



Community Redevelopment Agency

City of Tarpon Springs
324 East Pine Street
Tarpon Spring, Florida 34689
(727) 938-3711

<http://www.ctsfl.us/agenda.htm>

COMMUNITY REDEVELOPMENT AGENCY
MEETING AGENDA
FOR THE DOWNTOWN TARPON SPRINGS REDEVELOPMENT AREA
TUESDAY, JANUARY 7, 2025
5:00 PM

CALL TO ORDER

ROLL CALL

AGENDA ITEMS

1. Approve RFP Scope for Branding (**Janina Lewis Procurement Services Director**)
2. Approve Scope of Services and Authorize the City Manager to Execute an Agreement with Inspire Placemaking Collective for CRA Downtown Master Plan Update (**Renea Vincent Planning Director, Karen Lemmons Economic Development Manager**)
3. Discussion and Direction on RFP Scope and Process for CRA-Owned Property at 144 E. Tarpon Avenue (Forbes Lot) (**Janina Lewis Procurement Services Director, Karen Lemmons Economic Development Manager**)
4. Discussion and Direction on RFP for Shuttle Service (**Janina Lewis Procurement Services Director**)

BOARD AND STAFF COMMENTS

ADJOURNMENT

1.2. SCOPE OF SERVICES

1.2.1. BACKGROUND:

Visioning and Revitalization Efforts

Overview

Since the late 1990's, the City of Tarpon Springs has undertaken several revitalization efforts to better plan for and focus quality development and services citywide. Major efforts have included planning for the Downtown area through the creation of a Community Redevelopment Area and 2001 Redevelopment Plan, the 2011 Special Area Plan and numerous updates to the Special Area Plan. The Community Redevelopment Agency is currently undergoing an update to the Redevelopment Plan.

The preliminary focus of the RFP is to develop a Brand for Tarpon Springs and its downtown that defines an identity and market position and to create a Marketing Strategy to implement and solidify that Brand in the hearts and minds of local and regional residents, businesses and visitors.

1.2.2. SCOPE OF WORK

The City/CRA is seeking qualified firms to develop a Brand and Marketing Strategy to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of Tarpon Springs.

The resulting plan shall include:

- A branding platform for Downtown Tarpon Springs with tag line, brand statement, colors, fonts, connected logo treatments for Tarpon Springs, Downtown, Sponge Docks, and other districts, as well as current and potential events. It will also include brand extension design elements for use in marketing the downtown with advertisements, brochures, letterhead, business cards, banners, CRA website, Downtown Website, promotional tourism video, social media content strategy, wayfinding, etc.
- A Marketing Strategy and advertising campaign based on the Brand.

The proposed scope of services listed below must be addressed in a formal proposal to the City/CRA.

A. Develop a Brand for Tarpon Springs' downtown: The Consultant shall develop a Brand platform from which marketing efforts can develop. Brand elements shall include logos: Downtown Tarpon Springs, The Tarpon Springs CRA, downtown organizations, and current and potential special events such as: First Friday, There's Snow Place like Tarpon Springs, Wine Walk, Girls Night Out, Chocolate Strolls, Car Shows, etc. to extend the brand; fonts, color palette, and design elements/icons. The consultant shall present examples of brand extensions such as pole banners (i.e. "Welcome to Downtown Tarpon Springs" and "Downtown Tarpon Springs, tag line"), wayfinding, district entry features/signs, event posters, website templates, letterhead, business cards, etc.

B. Marketing Plan: Develop a Marketing Strategy with long and short term strategic and tactical recommendations for promoting the Downtown and to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of Tarpon Springs. The marketing plan shall be a multi-faceted, custom product capable of interfacing with the City's communication abilities (website, social media, television channel, etc.) Included in the marketing plan strategy:

- Summer Vacationer Campaign – targeting statewide and out of state visitors to the west coast of Florida during the months of May-August; with multimedia plan and proposed budget.
- Snowbird Campaign – targeting fall and winter visitors and those that have winter homes in Florida; with multimedia plan and proposed budget.
- Year-Around Campaign – targeting regional and statewide residents; with multi-media plan and proposed budget.
- Website Enhancements – provide a plan to incorporate fresh video content on a variety of subjects unique to Tarpon Springs such as notable local people, businesses and City highlights (such as parks, museums, public art, recreation) that can be shared in social media, City website and ExploreTarponSprings.com websites via YouTube or other broadcast media.

1.2.3. Deliverables:

- A. A minimum of three (3) meetings with staff to coordinate as the project progresses;
- B. Conduct a minimum of eight (8) focus groups and two (2) public meetings to gather input from the public;
- C. A monthly report outlining significant meetings, discussion, actions and results;
- D. Consultant shall present a draft of the brand and marketing plan to the CRA Board prior to finalizing the deliverables, for the purpose of receiving feedback and making revisions at the direction of the Board;

E. Seven (7) copies of the Branding Packet Booklet and 1 copy in electronic format (USB Flash Drive), including the following:

1. Downtown and district logos and tag line
2. Tarpon Springs CRA Logo
3. Brand Color Palette and Font Styles
4. Brand Statement
5. Samples of ad copy/layouts
6. Pole banner designs
7. Brochure designs – shopping guide, visitors guide, recruitment packet, etc.
8. Wayfinding graphic design (not the actual complete wayfinding system)
9. Entry feature designs
10. Design for letterhead, business cards
11. Collateral materials such as shirts, water bottles, hats, (swag), etc.
12. Digital/Social Media Strategy
13. Integration of established City Departmental branding and identity

F. Electronic version of final documents must be provided in a compressed or web view as well as a printer-ready version.

1.3. BUDGET

All costs associated with delivering the requested services shall be detailed in the format requested in pricing forms.

1.4. TENTATIVE SCHEDULE*

Solicitation	January 8, 2025
Deadline for Questions	January 20, 2025
Proposal Opening	February 7, 2025
Shortlist.....	February 24, 2025
Interview/Presentations (as applicable).....	TBD
Board Approval	March 4, 2025

*Dates are subject to change and listed here for planning purposes



City of Tarpon Springs, Florida

324 EAST PINE STREET
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MEMORANDUM

Date: January 7, 2025
To: CRA Chair and Members
Through: Charles Rudd, City Manager
From: Karen Lemmons, Economic Development Manager
Subject: Approve Scope of Services and Authorize the City Manager to execute an agreement with Inspire Placemaking Collective for the CRA Downtown Master Plan Update

The City of Tarpon Springs seeks planning support services with updating three interrelated planning documents, the Downtown Master Plan (CRA Plan), the Sponge Docks & CRA Special Area Plan (Adopted Land Use Plan), and the Transect Based Infill Code for the Sponge Docks & CRA (Adopted Regulating Plan). The City intends to utilize Inspire Placemaking Collective, Inc. to perform selected tasks associated with the update of these three plans. Inspire Placemaking is one of the City's pre-qualified planning consultants and had demonstrated extensive experience and expertise in the fields of redevelopment planning.

The portion of scope for this agenda item is specifically related to the update of the CRA Downtown Master Plan. A separate agenda item, to be approved by the BOC, will be required for the portion of the scope associated with the other two planning document updates.

The Downtown Master Plan (official CRA Plan) was originally completed in 2001 and serves as the guide and workplan for the City's CRA/TIF district. The document has had only minor revisions since its original adoption. Many projects and programs envisioned in the original plan have been accomplished. However, many were not completed, or are no longer viable, desirable, etc. The CRA/TIF district is set to expire in 2031. The City intends to seek a 10-year extension of the CRA/TIF district from Pinellas County. One requirement to requesting an extension is to have an updated Master Plan.

The Scope of Services is attached and includes six tasks:

1. Kickoff and Data Collection
2. Market Analysis – CRA economic analysis, parking garage/parking lot assessment and analysis and catalytic project assessment and analysis (public-private partnerships)
3. CRA Existing Conditions Data & Analysis – Includes existing conditions/trends analysis and gap analysis
4. Public Involvement - The plan includes a robust engagement process including community polls and surveys, focused stakeholder groups, public workshops and presentations.
5. CRA Plan Update Draft – The plan will include a framework, action plan and implementation strategy, creation of a capital projects and programs list, illustrations, mapping, TIF revenue projections, five-year budget and implementation strategy.
6. Presentation and Final CRA Plan Update – The plan will be presented to the CRA Board at a public meeting and shared with the Planning & Zoning Board for their review.

December 30, 2024

Renea Vincent, AICP, CPM
Planning Director
City of Tarpon Springs, Florida

Reference: Update of the Downtown Master Plan (CRA Plan), Sponge Docks & CRA Special Area Plan, and Transect Based Infill Code for the Sponge Docks & CRA

Dear Renea:

Inspire Placemaking Collective, Inc. (Inspire) appreciates the opportunity to submit this proposal for planning services for the referenced projects. This proposal provides a brief discussion of our understanding of the projects, our proposed scope of work, and our associated fees. Work performed by Inspire will be in accordance with our continuing services contract dated September 17, 2024.

