



**REQUEST FOR PROPOSAL
FOR THE PURCHASE OF REAL ESTATE AND
DEVELOPMENT OF 915 FLORIDA AVE (FKA OAKS
MOBILE HOME PARK) COCOA FLORIDA 32922
SITUATED IN THE
COCOA COMMUNITY REDEVELOPMENT AREA**



Issue Date:
Monday January 22, 2018

Proposers
Q & A Vision Forum
9:00 A.M.
Monday February 5, 2018

Proposal Due Date:
4:00 P.M. Monday
March 5, 2018

**REQUEST FOR PROPOSAL
FOR THE PURCHASE OF REAL ESTATE, AND
DEVELOPMENT OF 915 FLORIDA AVE (FKA OAKS
MOBILE HOME PARK) SITUATED IN
THE COCOA COMMUNITY REDEVELOPMENT AREA IN
COCOA FLORIDA 32922**

The City of Cocoa (“City”) and Cocoa Community Redevelopment Agency (“CRA”) invite developers, end-users and interested parties (collectively “Proposer”) to submit a **Proposal** to purchase and develop a **4.38-acre site** (parcel number 24-36-33-80-00023 0-0000.00)) situated at the Southwest corner of Rosa L. Jones Blvd and Florida Avenue, having an address of **915 Florida Ave (FKA Oaks Mobile Home Park)**, Cocoa Florida (See Exhibit A Legal and Exhibit B Survey Attached). A companion .55-acre parcel (parcel number 24-36-33-00-00755) lies contiguous to the subject site, and is owned by the City of Cocoa. The companion parcel, located outside of the Cocoa Redevelopment Area, will also be available to the selected Proposer for ancillary uses through an agreement with the City only.

MANDATORY Proposers Q & A Vision Forum

9:00 A.M.

Monday February 5, 2018

Cocoa City Hall 3rd Floor Conference Room

A site visit will immediately follow this Mandatory Pre-Bid Conference. Latecomers will not be allowed to enter the mandatory Vision Forum and consequently will not be allowed to propose.

Due date for receipt of Proposals is 4:00 P.M. Monday March 5, 2018

Response packages shall be mailed or hand-delivered to the Office of the Purchasing Manager, located at 65 Stone St., Cocoa, Florida 32922. Responses received after the specified time and date will not be accepted. The City will not be responsible for mail delays, late or incorrect deliveries. The clock located in the lobby of the Office of the Purchasing Manager will be the official authority for determining late responses.

One (1) original (MARKED “ORIGINAL”), five (5) copies and one (1) electronic copy on CD or USB Flash Drive in PDF format, of all responses and required attachments must be executed and submitted in a sealed envelope. Respondent shall mark response envelope, RFP# P-18-11-COC. Respondent name and return address must be clearly identified on the outside of the envelope.

SECTION I. BACKGROUND

The City of Cocoa and Cocoa Community Redevelopment Agency invite Requests for Proposals to purchase and develop real estate for the property located at 915 Florida Avenue in Cocoa Florida. The property is currently owned by the City of Cocoa. The CRA and the City entered into

a MOU (Memorandum of Understanding) regarding the property in January 2016 subject to City acquisition, and the portion of the subject property located within the Redevelopment Area may be conveyed to the CRA. However, the final conveyance decision to the CRA is pending as of the date of this RFP.

This development of this site is expected to serve as a catalyst for redevelopment in the western portion of Cocoa Village located within the Redevelopment Area. The proposed project should be attractive, stimulate additional development activity, provide opportunity for new small business growth, and substantially add to the historic and cultural charm of Cocoa Village. Proposers are encouraged to seriously consider incorporating compatible neighborhood commercial uses on the NE portion of the site fronting Florida Avenue and Rosa L. Jones.

The property is currently zoned for Core Commercial (CC) use, primarily for high intensity urban development. The future land-use for the property is Mixed Use. This designation is intended for a wide range of urban style development. The main part of the property is also within the Cocoa Waterfront Overlay District. The Overlay District establishes urban design standards to perpetuate the positive design elements and the residential and commercial development patterns found within the Cocoa Village and Cocoa Community Redevelopment Area.

Respondents should review and evaluate the applicable Zoning Code to determine the development requirements for these land uses and zoning designations before submitting a proposal. The City and CRA do not anticipate a future land-use or zoning change in relation to this site.

