



REINVENTING YOUR CITY

To: Greg Harrison, City Manager
From: Chris Brown, Kim Briesemeister; Principals, RMA
Date: July 2, 2024
RE: RMA Scope of Services and Work Product

Since 2009 RMA has had the privilege of partnering 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.

The City is poised to attract private investment to portions of the City that remain blighted and undervalued, thereby creating opportunity for growth in all districts. The goal is to create a solid and sustaining financial source of revenue to the general fund. A prime example being through the development of the Downtown, as well as other areas within the city. 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.

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.

Notable is that the contract is a fixed fee contract, meaning RMA performs the work regardless of how many hours are required to complete the assignments. Below please find a summary of the tasks RMA generally performed for the last three years.

RE: RMA Scope of Services and Summary of Work Product City and CRA 2021-2024

- Pier Development Management
 - Developer Liaison
 - Estoppels
 - Parcel Ground Lease proposed amendments (sublease section)
 - Parcel R3 Lease 2nd Amendment
 - Parcel C2 Lease 2nd Amendment execution
 - 6th Amendment to the Development Agreement
 - 7th Amendment to the Development Agreement
 - 8th Amendment to the Development Agreement
 - Forbearance Agreements
 - Processing extension requests- R4 & R5
 - Parcel E 4th Amendment
 - Parcel E 5th Amendment
 - Parcel E legal boundary
 - Parcel E restroom costs
 - Parcel E deck sf
 - 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 and Implementation
- Downtown Development
 - ITN Draft and Issuance with city/CRA and CBRE Team
 - Negotiations and Analysis
 - Land Use and Zoning Review

Community Participation Strategies (Wheel of Opportunity)

- 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 may not include all services provided.

City Contract

RMA's current contract spans the term of June 1, 2021, to June 1, 2024 with a value of \$312,000. This contract was devoid of any standard contractual increases, such as CPI, for the entirety of the term. CPI inflation has been acute during the period of 2021-2024, with the CPI calculator detailing a 4.85% average inflation rate per year for a cumulative increase of 15.26%. To keep rates competitive within the market, the contract has been adjusted to reflect the cumulative 15.26% CPI. The new fixed fee contract amount will be \$359,611.

Note: An analysis of the current contract was performed for the 2023 year of service, and this adjusted rate will still be significantly and substantially less than that of an hourly contract, where for 2023, the fee would have been \$490,815.

RMA is proud to work with the talented and educated 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 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