Project Information

The City of Tarpon Springs seeks planning support services with updating three interrelated planning documents, the Downtown Master Plan (CRA Plan), the Sponge Docks & CRA Special Area Plan (Adopted Land Use Plan), and the Transect Based Infill Code for the Sponge Docks & CRA (Adopted Regulating Plan).

It is the intent of City staff to complete some portions of the plan updates internally. Given the overlapping areas and interrelated nature of the plans, it is anticipated that one public engagement program will be used to inform all three updates and has been included within the CRA Plan update tasks.

Further, it is the intent of staff that the Adopted Land Use Plan and the Adopted Regulating Plan be consolidated into one document.

Scope of Services

Inspire will provide the following services as part of this proposal:

CRA PLAN UPDATE:

Originally completed in 2001 with minor updates since this scope assumes a complete update done in collaboration with City staff. This includes a 10-year extension of the CRA.

TASK 1. KICKOFF AND DATA COLLECTION

Inspire will meet with the City's Planning and Economic Development team to formalize the project plan, including refining the project schedule and performance milestones, identifying resources to be provided by the City, reviewing the public engagement plan, refining milestones, and reviewing the project budget and scope.

Task 1.1. Project Kickoff, Management and Data Request

Inspire will coordinate a project team conference call (either by MS Teams or Zoom) with City staff to accomplish the following:

- Define the project timeline in detail
- Identify City staff needs to support staff facilitated stakeholder engagement
- Identify anticipated public workshop dates
- Review Inspire's request for data and resources
- Schedule the in-person area tour and site selections task

Task 1.2. Area Tour & Site Selections

Inspire will coordinate a one (1) day site visit with site tour and walking audit of the CRA Area and adjacent planning areas to better inform the planning process. This will include:

- Walking and driving tours to understand City staff ideas and concerns, evaluate redevelopment conditions, potential, and constraints.
- Identification of key issues and concerns along Pinellas Avenue, specifically between Orange Street to Boyer Street.
- Identification of potential catalyst sites for major redevelopment
- Identification of sites for illustrations for use in the CRA Plan, including
 - Parking garage site (1)
 - Infill commercial site (1)
 - Infill residential, single-family (1)
 - Infill mixed-use (1)
 - Pinellas Avenue – with site / building improvements to existing development (2)

Task 1 Deliverables:

- Finalized project schedule with due dates for deliverables and meeting dates
- Area Tour
- Memo outlining Area Tour with Site Selections identified

TASK 2. MARKET ANALYSIS

Inspire will perform a market analysis to help inform the CRA Plan update and the identification and quantification of specific redevelopment project impacts. While each will be correlated, the market analysis will include three distinct components:

Task 2.1. CRA Economic Analysis

This assessment and analysis will encompass the entirety of the CRA and be based upon the parcel inventory identified/provided by the City. Existing data resources and studies, inclusive of local real estate information, will be utilized and it will include strengths, weaknesses, opportunities, and threats (SWOT) evaluation.

Task 2.2. Parking Garage / Parking Lot Assessment and Analysis

This analysis will focus on the economic impacts of the construction of a parking garage in the urban core (details on garage size and specific location to be provided by City staff) and those associated with redeveloping a parking lot within the downtown area. This will be based on maximizing buildout as allowed by the current Transect Zone on a parcel identified with City staff.

Task 2.3. Catalytic Project Assessment and Analysis

This assessment and analysis will identify catalytic projects (public/private) and potential incentives that may facilitate those projects within the CRA.

Task 2 Deliverables:

- CRA Market / Economic Assessment and Analysis
- Parking Garage / Parking Lot Economic Assessment and Analysis
- Catalytic Project Assessment and Analysis

TASK 3. CRA EXISTING CONDITIONS: DATA & ANALYSIS

Inspire will conduct the following assessments as part of this proposal:

Task 3.1. Existing Conditions and Trends Analysis

Utilizing GIS mapping, ESRI ArcGIS Business Analyst, City of Tarpon Springs, and Pinellas County data sources, Inspire will conduct an Existing Conditions and Trends analysis to understand the interrelated nature of the conditions in the CRA and how they may be best addressed through the update of the CRA Plan. Inspire will prepare a current and comprehensive picture of the CRA.

Inspire will evaluate and document the following social, regulatory, and physical attributes of the CRA area:

- Demographics characteristics
- Commercial, housing, and public use characteristics
- Planned public infrastructure projects and identified infrastructure needs

- Parks and open space inventories, service areas and locations
- Existing land use patterns
- Vacant parcels and locations
- Future land use and zoning designations
- Overall physical conditions of the built environment, noting any specific areas where deterioration or improvement of physical conditions have occurred.

Task 3.2. Gap Analysis

Inspire will review and evaluate the CRA Plan projects completed to date and compare this list to the current CRA Plan. This will identify potential “gaps” between the CRA Plan as initially developed and conditions today. The evaluation will identify those projects completed, not yet completed but remain relevant, not yet completed and no longer relevant.

Task 3 Deliverables:

- Map Series of Existing Conditions
- Gap Analysis

TASK 4. PUBLIC INVOLVEMENT

Inspire will coordinate with City staff to organize and implement a meaningful public engagement process. It is anticipated this will include a combination of **1) community polls and surveys** through the City’s Connect Tarpon public engagement platform (facilitated by City staff), **2) focused stakeholder groups** (facilitated by City staff), and **3) public workshops** (facilitated by Inspire).

The public involvement plan conducted for the CRA Plan update dually provides opportunity for public input to inform the updates to the Adopted Land Use Plan and Adopted Regulating Plan.

Task 4.1. Community Polls and Surveys

City staff will utilize the City’s Connect Tarpon online engagement platform to inform community members of the Plan updates, goals, process, timeline, opportunities to be involved, and ongoing information.

Inspire will assist City staff with the development of:

- Community wide-survey (1 – text based)
- Focused CRA Plan update poll (1 – text based)
- Land Use Plan update survey (2 – text and graphic that may include a combination of photographs or illustrative typology for both the Land Use Plan)

It is anticipated that graphics, predominantly character illustrations reflective of the existing Land Use Plan for use in the online survey will also be used in the focused stakeholder group sessions facilitated by City staff, and the public workshops facilitated by Inspire.

Task 4.2. Focused Stakeholder Groups

City staff will facilitate a series of focused stakeholder group sessions reflecting various interests within the City (small business, historic preservation, residents, etc.) to understand community ideas and concerns. These will begin prior to the public workshops to help inform the workshop content.

Inspire will support City staff by developing relevant collateral for use in these sessions, including:

- CRA 101
- Summary of each plan (CRA Plan, Land Use Plan, Regulating Plan)
- Overall goals of the related projects
- Summary of standards in each of the ten (10) character districts in the Land Use Plan; Sponge Docks, Municipal Gateway, Uptown, North Pinellas, Downtown, Downtown Gateway, Spring Bayou, South Pinellas, South Gateway and South Safford
- Matrix depicting relationship and overlap of Regulating Plan and Land Use Plan (for potential consolidation)
- Map or other graphic identifying areas of key concerns and potential catalyst sites identified during the Area Tour & Site Selections task

One or more Inspire staff members may join in-person or virtually to observe and hear first-hand stakeholder comments.

Task 4.3. Community Workshops & Plan Presentation

Inspire will facilitate two (2) Community Workshops at a facility provided by the City. These are intended to both inform the community about the projects and progress and hear feedback and public input on projects and community priorities based on the focused stakeholder sessions, community polls or surveys, site tour, and data review and analysis.

Workshop 1: anticipated to include a formal presentation along with interactive stations for more detailed and issue or site-specific considerations from participants that will be used in draft plan development.

Workshop 2: *anticipated* to include a formal presentation on plan progress, ideas and concepts, and to gauge that the Plan development content aligns with community desires. Interactive stations will be available after the presentation for those who may wish to discuss issue- or site-specific considerations or working plan elements.

Task 4.4. Public Input Summary

Inspire will provide City staff with an electronic Technical Memo summarizing the activities, attendance, and findings from the community workshops.

Task 4 Deliverables:

- Public Involvement Plan
- Text and Illustrations for Community Surveys / Polls
- Collateral for Stakeholder Groups

- Two (1) Community Workshops
- One (1) Community Presentation

TASK 5. COMMUNITY REDEVELOPMENT PLAN UPDATE DRAFT

Inspire will prepare an update to the CRA Plan that will reflect changes in the conditions of the CRA since the Plan's adoption, completion of capital projects undertaken, and anticipated programming through the CRA's extended operation timeframe (2043) as outlined below. The CRA Plan will comply with and satisfy all requirements in F.S. Chapter 163, Part III, Community Redevelopment.

Task 5.1. Strategic Framework and Action Plan

Inspire will prepare an update to the Plan with a Strategic Framework and Action Plan (implementation strategy) to assist in the realization of the established Community Vision.

Task 5.2. Creation of Updated Capital Projects and Programs List (Preliminary CIP)

Inspire will work with City staff to prepare an updated Capital Projects and Programs list that is based on the Strategic Framework and Action Plan. The proposed Capital Projects and Programs will include estimated cost order of magnitude for capital improvement projects identified during the update process through a ten (10)-year horizon.

