

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA, RANKING THE RESPONSES TO THE CITY'S NOTICE OF RECEIPT OF AN UNSOLICITED PROPOSAL AND WILLINGNESS TO ACCEPT COMPETING PROPOSALS FOR THE REDEVELOPMENT OF THE CITY'S HOLLYWOOD BEACH CULTURE AND COMMUNITY CENTER, ADJACENT PARKING LOTS AND RECREATIONAL AREAS, AS PART OF A PUBLIC PRIVATE PARTNERSHIP TO CREATE NEW PUBLIC FACILITIES AND AMENITIES ALONG WITH PRIVATE FACILITIES ON THE CITY-OWNED PARCELS OF LAND GENERALLY LOCATED AT 1301 SOUTH OCEAN DRIVE BETWEEN AZALEA TERRACE AND BOUGAINVILLEA TERRACE; AUTHORIZING THE APPROPRIATE CITY OFFICIALS TO NEGOTIATE A COMPREHENSIVE AGREEMENT WITH PRH 1301 S OCEAN DRIVE, LLC, WHOLLY OWNED AND CONTROLLED BY THE RELATED GROUP, AS THE HIGHEST RANKED FIRM.

WHEREAS, the City received an unsolicited proposal from PRH 1301 S Ocean Drive, LLC, an entity wholly owned and controlled by The Related Group, along with a check in the amount of \$25,000.00, per the City Code of Ordinances, proposing a public-private partnership for the redevelopment of the City's Hollywood Beach Culture and Community Center inclusive of nearly 100,000 square feet of public facilities and open space along with 300 private residential units; and

WHEREAS, the City determined that the proposal was for a qualified project under the provisions of Section 255.065, Florida Statutes, titled "Public-Private Partnerships"; and

WHEREAS, on June 23, 2020 and June 30, 2020, the City posted "Notice of the Receipt of an Unsolicited Proposal" for a Public Private Partnership Opportunity for the Redevelopment of the Hollywood Beach Culture and Community Center located at 1301 S. Ocean Drive and the City's willingness to accept competing proposals in accordance with Florida Statute Section 255.065; and

WHEREAS, on September 28, 2020, all competing proposals were due to the City, and a total of eight proposals were received from the following firms: Chateau Group; The Continuum Company; Key International/13th Floor Investments; The Related Group; RIDA Development; Integra; Mill Creek, and The Capital Group; and

WHEREAS, a Selection Committee was formed consisting of six voting members and five non-voting members with the Communications, Marketing & Economic

Development Director, Development Services Director, Community Redevelopment Agency Deputy Director, Design and Construction Management Assistant Director, Parks and Recreation & Cultural Arts Assistant Director, and Fiscal Affairs Special Projects Manager as voting members; and the Assistant City Manager/Sustainable Development, Community Redevelopment Agency Executive Director, Office of Budget & Performance Management Director, Planning Manager, and Principal Planner as non-voting members, along with Legal counsel by the City Attorney and Deputy City Attorney; and

WHEREAS, the Selection Committee met for the first time on November 10, 2020, where the City's real estate advisory firm, CBRE, provided a financial and technical overview of all proposals received, and based on this review, all firms were invited to provide oral presentations; and

WHEREAS, the Selection Committee met to hear oral presentations on December 1st and December 3rd, 2020; and

WHEREAS, on December 9, 2020, the selection committee created a short-list of firms based on the following evaluation criteria:

- Factor 1 Experience and Qualifications
- Factor 2 Economic Benefit
- Factor 3 Project Development and Design
- Factor 4 Financial Proposal ; and

WHEREAS, the Selection Committee short-listed four firms: The Related Group, Key International/13th Floor Investments, The Continuum Company and Chateau Group; and

WHEREAS, on January 20, 2021, these four firms provided a public presentation to the City Commission, and on January 21, 2021, a request to submit a Best and Final Offer ("BAFO") was sent to each of the short-listed firms and all four firms provided responses by the City's required deadline; and

WHEREAS, on February 18, 2021, the Selection Committee met to review the BAFOs and to rank the firms, and the outcome of the final ranking was as follows:

1.	The Related Group	1.89
2.	Key International/13 <sup>th</sup> Floor Investments	2.17
3.	Continuum Company	2.30
4.	Chateau Group	2.92

; and

WHEREAS, the Selection Committee recommends that the City Commission accept the Committee's ranking and authorize the appropriate City officials to negotiate a Comprehensive Agreement with the top ranked firm, Related Group's PRH 1301 S Ocean Drive, LLC, to develop a mixed use project inclusive of public and private facilities

and amenities on the approximately 4.2 acres of City-owned property located at 1301 S. Ocean Drive; and

WHEREAS, the Comprehensive Agreement, including Ground Lease, will be brought back to the City Commission for consideration and approval.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF HOLLYWOOD, FLORIDA:

Section 1: That the foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and are incorporated in this Resolution.

Section 2: That it approves the selection committee's recommendation and scoring of PRH 1301 S Ocean Drive, LLC's proposal, and authorizes the appropriate City officials to negotiate a Comprehensive Agreement with PRH 1301 S Ocean Drive, LLC, an entity wholly owned and controlled by Related Group.

Section 3: That this Resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
JOSH LEVY, MAYOR

ATTEST:

\_\_\_\_\_  
PATRICIA A. CERNY, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL  
SUFFICIENCY for the use and reliance  
of the City of Hollywood, Florida, only.

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DOUGLAS R. GONZALES  
CITY ATTORNEY