



Submit Proposals To:
 City of Hollywood
 2600 Hollywood Boulevard
 Hollywood, Florida 33020
 Office of City Clerk, Room 221

CITY OF HOLLYWOOD, FLORIDA

REQUEST FOR PROPOSALS

PROPOSER ACKNOWLEDGMENT

**RFP Title: Johnson Street RFP-
 Developer Qualifications**

RFP No.: 4212-09-IS

**Service Required: Qualified Redevelopment
 Proposals for six-acre City-owned oceanfront
 property on AIA (2 Stage Process)**

**A Cone of Silence is in effect with respect to
 this RFP. The Cone of Silence prohibits
 certain communications between potential
 Proposers and the City or BCRA. For further
 information, please refer to Section 30.15(E) of
 the City's Code of Ordinances and pertinent
 sections of this document.**

**Proposals must be received prior to 2:00 P.M. on
 Wednesday, September 30, 2009 and may not be withdrawn
 within 90 calendar days after such date and time.**

**Proposals received by the date and time specified and will
 be opened immediately thereafter. All Proposals received
 after the specified date and time will be returned unopened.**

Procurement Services Contacts:

Cathy Swanson-Rivenbark, AICP, CEcD

Assistant City Manager (954) 921-3201

and/or

Ian Superville, Procurement/Contracts Officer

Budget and Procurement (954) 921-3552

PROPOSER ACKNOWLEDGMENT

THIS FORM MUST BE SUBMITTED ALONG WITH A COMPLETED STAGE I PROPOSAL PRIOR TO THE DATE AND THE TIME OF STAGE I PROPOSAL OPENING. THE STAGE I PROPOSAL SUMMARY SHEET PAGES ON WHICH THE PROPOSER ACTUALLY SUBMITS A STAGE I PROPOSAL AND ANY PAGES UPON WHICH INFORMATION IS REQUIRED MUST BE COMPLETED AND ATTACHED WITH M1-M10 (PAGES 19-38) SECTIONS OF THE STAGE I PROPOSAL DOCUMENT.

| | |
|--|---|
| Proposer's Name: | Fed. ID No. or SS Number |
| Complete Mailing Address: | Telephone No.: |
| | Cellular Phone: |
| Email Address: | Fax No: |
| Indicate type of organization below: Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Individual <input type="checkbox"/> Other <input type="checkbox"/> | (Optional) Is the Proposer a City of Hollywood Qualified Local MBE or SBE? Yes <input type="checkbox"/> No <input type="checkbox"/> Certifying Agency: |

ATTENTION: FAILURE TO SIGN (PREFERABLY IN BLUE INK) OR COMPLETE ALL RFP SUBMITTAL FORMS OF THE RFP DOCUMENT AND ANY ADDENDUMS ISSUED MAY RENDER YOUR RFP NON-RESPONSIVE.

THE PROPOSER CERTIFIES THAT THIS STAGE I PROPOSAL IS BASED UPON ALL CONDITIONS AS LISTED IN THE MOST RECENT PROPOSAL DOCUMENT AND THAT PROPOSER HAS MADE NO CHANGES IN THE PROPOSAL DOCUMENT AS RECEIVED. FURTHER, BY CHECKING THE "AGREE" BOX LISTED BELOW AND BY HAVING AN OFFICIALLY AUTHORIZED REPRESENTATIVE SIGN BELOW IN BLUE INK THE PROPOSER AFFIRMS ALL RFP PAGES ARE ACKNOWLEDGED AND ACCEPTED AS WELL AS ANY ADDENDUMS IF APPLICABLE.

Agree

 Authorized Name and Signature

 Title

 Date



NOTICE TO ALL BIDDERS AND PROPOSERS

Cone of Silence

The City of Hollywood City Commission adopted Ordinance No. O-2007-05, which created Section 30.15(E) imposing a Cone of Silence for certain City purchases of goods and services.

The Cone of Silence refers to limits on communications held between Proposers and Proposers' representatives and City elected officials, management and staff during the period in which a Formal Solicitation is open. For the purpose of this solicitation, BCRA Board members, management, and staff are also included in this Cone of Silence.

The Ordinance does allow potential proposers or proposers' representatives to communicate with designated employees for the limited purpose of seeking clarification or additional information. The names and contact information of those employees that may be contacted for clarification or additional information are included in this solicitation.

The Cone of Silence does not prohibit a Proposer or Proposer's representative from communicating verbally with, or in writing to the City Manager, the City Attorney or those procurement officers responsible for this Solicitation.

The Cone of Silence does not prohibit a Proposer or Proposer's representative from making public presentations at a duly noticed pre-bid conference or duly noticed evaluation committee meeting or from communicating with the City Commission during a duly noticed public meeting.

The Cone of Silence shall be imposed when a formal competitive solicitation has been issued and shall remain in effect until an award is made, a contract is approved, or the City Commission takes any other action which ends the solicitation.

To view the Cone of Silence, Ordinance No. O-2007-05, go to the City of Hollywood's Official website at <http://www.hollywoodfl.org/ConeOfSilence>

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I. PUBLIC NOTICE: REQUEST FOR DEVELOPMENT PROPOSALS

City of Hollywood, Florida

The City of Hollywood, Florida, invites interested parties to submit qualifications for the redevelopment of approximately six acres of City-owned oceanfront property located between Johnson Street and Michigan Street, along AIA and the unparalleled Hollywood Beach Boardwalk fronting the Atlantic Ocean.

All qualifications must be submitted in accordance with a two-step Request for Development Proposals document which may be obtained online at www.hollywoodfl.org or from the City of Hollywood Office of Budget and Procurement Services, Room 303 of Hollywood City Hall, 2600 Hollywood Boulevard.

This document contains detailed and specific information regarding the property being offered for development, the City's goals with respect to the development of this site, and the two-step process for developer selection.

There will be a pre-submission information meeting in Room 215 of Hollywood City Hall, 2600 Hollywood Boulevard, on Wednesday, September 9, 2009, at 2:00 p.m. Interested parties will be given the opportunity to ask pertinent questions of City representatives concerning the Project and submission requirements. Immediately after the information meeting, an optional tour of the property and the surrounding area will be available. Prospective proposers are advised that a Cone of Silence is in effect for this project. The Cone of Silence refers to limits on communications held between Proposers and Proposer's representatives and City elected officials, management and staff during the period in which a Formal Solicitation is open. For the purpose of this solicitation, BCRA Board members, management, and staff are also included in this Cone of Silence. Only the City Manager, City Attorney, and designated procurement officers are excluded.

An original and twelve (12) copies of the qualifications in an 8-1/2" x 11" format must be sealed and delivered to the Office of the City Clerk, City of Hollywood, 2600 Hollywood Boulevard, Room 221, Hollywood, FL 33020, on or before Wednesday, September 30, 2009, at 2:00 p.m. Immediately after, all sealed qualifications received will be publicly opened in Room 215 and forwarded to the City Manager's Office for review and evaluation. A short list of the most qualified teams will be asked to submit full redevelopment proposals.