Identified projects and programs will specifically include key elements identified by City staff, including potential improvements along and to Pinellas Avenue, catalyst or major infill projects, including parking garage, and correlating incentives to facilitate redevelopment.

Task 5.3. Illustrations

For incorporation into the CRA Plan, and for future City use, Inspire will prepare a series of before and after illustrations of sites or projects identified in Task 1.2, Area Tour and Site Selections, to include:

- Parking garage site (1)
- Infill commercial site (1)
- Infill residential, single-family (1)
- Infill mixed-use (1)
- Pinellas Avenue – with site / building improvements to existing development (2)

Task 5.4. Conceptual Master Plan (Map) Update

Inspire will develop a Conceptual Master Plan Map to graphically depict the CRA boundaries, the locational context relative to the City and its environs, the proposed locations of capital improvements, targeted planned-permitted and pending development projects, streetscapes, opportunity sites, and additional elements recognized throughout the update of the Plan.

Task 5.5. TIF Revenue Projections

Inspire will utilize Tax Increment Fund (TIF) Revenue projections provided by City staff for allocation in the Capital Projects and Program section.

Task 5.6. Five-Year CRA Budget and Implementation Strategy

Inspire will work with staff to prepare a five (5)-year budget worksheet and implementation strategy for the CRA utilizing the Strategic Framework, Action Plan, Capital Projects and Programs, and the revenue projections by City staff. The five (5)-year budget worksheet is to be used by the CRA as a guide to assist in the formulation of Annual CRA Work Plans and to prioritize redevelopment projects and programs.

Task 5.7. Revisions

Inspire will submit the draft document elements listed above to City staff for review and will make up to two (2) set of revisions as part of this phase prior to the presentation of the plan to the CRA Board.

Task 5 Deliverables:

- Strategic Framework and Action Plan
- Preliminary Capital Projects and Program List
- Infill and Redevelopment Illustrations; one (1) each of a Parking Garage Site, Infill Commercial Site, Infill Residential Site, Infill Mixed-use Site, and two (2) views of Pinellas Avenue
- Conceptual Master Plan
- Five-year CRA Budget Worksheet and Implementation Strategy
- Draft CRA Plan

TASK 6. PRESENTATION AND FINAL CRA PLAN UPDATE

Inspire will present the draft Community Redevelopment Plan update to the CRA Board during a public meeting. Inspire's presentation will include a chronological summary of the purpose, tasks, activities, analysis, findings and recommendations that comprise the draft CRA Plan update. Upon direction from the Board, City staff will forward the draft updated CRA Plan to the local planning agency (Planning and Zoning Board) for their review and comments (up to a 60-day review period). Inspire will document all comments received from the local planning agency and, at the City staff direction, will incorporate the comments received into a revised draft of the updated Community Redevelopment Plan.

Task 6.1. Presentations of Draft CRA Plan Update to the CRA Board

Inspire will present the draft CRA Plan update to the CRA Board and at a public meeting to solicit comments and discussion from the Board Members.

Task 6.2. Documentation and Incorporation of Comments and Revisions

Inspire will document all comments received from the CRA Advisory Board, CRA Board, and Planning and Zoning Board. Inspire will perform up to one (1) set of revisions of the compiled comments from the Boards, the County, and other stakeholders in conjunction with the County project team.

Task 6.3. Presentations of Final CRA Plan Update to the CRA Board

Inspire will present the final CRA Plan update to the CRA Board and at a public meeting.

Task 6 Deliverables:

- PowerPoint presentation of Draft Community Redevelopment Plan Update to the CRA Board
- Final Community Redevelopment Plan

LAND USE AND REGULATING PLAN UPDATE:

The Sponge Docks & CRA Special Area Plan (Adopted Land Use Plan) and the Transect Based Infill Code for the Sponge Docks & CRA (Adopted Regulating Plan) were adopted in 2011 as tools to provide flexibility in zoning for the various areas they encompass, including the Community Redevelopment Area. City staff intends to update and combine the regulations contained in the Special Area Plan and the Transect-based Infill Code into a single document. The work will be done mostly in-house but Inspire will assist with the following tasks. Additionally, the Inspire Team will assist with public engagement activities to inform/update the vision for each Character District and Transect Zones.

TASK 7. Land Use and Regulating Plan Update

Task 7.1. Transect Zones.

The Inspire Team will evaluate the existing Character Districts and Transect Zones and propose modifications needed to implement the new vision for the area.

Inspire will also prepare graphics to depict the desired character and preferred development patterns for each transect zone (different from the graphics we will be preparing in Task 5.3). There are currently twelve transect zones (four T4 zones, four T5 zones, and four Special District (SD) zones). While the number of transect zones may change, Inspire will develop up to twelve (12) 3D images.

Task 7.2. Flood-Resilient Structures

In coordination with City staff, Inspire will develop flood-resilient design standards for structures within the study area. The Team will develop graphics to better depict potential development scenarios utilizing the standards. We will submit a draft to staff and will conduct up to three sets of revisions.

Task 7.3. Code Testing

Inspire will work with staff to select three (3) sites and create 3D graphics depicting the application of the new regulations on those sites (“code testing”) to ensure that the updated regulations support desired redevelopment outcomes while preserving community character. The sites will be selected in coordination with staff.

Task 7.4. Public Engagement

Inspire will facilitate a workshop to obtain public input on the proposed revisions to the current regulating plan and transect zone regulations.

Task 7 Deliverables:

- Transect zone map (regulating plan) in GIS
- Twelve (12) images depicting the desired development in each transect zone
- Word document with flood-resiliency standards
- Three 3D graphics depicting the application of the new/revised regulations

Fee

Our professional fee for the above-described services shall be a lump sum of **\$168,000** to be invoiced on a percent complete basis per the following fee schedule.

Task	Fee
CRA Plan Update	
Task 1: Kickoff & Data Collection	\$11,000
Task 2: Market Analysis	\$22,000
Task 3: CRA Existing Conditions: Data & Analysis	\$8,500
Task 4: Public Involvement	\$33,500
Task 5: Community Redevelopment Plan Update Draft	\$39,500
Task 6: Presentation of Community Redevelopment Plan Update	\$12,500
Sub-Total	\$127,000
Land Use and Regulating Plan Update	
Task 7: Land Use and Regulating Plan Update	\$41,000
Sub-Total:	\$41,000
Total:	\$168,000

Included in the above fees are reimbursable expenses incurred on the Project's behalf, including mileage, printing, plotting, photocopies, reproduction, postage, express mail and/or courier services. Applications, capacity and impact fees associated with application filings shall be the responsibility of the Owner or reimbursed to Inspire outside of the expenses contained in this proposal.

Inspire will bill monthly for all work performed and expenses incurred on the Project's behalf. Invoices are delivered electronically and will typically be sent from the following email address: noreply@infocuspay.com. Please add this email address to your contact/safe sender list to ensure receipt.

Should conditions be encountered such that additional services appear to be in the best interest of the project, we will contact you with our recommendations prior to proceeding with any services beyond the scope of this proposal. We will not exceed this proposal amount without written authorization from you.

Schedule

The proposed services are anticipated to be completed within seven (x) months from the issuance of a notice to proceed. The proposed schedule for the update of the Community Redevelopment Plan is as follows:

Task 1: Kickoff and Data Collection	Month 1
Task 2: Market Analysis.....	Months 1-3
Task 2: Existing Conditions	Months 1-3
Task 3: Public Involvement.....	Months 1-7
Task 4: Community Redevelopment Plan Update Draft.....	Months 3-7
Task 5: Presentation of Community Redevelopment Plan Update	Months 8-9

Exclusions

Without intending to provide an exhaustive list or description of all services or potential services that may be required and that Inspire can provide, the following services are specifically excluded from this proposal:

- Additional meetings
- Illustrative renderings other than those identified
- 3D graphic imagery and perspective renderings other than those identified
- Preliminary engineering and utility coordination
- Final Design and Construction Documents
- Permitting and Bidding Phase services
- Electrical Engineering and Photometrics
- Construction phase services
- Significant design modifications to the approved design.

- Attendance at regular coordination meetings or conference calls beyond those identified.
- Preparation of additional schematic site design(s) or alternative analysis.
- Rendered site plans or exhibits for public, community, or neighborhood meetings beyond those identified.
- Zoning changes, appeals, neighborhood meetings to review elements of design or approvals, easement documents, rendered plans, or other related services not included in the above-described scope of services.

Authorization

Work performed by Inspire will be in accordance with our continuing services contract dated September 17, 2024

If you elect to accept our proposal by issuing a purchase order, then please specifically reference this proposal date. Your purchase order will be an acceptance of our Agreement for Services and an authorization to proceed with the performance of our services.

If you choose to accept this proposal by e-mail, your reply e-mail acceptance will serve as your representation to Inspire that you have reviewed the proposal and hereby accept as written.

Closure

We appreciate the opportunity to be of service to you. If you have any questions regarding the outlined scope of services, or if we may be of further assistance, please do not hesitate to contact us.

Sincerely,

Inspire Placemaking Collective, Inc.



