



**AGENDA
COCOA REDEVELOPMENT AGENCY
REGULAR MEETING
COCOA CITY HALL COUNCIL CHAMBERS
65 STONE STREET, COCOA, FL 32922**

**April 10, 2018
5:00 PM**

- I. CALL TO ORDER**
ROLL CALL
INVOCATION
PLEDGE OF ALLEGIANCE
- II. APPROVAL OF AGENDA AND MINUTES**
 1. April 10, 2018 Agenda
 2. March 13, 2018 Minutes
- III. DELEGATIONS**
- IV. PRESENTATIONS**
 1. Final 5-Year Waterfront Master Plan
- V. ACTION ITEMS**
 1. 603 Brevard Avenue – Developer Selection
 2. 915 Florida Avenue – Developer Selection
- VI. ATTORNEY'S REPORT**
- VII. UPDATES AND STAFF REPORTS**
 1. Cocoa Waterfront Repairs (verbal update)
 2. Lee Wenner Park Riverfront Connector (verbal update)
- VIII. NEXT MEETING DATE**

The next regularly scheduled meeting of the Cocoa Redevelopment Agency will be on Tuesday, April 10, 2018 at 5:00 PM at the Cocoa City Hall, 65 Stone Street, Cocoa, Florida.
- IX. ADJOURNMENT**

NOTICE TO THE PUBLIC: This is a public meeting. All interested parties may attend. The facility wherein this meeting will be held is accessible to the physically handicapped. Please be advised that more than one member of the City Council may attend.

Pursuant to Section 286.0105, *Florida Statutes*, the City hereby advises the public that: if a person decides to appeal any decision made by this board with respect to any matter considered at its meeting or hearing, that person will need a record of the proceedings and for such purpose, affected persons may need to insure that a verbatim record of the proceedings is made, and such record shall include the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals otherwise allowed by law. This agenda is posted on the Municipal Bulletin Board and at the Central Brevard Library and Reference Center in Cocoa for public review.

**MINUTES
CITY OF COCOA
COCOA CRA
REGULAR MEETING
MARCH 13, 2018**

The Regular Meeting of the Cocoa Community Redevelopment Agency was held on March 13, 2018 at City Hall, 65 Stone Street, Cocoa, FL, as publicly noticed.

I. CALL TO ORDER:

Chairman Parrish called the meeting to order at 5:32 pm

ROLL CALL:

Henry Parrish	Chairman
Jeri Blanco	Vice Chairwoman
Brenda Warner	Agency member
Don Boisvert	Agency member
Clarence Whipple Jr.	Agency member
Ed Lanni	Agency member
Jan Stewart	Agency member
Anthony Garganese	Agency Counsel

PRESENT:

Henry Parrish	Chairman
Jeri Blanco	Vice Chairwoman
Don Boisvert	Agency member
Clarence Whipple Jr.	Agency member
Jan Stewart	Agency member
Anthony Garganese	Agency Counsel (arrived at 5:36 pm)

ABSENT:

Brenda Warner	Agency member
Ed Lanni	Agency member

STAFF PRESENT:

Karen Hamilton, Community Services Director, **Larry Lallo, CEcD, EDFP**, Economic Development Manager, and **Samia Singleton**, Redevelopment Specialist.

Agency member Whipple, Jr. provided the invocation and **Agency member Boisvert** led the assembly in the Pledge of Allegiance to the Flag of the United States of America.

II. APPROVAL OF AGENDA AND MINUTES:

AGENDA: Regular Meeting of March 13, 2018

- * **MOTION by Agency member Boisvert; SECONDED by Agency member Stewart to approve the Agenda for the March 13, 2018 regular meeting.**

AYES: Parrish, Blanco, Boisvert, Whipple, Jr., Stewart

MOTION CARRIED (5-0)

MINUTES: Regular Meeting of February 13, 2018

- * **MOTION by Agency member Boisvert; SECONDED by Agency member Stewart to approve the Minutes for the February 13, 2018 regular meeting.**

AYES: Parrish, Blanco, Boisvert, Whipple, Jr., Stewart

MOTION CARRIED (5-0)

III. DELEGATIONS:

Candace Rogers-Request to Speak

Ms. Rogers, of 93 Delannoy Avenue, Unit 903, inquired whether the Whitley Bay Settlement Agreement is a legally binding contract. **Mr. Garganese** stated the agreement is legally binding. **Ms. Rogers** inquired whether the money owed to the City from the agreement are included in the City's financial statement. **Councilman Parrish** stated an inquiry will be obtained from the City Manager.

IV. PRESENTATIONS:

V. ACTION ITEMS:
NONE

VI. ATTORNEY'S REPORT:

VII. AGENCY MEMBERS AND STAFF REPORTS:

1. Request for Proposals-603 Brevard Avenue and 915 Florida Avenue:

Ms. Singleton stated the RFP for 603 Brevard Avenue and 915 Florida Avenue were issued on January 22, 2018. A Question and Answer Vision Forum was held on February 5, 2018. The RFP submittal deadline was on March 5, 2018. Three (3) RFP's were received. The Selection Review Committee will provide scored rankings at a public meeting on March 14, 2018 at 2:00 pm. The Selection Review Committee will prepare a recommendation to the Cocoa CRA and then to City Council.

Mr. Lallo noted the Cocoa CRA will have the opportunity to inquire on the RFP's submitted.

Agency member Stewart inquired about which locations received the RFP's. **Mr. Garganese** stated the RFP's are still in the Cone of Silence period and the Staff is allowed to speak with the Board members individually.

2. 5-Year Waterfront Master Plan (verbal update):

Mr. Lallo reported the first Waterfront Master Plan public meeting was in January 2018. The second public meeting was on February 26, 2018 to present a draft plan based on community input from the first meeting. **Mr. Lallo** discussed the consultant's analysis on the community's concerns and proposed concepts for the waterfront plan. The consultants will have a final plan in late March or early April 2018.

Councilman Parrish inquired whether the final concept plan will included the construction cost. **Mr. Lallo** stated the final concept plan will include break down of the cost by each item and structure.

3. FIND Grant-Cocoa Waterfront Repairs Grant:

Ms. Singleton stated the City conducted a Hurricane Damage Assessment which indicated an estimated \$1.7 million in destruction cost. The City applied for a FIND grant for repairs in January 2017. The grant was approved for \$427,100 on February 17, 2018. The deadline for construction is March 31, 2020 with a one (1) year extension available. **Mr. Lallo** noted the FIND grant provided enough funding to start construction once permitting and engineering are approved.

4. Lee Wenner Park Riverfront Connector:

Ms. Singleton reported the Lee Wenner Park Riverfront Connector was included in the original Waterfront Master Plan. She stated that construction started in February 2018. The completion is scheduled for May 2018.

VIII. THE NEXT MEETING DATE:

The next meeting for the Cocoa CRA will be a Regular Meeting, held on April 10, 2018 at Cocoa City Hall located at 65 Stone Street, unless a business need arises earlier.

IX. ADJOURNMENT:

- * **MOTION by Agency member Boisvert; SECONDED by Agency member Whipple, Jr. to adjourn the meeting of March 13, 2018.**

AYES: Parrish, Blanco, Boisvert, Whipple, Jr., Stewart

MOTION CARRIED (5-0)

MEETING WAS ADJOURNED AT 5:51 pm.

Respectfully Submitted by:

**_____
Henry U. Parrish III, Chairman**

**_____
(Torri Edwards), Recording Secretary**



AGENDA ITEM V – 1
603 Brevard Avenue –
Developer Selection

MEMO DATE: March 28, 2018
AGENDA DATE: April 10, 2018
PREPARED BY: John A. Titkanich, Jr., AICP, ICMA-CM
Samia Singleton, Redevelopment Specialist
REQUESTED ACTION: Approve the Staff Selection Committee recommendation accepting the proposal and to authorize Agency staff to work with the proposed developer to secure necessary site development information (planning and preliminary engineering) for the purposes of determining the suitability of the proposed redevelopment of real property located at 603 Brevard Avenue (the former City Hall site) as a hotel with ancillary commercial uses. Upon successfully obtaining the necessary information and data related to the site, authorize the Agency Counsel and staff to negotiate a development agreement with the proposer Jack D. Brown and Lodging Decisions, Inc.

BACKGROUND:

The former City Hall site at 603 Brevard Avenue has undergone the request for proposals process three separate times. An Acquisition and Redevelopment Agreement between the Cocoa Community Redevelopment Agency and White Challis Redevelopment Co., LLC to develop “Brownstones” was terminated on August 23, 2016. A previous Request for Proposals (RFP) was issued on April 28, 2017 to solicit proposals for highest and best use. Three proposals were received, ranked, and evaluated by staff.

An update to the Historic Cocoa Village Parking Study was conducted concurrently to identify existing parking opportunities, analyze parking demand, and evaluate potential sites for feasibility of a parking facility. The CRA board voted to place the RFP process on hold pending the study results, since 603 Brevard Avenue was one of the sites contemplated for parking. The results of the parking study update were presented at the November 14, 2017 meeting. The report ranked the former City Hall as a critical site for public parking. The CRA Board voted to withdraw the RFP issued on April 28, 2017 and reissue a new RFP that includes public parking as a redevelopment component.

A new RFP was issued on Monday, January 22, 2018, with a proposal deadline date of March 5, 2018. Preferred proposals were to include a commitment to develop and

operate a community oriented retail/residential/office development with public parking that provides the most intensive use of the site.

REQUEST FOR PROPOSALS:

The Request for Proposals (RFP # P-18-12-COC) for "Purchase of Real Estate and Development of Real Property for 603 Brevard Avenue (also known as the former location of the City Hall), Cocoa, Florida" was issued on Monday, January 22, 2018. The RFP was published in accordance with Section 163.380, Florida Statutes, which authorizes the Agency to sell, lease, dispose of, or otherwise transfer real property or any interest within a community development area. The RFP was publicly posted on the Demand Star, City of Cocoa, Florida Redevelopment Agency Web sites, and emailed.

A Visioning/Questions & Answers Forum was held by staff with potential Proposers at 2:00 P.M, February 5, 2018. Staff relayed the CRA's vision for downtown and to review the selection criteria and address questions relative to the development.

The RFP was closed for submissions at 4 P.M, on Monday, March 5, 2018. Only one proposal was submitted. A proposal from Jack D. Brown and Lodging Decisions, Inc. of Chagrin Falls, Ohio was reviewed and scored by each member of the Committee prior to the Selection Committee meeting. The committee members discussed the proposal at a Publicly Noticed Meeting on Wednesday, March 14, 2018.

