

# West Main RFP Update – July 13, 2020

Andrew Rothfeder



# West Main Goals

- Create a vibrant destination community that serves as gateway for further west side development.
- Connected, walkable, mixed use – within ECUA/Maritime/Beach, and connection to adjacent properties. Places to live, work, play and learn.
- Public access to waterfront with amenities – opportunities include Bruce Beach and public portions of Maritime.
- Inclusion and Local – neighboring community input in the concept stage, local and minority workforce goals in the development and construction stages, handicap accessible.
- Job creation and property tax revenue
- Financially sustainable with reasonable profit. Business model that creates opportunities for other private developers to take separate pieces.
- Compliance with Master plan
- Shared parking at Maritime Park

## RFP Timeline for Proposals and Awards

RFP Released for Bid Written		April 20, 2020
Questions Due		May 7, 2020
Answers to Questions Distributed		May 18, 2020
Bids Due		June 30, 2020
Oral Presentations		July 9-10, 2020
Panel Recommendations to City Staff		July 31, 2020
City Staff Development Review		August 21, 2020
Recommendation to City Council	Maritime	August 29, 2020
Exclusive Negotiation		August 30 – September 30, 2020
Council Approval of Contract(s)	Maritime	October Meeting

# **West Main RFP Review and Recommendation Panel**

**Pastor Lonnie Wesley**

**Michelle Snow**

**Mort O'Sullivan**

**Ashton Hayward**

**Tia Robbins**

**Jeff Carrico**

**Marina Khoury**

**Andrew Rothfeder**

# Confidentiality and Conflicts of Interest

## Policy Statement for Review Panel Members

The purpose of the Review Panel is to render a fair and faithful recommendation in the proposal selection process based strictly on the information proposed and the applied professional expertise of the individual Review Panel Members. This Policy Statement shall be read and signed by each Review Panel Member and shall serve as an oath of confidentiality and full disclosure of any conflicts of interest.

### Confidentiality

Confidentiality is the preservation of privileged information. To avoid unauthorized or improper disclosures of such information, Review Panel Members are cautioned to demonstrate professionalism, good judgment, and care at all times in handling any information related to the proposals, the proposers, and the deliberation process.

Review Panel members shall not use or disclose technical, business, trade or other confidential information acquired by virtue of being on the Review Panel. Review Panel Members are expected and encouraged to discuss the proposals in meetings and with one another, however, they shall not report opinions expressed in meetings, nor shall they report independently on panel action, or engage in any communication of the confidential and privileged information revealed in the process to any other person, including relatives, friends, and business and professional associates. Confidential information does not include information that is now or hereafter publicly known through no wrongful disclosure act of any Review Panel Member.

### Conflicts of Interest

A conflict of interest arises when the interests of a Review Panel Member create a direct or perceived, potential or apparent, opportunity for advancing the personal gain of a Review Panel Member or of a close relative, associate or business partner. Conflicts of interests can be both personal and professional.

Review Panel Members shall not have interests that compete with, or diminish, the loyalty of the member to the purpose of the Review Panel. Review Panel Members shall not have an economic interest which would reasonably appear to be affected by their inclusion on the Review Panel. Review Panel Members shall immediately disclose any personal, business, or volunteer affiliations that may give rise to a real or apparent conflict of interest.

### **Certification**

**I hereby certify that I have read the Confidentiality and Conflicts of Interest Policy Statement for Review Panel Members presented above. I represent and warrant that I have no conflict of interest to report. I represent and warrant that I agree to abide by the requirements of the policy and to inform Andrew Rothfeder immediately if I believe any violation (unintentional or otherwise) of confidentiality or conflict of interest has occurred.**

Signature \_\_\_\_\_ Name \_\_\_\_\_ Date \_\_\_\_\_

# Evaluation Criteria

## **Experience and Qualifications – 20 points**

Experience developing mixed-use projects of comparable size in a downtown setting  
Financial strength of the development team  
Active litigation, judgment liens and outstanding payments (negative points)

## **Financial Proposal – 15 points**

Defined source and percentage of debt and equity  
Financial feasibility and cash flow analysis

## **Economic Benefit – 15 points**

Acquisition price  
Financial return to the property Owner (ROI), economic impact (e.g. job creation, tax revenues)

## **Project Development and Design – 30 points**

Project's ability to continue Pensacola's vibrant development  
Design (Mixed-use, residential density, Master Plan guidance, parking)  
Development timeline (e.g. construction commencement and delivery timing)  
Activation of the waterfront, connection to the water, including civic and community benefits.  
Quality of Design, Construction, Resiliency & Environmental Impact

## **Oral Presentations and Questions – 10 points**

## **Covenant with Community – 10 points**

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Questions?