SECTION 2. ABOUT COCOA VILLAGE

The site is situated within historic Cocoa Village, the downtown core of the City of Cocoa. Cocoa was first settled in the mid-1800s and has evolved into one of Brevard County's premier shopping and entertainment districts.

The Village is located adjacent to State Route 520, has a vibrant riverfront and community park, on the Indian River, tree-lined streets, with more than 150 quality shops and gathering places where one can enjoy the relaxing atmosphere of a nostalgic riverside community such as dining at one of several gourmet restaurants, attending a show at the historic Cocoa Village Playhouse, an event at the historic Porcher House, take an Indian River Tour on the Indian River Queen, or plan a visit to the Florida Historical Society to find out more about all of Florida times past. More than 135,500 persons annually attend over one hundred different special-events in Cocoa Village, ranging from Weddings, Seminars at the Civic Center, the Space coast Marathon, and much more.

Future Waterfront Development Plan: The recent flurry of development interest underscores the importance of developing an updated vision for the Cocoa Waterfront that can be implemented within three to five years. The City and CRA believe that improvement of the waterfront and its associated amenities is directly related to the image and viability of the City of Cocoa and its downtown. This will enhance attractiveness of the Historic Cocoa Village and add value for residents, businesses, investors, developers, and visitors. The Plan is scheduled to be completed in March 2018, with implementation commencing in 2018/2019. The development of 915 Florida

Avenue will improve connectivity between South Cocoa Village and the Waterfront.

Florida Avenue Redevelopment: The recently completed \$3.4 Million Florida Avenue Complete Streets infrastructure project resulted in new sidewalks, shared bike/car lanes and lighting to improve mobility for pedestrians, bicyclist, motorists, and transit riders of all ages and abilities. The project is also highly significant as part of the City of Cocoa's vision for Historic Cocoa Village and the Cocoa Waterfront. Implementation of the Complete Streets Principals aligns with the master plan developed by the Cocoa CRA.

This plan established six planning principals:

- Connect the river to the city
- Enhance and connect open space
- Livable approach to streets and traffic
- Expand Main Street district-wide
- Enhance the Village Arts image
- Enhance the sub-districts

The new Florida Avenue Gateway to Cocoa Village spurred over \$1.5 million in new private sector retail, and dining establishments.

Forrest Avenue Cocoa Village Gateway Entrance: In Fiscal Year 2018, the Cocoa CRA has budgeted, \$260,000, for design and construction of a Cocoa Village Gateway feature, located on a currently vacant parcel of land at corner of 6 Forrest Avenue and SR 520.

Appraisal Report: An Appraisal report prepared by Tuttle Armfield Wagner Appraisal and Research, Inc., completed on October 16, 2017, appraised the subject site at \$750,000, and the companion site at \$30,000. The Maximally Productive Recommendation for the site was for a mixed-use commercial/residential development, featuring a commercial corner that would support office, or restaurant use, with the remainder of the site being developed for townhome use.

Highest & Best Use Analysis: In August 2017, the Cocoa CRA retained Bass Fletcher Associates, Inc. to conduct a Highest and Best Use Analysis to determine the highest and best and most market feasible use of the property. A report was issued on November 1, 2017.

Market research regarding this property focused on activity and prices within the immediate subject market, with consideration also of the larger market area. Attention was paid to development properties with the same zoning districts and market potential as this property. The analysis included the examination of sales of similar urban sites in other urban areas which are not directly competitive with this property. Emphasis was placed on properties with similar market appeal and those directly competitive with this property.

The Highest and Best Use Analysis makes the following observations:

- Prices within the market area of the property have been steadily increasing for several years.
- The Cocoa Village Area is increasingly becoming an attractive destination location and a highly desirous place to live.
- The site has 420 feet of frontage on Rosa L. Jones Blvd, and 460 feet of frontage on the newly redeveloped Florida Avenue, and is adequately served with public utilities.
- Several legally permissible uses were analyzed those being residential use; office use; cultural institution uses; hotels; services and retail/commercial use; and mixed-use projects.
- The highest market demand is clear only for residential uses.¹

Four different high intensity development scenarios were analyzed as follows:

- Small 1200 square foot Townhomes
- Medium 1600 Square foot Townhomes
- Large 2,000 square foot Townhomes
- Rental Units comprised of 1,000 square feet

The analysis concluded the development of the property with residential medium sized townhomes is the highest and best use of the property.