The City of Hollywood reserves the right to accept any proposals deemed to be in the best interest of the City, to waive any irregularities in any proposals, or to reject any and/or all proposals and to re-advertise for new proposals. Any proposal deemed by the City to not meet the basic criteria of the Request for Proposals shall be rejected prior to the evaluation process. In evaluating each proposal, the City and its representatives shall consider, but not be limited to, the proposer's experience and qualifications, capabilities of the development team, the proposer's financial qualifications and strength, and financial return to the City, the market and economic viability of the proposed project concept and the appropriateness of the proposed uses and design relative to the immediate area and the City of Hollywood generally.

Cameron D. Benson
City Manager
City of Hollywood, Florida

**REQUEST FOR PROPOSAL FORM
CITY OF HOLLYWOOD, FLORIDA**

“AN EQUAL OPPORTUNITY AND SERVICE PROVIDER AGENCY”

PART I: PROJECT BACKGROUND AND SITE INFORMATION

A. EXPLANATION OF PROCESS AND INTENT

Members of the Hollywood, Florida City Commission (acting also in their capacity as the Beach CRA Board of Directors) have asked City Manager Cameron Benson to proceed with a competitive selection process for the redevelopment of the Johnson Street property, a City-owned six acre site strategically nestled between the Hollywood Beachfront and the Intracoastal within the Beach CRA boundaries.

While the City Commission is interested in securing a catalytic and viable public private joint venture redevelopment on the site, three previous RFP attempts have not resulted in a built project. It is important to note however that as a result of these efforts, numerous procedural issues have been addressed to ready the site for redevelopment, including the recent approval from the 21-member Florida Building Commission to allow beachfront construction east of the coastal construction control line at the same elevation as the recently improved historic 2.5 mile Hollywood Beach Broadwalk.

A long term, 99 year, lease agreement with the City of Hollywood is envisioned.

A Beach Master Plan and specialized Zoning district codes are in place to guide redevelopment on this and other contributing sites along the corridor. Certain reference materials have been posted on the City’s website under “Johnson Street RFP” for added convenience. While the state of the nation’s economy has yet to rebound, targeted redevelopment projects may help spur such a rebound and therefore should not be delayed or postponed.

Because the City Commission is interested in moving forward as expeditiously (and appropriately) as possible, the Commission has authorized the City Manager to draft this two-step Request for Proposal (RFP) process. The benefits of a two-stage redevelopment process are many including the ability to solicit qualified interest quickly, to encourage broad developer participation with minimal up-front time and entry cost, and to receive the widest range of concepts consistent with desired goals.

This RFP document includes a statement of redevelopment goals, an explanation of the proposed process and timelines, and detailed site information. A Cone of Silence has been put into effect preventing potential bidders from speaking with members of the City Commission, City or BCRA staff or any RFP-related evaluation committee. Potential bidders may speak with the City Attorney, the City Manager, and the Procurement Officer assigned to this Solicitation. A suggested, but not mandatory, proposal conference and site tour and has been scheduled for Wednesday, September 9, 2009, to allow potential teams to present questions to staff. Questions may also be sent in writing to JohnsonStreetRFP@hollywoodfl.org. Where warranted, amendments to the RFP will be developed and posted on the Website.

B. REDEVELOPMENT GOALS FOR PROPERTY

In the 1920's, a casino pool and cabana club was built on Hollywood Beach on the Atlantic Oceanfront between Johnson and Michigan Streets. It served as a signature showpiece for community demonstrating City Founder Joseph Young's dynamic vision for his new "Hollywood By The Sea" community. Alas, the buildings were extensively damaged in the 1926 hurricane and in 1928 the City of Hollywood bought the property and raised the remnants of the structures. Decades later, the City constructed a 675 car public parking garage and informal recreational space at the water's edge. This new redevelopment project is expected to become a catalytic anchor to spawn additional appropriate redevelopment in the area; to incorporate a physical and/or programmatic public element that would allow it to serve as an unofficial village center or as a defining destination showpiece for the Beach and the City generally, to serve as an exemplary model of green construction with sensitivity to the fragile ecosystem inherent in barrier islands, and to raise new revenues for the City of Hollywood.

While no specific uses are mandated except for the replacement of 500 to 600 public parking spaces which may be managed either by the successful Proposer or the City, the City's preference is for a mix of uses that will serve as a catalyst for the continued vitality and evolution of the Central Beach area by creating an inviting and attractive environment for Beach residents, visitors, the people of Hollywood and the surrounding areas. The project is expected to be sensitive to the coastal environment and offer year-round street level energy for pedestrians at all four sides of project. Proposers may also wish to include the renovation and programming of the Theater Bandshell and the provision of public restrooms along the Boardwalk as examples of public use offerings. The use of the City-owned 1/3 acre along the Intracoastal may also be considered an optional element but the potential of this site linking the Intracoastal, nearby parks with the Atlantic Ocean should not be dismissed lightly.

Design should be of high quality, embrace green principles, and reinforce the beach character. The successful development will be expected to comply with all City regulations, including the provision of required parking, and also incorporate an additional 500-600 public parking spaces to help offset the loss of existing public parking (structured and surface) on the property. All new development should be constructed in accordance with the minimum standard of the US Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED) rating system, the Green Building Initiative's Green Globes rating system, the Florida Green Building Coalition standards, or any other nationally recognized, high performance green building rating system.

The City of Hollywood's sewer ocean outfall is located along the south edge of the site (see page 10 site map.) No permanent structure may be constructed within ten feet of the centerline thereof.

C. LOCATED IN HOLLYWOOD BEACH COMMUNITY REDEVELOPMENT DISTRICT

The Beach District of the Hollywood Community Redevelopment Agency (BCRA) was created in 1997 to redevelop Hollywood Beach as a dynamic place to invest, work, live and play. The CRA Board consists of seven (7) members who also serve as Mayor and City Commission. The Beach District of the Hollywood CRA consists of 293 acres from Sherman Street south to the south property line of the Westin Diplomat Resort and Spa, and from the Intracoastal Waterway to the Atlantic Ocean.

The objectives of the District are to: Promote redevelopment and eliminate the causes of physical and economic blight; Ensure sanitary and safe conditions through infrastructure improvements; Improve circulation for pedestrians, bicyclists and motorists; Encourage and provide alternate modes of transportation; Increase public parking; Enrich the visual and functional quality of the streetscape for all user groups; Enhance Hollywood Beach as a tropical destination; Preserve and maintain natural resources; Upgrade existing public recreation facilities and expand recreation opportunities; Re-establish tourism as a vital industry; Develop the Johnson Street beach property as the village center for Central Hollywood Beach; and Create opportunities and incentives that facilitate redevelopment of private properties.

The CRA is funded through Tax Increment Financing (TIF). In 1977 an Amendment to the Community Redevelopment Act passed by the Florida Legislature authorized tax increment financing of community redevelopment projects within the Community Redevelopment Area. Funding for the CRA is determined annually and is in the amount of the increment. This is the portion of the tax revenues generated within the redevelopment area over and above the base year (1997). For more information about the Hollywood Beach CRA, log onto www.HollywoodBeachCRA.org

D. RELEVANT SITE INFORMATION

The 6 acre development site is comprised of two non-contiguous properties and is bounded by the Atlantic Ocean/Broadwalk (east), Johnson Street (north), Michigan Street (south) and the Intracoastal Waterway (west). It is located in Hollywood's "Central Beach Area" which has a subtropical resort character with a village atmosphere. Few vacant parcels exist in the area and none is as large as the proposed site or has the advantage of waterfronts on both the Atlantic Ocean/Broadwalk and Intracoastal Waterway. The Johnson Street Site, historically referred to as the "Casino" property, reminiscent of the 1920s use of public space for dancing, entertaining, and recreating, is the focal point of Central Beach and the heart of--the Hollywood Beach Broadwalk commercial uses. The site includes a public amphitheater, the historic Hollywood Beach Theatre Bandshell, a gathering place for locals and visitors. The area is currently a major pedestrian access point for the beach in part because of the unusually wide right-of-way along Johnson Street on the north and the abundant on-site public parking.

