consumer Advisory Council.



Riviera Beach votes to cut ties with developer of \$375M marina project

Resize text A | A | A

Posted: 10:34 a.m. Thursday, Dec. 10, 2015

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By Jeff Ostrowski - Palm Beach Post Staff Writer

Riviera Beach officials voted unanimously Wednesday night to sever ties with the developer of a planned \$375 million waterfront project in the city.

It's been nearly two years since Viking Developers and the city's Community Redevelopment Agency announced the massive mixed-use project, Marina Village.



Bob Healey, Viking Yachts chairman and CEO at the Riviera Beach Marina, in Riviera Beach on March 12, 2014. Viking Developers ... Read More

However, Riviera Beach and Viking have been unable to agree on key terms regarding leasing, land swaps, parking and building height.

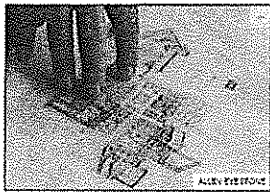
The latest efforts for redeveloping the waterfront began in March 2014, as the city's voters approved a charter amendment allowing for private development at the marina. Viking was selected as the master developer in 2005.

Robert Healey Sr., CEO and chairman of Viking, told the Palm Beach Post earlier this week that the company has spent about \$2 million to \$3 million on design work and lawyers.

This story will be updated.

Read more about the history of the project here.

Susan Salisbury contributed to this report.



Plans for the Riviera Beach Marina Village in Riviera Beach on March 12, 2014. (Alex Eyestone / The Palm Beach Post)



Tony Brown, Riviera Beach CRA director, pops a bottle of Champagne over the water at the end of a groundbreaking for ... Read More

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Wednesday,
December 2,
2015, 11:22
PM EST

Developer Bows Out Of \$375 Million Redevelopment Project

Story Kathleen Walter/CBS12

RIVIERA BEACH (CBS12) – The future of a multi-million dollar waterfront project deemed as a major economic boost for the City of Riviera Beach is uncertain tonight.

This, after a dispute between the developer and city officials. During a meeting of the city's Community Redevelopment Agency, Viking Development CEO Robert Healey, Sr. bowed out.

He said, "There's a time where you have to call it a day and cut your losses. Go forward."

Viking had been tapped by the CRA 10-years ago for the \$375-million dollar mixed use development project. The development along the city's waterfront would bring thousands of jobs and millions in property tax revenues.

Viking wanted the city to approve a revised master plan with specific land swaps and lease agreements. At least two city council members voiced concern including Bruce Guyton.

"The devil is in the details. You can tell us to hurry up and do this deal. I'm not doing it unless it's fair to the residents."

The head of the Community Redevelopment Agency told CBS12 redevelopment will ultimately continue but with a new and different developer.

B | Local & Business

RIVIERA BEACH MARINA DISTRICT

Marina Village partnership could dissolve

Developer, city officials want concessions; CRA board meeting today.

By Susan Salisbury
Palm Beach Post Staff Writer

RIVIERA BEACH — Almost two years ago, Viking Developers and Riviera Beach's Community Redevelopment Agency announced a \$375 million, 26-acre mixed-use develop-

ment project that promised to transform the city's waterfront.

Now both Viking and CRA officials say the Marina Village partnership is over unless the other side agrees on key terms surrounding land swaps, leasing, parking, timing and building height.

The project's future could be determined at a CRA board meeting scheduled for 5:30 p.m. today at City Hall. The City Council sits as the CRA

board.

Viking CEO and Chairman Robert Healey Sr. said he was meeting late Tuesday with CRA Executive Director Tony Brown to propose revised dollar amounts. Viking had wanted \$15.1 million for the Yachtsman parcel, 40,415 square feet of land where a motel once stood, but dropped its price and late Tuesday was offering to sell it for \$4.5 million. Healey says if the city

doesn't approve a revised master plan with specific land swaps involving 44 parcels, land values and lease agreements, the company will walk away from the project. Viking has spent roughly \$2 million to \$3 million on lawyers and design work, he said. "There comes a time when you have to cut your losses," Healey said.

