



Procurement & Contracting Department  
110 SE Watula Avenue, Third Floor  
Ocala, Florida 34471  
Telephone: (352) 629-8402  
[www.bidocala.com](http://www.bidocala.com)

The City of Ocala is accepting sealed electronic submissions for:

**Invitation to Negotiate (“ITN”) No.: [GRM/240609](#)  
for the Development of a Catalytic Opportunity Site in Ocala, Florida**

**Parcel Identification Number [2823-058-000]**

Official copies of all solicitation documents may be obtained via electronic download from the City of Ocala’s e-procurement portal located at:  
[www.bidocala.com](http://www.bidocala.com).

**Copies of documents obtained from any other source are not considered official copies.**

---

**Solicitation Issue Date:** **April 18, 2024**

**Deadline for Questions:** **September 16, 2024, at 5:00 p.m. (EST)**  
All questions must be submitted to the Procurement Department electronically via [www.bidocala.com](http://www.bidocala.com). Responses will be made electronically and posted online. It is the responsibility of the proposers to check for updates. Any questions received after the deadline will not be considered. Any inquiries regarding this solicitation must be submitted via e-mail to the Buyer Contact identified below.

**Submission Deadline:** **September 23, 2024 at 2:00 p.m. (EST)**  
Sealed electronic submissions shall be accepted via the e-procurement portal up to the submission deadline noted above. Submissions received after the deadline or transmitted to the City of Ocala outside of the e-procurement portal shall be rejected. Any submissions received after the stated time and date will not be considered.

**Buyer Contact:** **DAVID WILLIAMS, BUYER**  
**E-Mail:** [dwilliams@ocalafl.gov](mailto:dwilliams@ocalafl.gov)  
**Phone:** (352) 629-8350

**THE CITY OF OCALA RESERVES THE RIGHT TO REJECT ANY AND ALL SUBMISSIONS**

## SECTION 1 INTRODUCTION AND PROJECT DESCRIPTION

### 1.1. INTRODUCTION AND PROJECT OVERVIEW

The City of Ocala (“City”), through this Invitation to Negotiate (“ITN”), seeks proposals from interested and qualified developers, builders, partnerships and/or agencies interested in constructing a mixed-use development on the subject parcel to include any combination of the following preferred mixed uses: residential (required), retail, restaurant, office, or cultural.

The property is located in the Downtown Community Redevelopment Area (CRA). Per the *Midtown Master Plan (2017)* attached hereto as **Exhibit A**, the subject site has high catalytic impact potential and is advantageously situated within close proximity to a number of both downtown and midtown amenities and employment centers including the Downtown Square and future hotel, the Osceola Trak, and the Marion County Courts Complex.

This 1.15-acre City-owned property abuts NE 2nd Street to the north, NE 1st Street to the south, NE 1st Avenue to the east, and the historic seven-story Marion Sovereign Building to the west across N. Magnolia Avenue. The property is currently used as a surface parking lot with no buildings. Historically, this was the site of the city’s main post office and was a primary generator of activity for most surrounding development. The site is zoned Form Based Code (FBC) with a designated land use of High Intensity/Central Core. The FBC allows for density to be calculated based on the floor area ratio (FAR) for residential and non-residential uses rather than unit density. The FAR is 8.0 within the High Intensity/Central Core land use designation. The total square footage of the site is approximately 50,094. The site is located in the parking exempt zone. If a proposer wishes to provide onsite parking, standard parking dimensions are 9.5 wide by 19 feet in depth however can be reduced to 9 wide by 17 feet in depth due to the site location within the High Intensity/Central Core.

If allowable, the inclusion of an appropriately scaled green space element is preferred. As indicated above, although this parcel is in a parking exempt zone, proposers shall include onsite structured or surface parking as part of their proposal. Development of this site will displace much of the existing parking use and create additional pressure for even more parking. Proposers may incorporate areas outside of the site such as parking spaces, rights-of-way, other properties, etc. in their proposals.

As a mixed-use product, proposers should carefully consider how the development will contribute and increase connection and associated draw to and from the evolving nearby downtown core, nearby geographical areas, and many public improvements that border Midtown in all directions. Proposers should carefully consider how the development will contribute to a vibrant street life and a pedestrian oriented public realm with a variety of amenities. Each building should be aesthetically attractive and provide an accessible, safe environment.