SELECTION COMMITTEE:

The Selection Committee was comprised of City Manager John A. Titkanich, Jr., AICP, ICMA-CM; Nancy A. Bunt, Deputy Community Services Director; Cindy Thurman, Planning and Zoning Manager; Larry J. Lallo, Economic Development Manager; and Samia Singleton, Redevelopment Specialist.

Committee members reviewed the proposal at a Publicly Noticed Meeting on Wednesday, March 14, 2018, and scores for each committee member were noted based on the four (4) selection criteria contained in the RFP. The committee members discussed if and how well the proposal addressed 1) Professional Abilities/Experience; 2) Financial Feasibility; 3) Conceptual Development; and 4) Development Schedule. Following the committee discussion some members made a few adjustments to their initial scores based on the information shared during the discussions. Jack D. Brown and Lodging Decisions, Inc. proposal received a score of 416 points out of 500. The Committee unanimously voted to recommend the proposal to the Cocoa Community Redevelopment Agency (CRA) for approval, subject to a fuller understanding of the proposal as it relates to information not supplied related to zoning and or preliminary engineering.

The proposal submitted by Jack D. Brown and Lodging Decisions, Inc., proposed to construct a 7-8 story mixed-use structure consisting of ground level retail; a 112-room Comfort Suites hotel with rooftop pool, meeting facilities, board room, casual dining/lounge; and a garage with public-parking spaces, with a land acquisition price of \$1 million.

STAFF PRELIMINARY PROJECT LAND DEVELOPMENT:

Site: Two Parcel comprising a total of 0.87 acres

Future Land Use (FLU): Mixed-Use

Zoning: Central Business District – Cocoa Village Overlay (CBD-CVO)

- Cocoa Village Design District (Regulating Plan, Cocoa Village Waterfront Overlay District)

The City of Cocoa Comprehensive Plan (2010-2020) governs the future land use on the property. It is currently designated Mixed-Use future land use and as such governed by Future Land Use Policy 1.1.2.6.

Pursuant to the Standards for Future Land Use (FLU) Categories (Figure FLU-1), Mixed-Use FLU, in the Cocoa Redevelopment Area, permits a maximum density of 25 dwelling units per acres and a Floor Area Ratio (FAR) of 2.0, *it should be noted a bonus may permit up to an additional 2.5 FAR in the Central Business District outside the Cocoa Village Overlay subdistrict, of which the bonus would not be eligible on the 603 Brevard Avenue site.* The Mixed-use is intended to provide a mixture of residential, commercial, office, recreational and institutional uses. In fact, mixed use building within a single development are highly encouraged in the Mixed-Use FLU category. The mixed-use could be developed as single uses on separate parcels or as a mixture of uses within a single development. The FAR measure shall not be applied to residential developments, or the residential portion of a mixed-use building or development. Additionally, for a mixed-use building, only retail sales, offices and services and restaurants are permitted.

Based on a 2.0 FAR, the total maximum permitted development is 75,794 square feet. The developer proposes 112 interior-corridor units which includes a variety of suites. A basic hotel room averages between 300 to 400 per unit and a hotel suite between 500 to well over 1,000 square feet (larger suites are typically for more luxurious properties). For Residence Inn Marriott a studio suite is 457 square feet. Without the benefit of the proposed itemization of units, staff assumed 20% of the 112 units would be suites. Thus, 89 hotel rooms at an average of 350 square feet and 23 suites at 457 square feet equals a total of 41,661 square feet for hotel rooms/suites, leaving 34,133 square feet for the lobby, dining area, restaurants, meeting rooms, amenities, and ancillary support services space, and commercial uses for the site. The proposal also discusses a 150-250-person meeting/banquet facility and a board room, but provides no square footage for such. Insufficient details were provided that would enable a more comprehensive analysis to ensure consistency with the Comprehensive Plan Future Land and associated policies and land development regulations.

From a zoning perspective, the hotel use is permitted in both the Central Business District-Cocoa Village Overlay (CBD-CVO) District as well as the Cocoa Village Waterfront Overlay (CVWO) District in the Regulating Plan. The CBD-CVO permits a maximum FAR of 2.0 with a maximum building height of 65 feet. There is not sufficient information to determine if the FAR will pose an issue. However, the Regulating Plan for

the CVWO only permits 5 stories, and the proposals seeks 7-story hotel which includes interior parking. Finally, a zoning text amendment may be required related to the CVWO standards for lot width.

Provision of Public Parking:

One requirement of the RFP was the provision of public parking. Parking spaces of parking structure proposed would not count against the gross floor area, pursuant to Article V of City's Zoning Ordinance.

The proposal identifies that a minimum of 100 new spaces would be provided. The "new" spaces to be created are proposed to be accomplished by converting John Garren Lane into a one-way street from Orange Street to Rosa L. Jones Boulevard and reconfiguring the street with diagonal parking. It should be noted that these are public streets and the City has already engaged a transportation engineer/planner to identify and reconfigure on-street parking through Cocoa Village to increase the parking inventory by approximately 150 spaces, and John Garren Lane is part of that evaluation. Moreover, public parking is occurring on John Garren lane, so it is unlikely there would be a net increase of 53 spaces. With regards to Factory Street, the proposal suggests 6 new parking spaces, but no details were provided how that would be accomplished as the main entry for vehicular traffic is proposed off Factory Street. Thus, in reviewing the parking, not including the proposed floor for public parking, only 16 parking spaces within the 7-floor parking structured are being designated for public parking,

The addition of another story of parking within the mixed-use structure along with a partnership agreement between the developer, Cocoa CRA and the City, could provide an additional 80 public parking spaces. The developer projected the cost of the 80 parking spaces to be \$1.76 million or \$22,000 per parking space. It should be noted that the City of Cocoa Beach issued a RFP and selected a firm to construct their parking structure, which will include some administrative office space, and the per parking space cost is below \$14,000 per space. The difference in per parking space cost needs to be examined further.

Other Considerations:

The most significant question related to the project is the proposed height, the Zoning Ordinance, specifically, the CVWO only permits 5 stories. There are valid reasons for this limitation as the site is located along Brevard Avenue, where the tallest building is 3 stories. Brevard Avenue is the main street for Cocoa Village and while staff believes the project is meritorious, a public dialogue should occur to determine if Cocoa Village stakeholders are supportive of increasing the height on Brevard Avenue to accommodate a project this tall.

A project of such magnitude may create intense public feelings and concern. In communities even such as Orlando, within certain neighborhood and commercial districts, projects that seemingly fit well within the character of the district, due to the intensity and height generated significant community controversy.

In order for this project to proceed forward, it would require a text-amendment to the Zoning Ordinance, of which there would be a public meeting before the Planning and Zoning Board as well as two public hearings before City Council. Notwithstanding, staff highly recommends the CRA Board require the developer host a public meeting prior to any application to amend the zoning district requirements. The developer should present their proposal with appropriate graphics, to include a scaled 3D rendering or model, and site development plan so stakeholders could fully evaluate the impact of increasing the height in context and relationship to surrounding properties and those along Brevard Avenue in Cocoa Village. While staff believes that there are ways to mitigate, through design, the height differential that would exist, of which based on the representative graphic included in the proposal it appears the developer is attempting to accomplish such, staff firmly believe it necessary and proper to include all stakeholders in what could be a precedent setting decision, especially considering that the owners of the Bank of America site have expressed a desire to redevelop their site.

Another significant issue is the proposal does not discuss how stormwater will be managed. It should be noted the Maximum Impervious Surface Ratio is 1.0 in the CBD. The proposal discusses engaging INBALANCE, LLC to conduct an energy assessment for the purposes of advancing issues of sustainability and achieving eligibility for "Green Exemption" related to the Small Business Administration requirements, which staff believes may be related to financing for the project.

The information submitted in the proposal appears to demonstrate the financial capacity and resources to complete the project. While the developer projects the project to be operational by October 2019 an occupancy date of early 2020 would be more likely upon closer review of the preliminary timeline (page 8) and necessary approvals/processes and related timelines.

FUTURE ACTIONS

While the committee voted to recommend the proposal, questions remain related to zoning, storm water, traffic circulation and parking for the proposed project will require additional information, data and further evaluation prior to proceeding with presenting a Development Agreement for the CRA Board's consideration.

If staff's recommended action is approved by the CRA Board, Agency Counsel and or staff will meet with the developer to identify issues that need to be addressed in terms of compliance with existing Comprehensive Plan goals, policies and objectives and land development regulations of the Zoning Ordinance. After which (or concurrently), staff recommends a Cocoa Village stakeholder meeting be held by the developer to present and receive feedback on the project. Afterwards, unless significant issues arise from the foregoing meetings, Agency Counsel and staff would begin the process of negotiating the terms of a Development Agreement.

Once negotiations are completed and a Development Agreement is drafted it would be brought before the CRA Board for its consideration, of which at that time CRA staff

would also provide more information regarding the additional parking story and cost for CRA Board consideration.

BUDGETARY IMPACT

No budgetary impact.

REVIEWED BY:

The City Manager, Community Services Director, Economic Development Manager and Acting Finance Director have reviewed this agenda item.

City Manager



John A. Titkanich, Jr., AICP, ICMA-CM

Community Services Director



Karen D. Hamilton

Economic Development Manager



Larry J. Lallo, CECD EDP

Acting Finance Director



Lora Howell

REQUESTED ACTION

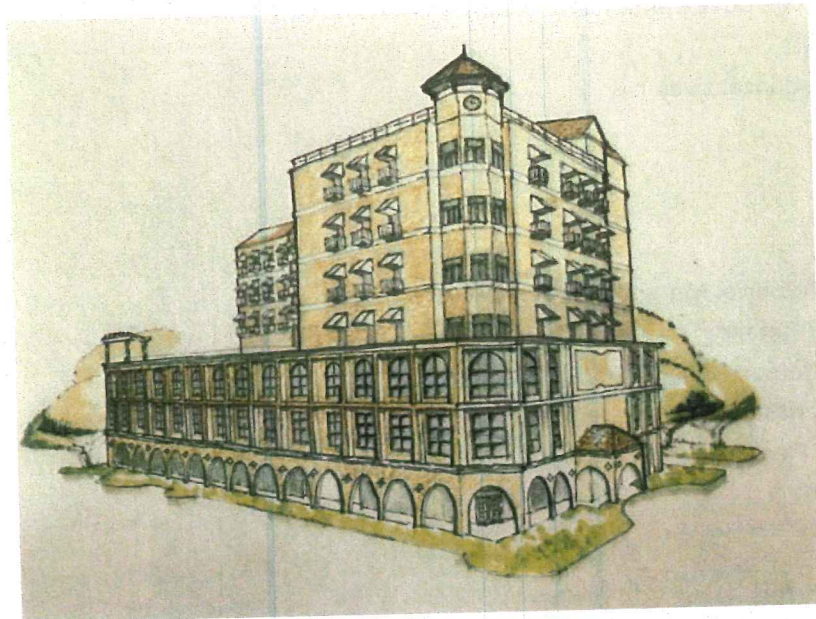
Approve the Staff Selection Committee recommendation accepting the proposal and to authorize Agency staff to work with the proposed developer to secure necessary site development information (planning and preliminary engineering) for the purposes of determining the suitability of the proposed redevelopment of real property located at 603 Brevard Avenue (the former City Hall site) as a hotel with ancillary commercial uses. Upon successfully obtaining the necessary information and data related to the site, authorize the Agency Counsel and staff to negotiate a development agreement with the proposer Jack D. Brown and Lodging Decisions, Inc.