The entire property is usable upland areas. Phase I and Phase II Environmental Site Assessments have been conducted and report there are no recognized environmental conditions.

The companion .55-acre parcel located in the City of Rockledge (parcel number 24-36-33-80-00023 0-0000.00) which lies contiguous to the subject site, is owned by the City of Cocoa. The companion site has limited development potential because it is physically narrow (approx. 80 feet wide). The City will retain ownership of the site. Approved ancillary uses and maintenance for the companion site will be outlined in a Development Agreement with the City.

SECTION II. INTENT

The City and Cocoa CRA, by this RFP, set forth its intent to sell/offer approximately **4.38 acres** within the Cocoa CRA for purposes of developing the site for its highest and best use consistent with the findings set forth in the report issued by Bass Fletcher Associates, Inc. It is anticipated that the Proposer will be an experienced developer with a proven track record of successful projects relevant to this RFP. The Proposer will be required to entered into a binding development agreement with the City and/or the CRA which will set forth the agreed upon terms and conditions of the selected development proposal including a development schedule under which the project will be completed.

SECTION III. PROPERTY DESCRIPTION

¹ Property Appraisal recommended residential with inclusion of corner commercial.

The Property is currently owned by the City and is comprised of two parcels a **4.38-acre site** (parcel number 24-36-33-80-00023 0-0000.00) situated at the Southwest corner of Rosa L. Jones Blvd and Florida Avenue, having an address of **915 Florida Ave (FKA Oaks Mobile Home Park)** Cocoa Florida (See Survey attached as Exhibit B). A companion .55-acre parcel (parcel number 24-36-33-00-00755) lies contiguous to the subject site (See Survey attached as Exhibit B).

SECTION IV. UTILITIES

The property has access to all typical utilities including but not limited to water, electric, telephone, sewer, and internet.

SECTION V. CONCEPTUAL DEVELOPMENT AND VISION

Proposals must contain an introductory narrative meeting the following minimum requirements:

- A. **Narrative and Vision Statement** – provide a clear statement for the Proposers’ vision for the Site, including how the envisioned project will relate to the surrounding area and be a catalyst for economic and redevelopment within the community redevelopment area.
- B. **Conceptual Development Program** – prepare a narrative and a visual concept of the development proposal for the Site. Drawings may be “conceptual” in format, but should be detailed enough to reflect the scope of the proposed development. Drawings should be in color and drawn to scale to the extent possible.
- C. **Green Solutions Encouraged.** – Prepare a narrative explaining any creative and innovative design solutions, including LEED Certified “green building” and sustainability.

SECTION V. PROPOSAL REQUIREMENTS

Proposals must also contain the following:

1. A detailed account of proposed terms and purchase price for the property.
2. Resume of Proposer's previous experience identifying not less than five (5) years of experience directly related to the proposed use/project type.
3. Concept or theme that does not severely duplicate or compete with any other business but would add to and or complement the current market enhancing the vitality and vibrancy of Cocoa Village, if neighborhood commercial is proposed.
4. Time periods for commencing and completing construction, and opening for business.
5. Estimated development cost, and verifiable evidence of financial capability.
6. A design, with scaled drawings that demonstrates the project will meet design criteria required by current zoning requirements.
7. A colored rendering of the site and front, back and side elevations of building (s) and decorative structures such as hardscape features and entrance signs.
8. A primary contact name and numbers including phone, fax, and email.
9. A list of any previous CRA and/or City-project or project funded in whole or in part by the CRA and/or the City that the Proposer or any member of the Proposer's team was involved with, whether directly or indirectly.
10. A signed Proposal Form (Exhibit C).

SECTION VI. PREFERRED PROPOSAL

The preferred proposal should provide:

(1) Information relating to the development and management team including but not limited to:

- A. A description of the development team.
- B. Be prepared, at some point in the review process to provide evidence of financial capacity to fund the project, supporting the Proposer's capability of undertaking this project.
- C. A complete description of the Proposer's entity (corporation, partnership, etc.) and its board of directors, principles, managers and/or management team.

(2) A commitment to develop and operate a residential townhome development consistent with the highest and best use study referenced herein and that would incorporate the proposed development project within the historical Cocoa Village and Cocoa Waterfront Master Plan in scale and design. Further, the proposed development project should introduce compatible commercial uses within that portion of the site fronting on Florida Avenue.