It is anticipated that all of the existing parking facilities located on the site will be demolished. Demolition will be the responsibility of the developer.

The site offers:

- Convenient and easy access to Hollywood Blvd., Sheridan Street, US-1, I-95, US-441, and the Florida Turnpike
- A strategic location in the Hollywood Beach CRA District (See Below)
- Superb access to two international airports—less than ten minutes away from Fort Lauderdale-Hollywood International Airport and thirty minutes from Miami International Airport
- Easy access to two major cruise ports – less than ten minutes away from Port Everglades and thirty minutes from the Port of Miami
- Great proximity to Fort Lauderdale's Downtown/Las Olas Districts and Miami Beach/South Beach, and cultural/artistic offerings including orchestra, museums, opera and theater in Miami/Fort Lauderdale/West Palm Beach

- Year round, family oriented special events on the Hollywood Beach Broadwalk including Fat Tuesday, Candy Cane Parade, July 4th Celebration, All-American Clambake and the twice-monthly Friday Fest
- Four professional sports teams: Florida Marlins, Miami Dolphins, Miami Heat, and Florida Panthers, close to Land Shark Stadium, American Airlines Arena
- Nearby high stakes gambling on cruise ships and local gaming opportunities including Gulfstream Park, Dania Jai-Alai, and the Seminole Hard Rock Hotel and Casino

The City of Hollywood is a central location in sunny South Florida, nestled between the urban centers of Miami and Fort Lauderdale yet close to Everglades National Park, Palm Beach and other South Florida environs.

D1. ZONING AND LAND USE

The property has General Business Land Use and Government Use (GU) Zoning designations. While residential is not permitted, various types of commercial activity including, but not limited to commercial, office, hotel (50 units per acre), restaurants and entertainment are permitted. An additional 50 rooms per acre may be allocated by the City Commission to allow a maximum of up to 100 rooms per acre. These designations allow for flexibility when designing projects as there are no specific zoning regulations (i.e. setback, height, pervious, specific uses, etc). As with all recent development on Hollywood's Beach (east of the Coastal Construction Control Line) some of these uses (retail, pools, snack bars, restaurant seating, etc) are permitted at a compatible level with the Broadwalk. Projects should be designed to be compatible with the character of the surrounding area and consistent with the Beach Master Plan and City-Wide Master Plan, as these documents will be considered by staff, appropriate Boards and the City Commission.

(continued next page)

D2. LEGAL DESCRIPTIONS

INTRACOASTAL PARCELS

LOTS 2, 3, 5, AND 6, LESS THE EAST 12.50 FEET THEREOF, OF BLOCK "A", "HOLLYWOOD BEACH", ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 1, PAGE 27 OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA; AND SUBJECT TO A RIGHT OF WAY RESERVE AREA UNTO THE OWNER ACROSS THE WEST 10 FEET OF THE EAST 22.5 FEET OF SAID LOTS;

TOGETHER WITH:

LOTS 4, LESS THE EAST 12.50 FEET THEREOF OF BLOCK "A", "HOLLYWOOD BEACH", ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 1 PAGE 27 OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA; AND SUBJECT TO A RIGHT OF WAY RESERVE AREA UNTO THE OWNER ACROSS THE WEST 10 FEET OF THE EAST 22.5 FEET OF SAID LOT 4; AND SUBJECT TO A UTILITY RESERVE AREA UNTO OWNER ACROSS **ALL** OF SAID LOT 4 LESS THE EAST 12.5 FEET THEREOF;

CONTAINS 13,535 SQUARE FEET OR .31 ACRES MORE OR LESS
AND:

BLOCK "F" PARCEL

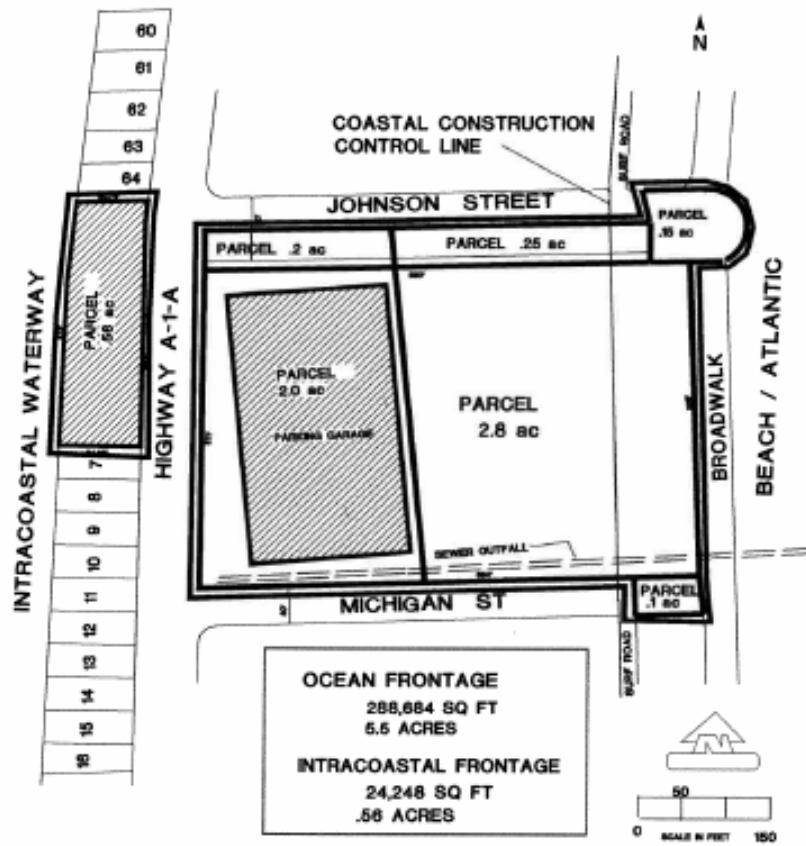
BLOCK "F" LESS THE WEST 12.50 FEET AND LESS THE NORTH 40.00 FEET THEREOF, OF "HOLLYWOOD BEACH", ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 1, PAGE 27 OF THE PUBLIC RECORDS OF BROWARD COUNTY, FLORIDA; AND SUBJECT TO A RIGHT OF WAY RESERVE AREA UNTO THE OWNER ACROSS THE EAST 10 FEET OF THE WEST 22.5 FEET OF SAID BLOCK F; AND SUBJECT TO A UTILITY RESERVE AREA UNTO THE OWNER ACROSS THE EAST 20 FEET OF THE WEST 32.5 FEET LESS THE SOUTH 60 FEET OF THE NORTH 100 FEET THEREOF, AND THE SOUTH 20 FEET OF SAID BLOCK "F".