The sentiment appears to be

Marina continued on B2



An artist's rendering shows the exterior of the Marine Event Center, which is under construction at the Riviera Beach waterfront. CONTRIBUTED

Marina

crackdown on the

mutual.

Brown said last week he will recommend today that Viking be terminated as master developer if the company doesn't comply with ten requests. The first is that it close on land trades with the CRA as agreed to in August 2011. The second is that it focus on the development of Marine Way, a proposed 101,000-square-foot mixed-use project including retail and a hotel at the site with 750 parking spaces, as conceptually presented by Viking.

There are other developers who would be willing to step in, and he's heard from some of them, Brown said.

On Nov. 13, Viking proposed a new plan and terms that differed greatly from the master plan the CRA and city approved in 2012. The city and CRA have invested \$30 million in two public buildings under construction, plus infrastructure and improvements such as a revitalized Bicentennial Park, Brown said.

"Viking's plan is a bogus attempt to control city/CRA land by an inflated value for the Yachtman parcel, which sits in the midst of our marina," Brown said. "They have threatened to strangle our redevelopment effort by withholding lands previously agreed to for the advancement of the redevelopment plan."

Brown said Viking now wants to build a 20-story rental apartment building that isn't even consistent with land use regulations. The current height limit is six stories.

Dawn Pardo, who serves as both CRA board chair and council chair, said the zoning would have to be changed before a 20-story building could be allowed.

Another sticking point is that Viking wants to build all the various components simultaneously, while Brown and Pardo say the 2012 plan as approved called for three phases of construction over a decade.

Brown said that Viking's proposal is a quest to control the city's land. Viking is seeking 50-year ground leases where it proposes to build components such as Marine Way, a restaurant row, a Market Court for small businesses, and a 20-story rental apartment building at Spanish Courts along Broadway.

"They won't even convey the Yachtman parcel

until we change the land use regulations so they can build 20-story towers. They won't convey the Yachtman parcel until we agree to build two parking garages that cost \$40 million," Brown said.

Pardo added: "When we approved the first iteration of this development, they said 'The city needs to do something, invest in your infrastructure,' so we did. We have kept our promise all along. The public facility is going to open in February. There is no private development."

Healey said Viking is offering to build a \$6 million marine-focused middle school that will provide free job training during the evening for adults from the community. Future businesses at Marine Village will be required to participate in a program called "Hire Local First."

"There is a large minority community in the west. The unemployment rate is 18 percent-plus," Healey said. "They want more. We don't have any more to give, and we are just going to withdraw."

Pardo said the proposed middle school is not in the project's boundaries and has nothing to do with the marina.

Healey said he is concerned that with more than 25 projects such as condominiums and hotels in the pipeline from West Palm Beach to Palm Beach Gardens, it could become difficult to secure financing.

"We have been accused of dragging our feet by some of the people in the city, the CRA," Healey said. "We have been trying for the last two years to bring this thing to fruition."