(3) Documentation evidencing that the Proposers has relevant and significant experience in successfully producing the proposed project or projects similar to the proposed project. The documentation should include a detailed list of such projects and background information regarding each project so the scale and quality of the project(s) can be evaluated by the City and

the CRA.

SECTION VII. INCENTIVES

The Cocoa CRA and/or City may provide:

- (1) Assistance with the application and receipt of any City regulatory approvals as required for site plan approval.
- (2) Streetscape improvements within the right-of-way.
- (3) Modifications to existing public utilities if necessitated by the City vacation of existing streets and alleys.
- (4) The companion site for ancillary uses such as storm water management. Approved uses will be outlined in the binding development agreement required by this RFP

SECTION VIII.

Proposers Q & A Vision Forum **9:00 A.M. Monday, February 5, 2018**

Cocoa City Hall 3rd Floor Conference Room

This will be an opportunity to attend a pre-proposal forum for the purposes of proposal vision casting and to address any Questions and Answers relative to the development of the proposal. Applicable City Staff will be in attendance. Relevant documents will be available on the CRA webpage.

SECTION IX. PROPOSAL PACKAGE

Please submit five (5) copies of the Proposal and one (1) electronic copy on CD in PDF format.

SECTION X. DELIVERY

Proposals should be marked "PROPOSAL FOR 915 FLORIDA AVE (FKA OAKS MOBILE HOME PARK) REDEVELOPMENT SITE" and delivered:

- (1) By hand, courier, FEDEX or otherwise to the Office of the Purchasing Manager, located at 65 Stone St., Cocoa, Florida 32922, City of Cocoa, Florida; or
- (2) By USPS mail to Purchasing Manager, at 65 Stone St., Cocoa, Florida 32922, City of Cocoa, Florida.

SECTION XI. DEADLINE – 4:00 P.M. March 1, 2018

Proposals received after the specified time and date **will not** be considered. The City and/or CRA will not be responsible for failure of the United States Postal Service, private courier, or any other delivery means to deliver a proposal to the appointed place at the specified time to be considered. The clock located in the lobby of the City Hall will be the official authority for determining late responses.

SECTION XII. SELECTION

Proposals must meet the RFP selection criteria (Exhibit D). Staff shall review all qualified proposals and the proposal selected, if any, that is determined to be in the public interest for uses in accordance with the CRA's Redevelopment Plan. Qualified proposals will be presented to the Cocoa City Council and the Cocoa CRA Board for consideration of ranking all qualified proposals. The Proposer that has submitted the top ranked proposal will be asked to negotiate and approve a binding development agreement with the City and/or CRA. The City and the CRA reserve the right, at their sole discretion, with or without notice, to cease and/or commence negotiations with any of the Proposers that have submitted a ranked proposal at any time. In the event that the rankings of the City Council and the CRA Board differ, the rankings approved by the City Council will prevail for purposes of completing this RFP. Any binding development agreement shall be approved separately from the rankings by, and at the sole discretion of, the City Council of Cocoa and/or the Agency Board and shall depend on numerous factors including the Proposer's ability to accept the terms and conditions of a development project which the City and the CRA find desirable.

SECTION XIII. DEVELOPMENT AGREEMENT

Subsequent to the award, the Proposer and the City and/or Cocoa CRA will be required to negotiate and enter into a binding development agreement setting forth the terms and conditions of the development project.

SECTION XIV. INQUIRIES AND QUESTIONS; ANTI-LOBBYING PROVISION.

All inquiries, questions, requests for interpretation, correction, or clarification can be made to City of Cocoa Purchasing Manager, Sonja Hamilton, 321-433-8833, or email shamilton@cocoafl.org, or by FAX 321-433-8860. If it becomes necessary to revise or amend any part of this RFP, the Purchasing Manager will furnish the revision by written Addendum to all prospective Proposers who are recorded with the City as having received an original RFP.

