

# CITY OF ST. CLOUD

## EDAC

### ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

1300 NINTH STREET; BUILDING A – 1st FLOOR,  
Growth Management Conference Room  
WEDNESDAY, November 20, 2019 - 5:00 pm

## MINUTES

### I. OPENING BUSINESS

Chairperson William Underly called the meeting to order at 5:00 p.m.

- **Pledge of Allegiance**

- **Roll Call**

#### **Members**

William Underly, Chair (Seat #5)  
Paula Stark, (Seat #1)  
Susan Abshire (Seat #2)  
Donna Hart (Seat #3)  
Karl Theobald (Seat #4)  
Terrence Lloyd (Seat #6)  
Jason Whitfield (New member Seat #7)  
Robert Collins - OUC

#### **Present/Absent**

Present  
Present  
Present  
Present  
Present  
Present  
Present  
Absent

#### **Staff Present:**

Antranette Forbes, Economic Development and Special Projects Manager  
Shelley Watson, Community Redevelopment Specialist  
Leonardo Torres, Associate Planner/Recording Secretary

- **Approval of Minutes**

- Chairperson Underly requested EDAC to review minutes from 09/18/19.
- Member Theobald motioned to approve EDAC minutes from 09/18/19. Member Abshire seconded the motion. Motion passed 5-0.

### II. OLD BUSINESS

- **A. City Council: EDAC Letter of Support**

- Ms. Watson suggested to EDAC that a person be designated to speak to the Council summarizing the letter.
- The EDAC designated 3 members to present on different portions of the letter.

- **B. Update on OUC asset inventory study**

- Ms. Forbes updated EDAC on the status of the inventory study; OUC issued an RFP and has awarded the contract. Ms. Forbes summarized the scope of work to

the EDAC.

- Member Hart suggested that EDAC could encourage the Mayor to send a letter to OUC that prioritizes St. Cloud in the study.
- EDAC decided to include this request in the presentation of the letter to the Council.
- Member Hart also requested staff to find out if OUC inventory covers all of the JPA and, if not, whether the City can pay for the areas that are covered by KUA.
- **C. Proposed and Approved Developments**
  - Ms. Watson informed EDAC that staff is currently working with Osceola County to obtain a map of developments outside of city limits but within the JPA.
- **D. Chamber: Hotel Recruitment Progress**
  - Member Hart informed EDAC that hotel saturation is occurring on the west end of town thus moving interest for hotel recruitment to the east end.

### **III. NEW BUSINESS**

- **A. Status update on 918 New York Ave.**
  - Staff updated EDAC on the redesign of the St. Cloud hotel.

### **IV. STAFF REPORT/UPDATE**

- Introduction of new Economic Development and Special Projects Manager
  - Ms. Forbes introduced herself to the EDAC. Mr. Underly briefed Ms. Forbes on the EDAC letter to the Council.
- CoStar Property Database
  - Ms. Forbes briefed EDAC on the purpose of the CoStar Property Database and her intention for its use in attracting businesses with readily available site data.

### **V. PUBLIC COMMENT**

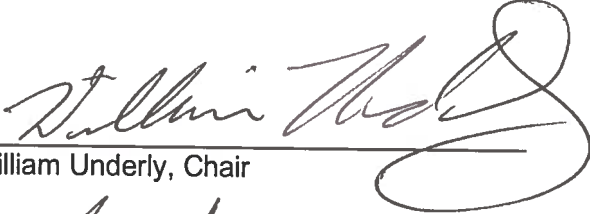
- No public comment.

### **VI. ADJOURNMENT**

Next meeting to be held on December 18, 2019.

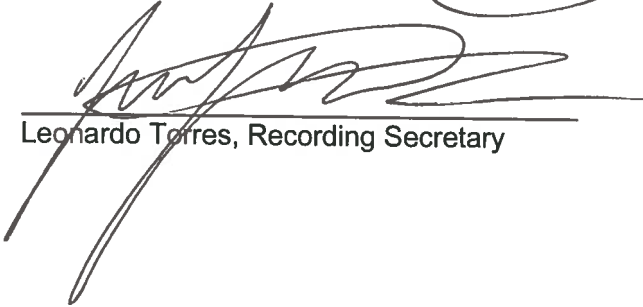
Ms. Hart made a motion to adjourn, seconded by Ms. Theobald, motion passed 5-0.

Chairperson Underly adjourned the meeting at 6:24 p.m.



William Underly, Chair

Dec 18 2019  
Date



Leonardo Torres, Recording Secretary

12/18/19  
Date

If a person decides to appeal any decision made by the Committee/Board, with respect to any matter considered at such hearing/meeting, such person will need a record of the proceedings and that, for this purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, and which record is not provided by the City of St. Cloud. (FS 286.0105) In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Secretary / Clerk of the Committee / Board listed below, prior to the meeting (FS286.26) Leonardo Torres; 1300 9<sup>th</sup> Street; St. Cloud, FL 34679; (407) 957-8422 or [leonardo.torres@stcloud.org](mailto:leonardo.torres@stcloud.org).