Provide direction to the developer and staff on the requirement to hold a Cocoa Village stakeholder meeting consistent with the comments stated within the staff report.

Selection Committee Meeting for P-18-12-COC
Purchase of Real Estate & Development of 603 Brevard Ave
(FKA Cocoa City Hall) Cocoa, FL 32922
Wednesday, March 14, 2018

Proposers							
Jack D. Brown and Lodging Descisions, Inc.							
Committee Members ➡	Selection Criteria - 100 Point Maximum ➡	Larry Lallo, Economic Dev. Mgr.	John Titkanich, City Mgr.	Samia Singleton, Economic Dev. Specialist	Cynthia Thurman, P & Z Manager	Nancy Bunt, Deputy Director	
		1. Professional Abilities/Experience-35 Points (0-35)	30	28	30	26	30
		a. Relevant development/redevelopment experience (0-10)	10	10	10	9	10
		b. Relevant Private/Public Partnership experience (0-5)	0	0	0	0	0
		c. Relevant Experience of this project and scope (0-10)	10	10	10	9	10
		d. Ability/Capacity to Produce Services in a timely manner (0-10)	10	8	10	8	10
		2. Financial Feasibility-25 Points (0-25)	25	25	25	25	25
		Sufficient evidence of financial ability (0-15)	15	15	15	15	15
		Demonstration of project financial feasibility (0-10)	10	10	10	10	10
3. Concept Development/Overall Vision-30 Points (0-30)	20	13	28	23	15		
Meets Zoning and Cocoa Overlay District Requirements (0-10)	5	0	8	6	0		
Creative/Innovative Design and Sustainability solutions Meeting Cocoa CRA goals and objectives (0-10)	7	7	10	8	5		
Vision is well thought out, will add value to Cocoa Village, and is likely to attract additional investment (0-10)	8	6	10	9	10		
4. Development Schedule-10 Points (0-10)	10	8	10	10	10		
Project commencement (hard start) within 12 months (0-5)	5	5	5	5	5		
Project Schedule Clearly Delineated (0-5)	5	3	5	5	5		
Total Points Received		85	74	93	84	80	
Combined Committee Points Received		416					

PROPOSAL FOR FORMER COCOA CITY HALL REDEVELOPMENT SITE



**COMFORT SUITES HOTEL
603 Brevard Avenue
Cocoa, Florida**

Jack D Brown
And
Lodging Decisions, Inc

A Proposal Submittal detailing our vision in response to the Cocoa Community Redevelopment Agency's January 22, 2018 RFP for the Redevelopment and Disposal of Real Property located within a CCRA area

INTRODUCTION

Please accept the following proposal for development of the two parcels owned by the Cocoa Community Redevelopment Agency located at 603 Brevard Avenue, former location of the city hall. Lodging Decisions would develop the previous city hall site to include a 112-room interior corridor hotel, casual dining areas, lounges, meeting facilities, swimming pool and expanded parking for hotel and community with additional white box spaces for retail outlets.

Jack D Brown and Cocoa Village Hotel and Hospitality, Ltd (a Florida LLC in-information) are making this submittal in conjunction with Lodging Decisions Inc - developer, Elite Construction Concepts, LLC and Steel Rite – construction contractors and GHC Hotel Investment, LLC – hotel management and development.

The development team has carefully considered and will implement the considerations and concepts identified in the City of Cocoa's Waterfront Master Plan of 2008 and the Strategic Plan 2016-2021 adopted in May of 2016.

The hotel project, located in the southern area of the Historic Cocoa Village sub district (CV) and south and east of the Water front sub district (WF), is ideally situated to attract new businesses to infill sites surrounding the Brevard Avenue location. All of which will have a positive impact on nearby property values and existing business revenues.

Walk ability of village will be significantly enhanced by the addition of as many as 175 plus hotel guests/pedestrians daily seeking restaurants, bars, shopping, sight-seeing and strolls to the Indian River Cocoa Waterfront park. The hotel will increase the village **physical image and branding area** by providing an architecturally significant 7-8 storey building 3 or so blocks south of the central downtown. This will inevitably result in additional restaurants, shopping, etc. along Brevard and Delannoy Avenues to serve the demand generated by hotel guests. The **safety of the citizens** will be improved by the addition of foot traffic throughout these neighborhoods.

The additional retail space planned for the project will facilitate expansion of **additional commercial niches currently not being served** which will be appreciated and enjoyed by both citizens and their guests as well as hotel guests

The installation of the hotel meeting and banquet facilities will draw **additional recreational, weddings, conferences and business meetings** to the village and its businesses. All of this will provide varied services and facilities that have not previously been available to local citizens, thus enhancing the quality of life.

Provision of 112 guest rooms, meeting space, casual food service/lounge, parking and retail outlets on the hotel site plus the enlargement of the active area of the village, will increase pedestrian traffic, expand attractions including shopping, restaurants, bars and perhaps entertainment venues, resulting in significant enhancement of the **"emotional image"** of the citizens of Cocoa Village and surrounding community as discussed on Page 45 in CRA STRATEGIC PLAN 2016-2021 MAY 2016)

On the following pages we have addressed all applicable items in Agenda Item V-2 603 Brevard Avenue Request for Proposal provided by **Cocoa Community Redevelopment Agency**. We have also included further narrative to provide additional details and comments related to some items in the RFP.

We, of course, look forward to providing additional information, answering questions from professional staff, members of the board or in a meeting of the CCRA Board.

Please contact Jack D Brown with any question or comments:

Email - jbhotel217@gmail.com

Phone or text - 216 970 6599

SECTION IV. UTILITIES

All and various utilities required to operate a hotel at the site are assumed to be present and/or available including water, sewer, electric, natural gas, telephone, cell phone reception, "cable" television and internet.

SECTION V. CONCEPTUAL DEVELOPMENT AND VISION

A. Narrative and Vision Statement

Mr. Brown's development team following in depth research, selected a hotel concept, market niche and franchise that most closely meet the needs of guests, local citizens and transient guests, Cocoa Village businesses and their customers. The hotel will be an all suites facility, mid to upper mid-range pricing and carry the Comfort Suites name, which is part of the Choice Hotels International, the 6th largest hotel company in the world with 500,000 hotel rooms in 40 countries and 638 additional hotels scheduled to come online in the span of 2 years. The Comfort Suites reservation system will provide 35% to 45% of hotel occupancy and any internet hotel searches made by travelers within the area will bring up the "Cocoa" name repeatedly, greatly increasing market awareness and overall business revenues in general and most importantly create a national City awareness for the City of Cocoa.

The larger suites are best suited to accommodate families and leisure travelers coming to enjoy the attractions in the Village and events at the Riverfront park facilities. They are also highly valued by the business/female traveler for the additional space and separation of bed room and living areas. Comfort Suites hotels are all new construction and offer the latest innovations, thus providing the guest most current and consistent accommodation at all its hotels.

The architecturally distinctive steel framed and concrete hotel building will be 7 stories tall and thus readily visible from the River, SR 520 and King/Willard Streets located 1/3 of a mile north and will blend nicely with newly built and improved River Front docking projects.

To take further advantage of the building height there will be a canopy rooftop lounge with casual dining and panoramic views of the city and Indian River over the roof tops in all directions.

The addition of first class meeting/banquet space to accommodate 150 – 250 and a board room, will effectively attract business meetings and social activities (weddings, family reunions, associations, etc.) on their own or in conjunction with and/or complimenting events at the Civic Center which is approximately a 5-minute walk.

An extensive hot breakfast buffet will be served complimentary every day of the year in the hotel dining areas for the hotel guests. Banquet meals and an extensive coffee break menu will be offered in banquet/meeting rooms, guest suites, lobby areas, swimming pool deck, roof top lounge and off hours in dining areas.

A casual dining menu will be served every day of the year in the dining areas and cocktail lounges which will offer full bar service of beer, wine, mixed drinks and special blend coffees to both hotel guest and local patrons.

A Market Place convenience store will sell a wide assortment of snacks, cold beverages, ice cream, pastries, frozen dinners, sundries and medications. This will enable families and business travelers access to snacks and light fair without leaving the hotel.

The outdoor swimming pool will be located on the 4th floor and will feature a Jacuzzi, seating areas that can be used for various activities including receptions, small parties and banquets.

A fully equipped fitness center will feature a selection of cardiovascular equipment (elliptical, tread mills, stationary bikes, etc), resistance training devises ("universal" type equipment for upper and lower body as well as free weights and stretching and floor exercise mats.

180 additional spaces would result as follows:

- A) Street parking - 59 spaces (John Garner Ave. 53 & Factory St. 6)
- B) Ground floor in garage - 33 spaces
- C) 1st floor in garage – 52 spaces
- D) 2nd floor in garage – 36 spaces

Total 180 spaces

It is projected that 80 parking spaces would cost \$22,000 per space or a total of \$1,760,000.

3) Estimated number and type of permanent jobs that will be created by this development

Total number of permanent hotel employees that will be added is 30 full and part time. The breakdown will be as follows:

- 2 Executive manager and sales,
- 3 First line managers,
- 6 Guest reception representatives,
- 2 Building repair and maintenance persons,
- 7 Food and beverage workers,
- 2 Laundry workers,
- 8 Housekeepers.

30 total

4) Resume of Proposers previous experience identifying not less than 5 years of experience directly related to the proposed use/project type

Please see Addendum "B" which list all member of Development Team with resume and biographical history as follows:

Jack D Brown Lodging Decisions Inc. Chairman
Jeffery Todd Brown-Malogrides Lodging Decisions Inc. President
Kelli Eastman Billings Elite Flooring and Construction President
Jim Dora General Hotel Corporation President
Stephen Colussi Steel Rite Construction President

5) A mixed use concept or theme with shared public parking that does not severely duplicate or compete with any other business but would add to and or complement the current market enhancing vitality and vibrancy of Cocoa Village.