PROPOSERS AND PERSONS DESIRING TO RESPOND TO THIS RFQ ARE HEREBY NOTIFIED THAT ALL COMMUNICATIONS REGARDING THIS RFQ, WHETHER IN WRITING, ELECTRONIC, VERBAL, OR BY SOME OTHER MEANS, AND WHETHER MADE INDIRECTLY BY THIRD PARTIES OR DIRECTLY BY THE PROPOSER OR PERSON DESIRING TO RESPOND TO THIS RFP SHALL BE SUBMITTED TO THE CITY'S PURCHASING MANAGER, EXCEPT LEGAL MATTERS MAY BE DIRECTED TO THE CITY ATTORNEY DIRECTLY OR THROUGH THE PURCHASING MANAGER. EXCEPT AS EXPRESSLY REQUIRED BY THIS RFQ FOR FORMAL PRESENTATIONS (IF ANY), ANY INDIRECT OR DIRECT COMMUNICATIONS AND LOBBYING REGARDING THIS RFQ MADE TO MEMBERS OF THE CITY COUNCIL, MEMBERS OR AGENCY MEMBERS, OR ANY SELECTION ADVISORY COMMITTEE, OR ANY OTHER CITY OFFICIAL ARE STRICTLY PROHIBITED AND SHALL CONSTITUTE GROUNDS FOR IMMEDIATE DISQUALIFICATION.

SECTION XV. CITY OF COCOA – COCOA CRA RESERVATIONS

The City of Cocoa and Cocoa CRA reserve the right to:

- (1) Modify, waive, or otherwise vary the terms and conditions of this RFP at any time, including

but not limited to, deadlines for submission and proposal requirements.

- (2) Reserves the right to hear presentations from the top ranked firm(s).
- (3) Select one or more proposals to develop the entire site or a portion thereof; or award the developments rights for the site to more than one developer.
- (4) Waive irregularities in the proposals.
- (5) Reject or refuse any or all proposals.
- (6) Cancel and withdraw this RFP at any time.
- (7) Negotiate with any or all Proposers to obtain terms most beneficial to the Cocoa CRA.
- (8) Accept the proposal which, in its sole and absolute discretion, best serves the interest of the City and Cocoa CRA.

SECTION XVI. DISCLOSURES

- (1) Information contained in this RFP is believed to be reliable; however, interested parties should rely on their own experts for counsel.
- (2) All proposals submitted to the City and Cocoa CRA are subject to public disclosure pursuant to Chapter 119, Florida Statutes. However, proposals will be exempt from public records disclosure for a period of time in accordance with Section 119.071, Florida Statutes. Furthermore certain exemptions to the public records law are also statutorily provided for under section 119.07, Florida Statutes and other applicable laws, for certain information such as "trade secrets". If the Proposer believes any of the information contained in his or her response is exempt from the Public Records Law, then the respondent must in his or her response, specifically identify the material which is deemed to be exempt and cite the legal authority for the exemption, otherwise, the City and CRA will treat all materials received as public records.
- (3) PUBLIC ENTITY CRIMES - A person or affiliate who has been placed on the Convicted Vendor List following a conviction for a public entity crime may not submit a response on a contract to provide any goods or services to a public entity, may not submit a response on a contract with a public entity for the construction or repair of a public building or perform any public work, may not submit a response for leases of real property to a 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 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the Convicted Vendor List. A person or affiliate on the Convicted Vendor List will not be considered under this RFP by the City and CRA.
- (4) The City and CRA are not responsible for any expenses that Proposers or prospective Proposers may incur in preparing and submitting responses called for in this request. The City and CRA will not pay for any out-of-pocket expenses, such as word processing; photocopying; postage; per diem; travel expenses; and the like, incurred by the respondent. The City and CRA will not be liable for any costs incurred by the respondent in connection with any interviews/presentations (i.e., travel, accommodations, etc.). Proposers are hereby advised that Proposers submit or consider submitting proposals under this RFP at their sole risk and that the City and CRA will not be liable or responsible for any claims for damages or equitable relief resulting from the City's and CRA's exercise of its discretion to approve or reject any proposal submitted in furtherance of

this RFP. Nothing contained in this paragraph or elsewhere in this contract is in any way intended either to be a waiver of the limitation placed upon the City's and CRA's liability as set forth in Section 768.28 Florida Statutes, or to extend the City's and CRA's liability beyond the limits established in said Section 768.28 Florida Statutes.