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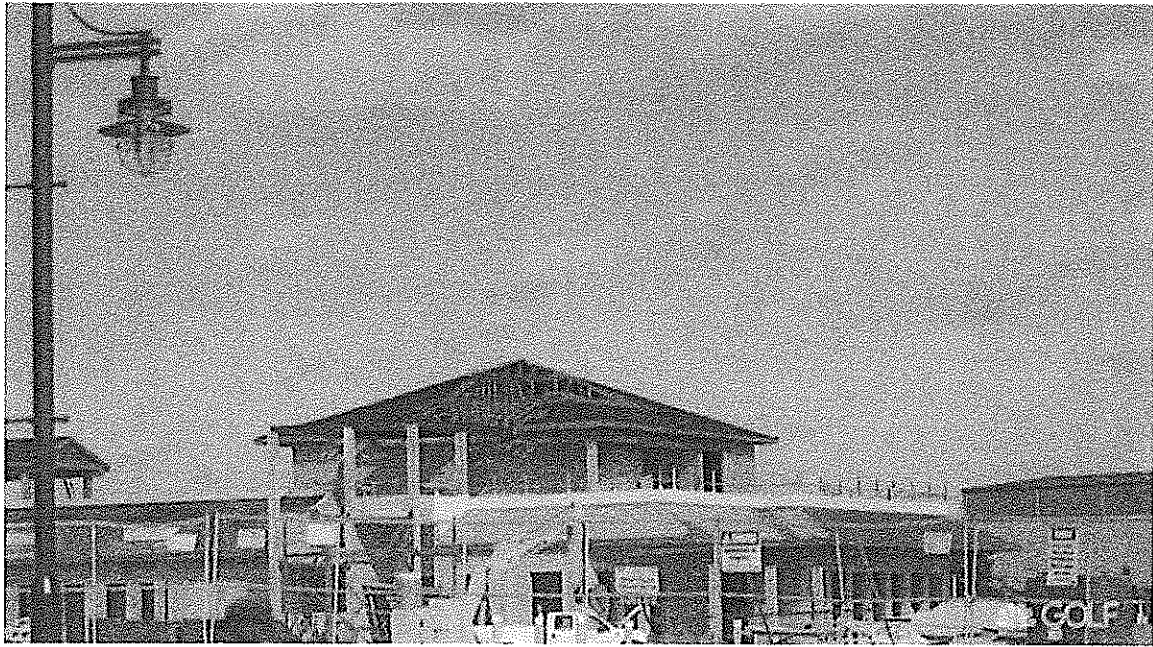
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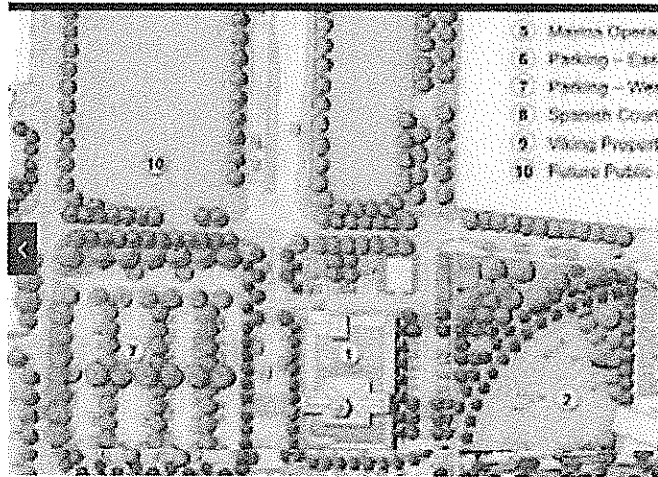
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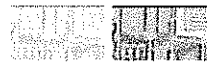
Riviera Beach cuts ties with waterfront developer

By: WPTV Webteam
POSTED: 11:43 PM, Dec 9, 2015
UPDATED: 4:13 AM, Dec 10, 2015



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More Riviera Beach News

RIVIERA BEACH, Fla. - Viking has been terminated as the master developer of the Riviera Beach Waterfront, according to a representative for the city.

The CRA council sealed the deal by a unanimous vote to terminate Viking as the master developer.

The \$375 million waterfront project includes plans for shops, restaurants and a hotel.

The council has asked the Riviera Beach project staff to come back in 30 days with proposals for continuing the project without Viking as the master developer, including suggestions for one or more new private developers.

The Riviera Beach CRA project is still on track to open a \$30 million event venue on the waterfront this spring which has been in the works for more than a year and a half.

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Five Riviera Beach families to receive homes

Posted: Dec 16, 2015 9:51 AM EST

RIVIERA BEACH, Fla. - Five Riviera Beach families will soon have their own place to call home.

On Tuesday, the Riviera Beach Community Development Corporation broke ground on the building project off Avenue G.

The Riviera Beach Renaissance Program will help the families that qualified with the funding needed to build and purchase their very own home.

The first two homes are expected to be finished in March. The last three are expected to be finished in June.