In order to be eligible for consideration, prospective developers, builders, partnerships and/or agencies must meet the minimum qualifications set forth in this ITN and demonstrate proven experience, financial resources, and professional expertise to develop, market, and rent and/or sell quality, residential units. The City reserves the right to request additional information or require execution of additional documentation as may be reasonably necessary to determine the financing of construction of the developed units.

The City's Selection Committee shall review all proposals, conduct interviews, and recommend one or more proposals to City Council based on the evaluation criteria set forth herein. City Council may accept any proposal that it deems to serve the public interest and reserves the right to reject any or all proposals.

The transfer of title to the property shall not occur until all of the terms of the sale are complete. Language shall be included in the deed document to allow title to revert to the City in the event that construction is not initiated within six (6) months of closing and any deposit or other funds paid by developer shall be forfeited to the City. Construction must be completed, and a certificate of occupancy (CO) issued for the completed units no later than twenty-four months (24 months) from the date of closing. City staff shall schedule meetings, and monitor progress to ensure construction is complete in accordance with the Development Agreement.

Proposers are encouraged to communicate any questions regarding this ITN by the deadline set forth for questions herein. All questions should be sent in writing via e-mail to the Buyer Contact identified. Questions and answers will be communicated to all proposers by issuing an addendum posted to [www.bidocala.com](http://www.bidocala.com).

## **1.2. PURPOSE AND OBJECTIVES OF THE PROJECT**

### **A. PURPOSE**

The City desires a development at the project site which creates a vibrant, mixed-use area. The redevelopment project will contribute to the vision of the downtown Ocala as the heart of the city. City encourages creative and innovative ideas for the use, design and space, with the goal of creating a unique, dense, walkable, and connected development. This ITN is intended to support redevelopment activities that attain the highest and best use of the property taking into consideration concepts that are physically possible, legally permitted, financially feasible and vastly productive.

### **B. OBJECTIVES**

#### **(1) Property Standards and Integration with the Community**

The City desires site plans with intensity, housing density and building design that are compatible with the surrounding uses, meet all applicable building codes, and integrate the Design Standards outlined in the City of Ocala's *Form-Based Code* attached hereto as **EXHIBIT B**. Architectural conceptual plans and elevations must be approved by the City of Ocala's Growth Management Department prior to closing. The City desires to drive activity to and within the downtown fostering a vibrant walkable environment. The City will support plans that encourage sustainable development practices that compliment and create harmony among all adjacent uses.

#### **(2) Development Schedule**

The City desires development schedules that are realistic and timed to the availability of off-site infrastructure and which chart a realistic and efficient timeframe to begin construction for the delivery of a mixed-use development within twenty-four (24) months of closing.

### **(3) Financial Ability of Developer and Financial Sustainability of Project**

The City desires to partner with developers who are able to provide evidence of funding commitment to complete construction (i.e. construction cost estimate and bank funding commitment letter, bank statement and/or grant agreement). Developers must meet the **Minimum Equity Requirement of 35%** of Development Costs. The City prefers secure financing with a debt structure that ensures long-term operational sustainability. The City is looking for profit and loss statements based upon realistic development costs and initial sales prices or rental revenue.

### **(4) Ad Valorem Tax Revenue**

The City desires to attain the highest and best use of the property. The City-owned property is currently vacant, unimproved and non-taxable. Development of the property through this partnership will result in increased ad valorem taxes to be levied against the taxable value of real and personal property.

## **1.3. MINIMUM QUALIFICATIONS**

Responding developers, builders, partnerships and/or agencies shall be required to meet minimum qualifications at the time proposals are submitted. Proposals must clearly demonstrate that the developer, builder, partnership and/or agency meet the following qualifications:

- A. Have no less than ten (10) years of relevant project experience involving the development and construction of large-scale projects (i.e., yielding at least 30,000 sf of commercial building space, at least 75 residential dwelling units, or some combination);
- B. Have principally developed and completed no less than three (3) separate mixed used projects;
- C. Have creditworthiness, at least 35% equity of the proposed project in place, and a demonstrated capacity to secure the financial commitments proposed to complete the development;
- D. Be authorized to do business in the state of Florida and possess all required business and professional licenses;
- E. Be able to comply with the proposed or required performance schedule; and
- F. Have a satisfactory record of contractual performance.