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Exhibit "A"
Legal Description:

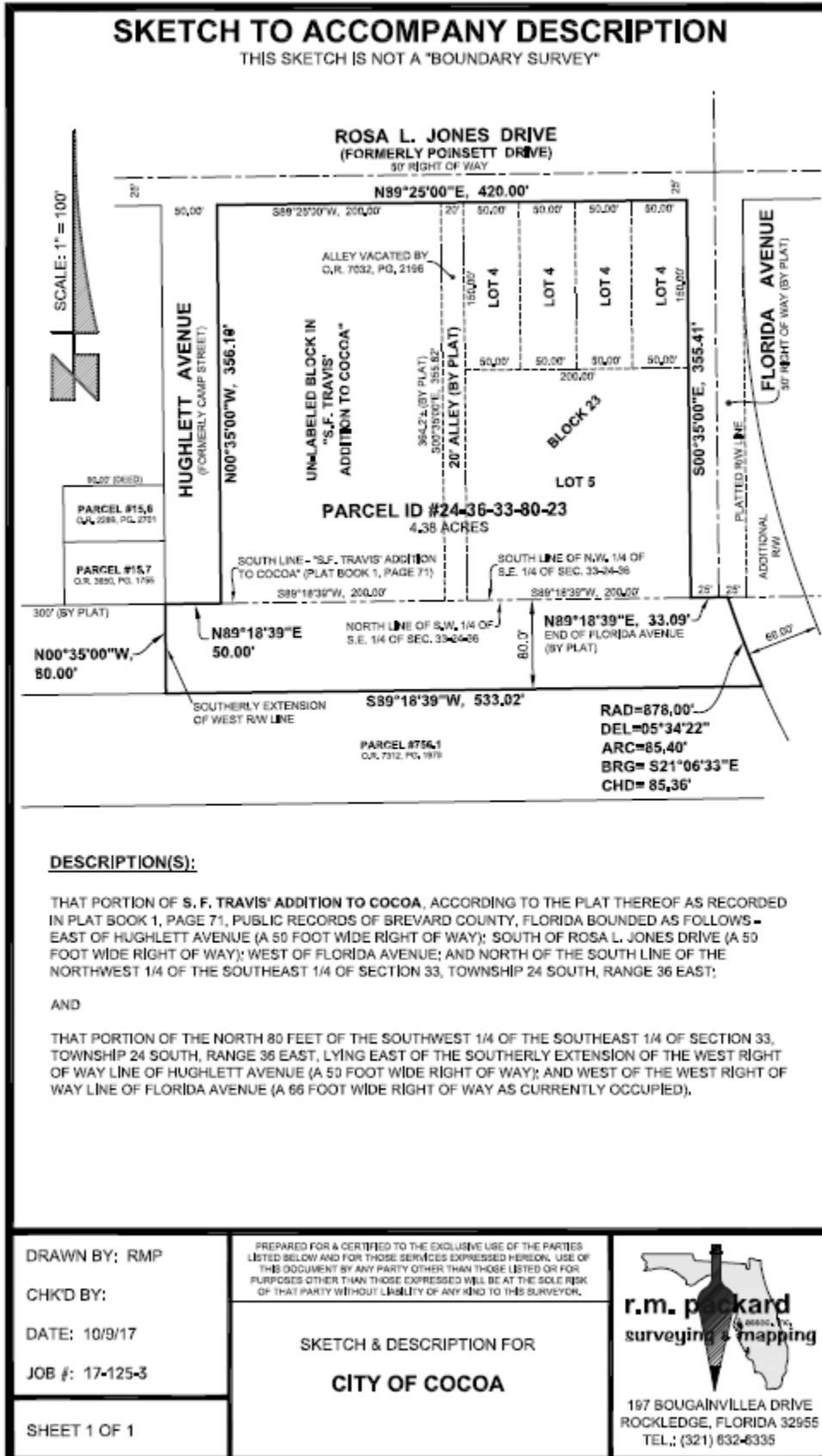
That portion of S.F. Travis Addition to Cocoa, according to the plat thereof as recorded in plat book 1, page 71, public records of Brevard County, Florida, bounded as follows – East of Hughlett Avenue (A 50 Foot wide right of way); South of Rosa L. Jones Drive (A 50 Foot wide right of way); West of Florida Avenue; and North of the South lines of the Northwest $\frac{1}{4}$ of the Southeast $\frac{1}{4}$ of Section 33, Township 24 South, Range 36 East;

And

That portion of the North 80 Feet of the Southwest $\frac{1}{4}$ of the Southeast $\frac{1}{4}$ of Section 33, Township 24 South, Range 36 East, lying East of the southerly extension of the West right of way line of Hughlett Avenue (A 50 Foot wide right of way); and West of the West right of way line of Florida Avenue (A 66 Foot wide right of way as currently occupied).