Jared Beck,

Director of Redevelopment



Laura Canary

Project Manager

City of Tarpon Springs, CRA Plan, Land Use Plan, and Regulating Plan Updates

This work order shall be effective upon signature of both parties (the “Effective Date”) and shall continue until completion of the Scope of Services.

AGREED BY:

Name

Date

Title



City of Tarpon Springs, Florida

324 EAST PINE STREET
P.O. BOX 5004
TARPON SPRINGS, FLORIDA 34688-5004
www.ctsfl.us

MEMORANDUM

Date: January 7, 2025
To: CRA Chair and Members
Through: Charles Rudd, City Manager
From: Karen Lemmons, Economic Development Manager
Subject: Discussion and Direction on RFP Scope and Process for CRA-Owned Property at 144 E. Tarpon Ave. (Forbes Lot)

To help facilitate discussion on the property known as the "Forbes Lot," attached is backup materials that provide a timeline of activities, a summary of the property details, and the RFP issued in 2018 for development of the property. This was the last RFP issued on the property.

The property was acquired by the City through a lien foreclosure and sold by the City to the CRA in 2012. The purpose of the sale to the CRA was the ability to offer incentives to economic development such as the form of less than fair market sales. As the timeline shows, there were many attempts to redevelop the property through RFPs, LOIs, and unsolicited proposals. For various reasons none of the proposals were successful, and the property has been used for event space.

To entice development, the CRA over the years has offered several financial incentives, including no cost for the land and the CRA paying impact fees. In more recent years, impact fees were no longer included, and the sale price was deemed as "negotiable" based on the strength of the proposal. This was due to the increased value of the property and the revitalization of Downtown, which had dramatically changed from 2012 to the current day. At the same time, the CRA Board set the vision of preferring a mixed-use development with first floor commercial, second floor residential, and utilizing the full land area for building purposes (no on-site parking).

For the discussion tonight, staff is looking for direction on whether the CRA Board wants to move forward with an RFP to develop the site, and input into what they may want to include in the RFP. Also, the City Manager has requested the City Attorney to research the process by which the CRA can use to award a bid. In the past, the CRA has used the standard procurement process by which staff selects the top firm and the CRA approves/denies the award, and a non-standard approach where the CRA Board reviewed and selected the top firm.

Finally, if the CRA Board chooses to move forward with an RFP, staff plans to first host an "Industry Day" – like a pre-application meeting - inviting developers and those interested in the property to a tour of the site followed by a Q&A with City staff. This will help the developer understand more about the property and what the City is looking for, and help the City understand the needs of the developer to help shape the RFP.

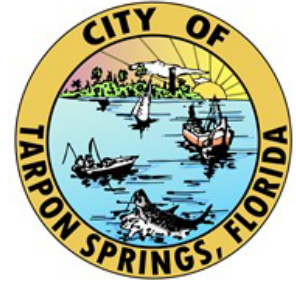
Forbes Property Timeline

Res. 2012-01	CRA Approves Purchase of Property from City
May 16, 2012	RFP Issued
July 17, 2012	RFP Deadline – No Responses; advised could entertain unsolicited proposals
March-Dec. 2013	Unsolicited proposal: negotiations on lease agreement with Farhod Nikjeh
December 2013	CRA enters into two-year lease agreement with Nikjeh
August 6, 2015	Lease Terminated; no action on property
November, 2015	RFP Issued. No responses
March 2016	60- day Letter of Intent Signed with Forbes Investment of Tarpon Springs. 60-day LOI Extension until August 26, 2016
August 2016	LOI Expires
May 16, 2017	RFP Issued. Three responses received (Crossfit, CKRH Properties, Smith Equity)
Nov. 7, 2017	Recommendation from RFP Review Committee to reject all proposals was approved by CRA Board. CRA Board requests new RFP and process by which CRA reviews proposals.
Dec. 12, 2017	CRA approves new process and RFP (<i>did not contain language relating to development fee credits</i>)
Jan. 16, 2018	RFP Issued. Two proposals received (Crossfit and CKRH Properties)
May 9, 2018	CRA Board awards project to Crossfit Tarpon Springs
June-Oct. 2018	Lease/purchase negotiations with Crossfit
Oct. 29, 2018	Crossfit declines project.
Dec. 2018-ongoing	Created property listing sheet from 1/16/18 RFP. Marketed with property listing on CoStar, LoopNet, Pinellas County, development firms, realtors, conference opportunities, on-site signage.
January-April 2019	Unsolicited proposals received from Denami Holdings and Pennytree Capital. Not under RFP process. Provided both the 2018 RFP for re-submission with the details needed for adequate determination of project approval.
May 5, 2020	CRA Board awards project to Denami Holdings. Virtual meeting.
May-Feb. 2021	Lease/purchase negotiations
Feb. 23, 2021	CRA meeting discussion of lease/purchase agreement
March 9, 2021	CRA finalizes lease purchase agreement.
July 15, 2021	Denami Holdings provides letter of lease termination.
July 2021-Present	Front fence removed and property is used for First Friday concerts and seating. Use as an Event Park has been discussed. Maintain list of inquiries.

April 2022	New BOC takes office. Discussions with City Manager relative to vision, goals that new BOC/CRA may have for the property (development/open space/type of development/incentives/price/process, etc.)
January 2023-ongoing	New downtown business (CoHatch) spurs discussions of parking needs. Suggestions to use lot for temporary parking and event space. City draws design options for parking. Letter received from some downtown property and business owners asking City to develop the lot rather than use for parking. RFP issued for parking garage feasibility. Bid award rejected by BOC. Lot continues to be used for First Friday and events.
March 2024	Lot surface evened out and stone/gravel surface put in place. Continued use for band/seating during First Fridays and use for other events.

COMMUNITY REDEVELOPMENT AGENCY (CRA)

**CRA-OWNED PROPERTY
LOCATED AT 144 E. TARPON AVENUE
2024**



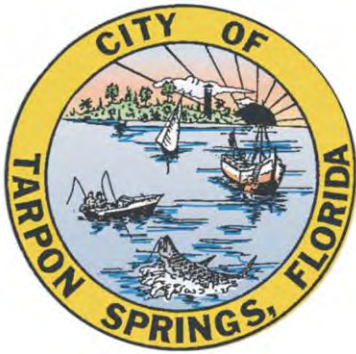
Property Summary Detail

The Community Redevelopment Agency owns a vacant, undeveloped lot known as 144 E. Tarpon Ave. The CRA is seeking a mixed-use development of the property. Relevant details include:

1. The lot size is approximately 50x162, with a land area of 8,100 SF or .1859 acres. It has full access and frontage on Tarpon Avenue and Court Street.
2. The site was appraised at \$85,000 in 2012. The Pinellas County Property Appraiser lists the 2022 Just/Market Value at \$330,480.
3. The site is currently served with adequate water and sewer with no storm sewer detention and retention requirements.
4. The property is zoned T5b for mixed use within the Downtown Special Area Plan (SAP). The SmartCode allows up to two-stories permitted and three stories by conditional use with zero setback lines to encompass 8,100 sq. ft. (Reference Table 5B(vi) of the SmartCode for additional information).
5. Building FAR is 1.25; non-residential is 1.0. Density by right is 15 du/acre, equating to up to 3 units for this property. Transferable development rights allow up to 4 units.
6. Flood zone location is X, which is not a special flood hazard area.
7. Parking Exemption: Additional parking is not required pursuant to Table 4E(ii) of the SmartCode provided adequate public or private paid parking can be demonstrated within a 5-minute walk during Site Plan Review.
8. The property has front-to-back access from Tarpon Avenue to Court Street. The primary frontage is Tarpon Avenue. Court Street can also be considered for front access and/or additional storefront.
9. The SmartCode encourages development utilizing the entire site. On-site parking for commercial use is not encouraged nor recommended. On-site parking for residential use is encouraged.
10. The project must meet the standards of the Smart Code and the exterior design requires approval by the Heritage Preservation Board. The site plan requires approval by the Planning & Zoning Board and Board of Commissioners. Relevant documents include:

Smart Code: <https://www.ctsfl.us/wp-content/uploads/2023/01/SmartCode-Adopted-September-2022.pdf>

Historic District Design Guidelines: <https://www.ctsfl.us/wp-content/uploads/2021/03/Historic-District-Design-Review-Guidelines-Manual.pdf>.



COMMUNITY REDEVELOPMENT AGENCY (CRA)

Procurement Services

324 East Pine Street
P.O. Box 5004
Tarpon Springs, Florida 34688-5004
(727) 942-5615
Fax (727) 937-1766

REQUEST FOR PROPOSALS

REDEVELOPMENT OF PROPERTY LOCATED AT 144 E. TARPON AVENUE

Date: January 16, 2018

Proposal No.: 180060-P-CM

Sealed proposals will be received by the City of Tarpon Springs, Procurement Services Department, 324 East Pine Street, Tarpon Springs, FL 34689 (mailing address: City of Tarpon Springs, Procurement Services Department, P.O. Box 5004, Tarpon Springs, Florida 34688-5004), until:

3:00 p.m. Tuesday, April 17, 2018

at which time proposals will be opened for:

REDEVELOPMENT OF PROPERTY LOCATED AT 144 E. TARPON AVENUE

Said proposals must conform to the requirements outlined in the Request for Proposal. The City reserves the right to reject any and all proposals and to waive minor informalities.