CONTAINS 4.84 ACRES MORE OR LESS

USES WITHIN THE UTILITY AND RIGHT OF WAY RESERVE AREAS SHALL BE SUBJECT TO SPECIFIC APPROVAL FROM THE OWNER AND GENERALLY SHALL BE LIMITED TO WALKWAYS, LANDSCAPING, SIGNAGE, LIGHTING AND OTHER SIMILAR ELEMENTS CONSISTENT WITH UTILITY AND RIGHT OF WAY USES.

A copy of the Legal Survey is available upon request.

D3. GENERAL SITE MAPS



Johnson Street Site



D4. ENVIRONMENTAL CONDITIONS

A Phase I Environmental Site Assessment was performed in March, 2008 by T Y LIN International/ H J Ross. The report concluded that there were no onsite environmental concerns associated with the Maurice J. Connell parking garage or the City's Intracoastal lot. There is, however, one Recognized Environmental Condition (REC) associated with the former gasoline station located directly to the south of the City's Intracoastal lot. The EDR Report and historical information indicate that the adjacent site was utilized as a gasoline station from 1961 to approximately 1980. The documented groundwater flow gradient in this area is to the north, northeast toward the Beach Maintenance lot. No Phase II has been performed to date.

A Subsurface Exploration and Geotechnical Engineering Evaluation was performed on the properties in April 2008 for a prior project contemplated for the site. The full reports are available on the City of Hollywood Website as Johnson Street RFP Exhibit I and Exhibit II.

D5. MARINE TURTLE LIGHTING ORDINANCE

The property is located adjacent to a designated Marine Turtle Nesting Beach. As such, all lighting plans must comply with State Guidelines for appropriate lighting. Please refer to Chapter 62B-55 Model Lighting Ordinance for Marine Turtle Protection. (Log onto http://myfwc.com/docs/wildlifehabitats/Seaturtle_Rule62B_55.pdf for a copy of the ordinance.) In addition, the City of Hollywood is in the process of drafting a Sea Turtle Lighting Ordinance. Once a draft ordinance is available, it will be posted on the City's website with other Johnson Street RFP materials.

E. DISPOSITION TERMS

The City will consider proposals to lease the site on a long-term basis. Disposition revenues and revenue from real estate taxes directly generated by the project will, along with the character of the proposed development and the developer's capacities to implement the project, be major criteria for selection.

The City intends to dispose of the property in its "as is condition", with the developer responsible for any environmental remediation, demolition of existing structures and other site preparation costs.

PART II: PROPOSAL SUBMISSION REQUIREMENTS

A. SUBMISSION REQUIREMENTS, GENERALLY

All Proposals shall be received by the City Clerk, City of Hollywood, City Hall, 2600 Hollywood Boulevard, Room 221, Hollywood, Florida 33020, and plainly marked on the outside of the envelope.

PROPOSAL ENVELOPES SHALL BE SEALED AND IDENTIFIED AS SPECIFIED BELOW:

RFP NO. 4212-09-IS

JOHNSON STREET RFP:
DEVELOPER QUALIFICATIONS

TO BE OPENED:

2:00 P.M., September 30, 2009

AND ADDRESSED TO:

CITY OF HOLLYWOOD
OFFICE OF THE CITY CLERK
2600 HOLLYWOOD BLVD., RM 221
HOLLYWOOD, FLORIDA 33020

AN ORIGINAL, CLEARLY IDENTIFIED, AND TWELVE (12) COPIES OF YOUR PROPOSAL MUST BE SUBMITTED AT OR BEFORE TIME OF PROPOSAL OPENING.

It will be the sole responsibility of the Proposer to have his Stage I Proposal delivered to the Office of the City Clerk on or before the closing hour and date shown above for receipt of Proposals. If a Stage 1 Proposal is sent by mail, the Proposer shall be responsible for its delivery to the City Clerk's Office before the closing hour and date shown above for receipt of Proposals. Proposals thus delayed will not be considered and will be returned unopened after award.

The Proposal shall be signed by a representative who is authorized to contractually bind the Proposer.

Stage I Proposals shall be prepared simply and economically, providing straightforward, concise delineation of the Proposers' capabilities to satisfy the requirements of the RFP. The emphasis in this Stage I Proposal is to present team and individual qualifications, financial strength, and a development concept for the site. In order to expedite the evaluation of Stage I Proposals, it is essential that the Proposer follow the format and instructions contained herein. If the Proposer so wishes, the Stage I Proposal may be accompanied with brochures, promotional materials, or displays properly identified. However, Stage I Proposal Submission Requirements as listed herein must be followed and all Stage I Proposals must be submitted as specified on the Stage I Proposal Sections M1-M10 (Pages 19-38).

The Stage I Proposal shall be considered an intent to redevelop the City-owned land included in this RFP and to compete in the Stage II process should the Proposal be shortlisted. Any Proposer wishing to be considered for the Stage II process must submit a Stage I response and successfully advance to the Stage II process. No late entries will be allowed.

The City of Hollywood reserves the right to accept or reject any or all Proposals, to waive irregularities and technicalities, and request new Proposals. The City also reserves the right to award any resulting agreement as it deems will best serve the interests of the City.

B. RFP SCHEDULE: The anticipated scheduling of the RFP process is as follows:

- RFP released Thur., Jul. 30, 2009
- Pre-submission conference and site tour Wed., Sept. 9, 2009 at 2:00 p.m.
- Stage I proposals due Wed., Sept. 30, 2009 by 2:00 p.m.
- Interviews of developers Tues., Oct 13th & Wed., Oct 14th, 2009
- City Commission Consideration Wed., Oct 21, 2009
- Notification of short list for Stage II proposals Thur., Oct. 22, 2009
- Stage II proposals due Thur., Jan 28, 2010 at 2:00 p.m.
- Interviews of shortlisted developers to be determined

C. PRE-PROPOSAL CONFERENCE

Proposers or their representatives are encouraged to attend a pre-submission conference in Room 215 of Hollywood City Hall, 2600 Hollywood Boulevard, Hollywood, FL at 2:00 P.M. on September 9, 2009. The purpose of this conference is to allow the City of Hollywood and Beach CRA staff the opportunity to provide clarification and respond to questions from potential bidders relative to any facet of this invitation to Bid.

To provide the City of Hollywood sufficient time to adequately prepare responses to proposer inquiries at the pre-submission conference, it is desirable that all questions be submitted in writing via email at JohnsonStreetRFP@hollywoodfl.org no later than 5:00 PM on September 8, 2009. Written responses to all questions will be discussed at the pre-submission conference and posted on the website shortly thereafter. Written addendum, if required, will be issued as soon as possible after that conference.

Due to the importance of the bidders having a clear understanding of the specifications/scope of work and requirements for this solicitation, attendance at this conference is strongly encouraged.

D. STAGE I PROPOSAL GUIDELINES AND FORMAT

One (1) original and twelve (12) copies of a complete qualifications submission in an 8-1/2" x 11" bound document are to be submitted by 2:00 p.m. Wednesday, September 30, 2009, to the **Office of the City Clerk, City of Hollywood, 2600 Hollywood Boulevard, Room 221, Hollywood, Florida, 33020**. Proposal Submissions must be clearly marked "Johnson Street RFP — Developer Qualifications."

