



REINVENTING YOUR CITY

To: City of Pompano Beach / CRA
From: Chris Brown, Kim Briesemeister; Principals, RMA
Date: May 14, 2026
RE: RMA Scope of Services and Work Product

RMA presented a document similar to this in 2024 to the CRA Board based on a previous request by Commissioner Fournier. We noted that RMA's contract is based on a fixed fee. The workload will vary from task to task depending on where a project is in its lifecycle. Projects usually continue over a period of years as is evident with the downtown project. Below is the summary of the tasks RMA provided that were generally performed over the previous three years.

We also noted that since 2009 RMA has partnered with the City of Pompano Beach and its Community Redevelopment Agency in developing an exciting vision for the future, establishing solid growth planning principles, and implementing numerous economic and redevelopment goals. The economic impact is clear and measurable through a substantial increase in new tax generation, the attraction of new businesses and redevelopment projects, and a vibrant image for the city at large. RMA assisted the city in establishing the foundation for a cultural presence which has blossomed under city leadership and has garnered national attention. The beach redevelopment and pier project were fundamental to attracting the Ritz Carlton and Waldorf Astoria, as was a new parking enterprise fund established to proactively address parking needs as the city grows.

Successful cities create a vision and then stick to the vision. In this city's case, that approach has led to substantial success in repositioning the City of Pompano Beach as desirable place to live, work and visit.

RMA's contract generally describes services related to public/private partnerships (P3), real estate advisory services, special projects, general services, strategic planning, parking analysis and development, and marketing. RMA's actual work product often extends beyond the scope outlined within the contract, as RMA team members are readily available on an as-needed basis pending requests from city or CRA management.

In particular, a great deal of time has been spent on the downtown and the work that has gone into continuing the downtown redevelopment effort has been extensive. Every month, Ms. Sibble provides a detailed breakdown of the status of the project to the City Commission and describes the progress and work that took place during that period. The RMA team is part of that daily progression towards bringing the downtown vision to reality.

In 2024 we also noted that the city is poised to attract private investment to portions of the city that remain blighted and undervalued, thereby creating opportunities for growth in all districts. The goal is to create a solid and sustaining financial source of revenue for the general fund, which is even more important considering looming property tax reform which threatens to erode \$30 million in homestead property tax revenue from the city's coffers. This is because the downtown project is currently projected to be almost 95% non-homestead at full-build out. The principal goal of economic and redevelopment efforts is to generate new tax growth which in turn reduces the residential tax burden.

RMA will continue to work with city and CRA staff on meeting their objectives from the strategic plan and creating a desirable place to live, work and enjoy the assets created through redevelopment efforts.

RE: RMA Scope of Services and Summary of Work Product City and CRA 2021-2026

- Pier Development Management (Note: many tasks have been omitted that have been completed from 2024 memo)
 - Developer Liaison
 - Estoppels
 - Parcel Ground Lease proposed amendments (sublease section)
 - Valet & Hotel parking assistance
 - Due date reminders
 - Communications Re: Substantial Completion paperwork
 - Information for the CRA Annual Report
 - Multiple communications Re: beach concessions
 - Monitor Notice of Lender Leasehold Mortgagee
 - Multiple responses Re: Dev. Agreement and Parcel Ground Leases content and questions.
- Financial Analysis for potential East CRA extension
- Transportation Initiatives
 - Master Plan participation
 - Multi-Modal task force
 - Infrastructure improvement considerations
 - Planning
 - Pier and Barrier Island
- Downtown Connectivity Plan Implementation
- Downtown Development (the list below is not all inclusive of work product, in addition see monthly downtown updates from Ms. Sibble)

Land Use and Zoning
Community Participation Strategies (Wheel of Opportunity)
Site plan considerations
Project Financing and Analysis considerations
Bond discussion and options
Meetings with County and other authorities related to downtown
Regulatory involvement in redevelopment of the site
Weekly meetings with ROCA and full or partial team members
City Hall and Garage design and construction considerations
Pat Larkins Center Meetings, design discussions, development considerations
Roundtables and community outreach

- P3 (Public/Private Partnerships)
 - Real Estate project analysis
 - Real Estate valuation
 - Economic impacts review
 - Negotiations on major mixed-use projects
 - Created new taxable value from major mixed-use development projects
- Lease Negotiations
- Land Acquisitions
 - Purchase negotiation
 - Target property analysis
- Financial Planning; long term bond and debt analysis
- McNab Restaurant and Botanical Garden
 - Strategic planning
 - Financial analysis
 - Revenue and expense calculations
 - Economic impact analysis
 - Bond and debt service considerations
 - Restaurant and vertical asset lease terms and conditions
 - Parking garage analysis and site planning Block 22
 - Additional land acquisition for surface and structured parking locations
- Long-Term Parking Analysis Downtown (Baptist Church Lots, CRA Surface lot)
- Parking Innovation Systems and Ordinances
- Parking leases (3rd parties)
- Business Attraction; restaurants, retail, hotel, etc.
- Atlantic/Dixie Streetscape Project Coordination and Participation
- Zoning and Code Amendment recommendations and review as needed.

- Tourism Initiatives and Committee participation
- Affordable Housing initiatives and zoning amendments
- 31st Ave Task Force
- Oceanside P3 Bid & Negotiation
- Patel beach lot redevelopment
- Technical Resource to City and CRA Staff

Please note this list does not include all services provided.

RMA is proud to work with the talented and dedicated officials and staff of the City and CRA, and we look forward to offering our continued experience and technical ability to assist in delivering results for the Pompano Beach community.

RMA Employees for the City of Pompano Beach CRA include:

RMA Principals; Chris Brown, Kim Briesemeister

Project Managers; Adriane Esteban, Lorena Ledesma

Real Estate; Lynn Delinger, Bill Delinger

Marketing Director; Sharon McCormick

Administrative; Janice Pennington