# Competitive Solicitation Plan

*Instructions: Complete and attach to OR to initiate a RFP, RFQ, SOQ – CCNA, or SOQ – Non-CCNA request. This will form the basis of the solicitation. Contact Strategic Sourcing for assistance or with any questions.*

**Business Unit Name:** Economic and Business Development

**Business Unit User:** Alandus D. Sims

(Any requesting employee responsible for initiating the procurement of the desired product or service.)

**Method of Procurement:** Request for Proposal

**Designated Representative:** Robert N. Collins

(The individual assigned by OUC management to administer the Work being performed under a Contract.)

**Estimated Value:** \$75,000

**Services or Goods Needed by:** October 30, 2019

**Term of Contract:** 2 years

**Target Commission Date:** October 8, 2019

**Current Contract or PO:** Enter number.

**M/WBE Target:** None

**Required Bonds:** None

**IT:** No IT Component

**Pre-Response Conference/Site Visit:** Optional Attendance

**Emergency Planning:** No

**Project Name:** Strategic Sites Inventory

## Scope of Work Summary

The Orlando Utilities Commission (OUC) intends to engage a consultant to develop an inventory of market-ready, competitive greenfield properties (sites) to strengthen the availability of site for economic development projects. OUC recognizes the critical importance in maintaining a competitive real estate asset inventory for successful economic development. This Strategic Sites Initiative will strengthen OUC's ability to attract and land quality commercial and industrial projects, creating community growth and prosperity through new job opportunities, improved wages, and sustainable tax revenue generation while expanding OUC's customer base.

## Requirements & Specifications

Request for Proposal (RFP) response should incorporate specific components demonstrating specific qualifications related to real estate inventory development for economic development land uses. This will ensure the best opportunity to be selected as the engaged vendor. At a minimum, proposals should include the methodology, description of tasks and rationale, and overview of the steps to develop a site for strategic inventory purposes. This RFP provides for the selection of a qualified consultant to design and implement the beginning phase of the Strategic Sites Initiative: site identification. The scope of work is described as follows:

1. Research and identify undeveloped (e.g., greenfield, raw land) properties that exhibit necessary physical characteristics, conditions, and setting to support favorable development as an industrial or commercial real estate asset
2. Customize site searches (the acreage search threshold must be 10 acre increments) based on the following OUC-identified industry targets:
  - a. Advanced manufacturing
  - b. Aerospace and defense
  - c. Medical and sciences
  - d. Information technology
3. Screen potential sites for strategic sites inventory consideration

4. Provide site maps and analysis summary in GIS-based digital format
5. Rank sites and provide recommendations for next stages of site inventory development

#### **Minimum Qualifications**

Responding consultants must demonstrate direct experience in site selection and strategic sites inventory development. Specific project examples and client references must be provided to support statements of qualification. Responders are required to provide demonstration of ability to deliver the stated project objectives through detailed approach to performance of the scope of work. OUC expects the successful consultant to utilize an efficient, analytical process supported by geographic information system (GIS) data and mapping technologies to ensure the following project performance measures are met:

- Process efficiency
- Objective and quantitative site quality analysis
- GIS-based delivery of study results

Proposals should address how you will use the GIS to provide analytical approach to site identification, relative site quality/competitiveness scoring, and delivery of potential sites information.

#### **Approach**

This RFP will not require a pre-bid meeting, and it is intended to be a single provider award. Each proposal should provide the greatest amount of information possible, although OUC will reserve the right to potentially short list finalist for potential in person presentation if we feel it necessary to determine most qualified bidder.

Evaluation Scoring will be as follows:

25% pricing for services

40% recommend approach, strategy to conduct analysis and provide ongoing support towards a program implementation. (Including: target Industries, revenue impacts, marketing strategies, land ownership partnership development and government engagement, plus potential value added services in this area)

35% Previous experience in site analysis and site readiness preparation. Including potential references and demonstrated work knowledge of site readiness programs and/or experience in the Florida/Central Florida specific related marketplace.

**Procurement Risk Management Guidance**

**Procurement Risk Quick Reference Guide**

**Preliminary Risk Analysis**

N/A

**Proposed Selection Committee**

TBD

**Justification**

Per the approved 2019/2020 OUC Operational Plan

**Supplier List**

Indicate any known Suppliers, with validated contact information. At a minimum, include Name of Business, First Name, Last Name, and Email. Add additional rows as necessary. This list will inform Strategic Sourcing, but is not necessarily the comprehensive list of Suppliers included in the Bid List. Disclaimer: Do not move, rename, or delete columns.

Name of Business Entity or Individual	First Name	Last Name	Phone	Fax	Email	Address	Suite #	City	County	State	Zip