## **1.4. SITE INFORMATION**

The following information is provided for the purpose of consolidating data relevant to the subject property. Prior to responding to the Solicitation, proposers are responsible for: (a) examining the Solicitation thoroughly; (b) visiting the project site to become familiar with local conditions that may affect cost, progress, or performance; (c) studying and carefully correlating proposer's observations with the Solicitation; and (d) notifying the Buyer Contact of all conflicts, errors, or discrepancies found in the Solicitation.

- A. **Marion County Property Appraiser Property Identification No.:** 2823-058-000 See *Aerial Map* attached hereto as **EXHIBIT C** and *Legal Description* attached hereto as **EXHIBIT D**
- B. **Land Area:** 1.15 Acres.
- C. **Ownership:** City of Ocala. See *Deed* attached hereto as **EXHIBIT E**.
- D. **Zoning Designation.** Form-Based Code (FBC).
- E. **Geotechnical:** See *Geotechnical Site Exploration* report attached hereto as **EXHIBIT F**.
- F. **Off-Site Infrastructure/Utilities:** This parcel has off-site infrastructure and/or utilities adjacent to the property line. See *Boundary Survey* attached hereto as **EXHIBIT G**.

### 1.5. **PROJECT INFORMATION**

The following information is provided to assist Proposers with the preparation and refinement of their respective development proposals.

- A. **Land Acquisition Price (Purchase Price).** The City of Ocala may dispose of property for economic development in such fashion as determined by City Council including, without limitation, public auction, sealed bids, real estate listings, lease, donation (upon a finding that a sufficient public purpose exists), or otherwise; the assessed value as determined by the Marion County Property Appraiser is attached hereto as **EXHIBIT H** *Property Record Card* for assessed value information.
- B. **Site Control.** The City of Ocala is owner of the subject Property. The City intends to provide site control by fee-simple conveyance, subject to final approval by City Council. The Property will be sold to the successful developer pursuant to the terms and conditions of the Development Agreement. The Property will be sold on an “as-is” basis.
- C. **Permits.** The successful developer shall be required to obtain all required permits for construction. It shall be the responsibility of the proposers to diligently conduct additional research to verify permitting requirements for the project.
- D. **Incentives.** The City and the CRA are willing to consider development incentives, if justifiably needed. Suggested and required incentives must be identified and quantified by the respondent. The rationale for each incentive desired must be explained sufficiently to justify its need. The City/CRA will not consider incentives as compensation for risk. The City does not have the ability to provide short-term cash incentives. When necessary, respondents should carefully consider incentive options that would provide long-term benefit and win/win scenarios for the respondent and the City/CRA. At the full discretion of the City, fee incentives (waiver, deferment or reimbursement) may be available. Possible incentives may include building permits, plumbing permits, electrical permits, gas permits, fire review fees, site plan review fees, site permit fees, fees to access city-owned drainage retention areas, water and sewer impact fees, water meter charges, infrastructure improvements, fire impact fees, and sanitation impact fees.
- E. **Development and Design Standards.** All proposals are required to adhere to the design and development standards in the Form-Based Code (FBC). Therefore, building design and architecture shall incorporate elements of the FBC. The City desires to have, at a

minimum, a three (3) story building constructed on the site. Conceptual Architecture plans and elevations must be approved by the City of Ocala's Growth Management Department prior to closing. The development should improve the pedestrian environment through building orientation, attractive building facades and pedestrian amenities. The design principles call for activation along the street with ample street facing windows and visible customer entrances for non-residential uses. Quality natural building materials are expected. Buildings are to respect the street context, form street walls and provide density. Parking should be contained on site in accordance with the applicable Zoning Code.

Respondents should focus on delivering quality building architecture through building placement, building material, articulation, fenestration and transparency. Design Standards outlined in Section 122-967 of the Form Based Code should benchmark all proposed designs. These Design Standards are intended to foster creative building solutions while maintaining consistent design quality, guiding the overall appearance of buildings and promoting compatible building elements and facades. These Design Standards describe building design elements that have the greatest impact on the public realm in such a way as to provide for the public health, safety, and welfare in a high-quality pedestrian environment.

Building design and construction shall support building longevity and future uses by using simple building forms with clear delineations between floor levels, proportions of openings and greater transparency through the use of larger storefront openings at the ground level. Architectural details and facade articulation shall include recesses for outdoor dining areas; display and/or public art integrated with the building design; canopies, awning, arcades, galleries, balconies, porches, stoops, and other architectural projections; and other architectural elements to create visual interest.