Proposed project will consist of 112 suites with outdoor pool, meeting facilities, board room, casual dining/lounge (2nd floor and roof top), exercise facility, market place, complimentary dining area, business center, administrative offices, garage parking. Property will be a national franchised Choice Hotel (Comfort Suites).

HOTEL CONFIGURATION OF FLOORS WITH PARKING OPTIONS

	PROVIDED TO CITY	HOTEL USE	TOTAL
7 FLOORS	100	123	223
8 FLOORS	180	123	303

6) Time periods for commencing and completing construction and opening for business.

Each individual member of the development team relies on tested project management systems/ software that work best for its scope of work and tasks. Mr. Brown reviews each component of task progress on a monthly, weekly and just prior to completion on a daily basis.

12) A signed proposal form

SECTION VI. PREFERRED PROPOSAL

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

Refer to item number 4.

A. A description of the development team

Refer to item number 4.

B. Be prepared, at some point in the review process to provide evidence of financial capacity to fund the project, supporting the proposer's capability of undertaking this project.

Refer to item number 7

C. A complete description of the Proposer's entity (corporation, partnership, etc.)

Cocoa Village Hotel and Hospitality, Ltd (to be formed)

See item number 4

2. A commitment to develop and operate a community-oriented retail / residential/ office/public parking development that provide the most intensive use of the site with an emphasis on neighborhood uses that are complimentary to the current retail developments in Cocoa Village

See item number 5

3. Evidence of the Proposer's direct experience in producing the proposed project including the quality and quantity of similar projects by the Proposer

See item number 4

SECTION VII. INCENTIVES

He CRA and/or the City may provide:

(1) Assistance with the application and receipt of any City regulatory approval as required for site plan approval
To be discussed and negotiated with an appropriate City Administrator as directed if our proposal is awarded as the RFP selection

(2) Streetscape improvement in the right-of-way.

Refer to items 8 and 9

(3) Modifications to existing public utilities if necessitated by the City vacation of existing streets and alleys.

Refer to items 8 and 9

(4) A private Public Partnership Agreement for proposals that impact the fulfillment of public parking demand in the Cocoa Village area.

Refer to items 1 and 2

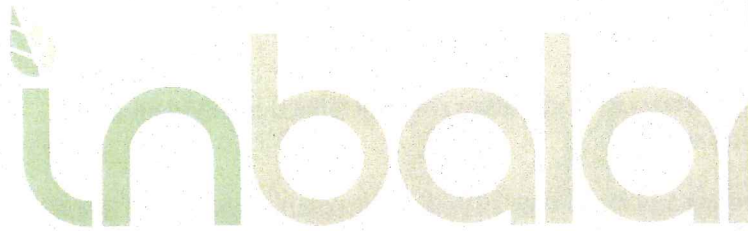


SBA ENERGY ASSESSMENT SERVICE PROPOSAL

Comfort Suites – 603 Brevard Avenue Cocoa Beach, FL 32931

SBA Energy Assessment Services Proposal

❖ COMFORT SUITES – COCOA BEACH, FL



By: INBALANCE, LLC
Alex Weiner
430 N. Michigan Avenue Suite 200
Chicago, IL 60611
866.930.6111

For: Comfort Suites
Jack Brown

January 15th, 2018



Increasing property value in balance with fiscally sound energy efficiency initiatives



SBA ENERGY ASSESSMENT SERVICE PROPOSAL

3

Comfort Suites – 603 Brevard Avenue Cocoa Beach, FL 32931

COST:

Cost for the proposed Energy Assessment and associated report shall be based on information made available to INBALANCE by the Client. Client requested deliverables include the following:

1. General description of the planned facility, e.g. location, size, Programmatic spaces, type of construction, operating hours, etc.
2. 12 consecutive months of utility bills (Gas & Electric) for the facility if it is existing, or the same for another facility having matching configuration, size and operating hours/characteristics
3. Drawings - PDF version of Site Plan, Roof Plan, Typical Floor Plan and Exterior Building Elevations

A professionally prepared report will be presented and explained to the undersigned and any other key decision-makers in the company within one week from the acceptance of this proposal. Client shall submit the Assessment Report directly to the SBA for Approval. Cost for this service shall be a lump sum of:

Client provides the requested Deliverables listed above

TOTAL	Two Thousand Two Hundred Dollars (\$2,200.00)
Payment Breakdown:	\$1,100 Upon Endorsement of Assessment Agreement
	\$1,100 Upon Delivery of Assessment

***Price for Report is based on having access to the 3 items listed above. If not available, add alternates below shall apply:**

ADD ALTERNATE #1:

if existing utility bills listed above as item 2, for the existing facility, or for a similar facility are not available for use in preparation of the report, INBALANCE will be required by the SBA to prepare an Energy Model for the facility using *E-Quest* Energy Modeling Software, at an added cost of \$800.

ADD ALTERNATE #2:

if existing Drawings or sketches listed above as item 3 for the existing facility, or for a similar facility (specifically a site plan, roof plan, and one primary elevation) are not available for use in preparation of the report, INBALANCE will be required by the SBA to prepare such drawings at an added cost of \$75/Hour, not to exceed \$1,000



Increasing property value in balance with fiscally sound energy efficiency initiatives

Professional / Business Experience
Addendum B

- i. Lodging Decisions Inc
- ii. General Hotel Corporation
- iii. SteelRite Construction
- iv. Elite Construction Concepts
- v. Jeffrey Todd Brown- Malogrides

Lodging Decisions, Inc.

Company History

Lodging Decisions, Inc., hereinafter referred to as ("LDI"), is an Ohio corporation formed to develop, construct and manage Hospitality Industry properties in the limited service market. Jack D Brown, Chairman/ CEO, Jeffrey Todd Brown-Malogrides, President/ COO, David Lemon, Loan Consultant/ CFO, General Contractor/ Builder, Scott Billings, Elite Construction, General Contractor/ Builder, Steve Colussi, Steelrite Management Team, General Hotel Corporation, Patrick Quinn Esq., Secretary/ Lead Counsel and Jerry Mihalek CPA/ Treasurer, Karen G Brown, Interior Design/, VP Development/ Hotel Consultant, Thomas S Nantell.

LDI, Inc. has been responsible, in whole or part, for the development of Cambria Suite, Comfort Inn, Comfort Suite, Days Inn, Econo Lodge, Howard Johnson, Sleep Inn and Hilton Home 2 properties in over twenty (20) cities throughout Indiana, Kentucky, Michigan, Ohio, Pennsylvania, Tennessee, Florida and West Virginia. Combined, these projects, numbering 36 properties, represent 3000 rooms at investments in excess of Two Hundred and Fifty million dollars (\$250,000,000). A separate corporation Bainbridge Equestrian Center, Inc. owns the Bainbridge Equestrian Center in Chagrin Falls, Ohio. Karen G Brown is the sole shareholder of the corporation.

LDI, Inc. typically serves as a general partner in all of their projects and they both develop properties on their own as well as with joint venture partners. Among others, LDI, Inc. has entered into joint venture developments with Amerihost Properties, Inc. of Chicago, Illinois, Patel Group of Cleveland, Ohio; Harrington-Lloyd, Inc. of Reading, Pennsylvania; Veach Properties, Inc. of Martinsburg, West Virginia; John P. Thomas Family Trust of Wilkes-Barre, Pennsylvania and Kratsa Properties of Pittsburgh, Pennsylvania.

LDI, Inc. has also developed a 76 acre Equestrian home development in Auburn Township near Chagrin Falls, which is adjacent to the Bainbridge Equestrian Center featuring upscale homes and a 30 acre privately owned professional polo field.

Management

LDI, Inc. is headed by a management team of business and hospitality experts with over seventy (70) years of experience in the hospitality industry collectively.

Jack D. Brown

Jack D. Brown currently serves as Chairman and CEO. Mr. Brown has been involved in the hospitality industry for more than forty-five (45) years. He began his career in 1962 as the owner and operator of the Graystone Motel in Hillsboro, Ohio. The Graystone Motel was a thirty-six (36) unit motor inn with annual sales volume of \$260,000. During this four-year period, Mr. Brown became thoroughly indoctrinated in all facets of hotel operations.

major airlines, rental companies, and international tour brokers. Mr. Brown also directed operations of a company owned travel agencies in Cleveland, Ohio, and was directly involved with sales generating time-share offices in Atlanta, Georgia and Charlotte, North Carolina. Affiliated companies under the corporate umbrella have managed various facilities including The Ohio State Park Lodge System; Quality Inn, Zanesville, Ohio, The Inn Civic Center, Lima, Ohio; and Harpenau Enterprises including The Marriot, Howard Johnson, Carrousel Inn and King's Island properties in Cincinnati, Ohio.

From 1983 through 1986 Mr. Brown worked as an independent franchise agent for Econo Lodge of America, Inc., acquired by Choice Hotels Inc, in Charlotte, North Carolina. During this time, Mr. Brown was responsible for the development of eighty (80) Econo Lodge franchises in a six (6) state territory including Ohio, Indiana, Kentucky, Michigan, Pennsylvania and West Virginia. Mr. Brown was the number one producer for Econo Lodge in the United States.

From 1986 to 1989 Mr. Brown became an independent franchise agent for Days Inn of America in Atlanta, Georgia, acquired by Sendant Inc., and eventually Wyndham Hotels. Mr. Brown developed Days Inn franchises in New Jersey, New York, Pennsylvania and West Virginia averaging twenty-five (25) franchise sales each year for the newly expanding Days Inn Franchise Program in the Northeastern United States.

From 1989 to 2011 Mr. Brown served as Chairman and Chief Executive Officer of Puissant Group, Inc. and its eventual successor, Inn Corporated, LLC. and was instrumental in the formation, development and growth of both organizations (Schedule A). In addition, during this period (1990- 1995), Mr Brown also served as Vice President of Development for Amerihost Properties while located in Chicago Illinois.

From 1996 to 2012, Mr. Brown served in the same capacity for Inn Development and in 2012 became Chariman and CEO of Lodging Decisions, Inc. Through these corporations at the direction of Mr. Brown, the properties on Schedule's A and B are either fully developed or in different stages of development.

In 2012, Lodging Decisions Inc. was organized to complete development and the eventual operation of the properties on Schedule B. The company is also working on additional developments in 8 Florida locations and additional locations shown on exhibit C.

