



REINVENTING YOUR CITY

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## EXHIBIT A – SCOPE OF WORK FOR SERVICE CONTRACT WITH THE CITY OF POMPANO BEACH

City of Pompano Beach ("Client")  
C/O Greg Harrison, City Manager  
100 West Atlantic Blvd, 4<sup>th</sup> Floor  
Pompano Beach, FL 33060

and

Redevelopment Management Associates, LLC ("Consultant")  
C/O Christopher Brown, Principal  
2401 East Atlantic Blvd., Suite #305  
Pompano Beach, FL 33062  
Contact: 954-695-0754  
Email: [chris@rma.us.com](mailto:chris@rma.us.com)

Re: Professional Consulting Services to the City of Pompano Beach

Dear Mr. Harrison,

Redevelopment Management Associates, LLC ("Consultant") is pleased to submit this proposal to provide professional consulting services largely related to economic and redevelopment activity including, but not limited to public-private partnerships (P3s) and real estate, parking analysis and management, special projects, and business attraction as directed by the City Manager or designee.

### **Background of Redevelopment in the City**

In 2009, RMA assisted the city of Pompano Beach and CRA in establishing a vision for the two redevelopment districts, and subsequently initiated public sector projects in the districts. The intent was to leverage the public investment to attract private investment, and to date, the renaissance is evident. The city has been enjoying a newfound image in South Florida and beyond which is largely due to the foundation laid over the last decade.

The vision was to target highly visible and noteworthy projects that would result in strong economic growth through private sector development. These projects were unique and

complex. In summary, some of these key projects have become economic engines that are continuing to fuel additional growth in the city:

- Pier Redevelopment Project
- Infrastructure Improvements (MLK Blvd, Atlantic/Pompano Beach Blvd, Old Town)
- Cultural Facilities (Ali and BaCA)
- City Vista Residential Development
- Harbor Village Project
- Land Use and Zoning Amendments (that spurred redevelopment)
- Business Attraction, Branding, Marketing and Events
- Real Estate Acquisitions
- P3 Negotiations and Development Agreement management
- Parking Analysis, Parking Ordinances, Parking Lot Leases, and Parking Oversight
- Bond Issuance and Budget/Financial Management
- Master Planning

In addition to the direct economic impacts from CRA driven projects, indirect impacts were felt from projects outside the CRA that were attracted to the city as the renaissance continued such as Koi and Sabbia residential apartments.

Redevelopment opportunities have now spread to areas of the city beyond the boundaries of the CRA. Technical assistance continues to be needed to ensure the growth remains on track and effectively managed. Redevelopment is an important function for this city that is continually reinventing itself. In coordination with city staff and other stakeholders, RMA helped guide and coordinate the redevelopment activity, therefore we can continue to provide this guidance on P3s and real estate, parking analysis and management, special projects, and business attraction to the city to ensure private investment continues.

Please review the Scope of Services for content and compliance with your stated objectives. We are available at your convenience to discuss the proposal in further detail.

## Scope of Services

**1.0 Liaison:** Report directly to the City Manager or his designee and act as a liaison as directed on real estate and public-private partnerships (P3s), parking management, special projects, and business attraction, including interfacing with key city departments such as Finance, Public Works, Engineering, Capital Improvements, Development Services, and others. Coordinate with the city staff, particularly with the Assistant City Manager in charge of each professional discipline.

1.1 Attend meetings including but not limited to Development Review, Advisory Boards/Committees, City Commission or Community Redevelopment Agency Meeting as needed;

1.2 Writing, preparation, and packaging of reports, memos, financial analysis and other related deliverables as requested.

**2.0 P3s and Real Estate Projects:** Assist the city and other staff in developing effective development strategies for city properties and development activity in the city.

- 2.1 Identify city P3 opportunities, including development of city owned sites;
- 2.2 Assist the city in securing third party professional appraisals of its Properties, securing third party professional environmental Phase 1 and Phase 2 reports if required, coordinating surveys of all individual tracts within a development area, and procuring boundary surveys as needed;
- 2.3 Advise on the need for plat work required on each project;
- 2.4 Advise on the need for a land use amendment, rezoning or any other regulatory condition;
- 2.5 Assist in writing request for proposals, request for qualifications, or other bid processes. Provide administrative support during the bidding process, if required, for the selection of a developer(s) in developing a city P3 project;
- 2.6 Assist in the evaluation of third party solicited or unsolicited proposals made to the city by developers;
- 2.7 Assist in negotiating a development agreement for the sale or lease of property for development;
- 2.8 Assist in preparing a financial analysis of a proposed development including overseeing third party projections of the economic benefits that the city would receive from such development;
- 2.9 Oversee and manage P3 development agreements;
- 2.10 Assist the city with other services pertaining to P3s and real estate as directed by the City Manager;
- 2.11 Assist the city to acquire or lease land for parking and other public or public purpose uses.