Buildings shall be located close to the street to create a defining street wall with parking occurring on-site, in structured parking or behind buildings. All building elevations that front on a street shall be considered primary facades with a public building entry. For retail applications, the first-floor façade shall have a high proportion of windows (transparency) to encourage pedestrian activity. Activation of the pedestrian realm is critically important and proposals should address how activation will occur. Proposers should also carefully consider and demonstrate how the combination of particular mixed uses is compatible and will create optimum synergy between the mixes of uses. Proposers should clearly indicate each type of use they envision on the property, the approximate square footage for each use, the approximate location of the use on the property, and the timeframe of when each use will be developed within the total development cycle envisioned for the site.

Signage shall be ground mounted signage with at least a 36" base consisting of a complimentary material to the façade of the building. According to Section 122-969(i) of the Form-Based Code, a monument sign is defined as a permanently affixed sign which is wholly independent of a building for support attached to two posts or along its entire width to a continuous pedestal. Standard monument signs must display the street address of the property. Only one monument sign is allowed per street frontage, except that one additional sign is allowed for properties with 1,000 feet or more of street frontage, provided all signs are conforming.

Respondents should provide colored renderings of the site and front, back and side elevations of building(s) and decorative structures such as hardscape features and entrance signs.

Future land use in the great majority of the Midtown area is planned as High Intensity/Central Core in Ocala Vision 2035. This land use pattern calls for a high mixture of uses, taller buildings, smaller setbacks, wide sidewalks to improve pedestrian activity, plazas and civic areas, and parking located on-street or behind buildings.

- F. **Construction Timeline.** Developer must provide construction schedule and building permits. Construction **must** be completed within twenty-four (24) months of the closing date. Language shall be included in the deed document to allow title to revert to the City in the event that construction is not initiated within six (6) months of closing and any deposit or other funds paid by Developer shall be forfeited to the City.
- G. **Accessibility.** Proposers are required to design a project that is pedestrian friendly and accessible to persons with disabilities in compliance with the Americans with Disabilities Act (ADA).
- H. **Funding Commitments.** Developer must show evidence of funding commitment to complete construction such as a construction cost estimate and bank funding commitment letter, bank statement(s), and/or grant agreement(s) to support construction of the units. See *Financial Review Committee (FRC) Guidelines* attached hereto as **Exhibit I**

- 1.6. **EXHIBITS.** Each of the following Exhibits are incorporated into and made a part of this ITN as if fully set forth herein.

- EXHIBIT A:** Midtown Master Plan
- EXHIBIT B:** Form-Based Code Parcel Identification Information (Case Map)
- EXHIBIT C:** Aerial Map
- EXHIBIT D:** Legal Description
- EXHIBIT E:** Deed
- EXHIBIT F:** Geotechnical Site Exploration
- EXHIBIT G:** Boundary Survey
- EXHIBIT H:** Property Record Card
- EXHIBIT I:** Financial Review Committee (FRC) Guidelines

**END OF SECTION**

## SECTION 2 INSTRUCTIONS TO PROPOSERS

The intent of this Section is to standardize the proposals to allow for ease of evaluation. It is not an attempt to limit the content of the proposals. Proposers may include any additional data or information deemed pertinent to the ITN.

Proposals should be prepared simply and economically, providing a clear and concise response to the requirements herein. Proposers are encouraged to describe those characteristics and services that make their respective organizations unique and best suited for selection. Proposals which fail to provide requested information and assurances of performance sufficient enough to accurately assess the evaluation criteria set forth herein will be rejected and shall not be given further consideration.

Proposals may be accepted and a contract awarded on the basis of the initial proposals received. Oral presentations and/or Best and Final Offers may not be requested or required if it is determined by the City's Selection Committee that a selection is capable of being made on the initial proposals submitted.

### 2.1. **SUBMISSION OF PROPOSALS**

- A. Proposer shall upload one (1) electronic submittal package on [www.bidocala.com](http://www.bidocala.com) for evaluation.
- B. All proposals must be electronically submitted by or before 2:00 PM, on the listing end date/bid close date cited on ProRFx at [www.bidocala.com](http://www.bidocala.com).
- C. Only submittals received electronically on [www.bidocala.com](http://www.bidocala.com) by the correct time and date will be recorded.
- D. Proposals may not be submitted by any other means other than as described in this Section. The City will not accept proposals sent by U.S. Mail, private couriers, facsimile, or e-mail.
- E. Proposers are required to carefully examine the ITN, all attached Exhibits, and any subsequently issued addenda to become thoroughly familiar with any and all conditions and requirements that may in any manner affect the work to be performed under the resulting contractual agreement. No additional allowances will be made due to Proposer's lack of knowledge of these conditions.
- F. Proposals failing to conform to the instructions provided in this ITN will be subject to disqualification in the sole discretion of the City.