Enclosed as part of the Request for Proposals are:

Section I	Scope of Services
Section II	Instructions to Offerors and General Provisions
Section III	Proposal Requirements

Appendices

Appendix A	Business Terms/Cost Summary
Appendix B	Preference to Businesses with Drug Free Workplace Programs

If you elect to respond to this Request for Proposals, **provide one (1) bound original, five (5) bound copies, one (1) unbound copy and one (1) compact disc (CD) (not password protected) of your proposal to this office by the date indicated.**

Proposals and all addenda shall be available only through Onvia/DemandStar (www.demandstar.com). All questions or requests for additional information are required to be in writing and may be e-mailed to cmorgan@ctsfl.us. **Questions must be submitted, in writing, not later than Tuesday, April 3, 2018.** Any verbal responses to questions or changes or additions to the Scope of Services or any part of this Request for Proposal will not be binding on the City or its representatives. Only changes or additions made by Addenda issued by the City of Tarpon Springs through Demand Star (www.demandstar.com) should be considered for your proposal submittal.

The outside of your package must be clearly labeled with the proposal number, title, and the opening date and time. PLEASE NOTE: The Post Office does not deliver mail to the Procurement Services Department's physical location. City staff picks the mail up once a day. If a Proposal package is sent via USPS EXPRESS MAIL, it may not be received in the Procurement Services Department on time. Receipt by the Post Office prior to the deadline does not meet the City's deadline requirements.

Ex-Parte Communication. In order to ensure fair evaluation of proposals, ex parte communication initiated by offerors is prohibited a final decision has been made. No offeror may initiate communication with any City Commissioner or any City official, staff, or employee who is participating in the evaluation process. Any and all communication initiated by an offeror must be in writing to:

Jay Jackus, CPPO, CPPB
Procurement Services Director
City of Tarpon Springs
Procurement Services
PO Box 5004
Tarpon Springs, FL 34688-5004
727-937-1766 Fax
jjackus@ctsfl.us.

The City may, however, initiate communication with any offeror in order to obtain additional information or clarification necessary for fair evaluation of their proposal. Ex parte communication initiated by an offeror may disqualify that offeror from consideration for this or future Request for Proposals.

The City will not pay any costs incurred by offerors in the preparation of its proposal or presentations. Proposals may not be withdrawn for 90 days after bid opening. The City reserves the right to reject any and all proposals and to waive minor informalities.

Late proposals will be rejected.

Jay Jackus, CPPO, CPPB
Procurement Services Director

Attachments

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Section I

Scope of Services

Property Summary Detail

The Board of Commissioners, sitting as the Community Redevelopment Agency, is seeking a creative, qualified firm to acquire the CRA-owned property and develop the site with mixed uses including retail/restaurant/residential/office uses. Relevant details include:

1. The site is currently served with adequate water and sewer with no storm sewer detention and retention requirements.
2. The site was last appraised at \$85,000 in 2012. The lot size is approximately 50x162, with a land area of 8,100 SF, and has full access and frontage on Tarpon Avenue and Court Street.
3. The property is zoned T5B for mixed use within the Downtown Special Area Plan (SAP). The SmartCode allows up to two-stories permitted and three stories by conditional use with zero setback lines to encompass nearly 10,000 sq. ft. (Reference Table 5B(vi) of the SmartCode for additional information).
4. Flood zone location is X, which is not a special flood hazard area.
5. Parking Exemption: Additional parking is not required pursuant to Table 4E(ii) of the SmartCode provided adequate public or private paid parking can be demonstrated within a 5-minute walk during Site Plan Review. On-site parking for commercial use is not encouraged nor recommended.
6. The CRA is negotiable on sale price.

City Vision

The site once housed a historic landmark building and the City has a desire to see a new building constructed that keeps with the vintage look of the Downtown. Relevant priorities include:

1. A mixed-use project. The Special Area Plan (SAP) zoning calls for a variety of uses. Mixed use is defined as multiple functions within the same building. Those functions include commercial (retail, restaurant, café, office, etc.) and residential. The City's vision for this property is first floor commercial and/or second floor residential. A third floor is permitted by conditional use.
2. Construct a building with quality design characteristics that take into account the historical integrity of the Downtown, the National Register of Historic District, and City of Tarpon Springs Historic District Design Guidelines. The City has in its possession a marble face block that was salvaged from the original identifying the building as the "G.E. Noblit" building and would like to see the piece incorporated into the building design. The City strongly encourages an architect with historic preservation experience on the development team.

3. The property has front-to-back access from Tarpon Avenue to Court Street. The primary frontage is Tarpon Avenue. Court Street can also be considered for front access and/or additional storefront.
4. The SmartCode encourages development utilizing the entire site. On-site parking for commercial use is not encouraged nor recommended. A two-story building is permitted by use and a third story is permitted by conditional use.
5. The project must meet the standards of the Smart Code and the exterior design requires approval by the Heritage Preservation Board. The site plan requires approval by the Planning & Zoning Board and Board of Commissioners. Relevant documents include:

Smart Code: <http://www.ctsfl.us/DevelopmentServices/Planning/CRA-SpongeDocksInfillSmartCodePlan.pdf>

Historic District Design Guidelines:
http://www.ctsfl.us/index_htm_files/DesignReviewGuidelinesManual.pdf

Section II
Instructions to Offerors and General Provisions

1. Intent

The City of Tarpon Springs and the Community Redevelopment Agency, (collectively the "City") is seeking proposals from interested firms for the redevelopment of the property located at 144 E. Tarpon Avenue.

2. Preparation of the RFP

Offerors are expected to examine this RFP and all related documents. Failure to do so is at the Offeror's risk. Each Offeror shall furnish the information required by the RFP. The Offeror shall print or type the Offeror's name, address and telephone number on the face page, and each continuation sheet must be identified with Offeror's name.

The Offerors shall retain a copy of all documents for future reference. All proposals must be signed with the company or firm's legal name and by an officer or employee having authority to bind the company or firm by his or her signature.

3. Submission or Receipt of Proposals

One bound original, five (5) bound copies, one (1) unbound copy and one (1) compact disc (CD) or flash drive (not password protected) of the proposal shall be enclosed in a sealed envelope or carton clearly marked:

RFP No 180060-P-CM
Redevelopment of 144 E. Tarpon Avenue
3:00 p.m. Tuesday, April 17, 2018

and delivered in person, by messenger, or by U.S. Mail to:

Physical Address

City of Tarpon Springs
Procurement Services
324 E. Pine Street
2nd Floor
Tarpon Springs, FL 34689

Mailing Address

City of Tarpon Springs
Procurement Services
PO Box 5004
Tarpon Springs, FL 34688-
5004

Late proposals shall not be accepted.

Proposals not so marked may be routed as routine mail and may not be delivered to the Procurement Services Department on time.

Facsimile or e-mail proposals will not be considered; however, proposals may be modified by facsimile notice provided such notices are received prior to the hour and date specified in the RFP.

Late proposals and modifications will not be considered. Failure to follow the instructions in the RFP is cause for rejection of offer.

4. Right to Reject Proposal

Right is reserved to reject any or all proposals for any reason and to disregard typographical, mathematical, or obvious errors. The City will not pay any costs incurred by any Offerors in the preparation of proposals or presentations.

5. Explanations

Explanations or instructions shall not materially alter the RFP unless they are in writing. Oral explanations or instructions given before the award of the Agreement will not be binding. If necessary, a written addendum to the RFP will be issued by the City of Tarpon Springs through DemandStar/Onvia (www.demandstar.com). All questions or requests for additional information are required to be in writing and e-mailed to cmorgan@ctsfl.us. **Questions must be submitted, in writing, not later than Tuesday, April 3, 2018. Responses will not be made to questions submitted after the deadline.**

6. Omissions

Failure or omission of any responder to receive or examine any form, instrument, or other documents shall in no way relieve any offeror from any obligation with respect to this proposal or the evidence of compliance with this proposal.

7. Acceptance of Offer

The signed proposal shall be considered an offer on the part of the Offeror. Such offer shall be deemed accepted upon execution of the Lease/Purchase Agreement.

8. Proposal Evaluation Procedure

The CRA will evaluate the proposals and make a recommendation.

9. Modification or Withdrawal of Offer

An offer may not be modified, withdrawn, or canceled by the Offeror for 90 days following the time and date designated for the opening of proposals (except when requested by the City for clarification, presentation or best and final offers) and the Offeror so agrees by submitting its proposal.

10. Discrepancies, Errors, and Omissions

Any discrepancies, errors, or ambiguities in the RFP or addenda (if any) should be reported in writing to the City's Procurement Services Department. Should it be found necessary, a written addendum will be incorporated in the RFP and will become part of the Agreement. The City will not be responsible for any oral instructions, clarifications, or other communications.

11. Disqualification

The City reserves the right to disqualify offers before or after opening, upon evidence of collusion with intent to defraud or other illegal practices on the part of the Offerors.

