

February 14, 2017

To: Community Redevelopment Agency
From: DeeDee Davis, NAI Halford Commercial Real Estate
Subject: Hawkshaw Update and Recap

Dear CRA Board Members,

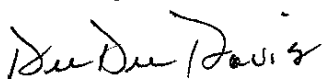
Thank you so much for the opportunity last week to present an update on the NAI Halford marketing of CRA properties, specifically the Hawkshaw property. As we work together to secure a preferred proposal for development, it is imperative that we share a clear understanding of expectations associated with proposals. I believe that Rob Robinson of Urban Design Associates did an excellent job during his webcast of clarifying design requirements while also identifying opportunities for flexibility and creativity. Hopefully, the results that came from the March 6, 2017 meeting of the CRA regarding Hawkshaw will allow us now to move forward in a timely manner that gives all interested parties, both public and private, a level of comfort and trust.

Per our contract with the CRA and following the 30 day notification period, the disposition properties have thus been marketed through CMLS, MLS, LoopNet, and more than 200 international commercial websites. Additionally, we sent marketing materials to preferred developers and brokers as well as posting on social media. The initial responses caused us to pause and address repeated concerns but we feel the project is back on the right track now, following the discussion last week. Custom signage is ready for installation and detailed information regarding proposals is ready to be added to all marketing venues.

Attached you will find the timeline for the process of securing proposals, a copy of the RFP that will go out through all marketing sites, and a copy of the criteria score sheet that will be used by the Evaluation Committee.

Please let me know if you have any questions. We do feel honored to represent the City of Pensacola through the CRA as your commercial real estate professionals.

Sincerely,



DeeDee Davis

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