David J Lemon

David J. Lemon currently serves as Loan Consultant and CFO. Mr. Lemon has been involved in the commercial and residential financing for over (13) years and in the hospitality industry for more than five (5) years. He began his career [in hospitality] in 2009 as the Company's Exclusive Loan Consultant/ Financial Coordinator preparing Profit and Loss, Balance Sheets, Operating and monthly financial statements to coordinate with Jerry Mihalek [company CPA]. His responsibilities also include collecting, coordinating and organizing all financial packages to be distributed to financial institutions for various hotel construction projects.

Schedule A

Projects Completed

Graystone Motel

Scot's Inn

Scot's Inn

Scot's Inn

Scot's Inn

Scot's Inn

Econo Lodge

Econo Lodge

Econo Lodge

Econo Lodge

Econo Lodge

Comfort Inn

Comfort Suite

Econo Lodge

Econo Lodge

Econo Lodge

Comfort Suite

Days Inn

Days Inn

Days Inn

Econo Lodge

Days Inn

Days Inn

Days Inn

Days Inn

Days Inn

Days Inn

Days Inn

Days Inn

Microtel Inn

Comfort Inn

Howard Johnson

Ogle House Inn

Comfort Inn

Days Inn

Comfort Suite

Hillsboro, Ohio

Piqua, Ohio

Lima, Ohio

Springfield, Ohio

Columbus, Ohio

Orlando, Florida

Waynesburg, Pennsylvania

Clarksburg, West Virginia

Grantsville, Pennsylvania

Chambersburg, Pennsylvania

Wilkes-Barre, Pennsylvania

Waynesburg, Pennsylvania

Wilkes-Barre, Pennsylvania

Sheppardsville, Kentucky

Lexington, Kentucky

Petoskey, Michigan

Columbus, Ohio

Sullivan, Indiana

Athens, Ohio

Columbus, Ohio

Columbus, Ohio

Stebbins, Ohio

Huber Heights, Ohio

Miamisburg, Ohio

Crawfordsville, Indiana

Brookville, Ohio

Sheppardstown, Kentucky

Harmarsville, Pennsylvania

Somerset, Pennsylvania

Delaware, Ohio

Murfreesboro, Tennessee

Murfreesboro, Tennessee

Veevay, Indiana

New Stanton, Pennsylvania

Troy, Ohio

Twinsburg, Ohio

GENERAL HOTELS CORPORATION

HISTORY & OVERVIEW

Headquartered in Indianapolis, IN General Hotels Corporation was founded in 1962 by the late James E. Dora, Sr. From his humble beginning in 1962 with the opening of Holiday Inn Terre Haute, Jim Dora, Sr. continued to develop numerous award-winning properties throughout the state of Indiana operating under licenses from IHG, Hilton and Marriott brands. Consistently, his hotels garnered design and service awards. Decades later, Jim's values of integrity, respect and his gracious spirit of hospitality continue to serve as the organization compass for the success of General Hotels Corporation. Today, GHC is one of the largest Midwest hotel management and development companies with a portfolio of 60 properties, representing over 5,000 guest rooms.

Our properties are distinctive and independently recognized properties that offer a full host of modern amenities. We're focused on delivering exceptional guest experiences delivered through friendly service, thoughtfully appointed guest rooms, full service restaurants and lounges, fitness centers and meeting facilities. We operate under a broad range of franchises and management agreements including Best Western, Candlewood Suites, Comfort Inn, Courtyard by Marriott, Crowne Plaza, Fairfield Inn & Suites, Hampton Inn, Holiday Inn, Holiday Inn Express, Homewood Suites by Hilton, Staybridge Suites by Marriott, TownePlace Suites by Marriott and Wingate by Wyndham.

Performance

- Over \$100,000,000 in revenue
- Portfolio of 60 hotel properties representing nationally recognized brands
- Growth strategy increased portfolio from 11 properties in 2011 to today's portfolio of 60 hotels

Comprehensive Management & Development

With over 50 years of experience and a team of seasoned professionals, we provide a complete range of management services. Depth of experience, a prudent management style, sophisticated systems, proven strategies for enhancing asset value and optimizing investment returns, and an overriding commitment to guest excellence enable us to provide significant operating results for owners and lenders.

From site acquisitions to pre-development planning to construction to grand openings and renovations, General Hotels Corporation has been involved in numerous projects from the ground up. We understand the intricate details and offer a comprehensive range of services during each phase of development and renovation. Every detail is carefully planned and executed to minimize guest inconvenience.

- Market feasibility, site selection and acquisition
- Design management
- FF&E purchasing management, coordination and installation

Operations

General Hotels Corporation provides a hands-on approach to daily property management to ensure that brand standards are met, and financial goals are achieved. Hotels benefit from an extensive base of knowledge and broad range of skills by receiving critical support in the following key areas.

- | | |
|------------------------|--|
| • Training | • Guest service and quality |
| • Franchiser relations | • Capital planning and implementation |
| • Property consulting | • Monitor operating forecasts, payroll and expenses |
| • Engineering | • Establishment and audit of safety / security programs |
| • Budgeting | • Purchasing leverage through strong national and local vendor relationships |



Richard A. Jett, Executive Vice President and CFO

Rick is responsible for finance, accounting, human resources and information technology areas for General Hotels Corporation's properties. As an Indiana University graduate with a B.S. in accounting, Rick possesses 37 years of financial management experience, 19 of which have been spent in the hospitality industry. Rick is an active member of the American Institute of Certified Public Accountants and the Indiana CPA Society.



Trina Black, Vice President of Sales

Trina plays a central role in revenue growth for the organization and has direct oversight of GHC's team of regional directors of sales to ensure strategic account development, maximize hotel market shares while delivering positive financial results for property owners. Trina has 27 years of industry experience, of which 25 have been with GHC holding various property-level roles including general manager and director of sales and marketing. Trina earned a BA in Restaurant, Hotel, Institution and Tourism Management from Purdue University.



Cindy Kurtz, Vice President of Operations

Cindy has direct oversight of the GHC regional directors of operations to support the daily operational areas of the hotels including property visits, service scores, training, accounting, owner communication and oversees brand compliance. Earning a BS degree from Indiana State University with a double major in Business Management and Business Administration, Cindy brings over 28 years of industry experience to GHC and has held 14 positions within the organization on her journey to serve as vice president of operations.



Amy Springer, Vice President of Finance

Amy's primary responsibilities include financial reporting, loan administration, treasury management and property and casualty insurance. A certified public accountant, Amy holds a BS in accounting from Indiana University and brings 20 years of accounting experience to GHC, including past experience working at a Big 4 accounting firm.

Operated by General Hotels Corporation - Indianapolis, IN





Combining our engineering and detailing staff along with the use of our own manufacturing facilities and erectors, STEELRITE® is able to deliver and erect the highest quality product in the industry. We comply or exceed all ratings for STC and UL designs and we publish the test results in our brochure.

The STEELRITE® group will provide you with a comprehensive plan to complete this development in the most effective way by integrating design, engineering, fabrication, erection, and safety into a complete package. Our philosophy is to help you understand how to construct and gain occupancy of your new building within your schedule and cost constraints. Using our expertise, you can avoid many of the common pitfalls that usually account for cost and schedule overruns.

Toll free: 1 877 212 0030

E-mail: info@steelrite.com Web: www.steelrite.com

Scott and Kelli established Elite Flooring of Naples in 2004, which company has evolved and expanded together with Elite Construction Concepts, Inc.

With their highly reliable and experienced supervisory team of installation and management experts along with a staff of dedicated workers and access to trusted sub-contractors throughout the country, the company has a well-deserved reputation for outstanding results that are always completed on time and under budget. Their unique team approach manages all projects in-house, from estimation to material acquisition to production to installation, with the experience needed to manage projects anywhere in the U.S.

2003-2014: Morris Visitor Publications: while continuing my position with Inn Development Inc, but specifically concentrating only on the Florida market, I accepted a position as a sales associate with "MVP" and promoted to associate publisher and from 2009 to present, publisher of West Coast Florida operations. I have met and exceeded all "MVP" sales goals, as sales increased from \$200,000 annually to over \$1,000,000 annually, while establishing a strong footprint for Inn Development Inc throughout central Florida and for both coastlines of Florida.

2014-2017: Accepted position as President of Lodging Decision Inc. (LDI), a Cleveland, OH based hotel organization. Purchased the Twinsburg, OH Comfort Suite in 2014. LDI will break ground on projects in Spring of 2018 in Ohio, Kentucky and Florida.

Education:

1981: Cocoa Beach HS, graduated

1981-1983: University of South Carolina majored in School of Business Administration

1985-1987: Brevard Community College majored in School of Business Administration

1987-1988: Mid Florida Technical School of Culinary Arts: Sponsored and training by Greater Orlando Chefs Association

1988-1990: Sinclair Community College Degree in Business Administration

Interest and Associations:

Golf

Surfing

Food Preparation

SKAL member 2009-present

Tampa Bay Area Concierge Association board member 2005-present

Southwest Florida Guest Service and Concierge Association member 2006-present

KUKKIWON Certified 3rd degree black belt (member)

World Tae Kwan Do Federation (member)

International Tae Kwan Do Federal (member)

Licensed Real Estate Agent 1989- present

Licensed to teach Tae Kwan Do to students and have taught classes since 1991-present

.....

Cover Sheet

Comfort Suite Hotel

Cocoa Village, Florida

.....

In

City of Cocoa

Brevard County

Florida

Draft Copy

By

Lodging Decisions Inc.

9889 Bainbridge Road

Chagrin Falls, Ohio 44023

(216) 970-6599

January 2018

Comfort Suites Hotel – Cocoa Village, Florida
Project Summary

Project Name:	Comfort Suites Hotel – Cocoa Village Florida
Borrower:	Cocoa Village Hotel and Hospitality, LLC
Property Location:	Corner of Brevard Ave and Factory Street
Property Description:	112 Interior-corridor units and outdoor pool
Construction:	Seven-story, concrete, steel & drivit
Total Project Cost:	\$12,755,000
Equity:	\$3,188,750 (25%)
Loan Term:	25 years
Loan Amount:	\$9,566,250 (75%)
Loan Collateral:	Lien(s) on project real estate
Source of Repayment:	Profitability operation of Comfort Suites Hotel

LOCATION:

The Comfort Suites hotel will be constructed in Cocoa Village, Florida at the intersection of Interstate Brevard Ave and the intersection of Factory St.

PARCEL INFO:

The subject site contains .87 +/- acres

HOTEL:

The 112 unit hotel will be a seven story double loaded interior corridor structure with a flat roof.

The building will be constructed and equipped as modern limited service all suites mid-rate hotel including:

2 story lobby

Complementary breakfast room, casual dining and cocktail lounge

Outdoor swimming pool

Meeting room – 700sf +/- seating up to 70 depending on set up of tables and chairs

Exercise room

Guest laundry

2 Elevators

Vending areas

In house commercial laundry

And a variety of suites with fully furnished kitchen to standard sized and equipped hotel suites with Jacuzzis.