Stage I Proposals: All Stage I proposals submitted for consideration shall consist of all Forms listed in Section M (Pages 19-38) which will address the following information along with other requirements of this Request for Proposals document:

1. Qualifications: (30 points)

Experience and Track Record of the Developer

- a. Identity of developer, including the developer's organizational structure and names and addresses of principals. Composition and qualifications of other members of the development team, to the extent available at this stage.
- b. The development team's professional qualifications and experience in development, financing and management of comparable projects. Please specify roles played by various key members of the team.
- c. List of owners and, for public-private projects, public sector participants, with contact names and telephone numbers of completed projects comparable to this magnitude and type for reference.
- d. Declaration of Financial Disclosure and professional information as detailed in Section M4 of this document.
- e. Proposed Minority Business Enterprise Participation (optional)

2. Demonstration of Financial Strengths (30 points)

Financial Capability and Level of Financial Commitment

- a. Complete and substantiated evidence of the developer's financial capacity to undertake the proposed project as demonstrated by the ability to finance other large-scale development projects.

3. Project Proposal: (40 points)

Extent to Which Proposed Program Would Meet City Planning Objectives based on:

- a. Preliminary Program Concept
 - Mix, character and sizing of uses by number and size of buildings
 - Key types of tenants or users
 - Anticipated phasing
 - General market contingencies that might affect programming of initial and future phases
 - General discussion regarding Green construction practices anticipated
- b. Brief discussion regarding the role the concept will play in operating as an informal village center and/spawning additional redevelopment.

Note: The City emphasizes that design concepts based on detailed architectural and engineering work will not be accepted at this stage. This refined work and related cost estimating would occur in Stage II. At this initial stage, the City expects prospective developers to focus on the full team's credentials in developing representative projects, describing the completed projects, the physical and market environment influencing the project concepts, and the actual contribution made by individual team members. Special attention should also be given to demonstrate the team's ability to secure construction and permanent financing for major real estate projects.

E. STAGE I SELECTION PROCESS

Evaluation of the Stage I Proposals will be performed by a committee assembled by the City Manager. The committee will evaluate the firms according to their Proposals. The initial scores will be tallied and a short list will be developed consisting of the firms receiving the highest point ratings. The committee may conduct discussions with Proposers on the short list for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. These firms may be invited to an oral interview before the committee. A short list of finalists will be assembled and presented to the City Manager who will prepare a report with recommendations to the City Commission, in accordance with the applicable City of Hollywood Code of Ordinances, who will make the final determination as to which Proposers will proceed to Stage II of the RFP process. No late entries will be considered.

F. EVALUATION CRITERIA (Stage I)

Stage I Proposals will be evaluated using the criteria listed below to ascertain those Proposals most qualified to proceed to Stage II. The Items to be considered during the evaluation and their associated point values are as follows:

- Experience and track record of the developer (and to lesser extent, that of other key members of the development team) focusing on quality of similar past development projects, ongoing technical and staff capacities, experience in public-private development projects, general reputation, and existing or intended Minority Business Enterprise participation through team involvement or consultants. (30 points)
- Financial capability and level of financial commitment as it would impact the likelihood of its implementation and provision of proposed revenues to the City. (30 points)
- Extent to which the proposed program would meet City planning objectives for the project and the district including the ability to: act as a catalytic anchor to spawn additional appropriate redevelopment in the area; to incorporate a physical and/or programmatic public element that would allow it to serve as an unofficial village center or as a defining destination showpiece for the Beach and the City generally, and to serve as an exemplary model of green construction with sensitivity to the fragile ecosystem inherent in barrier islands. (40 points)

It is anticipated that capability to successfully implement the project shall take precedence in qualifying proposals for selection for the second stage. To the extent that shortlisted proposers are well qualified and financially capable, the ability of the proposed project to meet the City's planning objectives and provide financial return to the City will take relatively greater precedence in the Stage II evaluation, with fulfillment of the City's planning objectives being given the greatest weight.

G. PROPOSED STAGE II PROCESS

Stage II submittals will require conceptual site plans and design elevations, market analyses, traffic studies, financial proposals and other detailed considerations. Specific Guidelines will be finalized and made available once the shortlisted Stage I Proposals have been identified (tentatively set for October 22, 2009).

The Stage II RFP is expected to require:

1. preliminary design concept (preliminary site plan, massing, height, physical character)
2. preliminary feasibility and marketing analyses and financing plan;
3. preliminary environmental impact and traffic analysis;
4. preliminary proposed terms for lease of the site;
5. preliminary project implementation schedule; and
6. team composition as it relates to City's MBE/SBE goals

All Proposers electing to compete in Stage II will be subject to a background check in conformance with Chapter 95 of the City of Hollywood Code of Ordinances which requires the Hollywood Police Department to conduct a background check of all persons or firms that are being recommended for award of a lease with the City of Hollywood.

Stage II proposals will be (tentatively) due in the City Clerk's Office by January 28, 2010 and will be accompanied by a cashier's check for \$10,000 which will be refunded to unsuccessful proposers but will be nonrefundable to the successful proposer.

The Evaluation Committee will reconvene to hear Stage II developer presentations and to receive staff and consultant findings. The Committee will then forward a recommendation (and/or ranking) based on the weighted criteria to the City Manager who will forward a report to the City Commission for consideration. After considering the City Manager's report, committee recommendations and consultant findings, the City Commission will then select one or more preferred development teams for negotiations. The Proposer who is ultimately successful in reaching a signed agreement with the City will be responsible for reimbursing the City for its documented expenses up to \$300,000 for third party attorneys and consultants.

H. OTHER CONSIDERATIONS

1. The City reserves the right to approve substitutions for assigned personnel proposed for this engagement at its sole discretion.
2. All contact for information regarding the Proposal must be addressed to Cathy Swanson-Rivenbark, AICP, CEcD, Assistant City Manager for the City of Hollywood or Ian Superville, Procurement/Contracts Officer. Over the course of this RFP process, related contact with City or CRA Staff by a respondent or their agent, other than as part of the evaluation process or for clarification purposes, will be grounds for automatic disqualification of that Proposer.

Each Proposer shall examine all Proposal Documents and judge for themselves all matters relating to the adequacy and accuracy of the documents. If the Proposer is of the opinion that any part(s) of the Proposal Document is incorrect or obscure, or that additional information is needed, he should request such information or clarification in writing to JohnsonStreetRFP@hollywoodfl.org by September 8, 2009, at 5:00 PM so that appropriate addenda may be issued, if necessary, and posted on the City's website for the benefit of all prospective Proposers.

3. No oral change or interpretation of the provisions contained in this Request for Proposal is valid whether issued at a pre-proposal conference or otherwise. Written addenda will be issued and posted on the City's website when changes, clarifications, or amendments to Proposal Documents are deemed necessary. The issuance of a written addendum is the only official method whereby interpretation, clarification or additional information can be given.