12. Mistakes

Due care and diligence has been used in preparing these specifications and related information. However, no warranties are made as to the accuracy and completeness of the required information. It is the responsibility of the offeror to ensure that they have all the information necessary to effect their proposal. The City will not be responsible for the failure on the part of the offeror to determine the full extent of the risk exposure and scope of work required to effectively perform under contract. Offerors are expected to examine the conditions, scope of work, special conditions, technical specifications, and all instructions pertaining to services involved. Failure to do so will be at offeror's risk.

13. Taxes

The City does not pay Federal Excise and Sales Taxes or State Excise and Use Taxes. The Tax Exemption Number is 85-8012621696C-2.

14. Governmental Restrictions

In the event any governmental restrictions may be imposed which would necessitate alteration of the services offered in this proposal prior to their beginning of work, it shall be the responsibility of the successful offeror to notify the City of Tarpon Springs at once, indicating in writing the specific regulation which required an alteration. City reserves the right to accept any such alteration, including any price adjustments occasioned thereby, or to cancel the contract at no expense to City.

15. Buy-Back Provision/Lease Purchase Agreement

The CRA will require a buy-back provision to be negotiated as part of the final contract in the event the purchaser fails to complete its obligations for the commencement of the project within an agreed upon time.

16. Site Visits

Any interested party may visit the site at any time.

17. Proposer Expenses

The City is not responsible for any expenses that Proposer may incur in preparing and submitting responses called for in this request. The City will not pay for any such expenses and will not be liable for any costs incurred by the Proposer in connection with any interviews/presentations.

18. Execution of Lease/Purchase Agreement

The individual, firm, or corporation to which the Agreement has been awarded shall sign the necessary Agreement entering into a lease/purchase agreement with the CRA. The Lease/Purchase Agreement shall not be considered binding upon the City until it has been properly executed.

19. Public Records Law

Offeror shall treat all documents concerning its contractual obligations under this Agreement as public records and abide by the Florida Laws governing public records.

PUBLIC RECORDS CUSTODIAN

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT:

**CITY CLERK
410 NORTH RING AVENUE
TARPON SPRINGS, FL 34689
727-942-5614
CITYCLERK1@CTSFL.US**

20. Compliance with Laws

Offeror shall comply with all applicable federal, state, and local laws, ordinances, rules and regulations, the federal and state constitutions, and orders and decrees of any lawful authorities having jurisdiction over the matter at issue (collectively, "Laws"), including but not limited to Laws relating to nondiscrimination in employment, the furnishing of equal employment opportunity and environmental Laws. Contractor shall also comply with City policies and procedures including but not limited to policies and procedures related to security and internet access.

21. Governing Law; Consent to Jurisdiction

This Agreement shall be governed by and construed and interpreted in accordance with the laws of the State of Florida. Each of the parties hereto:

- (a) Irrevocably submits itself to the exclusive jurisdiction of the Circuit Court of the State of Florida, Pinellas County, and the jurisdiction of the United States District Court for the Middle District of Florida, for the purposes of any suit, action, or other proceeding arising out of, or relating to, this Agreement;
- (b) Waives and agrees not to assert against any party hereto, by way of motion, as a defense or otherwise, in any suit, action, or other proceeding, (1) any claim that is not personally subject to the jurisdiction of the above-named courts for any reason whatsoever or that its property is exempt or immune from setoff, execution, or attachment, either prior to judgment or in aid of execution, for any reason whatsoever; and (2) to the extent permitted by applicable law, any claim that such suit, action or proceeding by any party hereto is brought in an inconvenient forum or that the venue of such suit, action, or proceeding is improper or that this Agreement or the subject matter hereof may not be enforced in or by such courts.

22. Attorney's Fees

In the event either party employs an attorney to enforce any of the conditions of this agreement or to enforce any covenants hereunder or to enforce any of the rights,

remedies, privileges, or options at law or in equity; the prevailing party shall be entitled to reimbursement from the non-prevailing party of all legal costs and expenses incurred or paid by the prevailing party in so doing, including without limitation, all attorney and paralegal fees and costs if the matter is settled by legal action at the trial court level and at any and all appellate court levels in all matters of collection, enforcement, construction, and interpretation, as well as appearances in and connected with any bankruptcy proceedings or creditors' reorganization or similar proceedings.

23. Force Majeure

In the event that either party hereto shall be delayed or hindered in or prevented from the performance required hereunder by reason of strikes, lockouts, labor troubles, failure of power, riots, insurrection, war, acts of God, or other reason of like nature not the fault of the party delayed in performing work or doing acts ("Permitted Delay"), such party shall be excused for the period of time equivalent to the delay caused by such Permitted Delay. Notwithstanding the foregoing, any extension of time for a Permitted Delay shall be conditioned upon the party seeking an extension of time delivering written notice of such Permitted Delay to the other party within ten (10) days of the event causing the Permitted Delay.

24. Hold Harmless

The Contractor agrees to indemnify, hold harmless, and defend City of, from, and against all liability and expense, including reasonable attorney's fees, in connection with any and all claims whatsoever for personal injuries or property damage caused by the negligent or deliberate act or omission of the Contractor, its agents, officers, employees, and all other persons as a result of the performance of the services. This includes claims made by the employees of the Contractor against the City of Tarpon Springs and Contractor hereby waives its entitlement, if any, to immunity under Section 440.11, Florida Statutes. This shall not be construed in any way as a waiving of any immunity the City may have under the Doctrine of Sovereign Immunity or of 768.28, Florida Statutes.

25. Drug-Free Workplace

Preference shall be given to businesses with drug-free workplace programs in accordance with Section 287.087, Florida Statutes. Whenever two or more proposals which are equal with respect to price, quality, and service are received by the City for the procurement of commodities or contractual services; a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie proposals will be followed if none of the tied offerors have a drug-free workplace program.

26. 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 bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on 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, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

Section III Proposal Requirements

1. Required Format

To ensure consistency, all proposals must conform to the format outlined herein:

Cover Letter

Table of Contents

Section A. Technical Proposal (referred to as the Design/Development Program)

The technical proposal is a narrative which addresses the scope of work, the proposed approach to the work, the schedule of the work, and other information as described within the RFP the proposer deems relevant.

Section B. Qualifications (referred to as Development Team Qualifications)

Proposers must provide documentation which demonstrates their ability to satisfy all the minimum qualification requirements prescribed in the RFP.

Section C - Financial Analysis and Capacity

Proposers must provide documentation which demonstrates their ability to satisfy all financial requirements.

Offerors shall submit their financial information in a separate sealed envelope clearly marked "Financial Information". Include the original and five copies in one separate sealed envelope (INCLUDE IN ONE SEPARATE SEALED ENVELOPE ONLY - DO NOT INCLUDE IN YOUR PROPOSAL).

Section D. Price Proposal (referred to as the Business Terms/Purchase Price)

The price proposal is a presentation of the proposer's total offering price for the purchase of the property and incentives requested from the City.

2. Cover Letter

The cover letter must include the full legal name of the firm; a brief summary of the proposing firm; a statement of the Contractor's understanding of the scope of services to be provided; the address of the office conducting the service and of the office administering the Agreement, the names of the person(s) who will be authorized to make representations for the Contractor, their titles, addresses, telephone numbers, and e-mail addresses. The cover letter must be signed by an authorized official of the company, preferably the President. Contractor shall provide proof with its offer of signing authority for any official who signs the cover letter other than the President.

3. Table of Contents

The table of contents must include a clear identification of the material, by section and by page number.

4. Section A – Technical Proposal (referred to as the Design/Development Plan)

The technical proposal is a narrative which addresses the scope of work, the proposed approach to the work, the schedule of the work and all other information as described within the RFP the proposer deems relevant.

Criteria: Proposals must be consistent with the characteristics, functions, and uses of the Special Area Plan T5b transect zone, as outlined in the Transect-Based Infill Code for Sponge Docks and Community Redevelopment Area. Proposals also will be evaluated based on criteria such as: potential economic development impact (jobs, growth of City tax base, etc.). Thoughtful urban design concept that adheres to the historic design guidelines, integrates with surrounding uses, and demonstrates the Development Team's understanding of the current market and the community. Utilization of "green" design concepts is a plus.

Checklist:

- Project summary, including the above listed information.
- Provide in text and graphic form the conceptual design of the project being proposed. This includes site layout and design/aesthetics/character of the proposed project.
- Plans should be conceptual in format, but detailed enough to reflect the scope of design being considered.
- Elements which should be addressed include: height, mass, square footage, proposed architectural style and material types, and site and building orientation.
- Graphic drawings, schematics, site plans, and other such information that supplement the proposal should be included.

5. Section B – Development Team Qualifications

Criteria: Development Team has put together a complete team to take the project from concept to completion and has clear delineation of roles. The identified individuals who will be working on this project have worked on similar projects and have the capacity to fulfill their responsibilities. Demonstrated experience of the Development Team in successful financing, redevelopment, operation and economic performance of projects on time. Experience working with the public sector in public/private real estate development projects. Strong references from previous projects completed. Verification that the entries within this Development team have worked successfully on previous projects of a similar scope and magnitude.