Roof top casual dining and beverage service

The building will be serviced by individual through the wall PTAC units and have excellent ingress and egress, professionally landscaped grounds and will lighted 131 space parking lot.

SUITES:

The following describes the configuration of rental unit types:

Number

67

Comfort proto-typical executive king suites and king suites with refrigerator/freezer, microwave oven and sink furnished with king bed, sleeper sofa, easy chair and oversized desk.

45

Proto-typical Comfort Suite with refrigerator/freezer, microwave oven and sink furnished with 2 queen beds and/ or 2 double beds, sleeper sofa, and desk/dining table with 2 chairs.

Comfort Suites Hotel-- Cocoa Village, Florida

**Uses and Sources
112 Units**

Use of Funds

HARD COST

Land	\$	1,000,000	
FF & E	\$	1,700,000	
Construction	\$	8,400,000	
Contingency	\$	600,000	
Total Hard			\$ 11,700,000

SOFT COST

Architecture and Engineering	\$	200,000	
Development Fees	\$	300,000	
Feasibility & Appraisal	\$	15,000	
Financing Costs	\$	80,000	
Franchise Costs	\$	40,000	
Interim Interest	\$	125,000	
Legal, Accounting, Closing	\$	75,000	
Utility Tap Fee	\$	120,000	
Working Capital	\$	100,000	
Total Soft			\$ 1,055,000

Total Use of Funds **\$ 12,755,000**

Source of Funds

Cash & Land	\$ 3,188,750	25%
Mortgage	\$ 9,566,250	75%
Total Source of Funds	\$ 12,755,000	

NOTE: Retail Space estimated at \$20.00 per sq. ft.

NOTE: Food and Beverage revenue estimated to be \$2000.00 per day

COCOA VILLAGE HOTEL PROJECT
ANNUAL TAX CONTRIBUTION

Upon stabilization, hotel business and retail outlets at 603 Brevard Avenue will make an annual tax contribution of \$ 719,500.

<u>TAX REVENUE</u>	<u>SALES REVENUE</u>	<u>SOURCE OF TAX</u>
\$225,000	\$2,942,542	Sales Tax on Rooms
\$49,500	\$702,000	Sales Tax on Restaurant & Lounges
\$158,000	\$2,942,542	Hotel/Tourist Tax
\$82,000		Property Tax
\$205,000	\$292,8571	Sales Tax on Revenue Generated by Retail Outlets

JAMES E. AND LESLIE M. DORA, JR.

CONTENTS

	Page
Independent Accountants' Compilation Report	1
Statement of Financial Condition	2
Selected Information	3-5

JAMES E. AND LESLIE M. DORA
STATEMENT OF FINANCIAL CONDITION
December 31, 2016

ASSETS

Cash and equivalents	\$ 172,400
Investments in closely held entities:	
General Hotels Corporation	7,995,300
JED, Inc.	8,636,100
Total Investments in Closely Held Entities	<u>16,631,400</u>
 Retirement accounts	46,000
Personal residence	973,400
Other personal assets	150,000
Total Other Assets	<u>1,169,400</u>
 Total Assets	<u>17,973,200</u>

LIABILITIES

Mortgage payable	80,000
Note payable - James E. Dora, Inc.	385,500
Note payable - James E. Dora, Sr.	157,000
Total Liabilities	<u>622,500</u>

NET WORTH

\$ 17,350,700

See accompanying selected information and accountants' compilation report.

NOTE 2 - INVESTMENTS IN CLOSELY HELD ENTITIES (CONTINUED)

Summarized data concerning investments in closely held entities as of December 31, 2016, are as follows:

Property	Net Worth	James E. and Leslie M. Dora, Jr. Ownership	
		%	Value
General Hotels Corporation	\$10,775,400	74.2%	\$ 7,995,300
JED, Inc.	34,544,300	25.0%	8,636,100
	<u>\$45,319,700</u>		<u>\$16,631,400</u>

Property	Net Worth	JED, Inc. Ownership	
		%	Value
Crowne Plaza Airport	\$10,314,800	50.0%	\$ 5,157,400
Homewood Suites Lafayette	7,231,400	25.0%	1,807,900
Holiday Inn Terre Haute	3,905,300	16.7%	651,400
Homewood Suites Keystone	5,084,000	25.0%	1,271,000
Courtyard Kokomo	4,051,800	38.6%	1,564,400
Holiday Inn Express South	2,514,900	70.0%	1,760,400
Hampton Inn Lafayette	7,150,400	25.0%	1,787,600
Springhill Suites Terre Haute	6,220,000	16.7%	1,037,500
Courtyard Columbus	13,419,500	100.0%	13,419,500
Hampton Inn Corydon	2,392,200	100.0%	2,392,200
Hampton Inn Munster	6,288,400	60.0%	3,773,000
Holiday Inn Express Radcliff	2,907,200	71.6%	2,081,600
Candlewood Suites Radcliff	6,794,700	71.6%	4,865,000
Homewood Suites Munster	6,562,100	50.0%	3,281,100
	<u>\$84,836,700</u>		<u>\$44,850,000</u>



OMB APPROVAL NO.: 3245-0188
EXPIRATION DATE: 01/31/2018

PERSONAL FINANCIAL STATEMENT
7(a) / 504 LOANS AND SURETY BONDS

U.S. SMALL BUSINESS ADMINISTRATION

As of July 20, 2017

SBA uses the information required by this Form 413 as one of a number of data sources in analyzing the repayment ability and creditworthiness of an application for an SBA guaranteed 7(a) or 504 loan or a guaranteed surety.

Complete this form for: (1) each proprietor; (2) general partner; (3) managing member of a limited liability company (LLC); (4) each owner of 20% or more of the equity of the Applicant (including the assets of the owner's spouse and any minor children); and (5) any person providing a guaranty on the loan

Return completed form to:

For 7(a) loans: the lender processing the application for SBA guaranty

For 504 loans: the Certified Development Company (CDC) processing the application for SBA guaranty

For Surety Bonds: the Surety Company or Agent processing the application for surety bond guaranty

Name Kelli L. Eastman- Billings **Business Phone** 239-566-7984

Home Address 5770 Shady Oaks Lane **Home Phone** 239-566-7984

City, State, & Zip Code Naples, FL 34119

Business Name of Applicant Rootstown Hotel & Hospitality, LLC.

ASSETS		(Omit Cents)	LIABILITIES		(Omit Cents)
Cash on Hand & in banks.....	\$	95,777.20	Accounts Payable.....	\$	
Savings Accounts.....	\$		Notes Payable to Banks and Others.....	\$	
IRA or Other Retirement Account.....	\$	1,800,614.79	(Describe in Section 2)		
(Describe in Section 5)			Installment Account (Auto).....	\$	
Accounts & Notes Receivable.....	\$		Mo. Payments \$		
(Describe in Section 5)			Installment Account (Other).....	\$	
Life Insurance - Cash Surrender Value Only.....	\$		Mo. Payments \$		
(Describe in Section 8)			Loan(s) Against Life Insurance.....	\$	
Stocks and Bonds.....	\$		Mortgages on Real Estate.....	\$	
(Describe in Section 3)			(Describe in Section 4)		
Real Estate.....	\$	1,160,000.00	Unpaid Taxes.....	\$	
(Describe in Section 4)			(Describe in Section 6)		
Automobiles.....	\$	45,000.00	Other Liabilities.....	\$	
(Describe in Section 5, and include			(Describe in Section 7)		
Year/Make/Model)			Total Liabilities.....	\$	
Other Personal Property.....	\$	51,500.00	Net Worth.....	\$	3,227,891.99
(Describe in Section 5)					
Other Assets.....	\$	75,000.00			
(Describe in Section 5)					
Total Assets	\$	3,227,891.99	Total Liabilities & Net Worth	\$	3,227,891.99

*Must equal total in assets column.

Section 1. Source of Income.

Salary.....\$ 160,000.00
Net Investment Income.....\$ 50,000.00
Real Estate Income.....\$
Other Income (Describe below)*.....\$

Contingent Liabilities

As Endorser or Co-Maker.....\$
Legal Claims & Judgments.....\$
Provision for Federal Income Tax.....\$
Other Special Debt.....\$

Description of Other Income in Section 1.

*Alimony or child support payments should not be disclosed in "Other Income" unless it is desired to have such payments counted toward total income.

Section 8. Life Insurance Held. (Give face amount and cash surrender value of policies – name of insurance company and Beneficiaries.)

I authorize the SBA/Lender/Surety Company to make inquiries as necessary to verify the accuracy of the statements made and to determine my creditworthiness.

CERTIFICATION: (to be completed by each person submitting the information requested on this form)

By signing this form, I certify under penalty of criminal prosecution that all information on this form and any additional supporting information submitted with this form is true and complete to the best of my knowledge. I understand that SBA or its participating Lenders or Certified Development Companies or Surety Companies will rely on this information when making decisions regarding an application for a loan or a surety bond. I further certify that I have read the attached statements required by law and executive order.

Signature Kelli L. Eastman- Billings Date 7/21/17

Print Name Kelli L. Eastman- Billings Social Security No. 120-64-6824

Signature _____ Date _____

Print Name _____ Social Security No. _____

NOTICE TO LOAN AND SURETY BOND APPLICANTS: CRIMINAL PENALTIES AND ADMINISTRATIVE REMEDIES FOR FALSE STATEMENTS:

Knowingly making a false statement on this form is a violation of Federal law and could result in criminal prosecution, significant civil penalties, and a denial of your loan or surety bond application. A false statement is punishable under 18 U.S.C. §§ 1001 and 3571 by imprisonment of not more than five years and/or a fine of up to \$250,000; under 15 U.S.C. § 645 by imprisonment of not more than two years and/or a fine of not more than \$5,000; and, if submitted to a Federally-insured institution, a false statement is punishable under 18 U.S.C. § 1014 by imprisonment of not more than thirty years and/or a fine of not more than \$1,000,000. Additionally, false statements can lead to treble damages and civil penalties under the False Claims Act, 31 U.S.C. § 3729, and other administrative remedies including suspension and debarment.

PLEASE NOTE: The estimated average burden hours for the completion of this form is 1.5 hours per response. If you have questions or comments concerning this estimate or any other aspect of this information, please contact Chief, Administrative Branch, U.S. Small Business Administration, Washington, D.C. 20416, and Clearance officer, paper Reduction Project (3245-0188), Office of Management and Budget, Washington, D.C. 20503. PLEASE DO NOT SEND FORMS TO OMB.

