

Guidelines for Proposal Submission

UNIVERSITY STATION

REDEVELOPMENT OPPORTUNITY

Proposals must provide sufficient detail to permit the City to conduct a meaningful evaluation of the proposed project. Proposals submitted must include eight hard copies and one electronic copy. Proposals are accepted at any time before the deadline and must be submitted no later than **3:00 p.m. on September 18, 2019** to:

City of Hollywood, City Clerk's Office, 2600 Hollywood Blvd, Hollywood, Florida 33020.

Important: Proposals submitted by fax or e-mail and proposals submitted after the proposal deadline will be rejected.

Format

All responses must meet the following format requirements:

- Response should be prepared on 8 ½" x 11" letter-size paper, bound length-wise, with clearly delineated sections. Graphic display pages may be fold-out.
- Responses should not exceed a total of 100 pages, including appendices.

The Proposal must include the following information:

A. Cover Page

The cover page should include the following information:

- Proposer/Name of Firm
- Business Address
- Business Phone
- Contact Person
- Email Address

Any further correspondence by the City to the Proposer, for the purposes of this RFP, will be addressed to the Proposer's "Contact Person" at the address, phone number, facsimile, and email address submitted by the Proposer in this section.

B. Table of Contents

The Table of Contents should outline the major areas of the proposal. The proposal pages should be clearly and consecutively numbered and correspond to the Table of Contents. The proposal should include the following information:

- Qualifications and experience of the proposer
- Proposed development plan including renderings
- Development timeframe
- Financial proposal and financing plan
- Economic and community benefits
- Development management plan

Additional detail for the information the City is seeking from the proposer is described below:

C. Qualifications and Experience of the Proposer

1. Describe the previous experience of the proposer especially with regards to projects that are relevant to the development proposal. Identify the Principal Project Team Members, including the developer, management company, architect, engineering firm, financial partner(s) (if any), consultants and other members key to development or operation of the project. Emphasize aspects in which the respondent's qualifications are believed to be exceptional or unique. Describe the Contracting entity the proposer anticipates would contract with the City. The Contracting Entity must be organized and in good standing under the laws of the State of Florida prior to entering into contracts with the City.
2. Provide detailed examples of relevant projects undertaken by the proposer including information such as type of development, development cost and when completed.

D. Proposed Development Plan

1. Indicate whether the proposal includes only the subject property offered by the City or if the proposal utilizes adjacent property. Developers are encouraged to assess the real estate market along the corridor, especially in proximity to the subject parcel, and consider potential land assemblage, joint ventures, or tandem developments. If land assemblage or other parcels will be included in the proposal, please submit the following: specify the address/location, land area, and nature of site control/level of commitment of such adjacent property to be included in the project and provide evidence of such commitment.
2. Identify the proposed uses and approximate square feet, in total and for each use. Provide details on other relevant program characteristics such as public amenities, office or multi-purpose space, parking spaces, recreational and other green space. Based on type of proposed use summarize the target markets, price points, potential or committed tenants and any other information that would give the City a true understanding of the character of the project and its economic impact.

3. Specify if the project is to be developed in more than one structure and/or in more than one phase, and indicate what conditions must be in place to proceed to the next phase and provide the above information for each structure and/or phase.
4. Preliminary Design, including: site plan, illustrative floor plans, massing, elevations, building height in feet and square feet per floor, description of style and prominent features, streetscape and landscape plans, entry feature and signage, a description of the proposed exterior materials and other relevant specifications, a description of sustainable building practices that will be incorporated into the project during construction/renovation and operation of the improvements, and renderings or other graphics to communicate physical form and feel of project. Graphics in the proposal submittal should not exceed 11" x 17". Larger and electronic graphics are encouraged for in-person presentations. Provide a conceptual site plan and building elevations (color recommended). Identify any applicable phasing on the drawings.
5. The City of Hollywood supports projects that promote sustainable design principles, as defined by the United States Green Building Council (USGBC) through Leadership in Energy and Environmental Design (LEED) and promoting physical activity and health through active design guidelines. Respondents are required to incorporate these standards, or standards acceptable by the City, into the development plan. Reference Chapter 151 of the Code of Ordinances.

E. Development Timeframe

1. Respondent must submit a development timeline (subdivided into phases, if necessary), identifying the estimated length of time to reach key milestones, including: commencement and completion of design; planning and entitlements; financing; commencement and completion of construction; potential tenants; and operational stabilization for each component of the development program. Include any contingencies such as marketing, finance or construction that may affect this timeline. Proposers should commit to a reasonable project time frame.

F. Financial Proposal and Financing Plan

1. To fairly assess the capacity of each proposer to complete the development project each proposer must provide clear and compelling information to demonstrate proposer's financial capacity to execute and complete the project successfully. Financial statements for the most recent Fiscal Year end, acceptable to the City, may be required to be reviewed by the City's Director of Financial Services and by a third party financial consultant engaged by the City. The documents will not be made available to the public pursuant to applicable regulation.
2. Describe a clear strategy to fund all project costs.
3. Specify and clearly describe all sources, types and amounts of equity, financing, grants and other funding sources for the proposed project.

4. Provide evidence of a history of project financing for prior projects.
5. If tax credits are part of the proposed financing plan, provide evidence of experience in applying for and being awarded tax credits.
6. Development cost budget, detailing all major categories of hard and soft costs.
7. Provide details on how the proposer intends to utilize the project site and in what form of control of the site, or portion thereof, the project requires.
8. A purchase price offer or detailed lease payments must be expressed in a fixed, non-contingent dollar amount. Regarding the condition of the property, the purchaser must be willing to accept the property on an “as is” and “where is” basis, with all faults and subject to any and all latent defects
9. Provide the projected level of return and financial benefit to the City of Hollywood
10. Detail any special requested City or CRA assistance being requested and include details such as type of assistance, level of assistance, length of agreement term, commencement and completion dates, etc. Requests of assistance must be limited so that the City can reasonably accommodate and be clearly and quantitatively demonstrated to be less than the public benefit generated by the project. Provide clear justification for any subsidiary request including but not limited to, land-value write-down; tax increment financing; or tax abatement.

NOTE: It is the responsibility of each Proposer to redact all sensitive financial and personal information (i.e., social security numbers, bank account numbers) from your proposal prior to submittal per the exemption provided under Florida Statutes Chapter 119, (Public Records Law).

G. Economic and Community Benefits

1. Proposals should describe the economic, fiscal, employment and other tangible public benefits generated by the proposal.
2. Proposals should describe any qualitative public benefits such as social or redevelopment goals that may be achieved through the development of the project.

H. Development Management Plan

1. Proposals should provide sufficient detail to understand the identity and role of all parties that will be responsible for operating the project before, during, and after construction.
2. In regards to post-construction, the proposer must disclose whether they are developing for a fee or whether the respondent will hold the property for income purposes. If the proposed development is for a fee, the third party owner must be identified. If property will be held for income purposes, provide information on proposed tenants, leasing strategy, absorption periods, and on-going maintenance of the interior and exterior of the property. The proposal should clearly indicate the expected ongoing responsibilities of the City, if any.