### 2.2. **LOBBYING AND PROPOSER CONTACT**

- A. PROPOSERS ARE HEREBY ADVISED THAT CONTACT IS NOT PERMITTED WITH ANY CITY PERSONNEL OR BOARD MEMBER RELATED TO OR INVOLVED WITH THIS REQUEST. PROPOSERS ARE RESTRICTED FROM DISCUSSING THEIR



SUBMITTALS AND THIS SOLICITATION WITH COMPETING FIRMS. ALL ORAL OR WRITTEN INQUIRIES MUST BE DIRECTED THROUGH THE ASSIGNED BUYER CONTACT.

- B. LOBBYING IS DEFINED AS ANY ACTION TAKEN BY AN INDIVIDUAL, FIRM, ASSOCIATION, JOINT VENTURE, PARTNERSHIP, SYNDICATE, CORPORATION, AND ALL OTHER GROUPS WHO SEEK TO INFLUENCE THE GOVERNMENTAL DECISION OF A CITY COUNCIL MEMBER OR ANY CITY PERSONNEL AFTER ADVERTISEMENT AND PRIOR TO THE CITY COUNCIL VOTE ON THE AWARD OF THIS CONTRACT.
- C. CONTACT WITH OTHER SUBMITTING PROPOSERS IS RESTRICTED AFTER ADVERTISEMENT AND PRIOR TO THE CITY COUNCIL VOTE ON THE AWARD OF THIS CONTRACT.
- D. ANY PROPOSER OR ANY INDIVIDUALS THAT LOBBY ON BEHALF OF PROPOSER OR INTERACT WITH OTHER PROPOSERS AS DESCRIBED IN THIS SECTION DURING THE TIME SPECIFIED WILL RESULT IN REJECTION/DISQUALIFICATION OF THEIR PROPOSAL UNDER SAID SOLICITATION.

2.3. **ORGANIZATION OF PROPOSAL**

Proposers shall construct their submittals in the following format with a tab separating each Section.

- A. **Transmittal Letter.** A transmittal letter must accompany the submittal and must be signed by an individually legally empowered to represent the responding developer, builder, partnership and/or agency (referred to in this section as the “Developer”). The transmittal letter should include the following:
  - (1) A statement identifying the legal name of the Developer and stating the entity type for the Developer and any joint developer(s) or subcontractor(s) (e.g. non-profit organization, or for-profit corporation, limited liability company, partnership, sole proprietor, etc.).
  - (2) A statement identifying the person(s) and title(s) of the person(s) authorized to sign all legal documents on behalf of the Developer.
  - (3) A statement acknowledging receipt and review of this ITN by the Developer, including its Exhibits and any and all addenda, and understanding that all terms and conditions contained herein may be incorporated into a resulting contract.
  - (4) A statement that the Developer and its joint developer(s) or subcontractors:
    - (a) have no less than ten (10) years of relevant project experience involving the development and construction of redevelopment projects;
    - (b) have principally developed and completed no less than three (3) separate mixed-use redevelopment projects;
    - (c) have creditworthiness, at least 35% equity of the proposed project in place, and a demonstrated capacity to secure financial commitments proposed to complete the development; and
    - (d) are individually registered to do business in the state of Florida and that evidence of such registration shall be provided prior to contract award.

**B. TAB 1 – Development Team Composition, Roles, and Availability.**

- (1) Provide a brief narrative which provides a general description of the name, address, telephone number, and e-mail address of the Developer and any joint developer(s), subcontractor(s) or other key personnel (general contractor, architect, engineers, etc.) that will be committed to the Project.
- (2) For each Development Team member identified, describe their respective role and responsibilities as it relates to this Project and provide a resume depicting education, certifications, professional affiliations, licensure, and any other unique qualifications.
- (3) Identify the percentage of time that each Development Team member intends to devote to the entire Project and any other projects currently on-going or anticipated to be on-going during the timeframes noted in the Project Schedule.
- (4) If any member of the Development Team or subcontractor(s) are a Minority Business Enterprise certified by the state of Florida or qualifies as a Section 3 Business Concern, please provide a copy of said certification(s).