Section 2. Notes Payable to Banks and Others. (Use attachments if necessary. Each attachment must be identified as part of this statement and signed.)

Names and Addresses of Noteholder(s)	Original Balance	Current Balance	Payment Amount	Frequency (monthly, etc.)	How Secured or Endorsed Type of Collateral
Fifth Third Bank	140,000	57,000	800	Monthly	HELOC-- from Subject Property

Section 3. Stocks and Bonds. (Use attachments if necessary. Each attachment must be identified as part of this statement and signed.)

Number of Shares	Name of Securities	Cost	Market Value Quotation/Exchange	Date of Quotation/Exchange	Total Value

Section 4. Real Estate Owned. (List each parcel separately. Use attachment if necessary. Each attachment must be identified as a part of this statement and signed.)

	Property A	Property B	Property C
Type of Real Estate (e.g. Primary Residence, Other Residence, Rental Property, Land, etc.)	Primary Residence		
Address	7740 54th St North Pinellas Park FL 33781		
Date Purchased	06/01/1999		
Original Cost	105,000		
Present Market Value	240,000		
Name & Address of Mortgage Holder	1st Mortgage-- Paid Off 2nd Mortgage-- Fifth Third Bank		
Mortgage Account Number			
Mortgage Balance	57,062		
Amount of Payment per Month/Year	141/ 1692		
Status of Mortgage	HELOC		

Section 5. Other Personal Property and Other Assets. (Describe, and, if any is pledged as security, state name and address of lien holder, amount of lien, terms of payment and, if delinquent, describe delinquency.)
Mortgage Interests as defined on "Schedule C" (SEE ATTACHED)

Section 6. Unpaid Taxes. (Describe in detail as to type, to whom payable, when due, amount, and to what property, if any, a tax lien attaches.)

Section 7. Other Liabilities. (Describe in detail.)

SCHEDULE C - REAL ESTATE OWNED or Attach Schedule					
Description of Property	Year Acquired	Percent Ownership	Mortgages Held By What Lender (s)	Amount of Mortgage	Market Value
Lodi Hotel Site	2009	49%	None	-0-	1,200,000
Madison Hotel Site	2006	26%	None	-0-	1,000,000
Twinsburg Hotel	2004	19%	*American Natl.	3,200,000	5,300,000
Home Site (Lots)	2005		*Middlefield	247,000	1,000,000
Columbus Hotel	2009	49%	None	-0-	1,750,000
Rootstown Hotel Site	2009	25%	None	-0-	600,000

No Guarantee or Liability for Mortgage

SCHEDULE C (Continued) OTHER REAL ESTATE OWNED or Attach Schedule					
Description of Property	Year Acquired	Percent Ownership	Mortgages Held By What Lender (s)	Amount of Mortgage	Market Value
Lodi Dev. Fee	2009	100%	None	None	100,000
Columbus Dev. Fee	2009	100%	None	None	100,000
Twinsburg Dev. Fee	2006	100%	None	None	100,000
Madison Dev. Fee	2009	100%	None	None	150,000
Choice Franchises		100%	None	None	250,000
Pre-paid Equity Lodi		100%			150,000
Pre-paid Equity Columbus		100%			100,000
Pre-paid Equity Madison		100%			100,000

Personal Life Insurance Carried on Life of Geauga Savings Bank Borrowers

Face Amount (Death Benefit)	Name of Company	Personal Policy or Group Policy With Employer	Cash Surrender Value	Loans Against Cash Value
N/A				

The undersigned certifies that the information provided herein is true, complete and correct.

Signature

Date Signed:

03/08/17

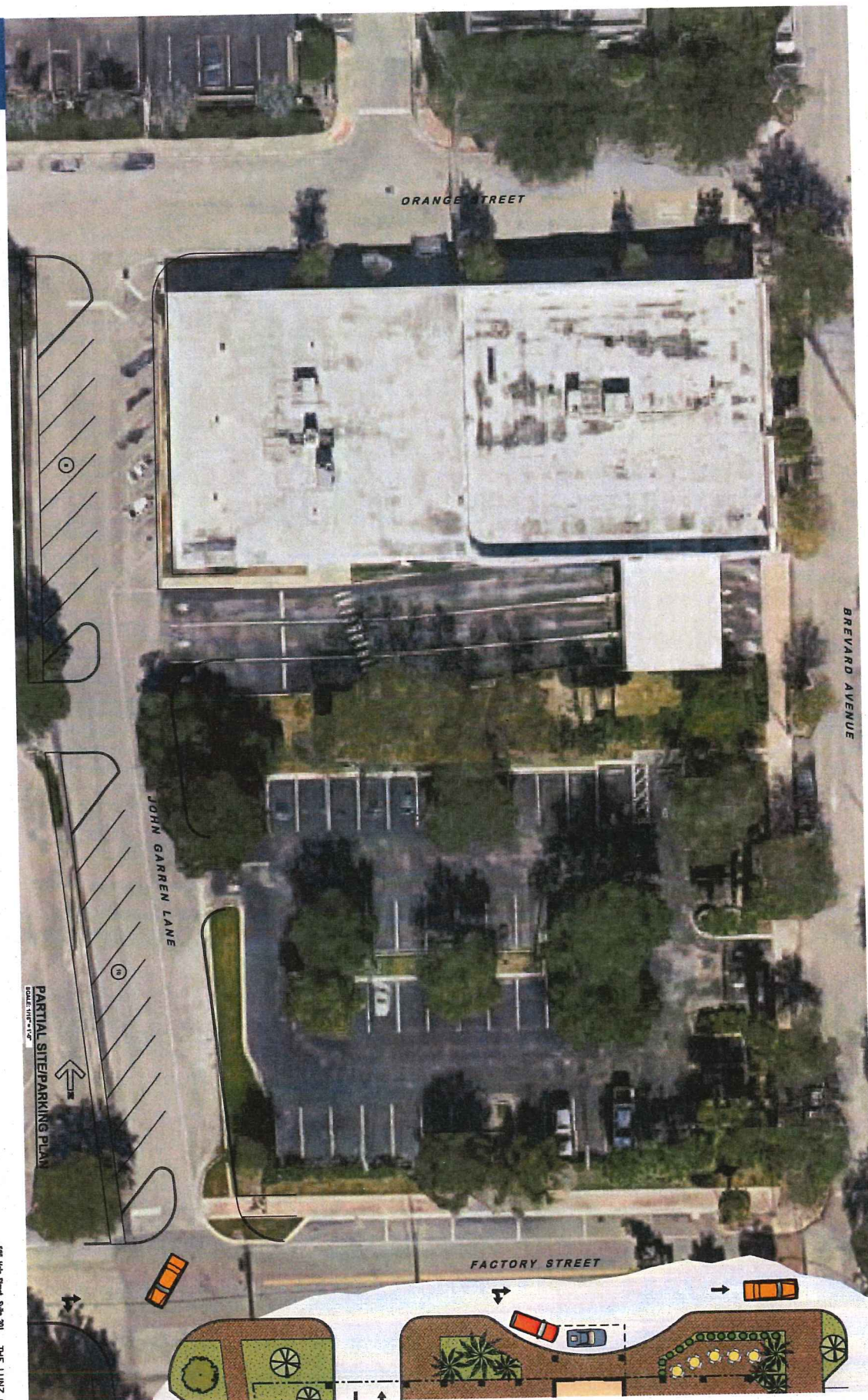
Vision & Concept Development
Addendum (s) F, G

