

**Request for Proposals
Development of 8-Acre Site
Adjacent to Frank Brown Park Sports Complex**

1.0 Introduction & Overview

Panama City Beach, Florida is one of the state's fastest growing areas. Located along the Gulf of Mexico in Florida's Great Northwest, Panama City Beach is experiencing unprecedented growth. With a population of approximately 14,000 permanent residents and an estimated 25,000 visiting the area daily, the City desires to enhance the quality of services, facilities and experiences for its residents as well as their visitors.

The City of Panama City Beach is soliciting development proposals that will provide uses, amenities or facilities that complement and enhance the experience of visitors to one of the region's recreational treasures, Frank Brown Park Sports Complex and, in addition, Pier Park.

Offering

The City is offering a unique opportunity for development situated adjacent to one of the region's largest and most popular recreation facilities, Frank Brown Park Sports Complex. The development will also lie directly across the street from Pier Park, a public, beachfront park and a private retail/entertainment venue. An approximate 8-acre site currently under City ownership lying adjacent to Frank Brown Park and fronting the Panama City Beach Parkway will be made available by long term ground lease or sale for development by the firm(s) or individual(s) who will be selected based on their qualifications, development concept, presentation, and offer.

It is the desire of the City that the proposed development complement the activities and facilities located at Frank Brown Park Sports Complex and Pier Park, in addition to functioning as a destination, enhancing and improving existing community assets and providing revenue to support the operation of Frank Brown Park Sports Complex. Uses preliminarily discussed by the City include, but are not limited to, entertainment, food and beverage and retail venues.

The intent of the entire selection process is to grant the selected development partner(s) with exclusive development rights for a period of up to one year, subject to the terms of a developer's agreement which will document the developer's concept, timeframe and assurances that the developer's plan will be completed.

1.1 The Site

The approximately 8-acre site is located at the entrance to the City's Frank Brown Park with frontage along the Panama City Beach Parkway (U.S. Highway 98 also known as Back Beach Road), a major four-lane divided highway. U.S. Highways 231 and 331 and S.R.s 77 and 79 provide direct access between U.S. Highway 98 and I-10. U.S. Highway 231, Highway 331, S.R. 77 and S.R. 79 are four-lane facilities.

The parcel it is well drained with a portion of the site being currently used for overflow parking for the Frank Brown Park Sports Complex. A jurisdictional wetland is located north of the proposed development parcel. The proposed development will be required to meet the City's stormwater policy, and will need to include a dedicated stormwater pond on-site that is located and sized by a Florida Registered Professional Engineer. The proposed development will need to follow FEMA's guidelines for floodplain management generally, and

The parcel is bordered by an internal access road providing ingress and egress to Frank Brown Park from North Pier Park Road. This roadway connects to Bay Parkway and S.R. 79, increasing access to the regional sports complex and the subject 8-acre site. The parcel is presently zoned for public use, though interested developers should disregard this limitation in their preparation of proposals, as the City will consider a rezoning of the property if necessary to accommodate the selected development proposal.

The 8-acre site is located at the entrance to Frank Brown Park, a 120-acre recreational complex that provides national and regional level tournament venues. In 2019, the City's Parks and Recreation Department served over 13,000 full-time residents and over 115,000 visitors through a variety of recreational opportunities, regional competitions and national tournaments. Tournaments have included national qualifiers for USSSA Baseball, USFA Fast Pitch Softball and the Softball World Series. Amenities include 9

baseball/softball fields, eight batting cages, a t-ball field, a specially surfaced Miracle League field, three soccer fields, four multi-purpose football fields, four tennis courts, a tennis wall, two outdoor basketball courts, two shuffle-board courts, three playgrounds for various ages, an imagination playground, one large playground pavilion, two lakeside picnic pavilions, a freshwater youth fishing pond, Gayle's recreational walking and bike trails, three fenced dog parks, a 22 acre festival site, a community center and gymnasium, and an aquatic center featuring a 50 meter heated and cooled Olympic pool with a one meter springboard diving well, a seasonal 5,000 square foot kid's activity pool, and a seasonal obstacle course.

