



City of Hollywood

Hollywood City Hall
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Legislation Text

File #: R-2023-028, **Version:** 1

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Ranking Firms To Provide Services Related To The Orangebrook Golf Course Redevelopment, A General Obligation Bond Project, Through A Public-Private Partnership; Authorizing The Appropriate City Officials To Negotiate An Agreement With One Of The Four Ranked Firms.

Economic Vitality

Staff Recommends: Approval of the attached Resolution.

Explanation:

At the Commission meeting on January 18, 2023, the Commission gave guidance to have the Evaluation Committee re-score/re-rank the Orangebrook firms based on new information that was presented by the firms up to and during that meeting. The newly presented information from each firm was shared through updated BAFOs with the Evaluation Committee in order for them to re-score/re-rank the firms, and information was also used to update analysis documents from our consultants (CBRE and National Golf foundation) assisting with the project. On February 13, 2023, the Evaluation Committee re-scored/re-ranked the updated BAFOs from each firm during a public Evaluation Committee meeting. The updated scores/ranks from the February 13, 2023, meeting as well as the updated CBRE Analysis and BAFOs have been attached to this agenda item.

January 18, 2023 meeting:

An unsolicited offer for the Orangebrook Golf Course Redevelopment ("OB Redevelopment") was received by the City under the provisions of the State of Florida's Public-Private Partnerships ("P3") statute (*Section 255.065, F.S.*). According to the P3 statute, the City determined the proposal to be qualified and published the required notice of the receipt of an unsolicited proposal and the City's willingness to accept competing proposals for OB Redevelopment. The City's real estate consultant and transaction advisor, CBRE, ensured that the project was broadly marketed to obtain the most beneficial proposals for the City and its taxpayers. The opportunity to submit proposals was noticed on April 15, 2021, with all submissions due by August 12, 2021. A total of six (6) proposals were received for this project.

The City's Office of Procurement and Contract Compliance ("Procurement") established an Evaluation Committee ("Committee") comprised of City staff with expertise in real estate, economic development, construction, architecture, engineering, recreational facilities, municipal finance and budgeting to review the six (6) proposals. The Committee was comprised of eight (8) voting City employees, four (4) non-voting City employees, and non-voting consultant experts from CBRE and the National Golf Foundation ("NGF"). The Committee reviewed all proposals, received presentations from CBRE and NGF on their analysis of the proposals, obtained additional information and clarification on proposal inquiries, and received presentations from all of the firms.

During the evaluation process, firms were given the opportunity to present their proposals to the City Commission in a public workshop, and received City Commission and community feedback in order to refine and revise their proposals towards submitting their Best and Final Offer ("BAFO") to the City. Once received, the BAFOs were reviewed by the Committee in addition to all information previously provided by the firms, and scored/ranked towards making a recommendation to enter contract negotiations with one of the firms. A total of six (6) firms initially submitted proposals, however, two (2) firms voluntarily dropped out during the evaluation process prior to the submission of a BAFO, hence four (4) firms were scored/ranked.

The Committee recommends that the City Commission select one of the ranked firms based on which development is determined to be within the City's best interest. The Committee did express a preference for entering into contract negotiations with the top ranked firm, and felt that any of the top 3 firms could do the job since they all scored high and have adequate resources to complete the project.

Fiscal Impact:

Funding for the negotiated agreement, if necessary, will be provided by General Obligation Bond funds.

Recommended for inclusion on the agenda by:

Raelin Storey, Director of Communications, Marketing & Economic Development

Shiv Newaldass, Director of Development Services

Steve Stewart, Director, Procurement and Contract Compliance

Gus Zambrano, Assistant City Manager for Sustainable Development