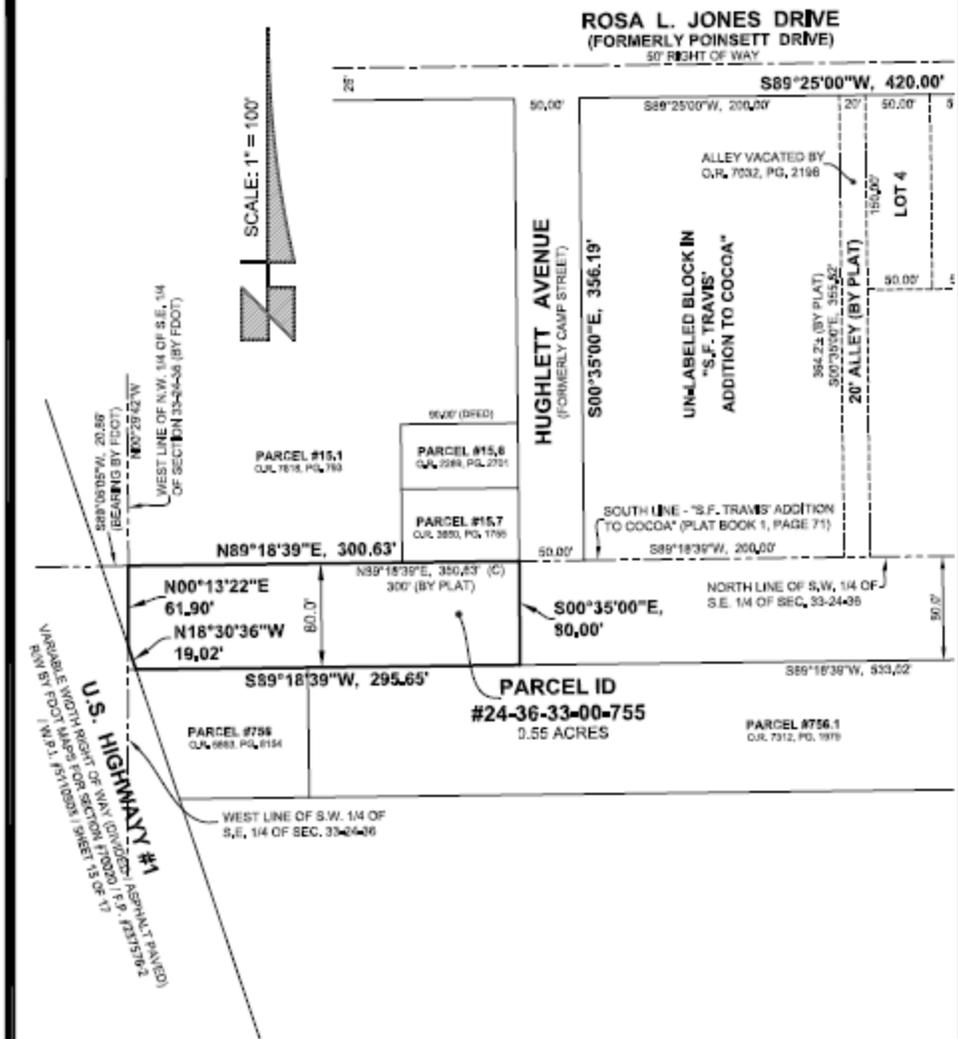


EXHIBIT B
Property Survey



SKETCH TO ACCOMPANY DESCRIPTION

THIS SKETCH IS NOT A "BOUNDARY SURVEY"



DESCRIPTION:

THAT PORTION OF THE NORTH 80 FEET OF THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 33, TOWNSHIP 24 SOUTH, RANGE 36 EAST, LYING EAST OF THE WEST LINE OF SAID SOUTHWEST 1/4 OF THE SOUTHEAST 1/4; AND WEST OF SOUTHERLY EXTENSION OF THE WEST RIGHT OF WAY LINE OF HUGHLETT AVENUE (A 50 FOOT WIDE RIGHT OF WAY) AS SHOWN ON THE PLAT OF S, F, TRAVIS' ADDITION TO COCOA, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 1, PAGE 71, PUBLIC RECORDS OF BREVARD COUNTY, FLORIDA;
 LESS AND EXCEPT ANY PORTION LYING WITHIN THE RIGHT OF WAY OF U.S. HIGHWAY NO. 1.