Checklist:

- Development Team summary, including the above listed information
- Developer's name, address, principal contact's telephone number, and the name of the representative authorized to deal with the City of its representative.
- A narrative describing the reasons for wanting to participate in this redevelopment project.
- A statement identifying the principals and other team members who would participate in the proposed development and the nature and extent, or percentage, of each principal's person's interest in the development group.
- A summary of the qualifications of the developer and the person or persons who would be directly responsible for supervising the design and construction of the buildings on the selected site, as well as a statement describing the technical staff who will work with the Developer in carrying out the proposed development. Include information regarding the prior, recent experience of all team members over the past five (5) to ten (10) years in accomplishing development projects similar in scale and character to the proposed project. This section should include an organizational

chart describing the members and responsibilities of various project team members. Additionally, all applicable professional certifications (including but not limited to LEED, P. E. license, etc.) and date of each certification should be provided for all team members.

- A statement of the names and descriptions of the experience of the professional firms (architect, engineers, environmental) which will be retained by the developer for the preparation of the plans and specifications, including
 - A letter of intent indicating the individual's or the firm's willingness to serve as architect for the project.
 - The name and experience of that member of the firm who will execute the design of the building(s) and the landscaped areas.
 - A statement identifying the firm or organization that will be responsible for managing the development, including a description of the form of the relationship to be established between the developer and the management organization (i.e. parent or Subsidiary Corporation, partnership, lease, management contract, etc.).

6. Section C. Financial Analysis and Capacity (Submitted in a separate sealed envelope clearly marked "Financial Information")

Provide cost estimations that are consistent with the project's timeline for implementation and expectations of return. Credibility of proposed economic assumptions. Evidence of financial resources consistent with project's requirements. Demonstrated ability to finance similar sized projects.

Checklist:

- Signed statement from the developer to the effect that all statements and information provided in the response are true to the best of his/her knowledge and belief
- The response shall clearly document the cost estimations, redevelopment schedule, and business terms anticipated for the Project.
- Information should convey an understanding of managing this project throughout all necessary stages, from submission of proposal, design, plan review, purchase of the property, and subsequent construction.
- Contacts of bank references for the Developer.
- A statement providing City staff the authorization to verify financial and any other qualifications. – this statement should cover granting us the ability to request financial statements/documents from the banks/lenders involved.

Offerors shall submit their financial information in a separate sealed envelope clearly marked "Financial Information". Include the original and five copies in one separate sealed envelope (INCLUDE IN ONE SEPARATE SEALED ENVELOPE ONLY - DO NOT INCLUDE IN YOUR PROPOSAL).

7. Section D. Business Terms/Purchase Price

Indicate the proposed purchase price terms. Proposals which indicate a purchase price less than the appraised value must articulate the value of other items of a public benefit, such as creation of jobs, and state the specific benefits that the proposed project would bring to the surrounding area.

APPENDIX A

BUSINESS TERMS/PURCHASE PRICE SUMMARY

1.	Purchase Price	\$
----	----------------	----

Offeror: _____

Address: _____

City _____ State _____ Zip _____

Phone No.: _____ Fax No : _____ Email: _____

Printed Name and Title

Authorized Signature

Date

**APPENDIX B
DRUG FREE WORKPLACE FORM**

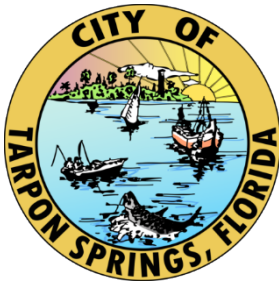
**PREFERENCES TO BUSINESSES WITH DRUG-FREE WORKPLACE PROGRAMS
UNDER SECTION 287.087, FLORIDA STATUTES.**

1. This statement is submitted with the attached Proposal.
2. Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the City for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:
 - a. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for specifying the actions that will be taken against employees for violations of such prohibition.
 - b. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
 - c. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (a).
 - d. In the statement specified in subsection (a), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, violation of Chapter 893 or of any controlled substance law of the United States or any state for a violation occurring in the workplace no later than five (5) days after such conviction.
 - e. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.
 - f. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

AS THE PERSON AUTHORIZED TO SIGN THE STATEMENT, I CERTIFY THAT THIS FIRM COMPLIES FULLY WITH THE ABOVE REQUIREMENTS.

VENDOR'S PRINTED NAME: _____

AUTHORIZED SIGNATURE: _____



CITY OF TARPON SPRINGS, FL

CITY MANAGER

324 East Pine Street
P.O. Box 5004
Tarpon Springs, Florida 34688-5004
(727) 942-3590
Fax (727) 937-8199

MEMORANDUM

To: CRA Board

From: Charles Rudd, City Manager

Date: 1/2/2025

Subject: Downtown Shuttle Service

In December, the Board provided direction to staff to develop an RFP for Shuttle Service for the Downtown/CRA/Sponge Docks areas. The draft scope is included in the packet. The timeline for issuing an RFP, selection of a respondent, execution of a contract and implementation by the selected vendor (acquiring vehicles, staff, etc.) is approximately 6 to 8 months and has us missing the tourist season that is currently underway. We would essentially be looking at starting next fiscal year.

The Procurement Staff has come up with another option, which would be to piggyback on a modification of the Dunedin contract to match our scope for a trial period. This would allow us to skip the RFP phase and begin the implementation phase. This phase may still take 4 to 6 months, and we may still miss the tourist season, however, we wanted to provide you with this option.

Staff requests direction from the Board to either proceed with the RFP process and the proposed scope (as is or with changes) or to piggyback on the Dunedin contract already in place.

250084-P-PH ON-DEMAND SHUTTLE SERVICES

BACKGROUND

The City of Tarpon Springs, incorporated in 1887, is the northernmost municipality in Pinellas County, FL, situated along the Gulf of Mexico and the Anclote River with a population of 26,000 residents. The City is historic and culturally-rich with two distinct activity centers – the Greek Sponge Docks located along the Anclote River, and the vibrant Downtown located less than one mile southeast.

The City's tourism industry is important to its economic base. The City attracts approximately one million visitors yearly according to a 2016 Economic Study. The Downtown has grown to accommodate successful restaurants, cafes, breweries and boutiques. Therefore, much of the economy is based on tourism as well as attracting local and regional residents to the City during off season times. The prime demand for enhanced mobility services comes from visitors who shop in the Downtown and Sponge Docks and patrons who enjoy the robust restaurant scene.

The City provides free parking in the Downtown area which has been accomplished using City-owned lots, leasing private parking lots, and providing on-street spaces. The Sponge Docks parking lots are primarily paid lots. The City recently acquired a parcel that is the first free municipal lot of approximately 45 spaces.

The City maintains a Downtown Community Redevelopment Area (CRA) comprised of the central business district generally between Meres Blvd. to the south, the Anclote River to the north, along Alt. 19 and encompassing Tarpon Ave. and surrounds east to Levis St. The Pinellas Trail is within the CRA boundaries, creating an active pedestrian and bicycle environment. The CRA 2000 Master Plan recommends an alternative transportation system with appropriate destinations and routing to enable convenient connections between activity centers, namely the Downtown and the Sponge Docks. The addition of a six-month micro transit pilot project is consistent with the CRA Master Plan.

SCOPE OF SERVICES

The City is seeking qualified firms to provide all personnel, vehicles, materials and services required to successfully implement a downtown shuttle service in the City of Tarpon Springs. The shuttle service will provide point-to-point shared rides for residents, guests and commuters by providing on-demand rides for work, shopping, recreation, restaurants and for various appointments. Services shall be available on Fridays and Saturdays from 11:00 am to 10:00 pm with the option of the City to extend services to additional days/times throughout the contract period.

Personnel: The vehicle operators must have a valid Florida driver's license and shall comply with the following standards:

- Drivers shall be trained in all operational procedures relating to the operation, including thorough knowledge of the service area street network.

- Drivers shall be trained in defensive driving and vehicle handling. Drivers shall be trained to provide transportation to elderly and disabled individuals.
- Drivers shall assist passengers confined to wheelchairs in boarding and tie-downs.
- The drivers shall be available and on time daily to ensure consistent and reliable service.
- The awarded vendor shall provide adequate customer service training to its employees (drivers and customer personnel).
- Drivers shall be dressed and groomed appropriately.
- Drivers are required to have a thorough knowledge of traffic regulations.
- Drivers shall demonstrate excellent customer service, sensitivity, courtesy, professionalism, high ethical standards, helpfulness and safe driving habits.

Vehicles: The City intends to have two (2) vehicles fully operational during the service hours. The vehicles used to provide service must comply with all applicable local, state and federal codes, safety standards or laws and comply or exceed manufacturer's safety and mechanical standards for the vehicle and model used in the provision of services under this contract. The vehicles shall be eco-friendly and at least one (1) vehicle shall be ADA accessible.

- The Vendor shall develop a brand and logo suitable for multilingual users and campaigns that build upon, and integrates with, the City of Tarpon Springs' existing brand, subject to City design standards and approval.
- All vehicles and equipment on the vehicles shall be always maintained in full operational condition according to the manufacturer's recommendations.
- All vehicles provided must have an exterior free of grime, oil, or other substances and free from cracks, breaks, dents and damaged paint that noticeably detract from the overall appearance of the vehicle.
- All vehicles shall be clean in the interior and free from torn floor coverings, damaged or broken seats, and protruding sharp edges. The seats shall be padded and comfortable.
- All vehicles shall be equipped with a booster seat for young children. Infants must be in car seats provided by the customer.
- The City will provide charging stations for the vehicles.