Exclusions: preparing land use amendments, drafting zoning regulations, providing owner's representation for construction management associated with the development of projects, plat work, or providing material of any kind for demonstration or presentation purposes including the exclusions listed above.

**3.0 Parking Management:** Assist the city and other staff as directed in developing adequate parking strategies for the city.

- 3.1 Assist with general planning and analysis for future parking needs including locations, site options, development and management;

- 3.2 Assist with developing a comprehensive short-range and long-range employee parking supply including leasing private parking lots, building new parking facilities, contracting for jitney services for transporting employees to the various centers of employment, particularly to the cluster of beach restaurants, and pursuing grants from the Metropolitan Planning Organization ("MPO") and US Department of Transportation;
- 3.3 Assist the city with other services pertaining to parking related P3s as directed by the City Manager or designee including but not limited to securing third party professional appraisal values, environmental Phase 1 and Phase 2 reports, surveys, plat work, land use and zoning amendment guidance, assistance writing request for proposals ("RFP") or other forms of solicitation, assistance with administration during the bidding process, assistance with selection of a developer(s) and/or financial lenders in redeveloping a project, evaluation of third party solicited or unsolicited proposals, negotiation and writing a P3 development agreement for the sale or lease of property for development and preparing a financial analysis of a proposed development and projecting the benefits that the city would receive from such redevelopment;
- 3.4 Provide input as directed on the city's parking ordinance.

Exclusions: preparing land use amendments, preparing zoning regulations, marketing and promotion, and providing owner's representation for construction management associated with the development of projects.

**4.0 Special Projects:** Assist the city and other staff as directed in developing effective development and redevelopment strategies for city special projects. Provide analysis and recommendations for project feasibility as well as oversight services for the city as directed by the City Manager or designee.

- 4.1 Identify special project opportunities, including development of city owned sites as well as privately owned property;
- 4.2 Provide general project management services for special projects;
- 4.3 Develop project presentations and present to pertinent community organizations, committees, and boards;
- 4.4 Business Attraction- work with the city staff to identify and secure a tenant for the special projects;
- 4.5 Provide general assistance needed to promote city special

projects including but not limited to overseeing efforts related to marketing, graphic design, collateral materials, special events, and other promotional marketing materials.

**5.0 Business Attraction:** Assist the City Manager and other staff as directed to attract businesses and development to city properties or properties associated with city development efforts. Provide business attraction liaison services to the city and to the private sector interested in development of retail, residential, office, and industrial properties in the city as directed by the City Manager or designee.

- 5.1 Identify business attraction opportunities, including city owned sites as well as other privately-owned sites;
- 5.2 Assist the city with other services pertaining to business attraction as directed by the City Manager;
- 5.3 Assist in overseeing third party efforts related to general marketing, event, or brand related special projects on an as needed basis.

### **Compensation and Reimbursables**

The Consultant will be compensated a \$26,000 monthly fixed fee and for reimbursable expenses such as printing, travel expenses, mileage, etc. Billing will occur monthly and will state the number of hours expended and the services provided. Additional tasks as directed by the Executive Director shall be billed on an hourly basis as described in the Table One rate schedule below.

Initial Fee Not to Exceed \$312,000.

The above \$312,000 compensation is only for the scope of services described herein. Any additional work requested by City outside of that scope will be billed at the hourly rates below.

We look forward to working with you on this project. Please call me if you have additional questions.

**TABLE ONE**  
(Rate Schedule)

<b><u>TITLE</u></b>	<b><u>HOURLY RATE</u></b>
Principal	\$230
Senior Associate	\$175
Financial Analyst	\$160
Project Manager	\$150
Senior Planner/Urban Designer	\$150
Associate Planner	\$125
Project Coordinator	\$ 95
Administrative Assistant	\$ 80