4. All materials submitted in response to the RFP become the property of the City of Hollywood and will be returned only at the option of the City. The City has the right to use any or all ideas presented in any response to the RFP whether amended or not and selection or rejection of the Proposal does not affect this right, provided however, that any Proposal that has been submitted to the City Clerk's Office may be withdrawn prior to Proposal opening time stated herein, upon proper identification and signature releasing Proposal Documents back to Proposer.
5. After initial review of the Proposals, the City may invite any Proposer for an interview to discuss the Proposal and meet its representatives, particularly key personnel who would be assigned to the project. It is understood that the City shall incur no costs as a result of this interview, nor bear any obligation in further consideration of the Proposal.
6. Copies of Proposals submitted may not be viewed until ten (10) days after RFP opening date.
7. The City reserves the right to determine, at its sole discretion, whether any aspect of a Proposal satisfies the criteria established in this two-stage Request for Proposals. The City further reserves the right to negotiate with any person or firm submitting Proposals and reserves the right to reject any or all Proposals with or without cause. The City also reserves the right to waive minor technical defects in a Proposal. In the event that this Request for Proposals is withdrawn by the City for any reason, the City shall have no liability to any applicant for any costs or expenses incurred in connection with this Request for Proposals or otherwise. All such expenses incurred in the preparation of a Proposal shall be borne by the Proposer.

I. EQUAL EMPLOYMENT OPPORTUNITY

Proposer shall provide a written statement that it does not and will not discriminate against any person, employee, or applicant for employment, because of race, creed, color, religion, sex, national origin, ancestry, age or disability.

J. LOCAL MINORITY BUSINESS ENTERPRISE AND LOCAL SMALL BUSINESS ENTERPRISE PARTICIPATION ENCOURAGED BUT NOT REQUIRED

The City of Hollywood is strongly committed to ensuring the maximum participation of qualified local minority business and qualified local small business enterprises (MBEs/SBEs) as defined in the City of Hollywood's Local MBE/SBE Program on City projects as contractors and subcontractors for the procurement of goods and services.

Notification is hereby given that qualified local minority business and qualified local small business enterprises are encouraged to participate in the City of Hollywood's Local Minority Business Enterprise and Local Small Business Enterprise Program by submitting a bid/proposal package for this project. Local Minority Business Enterprise and Local Small Business Enterprise Program information and application can be obtained by visiting www.hollywoodfl.org/minority-small-business-enterprise/.

Bidders/Proposers are hereby notified that qualified local minority business enterprises and qualified local small business enterprises should have the maximum opportunity to compete for and perform such contracts and subcontracts and provide material supplies for such contracts and subcontracts in accordance with the City's Local Minority Business Enterprise and Local Small Business Enterprise Program.

K. ADA COMPLIANCE

Persons with disabilities who require reasonable accommodation to participate in City programs and/or services may call the Equal Opportunity Manager, Office of Human Resources and Risk Management at (954) 921-3218 (voice). If an individual is hearing or speech impaired, please call Florida Relay Service 1-800-955-8771.

L. PUBLIC ENTITY CRIMES

"A person or affiliate who has been placed on the convicted Proposer list following a conviction for public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted Proposer list."

M. FORMS TO BE INCLUDED IN THIS PROPOSAL

MI. DECLARATION

The aforementioned, as Proposer (herein used in the masculine singular, irrespective of actual gender and number) declares, under oath that no other person has any interest in this Proposal or in any resulting agreement to which this Proposal pertains, that this Proposal is not made with connection or arrangement with any other persons and without collusion or fraud.

The Proposer further declares that he has complied in every respect with all the instructions to Proposers, that he has read all addenda, if any, issued prior to the opening of Proposals, and that he has satisfied himself fully relative to all matters and conditions with respect to the general conditions of the agreement and all relevant information to which this proposal pertains.

| | | |
|--------------|----------------------|------------|
| Company Name | Authorized Signature | Print Name |
|--------------|----------------------|------------|

M2. DISCLOSURE OF CONFLICT OF INTEREST

Each Proposer shall disclose below, to the best of his or her knowledge, any City of Hollywood officer or employee, or any relative of any such officer or employee as defined in Section 112.3135, Florida Statutes, who is an officer, partner, director or proprietor of, or has a material interest in the Proposer's business or its parent company, any subsidiary, or affiliated company, whether such City official or employee is in a position to influence this procurement or not.

Failure of a Proposer to disclose any relationship described herein shall be reason for debarment in accordance with the provisions of the City of Hollywood Purchasing Ordinance.

| | |
|-------|--------------|
| Name | Relationship |
| _____ | _____ |
| _____ | _____ |

In the event the Proposer does not indicate any name, the City shall interpret this to mean that no such relationship exists.

M3. HOLD HARMLESS AND INDEMNITY CLAUSE:

| | | |
|--------------|----------------------|------------|
| Company Name | Authorized Signature | Print Name |
|--------------|----------------------|------------|

the contractor shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.

Company Name

Authorized Signature

Print Name

further certifies that it will meet all insurance requirements of the City of Hollywood and agrees to produce valid, timely certificates of coverage.

M4. FINANCIAL DISCLOSURE AND PROFESSIONAL INFORMATION (Attach additional pages as necessary)

PROPOSER'S QUESTIONNAIRE

All information requested in this questionnaire should be provided by the Proposer. Statements must be complete and accurate. Omissions, inaccuracies or misstatements may be cause for rejection of a proposal.

Statements and answers relating to each question in this questionnaire may be answered on the page on which the question is found or by attaching 8-1/2" x 11" supplemental sheets. Photographs or other illustrative materials should be bound into the proposal. Any relevant supplemental material should be identified by the Proposer's name and address and the page number of the questionnaire to which the supplemental material is applicable.

By submission of a proposal, the Proposer acknowledges and agrees that the City Manager has the right to make inquiries to substantiate or supplement information contained in this questionnaire, including the right to review prior years' tax returns, and authorizes the release to the City Manager of any and all information sought in such inquiry and that in accordance with the laws of the State of Florida, the proposal and any such information shall be available for review by the public.

If parties other than the proposer shall have financial responsibility for the project, and these parties are identified in the proposal, then the applicable pages of this questionnaire should be completed for each such entity. Financial information for such other parties may also be provided at the time of Stage II proposal, but the proposer should be aware that selection for the second round shortlist will be based on the information provided.

PROPOSER'S EXPERIENCE STATEMENT

Describe, in detail, the duration and extent of your business experience, with special emphasis upon experience, if any, with large scale multi-use, public-private and waterfront-oriented development projects. Also state, in detail, the names and pertinent experience of the persons who will be directly involved in development and management of the operation. List the names and locations of currently owned commercial real estate and Proposer's percentage ownership, and any such facilities currently managed by Proposer. In addition, please provide photographs or other illustrative material depicting projects that will demonstrate your ability to complete a quality project, also describing the built environment surrounding any such developments. The name and address should be given for each project identified, as well as persons familiar with the development who may respond to inquiries from the City Manager. Proposers should also identify their specific role and their individual team members' role in each project.

PROPOSER'S FINANCIAL DATA

Financial Statement

Proposer, owner-corporations of Proposer, and any person or business entity guaranteeing the performance of the Proposer must attach audited financial statements for the most recent Fiscal Year end, prepared in accordance with generally accepted accounting principles.