**C. TAB 2 – Experience and Qualifications of the Development Team.**

- (1) Provide a narrative overview of the Development Team’s experience and cohesion, as demonstrated by past experience working together on mixed-use projects of comparable size and complexity.
- (2) List the 3 qualifying mixed-use redevelopment projects and any other applicable projects in the last three (3) years where the Developer and any joint developer(s) or subcontractor(s) principally developed, constructed, and completed mixed-use projects. For each project submitted as proof of experience, please identify:
  - (a) Project location;
  - (b) Project description;
  - (c) Number and size of developments; and
  - (d) Year completed.

**D. TAB 3 – Development Approach and Project Summary.**

- (1) Provide a narrative overview of the proposed development concept and how the concept will meet the City’s goal to provide a vibrant mixed-use development.
- (2) Provide a narrative overview of the proposed site concept plan. Describe the general rationale for site layout and identify any off-site improvements that will be necessary. Identify any challenges or constraints that may require special attention for site development. Attach a copy of the preliminary site conceptual plan.
- (3) Provide a narrative overview of the building(s), including architectural style, building height, and construction type. Describe the proposed unit sizes, square footage of living areas, and unit features, to include any energy and/or green building features.
- (4) Provide a detailed floor plan, elevation renderings, and color photos of the site and its surroundings. Plans must be to scale.

**E. TAB 4 – Project Finances.**

- (1) Describe the financing structure proposed to develop the project. Identify amounts and sources of equity capital and debt service that will be needed for permanent financing. Identify the amount and source of construction financing, including terms. Identify the amounts and sources of public subsidies to fill finance gaps. Discuss your team's history in successfully obtaining funds from the identified sources.
- (2) **Development Budget:** Provide, in a worksheet format, a Project Cost Breakdown itemizing all associated hard and soft costs supported by cost estimates, to include:
  - (a) Land acquisition costs;
  - (b) Costs associated with on-site and off-site improvements;
  - (c) Construction costs (new construction, contractor overhead, contractor profit, contingency);
  - (d) Interim costs (construction insurance, construction interest, construction loan origination fee, real property tax and other taxes);
  - (e) Architectural and engineering fees (design, supervision, engineering);
  - (f) Financing fees and expenses (credit report, title and recording, etc.);
  - (g) Other costs (appraisal, market study, environmental reports, building permits, tax credit fees, consultants, etc.);
  - (h) Developer's Fee; and
  - (i) Project Start-Up (management, marketing, etc.); and
  - (j) Other costs as applicable.
- (3) **Developer Equity:** Identify the total amount of funds that the Development Team is contributing to the project, to include any cash or in-kind contributions. The Minimum Equity Requirement is 35% of the Project Costs.
- (4) **Funding Sources and Uses Schedule:** Identify all proposed funding sources (both public and private) to be utilized to complete this Project and provide all proposed uses of funds, to include:
  - (a) A detailed description of the funding source, (i.e. name, address, telephone number, point of contact for any lender(s) or proposed lender(s));
  - (b) Dollar amounts requested, interest rate, and terms and conditions of repayment;
  - (c) Type of financing utilized (conventional/subsidized loan, federal or private grant, deferred payment loan, equity, etc.)
  - (d) Date funded or anticipated to be funded;
  - (e) Interest Rates; and
  - (f) Letters of Financial Commitments from all funding sources, including terms and conditions.

- (5) **Sale/Rental Project Information:** Proposers should state if constructing units for sale or rent, include a cost analysis (including proposed sale price/ rents and) and describe the experience of the sales team or property management capabilities.

**F. TAB 5 – Development Schedule**

- (1) Provide a project timeline detailing completion of each phase of the Project according to project benchmarks that are well-defined and realistically achievable for pre-development activities, construction groundbreaking and completion, and anticipated date of sale/rental/occupancy.
- (2) Describe Developer’s plan to ensure that construction of rental or homeownership units will be completed within twenty-four (24) months of closing.
- (3) Identify the primary contingencies to the timely implementation and completion of the Project.

**2.2. EVALUATION CRITERIA AND PROCESS**

It is the intention of the City to award the contract for development rights to the subject Property to the most qualified, responsive, and responsible developer.

**A. Administrative Review of Proposals.** City Procurement and Contracting Department staff shall first review all proposals in detail to make a determination as to the responsiveness of each proposer.