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Five Riviera Beach families to receive homes

BY: Alyssa Hyman
POSTED: 4:47 AM, Dec 16, 2015
UPDATED: 5 hours ago



VIDEO BY WPTV

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**RIVIERA BEACH
COMMUNITY
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AGENCY**

For immediate release
Contact: Tony Theissen
O'Donnell Agency
(561) 832-3231

**RIVIERA BEACH CRA ACCEPTS VIKING WITHDRAWAL
AS MARINA MASTER DEVELOPER**

Commissioners

Bruce Guyton
(Dist. 1)
KaShamba L.
Miller-Anderson
(Dist. 2)
Cedrick A. Thomas
(Dist. 3)
Dawn S. Pardo
(Dist. 4)
Terence D. Davis
(At-Large)

Office Location

2001 Broadway,
Suite 300
Riviera Beach, Florida
33404
(561) 844-3408
Fax: (561) 881-0843



Florida's Dynamic
Waterfront Community

RIVIERA BEACH, Fla. (Dec. 10, 2015) – The Riviera Beach Community Redevelopment Agency (CRA) Board of Commissioners last night voted 5-0 to accept Viking Developers' withdrawal as Master Developer of the Riviera Beach Marina. The CRA and Viking spent 10 years developing and readjusting the vision for a \$375 million marina transformation. The City and CRA have already invested \$35 million in public funds into the project, and the Marina Event Center will open this spring.

"The CRA will continue to work with Viking as one of the landowners at the marina. We enjoy mutual respect and will cooperate with each other's plans and timelines," said Tony Brown, Executive Director of the Riviera Beach CRA. "Viking is an exceptional corporate citizen and has done so much for our community in Riviera Beach."

The Riviera Beach Marina is currently undergoing a \$35 million, publicly-funded transformation, which includes a two-story Marina Event Center and a reimagined Bicentennial Park. This public investment is intended to spur private development in and around the marina, eventually spreading out to Broadway and beyond. Future plans include a waterfront "Restaurant Row," a Public Market, retail shops, offices, a hotel and more.

The CRA Board directed staff to develop a plan for parking to ensure that private development at the Marina will continue. The city and CRA will begin discussions with potential new partners for the private development of publicly-owned properties along Broadway now that public improvements at the marina are nearly complete. The marina is currently home to a wide variety of recreation activities including scuba diving, snorkeling, paddleboarding, kayaking, deep-sea fishing and sightseeing charters among others. The transformation of the Riviera Beach Marina will create a vibrant and authentic destination for both visitors and residents.

Commercial real estate broker CBRE is in the process of identifying potential restaurant tenants for restaurant row. The Public Market is in design phase and the CRA is applying for New Market Tax Credits to assist with funding construction.

For more information about Riviera Beach Community Redevelopment Agency projects, please visit www.rbcra.com or call 561-844-3408.

##

MEDIA ADVISORY

**HOLIDAY CHEER AS RIVIERA BEACH NON-PROFIT
BREAKS GROUND TO PROVIDE NEW HOMES FOR FIVE FAMILIES**

WHAT: Please join us as we break ground on the first of five homes to be built as part of the Riviera Beach Renaissance Program. The program assists qualified families with the funding needed to build and purchase a home. The program is run by the non-profit Riviera Beach Community Development Corporation, which was created by the Riviera Beach Community Redevelopment Agency.

Qualified families will be attending the groundbreaking, and will be available for interviews. The first two of the five homes will be completed in March, with completion of the final three in June.

Partners in the project include the Palm Beach County Department of Economic Sustainability, Riviera Beach Community Redevelopment Agency, Comerica Bank, Colomé & Associates Architects and Hartnett Construction.

WHEN: Tuesday, December 15
4:30 p.m.
(Following the event, food and refreshments will be provided at 1034 Center Stone Lane at the Thousand Oaks Clubhouse.)

WHERE: Old 13th & Avenue G, Riviera Beach
(Just east of Old Dixie off of 13th Street)

CONTACT: Media wishing to attend are asked to contact Tony Theissen of the O'Donnell Agency at tony@odonnell.agency or 561-602-1096.