Surety Information

Has any surety or bonding company ever been required to perform upon Proposer's default or any entity previously owned or controlled by Proposer? Yes () No ()

If yes, attach a statement naming the surety or bonding company, date, amount of bond, and the circumstances surrounding said default and performance.

Bankruptcy Information

Has Proposer or any entity previously owned or controlled by Proposer ever been declared bankrupt? Yes () No ()

If yes, state date, court jurisdiction, amount of liabilities, and amount of assets.

Pending Litigation

Provide on attached sheets detailed information regarding pending litigation, liens, or claims involving any participant in the proposal or any entity previously owned or controlled by Proposer.

PROPOSER'S REFERENCES

List four persons or firms with whom Proposer has conducted business transactions during the past three years. At least two of the references named are to have knowledge of Proposer's debt payment history. At least one reference must be a financial institution.

Reference No. 1

Name:

Firm:

Title:

Address:

Telephone: ()

Nature and magnitude of purchase, sale, loan, business association, etc.:

Reference No. 2

Name:

Firm:

Title:

Address:

Telephone: ()

Nature and magnitude of purchase, sale, loan, business association, etc.:

Reference No. 3

Name:

Firm:

Title:

Address:

Telephone: ()

Nature and magnitude of purchase, sale, loan, business association, etc.:

Reference No. 4

Name:

Firm:

Title:

Address:

Telephone: ()

Nature and magnitude of purchase, sale, loan, business association, etc.:

(Please list all corporate and individuals)

Name:

Address for purposes of notice or other communication relating to the proposal:

Telephone No. ()

The Proposer is a: Sole Proprietorship;
 Partnership;
 Corporation; or
 Other (explain below)

PARTNERSHIP STATEMENT

If Proposer is a partnership, answer the following:

1. Date of Organization

2. General Partnership ()

Limited Partnership ()

3. Statement of Partnership recorded? Yes () No ()

Date Book Page County State

4. Has the partnership done business in the State of Florida?

Yes () No () When? Where?

5. Name, address, and partnership share of each general and limited partner. (If partnership is a corporation complete the following page for corporation.)

| <u>General/ Limited</u> | <u>Name</u> | <u>Address</u> | <u>Share</u> |
|-----------------------------|-------------|----------------|--------------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

6. Attach a complete copy of the Partnership Agreement.

CORPORATION STATEMENT

If Proposer is incorporated, answer the following:

1. When incorporated?
2. Where incorporated?
3. Is the corporation authorized to do business in Florida?

Yes () No ()

4. The corporation is held: Publicly () Privately ()
5. If publicly held, how and where is the stock traded?

6. List the following:

Authorized Issued Outstanding

(a) Number of voting shares:

(b) Number of non-voting
shares:

(c) Number of shareholders:

(d) Value per share of
Common Stock: (if publicly traded)

| | |
|--------|----|
| Par | \$ |
| Book | \$ |
| Market | \$ |

CORPORATION STATEMENT (Cont'd.)

7. Furnish the name, title, address and the number of voting and non-voting shares of stock held by each officer and director and each shareholder owning more than 5% of any class of stock. If more than 5% of any class of stock is held by one or more corporations, then each owner-corporation must also complete separate pages (type corporation name on said pages for identification purposes) and furnish the required financial statement.

If said owner-corporations are owned by other corporations, then these other corporations must also complete separate pages (type corporation name on said pages for identification purposes) and furnish the required financial statement. The City Manager requires information on all corporations that directly or indirectly have an ownership in the Proposer-corporation.

8. If an individual or corporation will be guaranteeing performance of the Proposer corporation, state name here _____ and also complete separate pages and if corporation (type corporation name on said pages for identification purposes), furnish financial statement for the individual or corporate guarantor.

M5. TEAM'S EXPERIENCE STATEMENT

Describe, in detail, the duration and extent your team has worked together on projects, with special emphasis upon experience, if any, with large scale multi-use, public-private and waterfront-oriented development projects. Also state, in detail, the names and pertinent experience of the persons who will be directly involved in development and management of the operation. List the names and locations of currently owned commercial real estate and Proposer's percentage ownership, and any such facilities currently managed by Proposer. In addition, please also provide photographs or other illustrative material depicting projects that will demonstrate your ability to complete a quality project, also describing the built environment surrounding any such developments. The name and address should be given for each project identified, as well as persons familiar with the development who may respond to inquiries from the City Manager. Proposers should also identify their specific role and their individual team members' role in each project.

M6. PROPOSER'S ARCHITECT

Name, address and telephone number of architectural firm:

Name:

Street
Address:

Mailing
Address:

Telephone: ()

Is the firm registered to practice in Florida? Yes () No () (If yes, please submit proof of registration.)

Names of principals and their titles who will be chiefly responsible for the planning and design of the Project:

| | |
|------|-------|
| Name | Title |
| Name | Title |
| Name | Title |

Names, addresses, and telephone numbers of other design consultants who will have a major role in designing the Project.

| | |
|---------------------------|---------------------------|
| Name of Firm | Name of Firm |
| Street Address | Street Address |
| Mailing Address | Mailing Address |
| Telephone () | Telephone () |
| Name of Principal Contact | Name of Principal Contact |

EXPERIENCE STATEMENT OF PROPOSER'S ARCHITECT

Separate and apart from the team's collaborative experience, describe, in detail, the duration and extent of architect's experience with special emphasis upon experience, if any, with large scale multi-use, public-private and waterfront-oriented development projects. Also state, in detail, the names and pertinent experience of the principals who will be directly involved in designing the project and whether the experience was with Proposer or another firm. In addition, please include photographs or other illustrative material depicting projects that will demonstrate architect's ability to design a quality development for the project. Also describe the built environment surrounding any such developments. The name and address should be given for each project identified, as well as for persons familiar with the development who could respond to inquiries from the City Manager. The architect should also identify its specific role in each project.

REFERENCES OF PROPOSER'S ARCHITECT

List two persons or firms for whom Proposer's architect has completed projects during the past three years.

Reference No. 1

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value, and magnitude of business association:

Reference No. 2

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value, and magnitude of business association:

M7. PROPOSER'S ENGINEER

Name, address and telephone number of engineering firm:

Name:

Street
Address:

Mailing
Address:

Telephone: ()

Is the firm registered to practice in Florida? Yes () No () (If yes, please submit proof of registration.)

Names of principals and their titles who will be chiefly responsible for the planning and design of the project:

| | |
|------|-------|
| Name | Title |
| Name | Title |
| Name | Title |

Names, addresses, and telephone numbers of other design consultants who will have a major role in designing the Project.

| | |
|---------------------------|---------------------------|
| Name of Firm | Name of Firm |
| Street Address | Street Address |
| Mailing Address | Mailing Address |
| Telephone () | Telephone () |
| Name of Principal Contact | Name of Principal Contact |

EXPERIENCE STATEMENT OF PROPOSER'S ENGINEER

Separate and apart from the team's collaborate experience, describe, in detail, the duration and extent of engineer's experience with special emphasis upon experience, if any, with large scale multi-use, public-private and waterfront-oriented development projects. Also state, in detail, the names and pertinent experience of the principals who will be directly involved in designing the project and whether the experience was with Proposer or another firm. In addition, please include photographs or other illustrative material depicting projects that will demonstrate engineer's ability to design a quality development for the project. The name and address should be given for each project identified, as well as for persons familiar with the development who could respond to inquiries from the City Manager. The engineer should also identify its specific role in each project.