- (1) A proposal will be deemed responsive where it complies with the requirement as set forth in this ITN, including the submission of all required documentation as outlined herein.
- (2) If a proposal is found to be inadequate with regard to any of the requirements set forth in this solicitation, the City’s Procurement and Contracting Officer, in his/her sole discretion, shall make a determination as to whether or not the deficiency can fairly be corrected or if the proposal should be rejected and found to be non-responsive.
- (3) Only those proposals found to be responsive shall be submitted to the Selection Committee.

**B. Selection Committee Preliminary Review (Pass/Fail).** Preliminary Review shall consist of the evaluation of proposal quality and clarity, as well as the proposer’s understanding of the project and construction approach on a pass/fail basis. Selection Committee members will individually assess a pass or fail score for each of the evaluation criteria noted below. Proposals that do not receive a passing score from a majority of the Selection Committee members shall be rejected. Those proposals receiving a majority passing score shall be shortlisted and shall move forward to Financial Review.

PRELIMINARY EVALUATION CRITERIA	SCORING (PASS/FAIL)
Proposal Quality, Including Clarity and Understanding of Project and Objectives	Pass/Fail
Design and Construction Approach and Process	Pass/Fail

- C. Financial Review Committee Review.** A Financial Review Committee consisting of non-voting members will be formed for the purposes of reviewing specific portions of a proposal and requesting specific information and documentation necessary to determine project feasibility with regard to cost, financing, and proposer’s financial resources to perform the contract and provide the services. The Financial Review Committee’s findings will be provided to the Selection Committee for use in Final Scoring.
- D. Selection Committee Final Review.** Selection Committee Final Review shall consist of the evaluation of the proposals received only from those firms shortlisted during Preliminary Review against the evaluation criteria noted below. If oral interviews and presentations are determined to be necessary, final scoring will be conducted after the interviews.

EVALUATION CRITERIA	WEIGHT
<b>Experience and Capacity of Development Team.</b> <i>The successful experience of the development team in the planning and construction of mixed-use projects of comparable size and complexity. Cohesion of the development team and demonstrated by their previous experience and past track record of completing similar projects on schedule and within budget.</i>	25
<b>Development Concept and Project Design.</b> <i>The degree to which the proposed development concept meets the City’s objectives. The degree to which the proposed site concept design utilizes the site effectively with regard to functional layout, accessibility, pedestrian improvements, street access, and connectivity to the surrounding area. The degree to which the proposed building design uses scale and architecture compatible with the applicable design standards and the extent to which building design incorporates innovations, energy efficiency, and green features.</i>	30
<b>Financing Plan.</b> <i>Feasibility of the financing plan for development as reflected in the development budget, pro forma, sources of funds and reasonableness of development costs.</i>	25
<b>Development Schedule.</b> <i>Development schedule to complete each phase of the project according to project benchmarks that are well-defined and realistically achievable. Ability to meet the proposed development schedule based on the development team’s respective disciplines, staffing availability, clear lines of responsibility, past experience, and history of completing projects of a similar nature.</i>	20
<b>Total Maximum Points</b>	<b>100</b>

**NEGOTIATIONS AND INTENT TO AWARD.** After teams have been ranked based upon the Evaluation Criteria, the City will engage in negotiations with the highest ranked proposer with the intent of reaching a development agreement granting development rights to the subject property. In the event that the City is unable to negotiate a contract with the highest-ranked proposer, such negotiations will be terminated, and negotiations will commence with the next highest-ranked proposer, and so forth, until a contract is negotiated or the City rejects all proposals and terminates the solicitation.

- (1) Negotiation meetings will be conducted in Ocala, Florida and the City will distribute instructions and/or agendas in advance of each negotiation session. Representatives for the proposer should plan to be available, without interruptions, for the entirety of the scheduled negotiation meeting.

- (2) Negotiations will not be open to the public, but will be recorded pursuant to Section 286.0113, Florida Statutes. The recorded sessions and any records presented at the meeting will remain exempt from Florida Public Records until such times as the City provides notice of an intended decision or until 30 days after the final reply, whichever occurs first. Provided, however, if the information provided at the meeting is deemed to be material to the ITN, then an addendum will be issued to all responders.
- (3) After the successful negotiation of a Development Agreement, the City will issue its Intent to Award and present the resulting Agreement to City Council for approval. City Council may approve the recommended award and negotiated Agreement or reject the award and Agreement. The decision of City Council shall be final.

**END OF SECTION**