Directly south of Frank Brown Park Sports Complex and the subject parcel is Pier Park, a 266 acre parcel which extends from U.S. 98 to the City's Pier in the Gulf of Mexico. Pier Park is a partially developed family-oriented retail destination containing a mix of shopping, dining and entertainment venues, as well as a bathing beach and sightseeing/fishing pier. Simon Property Group, L.P. and the St. Joe Company are the developers. The western third of Pier Park is a passive low impact, public recreation area known as Aaron Bessant Park, which provides a 70 acre facility including an outdoor amphitheater and stage, several paved walking trails, two large scenic lakes and a Veteran's Memorial. Pier Park also offers 1200 feet of pristine, white gulf beach open to the public with ample, landscaped parking. Pier Park is a primary destination for residents and visitors alike.

2.0 Process for Respondents

The City is seeking proposals from firms and/or individuals interested in developing all or a portion of the +/- 8-acre site. It is the City's intent to solicit specific information from interested firms and individuals that would allow the City to evaluate the capabilities, development concept and the ability of potential developers to implement the project proposed. City staff will screen the submitted proposals and the City Manager will create a recommended shortlist of potential development partners for approval or change by the City Council. Shortlisted partners will be asked to make a presentation to the City Council. It is the intent of the City to select one or more development teams which will be extended exclusive rights of development for a specific period of time for a specific project.

2.1 Proposal Submittal Requirements

Each respondent shall submit the following information for review and consideration by the City.

1. Letter of interest should provide an overview of the development team including organizational structure and past experience. The Letter of Interest should provide a statement of assurance and understanding of the City's intent in the respondent's own words. The Letter of Interest should be signed by a principal of the development team that has the authority to bind the organization.
2. Provide information on the proposed development team including the roles each team member will have, their qualifications and capabilities.
3. Provide examples that demonstrate the development team's experience on previous public-private initiatives and in the implementation of the product type desired by the City.
4. Provide a detailed description of how the development team proposes developing the 8- acre site.
5. Documentation establishing the legal ability of the proposer, together with credible evidence of the availability of funding, to complete the development proposed.

2.2 Number of Response Packages

Each respondent shall submit one (1) original and seven (7) copies of the requested information (RFQ). The copies shall be secured in one package and be labeled to include the name of the responder and the name of the project "RFP for 8-Acre Site".

2.3 Anticipated Schedule

The City has established the following schedule for evaluating development teams and proposals for the +/- 8-acre site. It is imperative that each

respondent understands the importance of adhering to this published schedule. Respondents shall assume full responsibility for the timely delivery of their submittals. The City does reserve the right to amend the milestone dates as presented.

Proposals Due	within 60 days of notice
Announce shortlist	within 21 days of submission
Presentations by shortlisted respondents	within 14 days of shortlist notice
Final ranking announcement	within 14 days of presentations
Negotiations begin with #1 ranked team	within 10 days of ranking notice
Detailed financial proposal due	within 14 days of first negotiation meeting
Final negotiation and agreement execution	4-6 months from initiation of process

3.0 Terms

There will be no communication during the RFP process with the City or the City’s representatives, other than as provided in section 4.0 and such communication will be exclusively for clarification regarding procedures or development intent.

It is necessary for responding development teams to comply fully with the general terms and conditions outline in this document if they are to be considered. Each respondent should provide a statement in their Letter of Interest attesting that the respondent has read and understands these procedures.

The City has the right to accept or reject all proposals or parts of proposals and to waive any irregularity, omission or error. The City specifically reserves the right to negotiate modifications, corrections, revisions or alternations to any and all proposals or to reject all proposals in the City’s sole and absolute discretion.

4.0 Contact Person Regarding Inquiries of this RFP

Inquiries concerning this RFP, whether technical or general in nature, must be addressed in writing to the City’s designated contact person who is:

Tony O'Rourke
City Manager
City of Panama City Beach, Florida
17007 Panama City Beach Parkway
Panama City Beach, Florida 32413
850.233.5100

Responses if any will be in writing. The City will attempt to distribute responses to all who have indicated an interest in responding to this RFP, and the City reserves the right to delay opening responses to allow all firms submitting a timely response to receive any supplemental information and re-submit. The City is not responsible for any information, or reliance on same, regarding this RFP and project from a source other than written information provided by the contact person listed above.