Shuttle Service: The proposer shall operate a free shuttle service on Fridays and Saturdays from 11:00 am to 10:00 pm in the Community Redevelopment Area (see attached map).

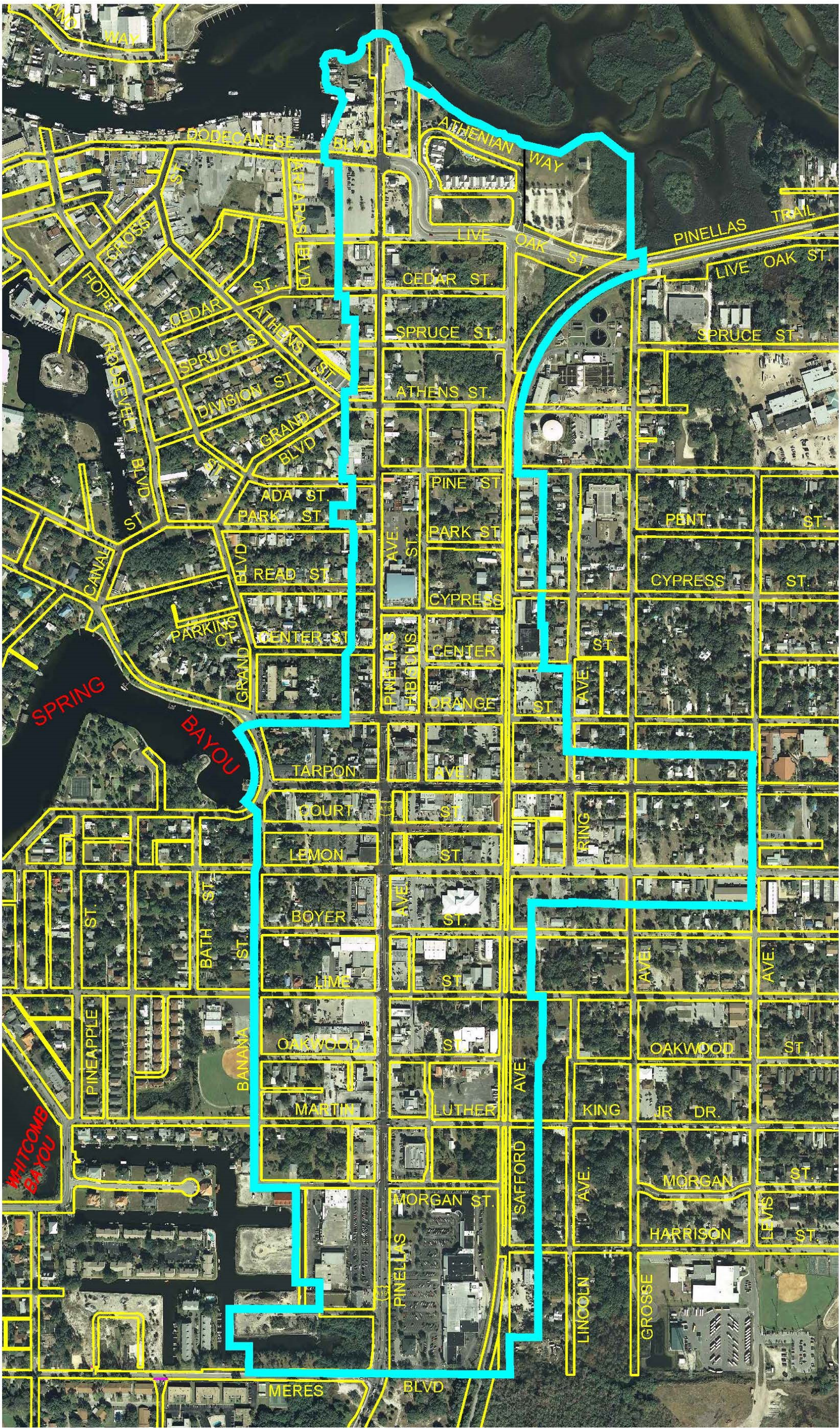
- The Operator shall own or lease the vehicles.
- The Operator shall hire and manage all drivers of the shuttle vehicles.
- The Operator shall maintain and store all vehicles when not in service.
- The Operator shall obtain all necessary licenses, permits and insurance to operate this service.
- The Operator shall ensure that all drivers possess the appropriate valid license to operate all shuttle vehicles.
- The Operator shall operate street legal vehicles with a minimum capacity of five (5) passengers and no more than nine (9) passengers. Due to the narrow streets in the downtown area, larger vehicles will have a difficult travel route and may impede traffic.

Ride Requests: The Vendor shall provide a mobile app platform that may include, but is not limited to:

- Live Tracking: The users can locate their rides.
- Ride Management: The users can cancel or modify the ride per their requirement.
- Customer-facing application available for download in the Apple and Android stores.
- User-friendly interface experience.
- Ratings and Reviews.
- Users without access to a smartphone should be able to call a toll-free number or flag a vehicle down if they see one passing by.

Performance and Reporting: Beginning with the second month of the term of the Agreement and continuing for each month of the term thereafter, the Vendor will provide City staff with an online accessible dashboard to review the monthly performance analysis showing data and analytics related to ridership and operations of the vehicles for the preceding month. The Vendor will provide monthly reports with each monthly invoice to include:

- Total boardings per month
- Number of completed rides
- Average journey time
- Average distance per ride
- Average utilization (passengers per vehicle hour)
- Vehicle miles driven
- Vehicle hours driven
- Cancellation rate
- Average wait time
- Average percentage of on-time pick up requests
- Average percentage of requested rides completed
- Top pick-up and drop-off locations



TARPON SPRINGS COMMUNITY REDEVELOPMENT AREA

EXHIBIT "A"

Scope of Services

The Contractor hereby agrees to provide all labor, materials and equipment required to provide Micro-Transit Services. Contractor shall provide services of high-quality in all respects, and the workmanship must be in accordance with customary standards of the various trades and industries involved with the services. Contractor acknowledges that it has read the specifications of the services to be performed and fully understands them.

Peak Service Operating Hours

Contractor will provide three (3) Vehicles (the "Vehicles") to accomplish the Micro-Transit Services and shall operate January 16th through April 14th during the following hours:

- Thursday: 11am - 10pm
- Friday/Saturday: 11am - 12am
- Sunday: 11am - 7pm

Non-Peak Service Operating Hours

Contractor will provide two (2) Vehicles (the "Vehicles") to accomplish the Micro-Transit Services and shall operate April 15th through January 15th during the following hours:

- Thursdays – 5pm to 10pm
- Fridays – 3pm to 12am
- Saturdays – 11am to 12am
- Sundays – 11am to 7pm

The terms of operating the Vehicles are as follows:

1. The Vehicles will be dedicated exclusively to serving individuals within the area designated by the City of Dunedin in Exhibit "B" attached hereto.
2. The Contractor will operate the Vehicles in accordance with the mutually agreed upon schedule, as may be adjusted by the CITY from time to time (the "Operating Hours").
3. Contractor will take all reasonable steps to limit driver break times to downtimes in service. Operating Vehicles will be staggered such that no Vehicle will operate for longer than twelve (12) hours in a single day. The Operating Hours set forth herein may be reasonably adjusted from time to time by mutual written agreement of the Parties hereto.
4. The Contractor will operate up to three (3) Vehicles during Peak Service Operating Hours and two (2) Vehicles during Non-Peak Service Operating Hours Vehicles which will consist of various pick-up and drop-off stops as designated by riders within the Designated Service Area at all times during the Operating Hours (weather

and conditions permitting) with the exception of times when drivers are on any company approved breaks.

5. As compensation for the Services, the CITY shall pay a maximum amount of \$18,250 per month for twelve months for annual cost of \$219,000.
6. The Contractor will provide drivers for the Vehicles that will communicate public service announcements as may be communicated by the CITY to Contractor from time to time.
7. The Contractor will assist the CITY in developing a marketing plan to encourage ridership on the Vehicles during the term of the Contract.
8. Beginning with the second month of the term of the Contract and continuing for each month of the term thereafter, Contractor will provide the CITY with a monthly report showing data and analytics related to ridership and operations of the Vehicles for the preceding month(s). Contractor will provide these reports with each monthly invoice starting the second month of the term.
9. Contractor will have the ability to sell advertising space on the Vehicles at any time during the term, and provided Contractor is able to sell such advertising space, Contractor may enter into separate agreements with advertisers for the placement of advertising on the Vehicles. The CITY shall approve in writing all advertising placed on the Vehicles prior to placement. Any advertising revenue generated from the sale of advertising on the Vehicles during the Term shall be divided equally between the Contractor and CITY. Selling of advertising space on the “Freebee” Vehicles at any time during the Term by the CONTRACTOR is at the discretion of the CITY.