DRAWN BY: RMP
 CHK'D BY:
 DATE: 10/9/17
 JOB #: 17-125-3
 SHEET 1 OF 1

PREPARED FOR & CERTIFIED TO THE EXCLUSIVE USE OF THE PARTIES LISTED BELOW AND FOR THOSE SERVICES EXPRESSED HEREON. USE OF THIS DOCUMENT BY ANY PARTY OTHER THAN THOSE LISTED OR FOR PURPOSES OTHER THAN THOSE EXPRESSED WILL BE AT THE SOLE RISK OF THAT PARTY WITHOUT LIABILITY OF ANY KIND TO THIS SURVEYOR.

SKETCH & DESCRIPTION FOR
CITY OF COCOA

r.m. peckard
 surveying & mapping

197 BOUGAINVILLEA DRIVE
 ROCKLEDGE, FLORIDA 32955
 TEL.: (321) 632-6335

EXHIBIT C
PROPOSAL FORM

REQUEST FOR
PROPOSAL FOR
915 FLORIDA AVE (FKA OAKS MOBILE HOME PARK) REDEVELOPMENT SITE
Monday January 22, 2018

By submitting an RFP proposal and executing below, the undersigned individual hereby represents and warrants that they have the full authority on behalf of Proposer to submit this RFP package to the City of Cocoa and Cocoa Community Redevelopment Agency, and bind the Proposer to the terms and conditions of this RFP. The Proposer represents and warrants to the City of Cocoa and Cocoa Redevelopment Agency that they have read, understand, and agree to abide by all the terms and conditions set forth in the RFP Package and all subsequently issued addendums. Further, Proposer certifies, represents, and warrants that all information contained in Proposer's RFP submittal is accurate and truthful and that the City of Cocoa and Cocoa Community Redevelopment Agency will rely on said information during the RFP process. Proposer further understands and agrees that misleading, fraudulent, untruthful, and deceitful information, whether presented to the City and the CRA in writing or verbally, shall be grounds for immediate disqualification. Additionally, Proposer agrees that the City of Cocoa and Cocoa Community Redevelopment Agency shall have the sole discretion to rank respondents to this RFP. The final ranking of the qualifications of all Proposers by the City and CRA do not guarantee that any of the highest ranked Proposers will be selected to develop the property required by this RFP.

Name of Company/Organization

Signature of individual submitting proposal for above Company/Organization

Printed name of individual

E-mail address

Phone

Fax

Date

EXHIBIT D
Selection Criteria

Proposer Name: _____

Evaluator: _____

Scale	Weight		
	1. Professional Abilities/Experience - 35 points	_____ (0-35)	
	a. Relevant development/redevelopment experience	_____ (0-10)	35%
	b. Relevant Private/Public Partnership experience	_____ (0-5)	
	c. Relevant Experience of this project size and scope	_____ (0-10)	
	d. Ability/Capacity to Produce Services in a timely manner	_____ (0-10)	
	2. Financial Feasibility - 25 points	_____ (0-25)	25%
	Sufficient evidence of financial ability	_____ (0-15)	
	Demonstration of project financial feasibility	_____ (0-10)	
	3. Concept Development/Overall Vision – 30 points	_____ (0-30)	30%
	Meets Zoning and Cocoa Overlay District Requirements	_____ (0-10)	
	Creative/Innovative Design and sustainability solutions Meeting Cocoa CRA goals and objectives	_____ (0-10)	
	Vision is well thought out, will add value to Cocoa Village, and is likely to attract additional investment	_____ (0-10)	
	4. Development Schedule – 10 Points	_____ (0-10)	10%
	Project commencement (hard start) within 12 months	_____ (0-5)	
	Project Schedule Clearly Delineated	_____ (0-5)	

TOTAL SCORE: _____ **RANK:** _____

Comments/Justification:

Professional Abilities of Personnel

Approach to and Understanding of Scope of Service

Location/Familiarity with City of Cocoa