REFERENCES OF PROPOSER'S ENGINEER

List two persons or firms for whom engineer has completed projects during the past three years.

Reference No. 1

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value, and magnitude of business association:

Reference No. 2

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value, and magnitude of business association:

**EXPERIENCE STATEMENT OF PROPOSER'S
CONTRACTOR OR CONSTRUCTION MANAGER**

Separate and apart from the team's collaborative experience, describe, in detail, the duration and extent of experience with special emphasis upon experience, if any, with large mixed shared-use or waterfront projects. Also state, in detail, the names and pertinent experience of the principals who will be directly involved in the project. In addition, please include photographs or other illustrative material depicting projects that will demonstrate contractor or construction manager's ability to build a quality development for the project. The name and address should be given for each project identified, as well as for persons familiar with the development who could respond to inquiries from the City Manager. Contractor or construction manager should also identify its specific role in each project.

**PROJECT EXPERIENCE OF PROPOSER'S CONTRACTOR
OR CONSTRUCTION MANAGER**

List all persons or firms with whom contractor or construction manager has completed projects during the past three years which exceed \$20 million.

Project No. 1

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value and magnitude of business association:

Project No. 2

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value and magnitude of business association:

Project No. 3

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value and magnitude of business association:

Project No. 4

Name:

Firm:

Title:

Address:

Telephone: ()

Nature, dollar value and magnitude of business association:

M9. PRELIMINARY PROGRAM CONCEPT

Provide anticipated mix, character and sizing of uses; key types of tenants or users; anticipated phasing; and general market contingencies that might affect programming of initial and future phases. Include a brief discussion as to how proposed program would meet City planning objectives for the project and the district including the ability to: act as a catalytic anchor to spawn additional appropriate redevelopment in the area; to incorporate a physical and/or programmatic public element that would allow it to serve as an unofficial village center or as a defining destination showpiece for the Beach and the City generally, and to serve as an exemplary model of green construction with sensitivity to the fragile ecosystem inherent in barrier islands. If Proposer includes the use of the Intracoastal Waterway property or the Hollywood Beach Theatre, please include information related to this in the response. (Note: this section may not exceed 2 pages in length; no illustrations are expected or permitted in the Stage I phase of the RFP.)

M10. RFP CHECKLIST

Please check each line item after the completion of the appropriate item.

- A. A sealed package containing one (1) original and 12 (twelve) copies of the proposal in an 8-1/2" x 11" format (Front Cover plus M1-M9) are to be submitted by 2:00 p.m. on Wednesday, September 30, 2009.

_____ I verify that the signature on page number one (1) is the signature of the person authorized to bind the agreement. (Preferably in blue ink)

_____ I acknowledge reading and signing the Hold Harmless Statement.

_____ I have included all information, certificates, licenses and additional documentation as required by the City in this RFP document.

_____ I have checked for any addendums to this RFP, and will continue to check for any addendums up to the due date and time of this RFP.

_____ I have submitted one (1) original and twelve (12) copies of the entire proposal with addendums.

_____ I have verified that the outside address label of my RFP package is clearly marked to include my company's name, address, RFP number and date of RFP opening.

_____ I have read and completed (if applicable) the "Disclosure of Conflict of Interest".

_____ I am aware that a Notice of Intent to award this bid shall be posted on the City's website at www.hollywoodfl.org and on the Procurement Services bulletin board in room 303 at City Hall, and that it is my responsibility to check for this posting. Also, I have provided my email address, as the City, at its discretion, may provide me information by such means regarding this procurement process.

NAME OF COMPANY: _____

PROPOSER'S NAME: _____

PROPOSER'S AUTHORIZED SIGNATURE: _____

DATE: _____

ADDITIONAL INFORMATION AND HELPFUL LINKS

If you received a hard copy this Request for Proposal and did not access it electronically, additional information will be available under “Johnson Street” that may be of interest to you including Exhibit 1: 2008 Phase I Environmental Site Assessment, and Exhibit 2: 2008 Subsurface Exploration and Geotechnical Engineering Evaluation Ocean Village Project Hollywood, Broward County, Florida.

Hollywood has some great virtual tours that allow you to experience the Broadwalk, an eco adventure, the City Marina, and Hollywood’s newest virtual project “Wireless Hollywood” that allows the entire community to access outdoor wireless for free. Links to these virtual tours are available at the Johnson Street page of the City of Hollywood website (www.HollywoodFL.org)

You may also wish to access the following websites:

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT

So close, the word “Hollywood” is even a part of the official airport’s name. The Fort Lauderdale-Hollywood International Airport serves 21.4 million passengers per year and provides non-stop service to more than 55 U.S. cities and international service to Canada, the Bahamas, the Caribbean, Mexico, and South America. Carriers include: American Airlines, Air Canada, Continental Airlines, Delta Air Lines, Frontier, JetBlue, Northwest, Southwest, Spirit, and US Airways. Log onto www.broward.org/airport to see how this airport is taking off.

PORT EVERGLADES

Eighty per cent of the land area of Port Everglades is actually situated within the City of Hollywood. The total value of economic activity at Port Everglades surpasses \$18 billion annually. Log onto www.porteverglades.net to learn more about the busiest cargo port in the world and one of the busiest passenger ports.

HOLLYWOOD OFFICE OF TOURISM

The Hollywood Office of Tourism is the official tourism marketing organization for the City of Hollywood. Tourism is Hollywood's number one industry. In the course of a single year, millions of visitors to Hollywood will generate approximately \$438 million in taxable sales, \$30 million in state taxes and employ thousands of area residents. Last year, Hollywood accounted for \$6.5 million or 16.04 percent of the total tourism tax collection in the Greater Fort Lauderdale region. Of the 31 cities in Broward County, Hollywood was number two, second only to Fort Lauderdale, in the contribution of tourist tax dollars to Broward County. Log onto www.visitHollywoodFL.org to get an idea of the many places to stay, things to do, ecoadventures to explore, events to experience, and more.

HOLLYWOOD BEACH CRA

The Hollywood Beach Community Redevelopment District was created in 1997 and consists of 293 acres from Sherman Street south to the south property line of the Westin Diplomat Resort and Spa, and from the Intracoastal Waterway to the Atlantic Ocean. The CRA is funded through Tax Increment Financing (TIF). In 1977 an Amendment to the Community Redevelopment Act passed by the Florida Legislature authorized tax increment financing of community redevelopment projects within the Community Redevelopment Area. Funding for the CRA is determined annually and is in the amount of the increment. This is the portion of the tax revenues generated within the redevelopment area over and above the base year (1997). The 2.5 mile Broadwalk was funded

through the increment and current projects include the undergrounding of utilities and streetscape improvements for an 18 block area. For more information, log onto www.HollywoodBeachCRA.org.

CITY OF HOLLYWOOD OFFICE OF PLANNING

The City-wide Master Plan was created in 2001 which helps guide local development. To access this plan, along with a listing of current development projects and the Zoning and Land Development Code and other helpful information log on to www.HollywoodFl.org/planning.