F. Building & Floor Plans
G. Rendering of Hotel



BOUTIQUE HOTEL

Coco Village, Florida



565 Main Street, Suite 201
Denville, NJ 07834
P 727.733.9400
F 727.733.9555
Lic. M0001550
lunz.com

THE LUNZ GROUP
©COPYRIGHT 2018
ALL RIGHTS RESERVED

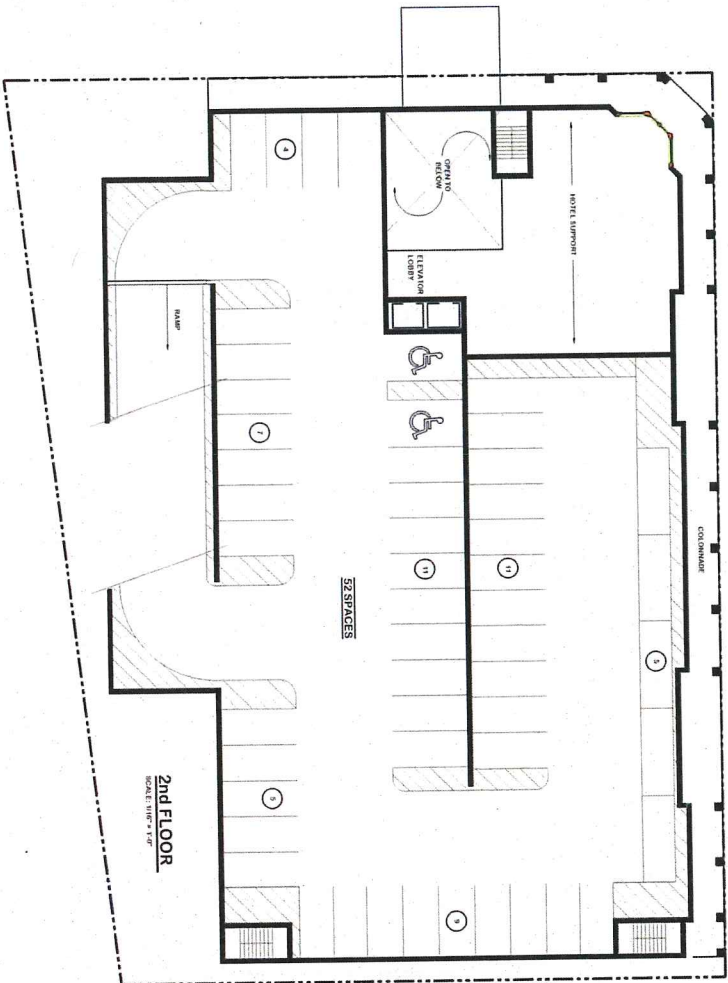
1732.04

1-15-18

1732.04



BOUTIQUE HOTEL
Coco Village, Florida





Coco Village, Florida

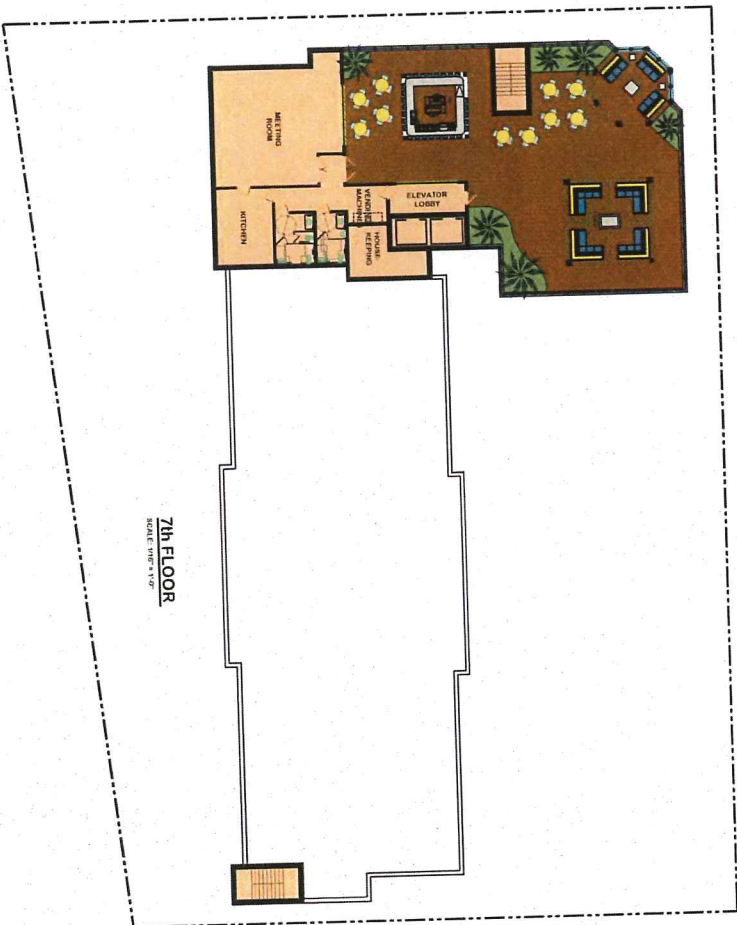


1732.04



THE
LUNZ
GROUP

BOUTIQUE HOTEL
Coco Village, Florida



565 Main Street, Suite 201
Denville, NJ 07834
P 727.733.5400
F 727.733.5955
E: info@lunz.com
lunz.com

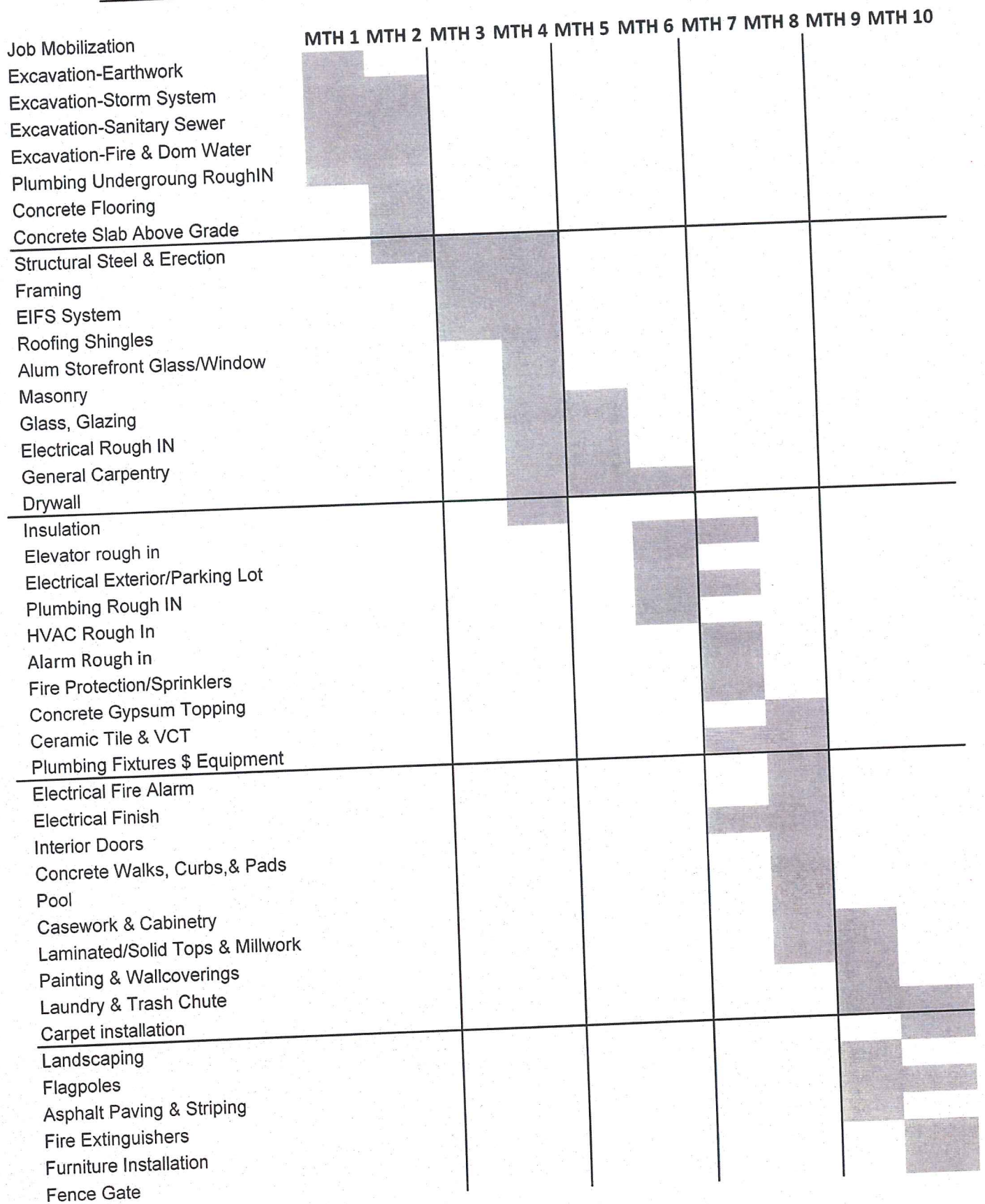
THE LUNZ GROUP
COPYRIGHT 2018
ALL RIGHTS RESERVED

1732.04
1-15-18

Development Schedule: Critical Path

- i. Pre- Construction
- ii. Construction Period

CONSTRUCTION PERIOD - CRITICAL PATH / TIME LINE



Potential Expansion Program

Lodging Decisions Inc./ Development Team have been successful in securing a purchase and sale agreement with the owners of 625, 627 and 629 Brevard Avenue directly south and adjacent to the proposed hotel site at 603 Brevard Ave. The projected use for this site, should it be required, would be for expansion of the RFP proposed hotel, which would include all facets of business and parking facilities as represented in the following description.

(see following page for description)



AGENDA ITEM V – 2

915 Florida Avenue –
Developer Selection

MEMO DATE:	March 28, 2018
AGENDA DATE:	April 10, 2018
PREPARED BY:	Samia Singleton, Redevelopment Specialist Larry Lallo, CEcD, EDPF, Economic Development Manager Dodie Selig, AICP, Senior Planner
REQUESTED ACTION:	Approve the Staff Selection Committee ranking recommendations selecting the number one ranked proposal and submit the Cocoa CRA Board's recommended ranking for recommendation to the City Council at a public meeting, for the purposes of the purchase of redevelopment of 915 Florida Avenue (also known as the former location of the Oaks Mobile Home Park).

BACKGROUND:

The City of Cocoa acquired 915 Florida Avenue (formerly known as the Oaks Mobile Home Park) pursuant to a Memorandum of Understanding (MOU), dated January 12, 2016, by and between the City and the Cocoa Community Redevelopment Agency (CRA). The City agreed to convey the former Oaks Mobile Home Park site at 915 Florida Ave to the CRA. The purpose of the MOU was to outline the terms of the conveyance of the property, for that portion situated in the City of Cocoa. If the City were successful in purchasing the property, the CRA would ultimately be responsible for providing oversight and guiding the Request for Proposals (RFP) and Development Process. The MOU authorized the City to sell the property to the CRA for an amount not to exceed \$800,000.

The City Attorney and City Manager subsequently discussed the conveyance, and with a portion of the property located in the City of Rockledge it would be necessary to develop a tri-party Development Agreement between the City, CRA and selected developer. Alternatively, the City Attorney determined since the City acquired the property for redevelopment purposes, consistent with the Cocoa CRA Redevelopment Plan, specifically the Waterfront Master Plan, the City could under its Home Rule Powers and consistent with the powers granted under the Community Redevelopment Act effectuate the redevelopment of the property.

Bass Fletcher Associates, Inc. were engaged to conduct a Highest and Best Use Analysis of the property, in November 2017. The study determined medium sized townhomes

were the highest and best use of the property. Tuttle-Armfield-Wagner Appraisals and Research completed an appraisal on the property simultaneous to the Highest and Best Use Analysis. The Market Value of the Subject Property as of September 17, 2017, was \$780,000. The appraisal also recommended residential use, however they indicated the possible inclusion of neighborhood commercial component.

The Cocoa CRA Waterfront Masterplan (hereinafter referred to as "The Plan") identifies the area south of the Village just south of Rosa L Jones Boulevard and east of U.S. 1 as a critical gateway to the City and the Cocoa Village district. The Plan observes that the amalgamation of light industrial property, mobile homes, and commercial property in the area are enormous detriments to the success of the CRA in becoming an attractive gateway to the City. The Plan recommends the City work to create a residential redevelopment opportunity and that the property could become an excellent candidate for a residential lifestyle center mixed use development that would be connected to the community adding value to the overall Cocoa Village District, and Cocoa.

On December 12, 2017, the CRA voted to authorize staff to issue an RFP to redevelop the property consistent with the Bass Fletcher Associates, Inc. Highest and Best Use Analysis.

REQUEST FOR PROPOSALS:

The Request for Proposals (RFP # P-18-11-COC) for "Purchase of Real Estate and Development of Real Property for 915 Florida Avenue was issued on Monday, January 22, 2018. The RFP was published in accordance with Section 163.380, Florida Statutes, which authorizes the Agency to sell, lease, dispose of, or otherwise transfer real property or any interest within a community development area. The RFP was publicly posted on the Demand Star, City of Cocoa, Florida Redevelopment Agency Web sites, and emailed.

A Visioning/Questions & Answers Forum was held by staff with potential Proposers at 9:00 A.M., February 5, 2018. Staff relayed the CRA's vision for Southwest Cocoa Village, explained selection criteria, and addressed questions relative to the development.

The RFP was closed for submissions at 4 P.M, on Monday, March 5, 2018. Only two proposals were received.

1. A proposal submitted by John Haley & JH Development of Cocoa sought to construct 32-36 townhome units with garages & a small structure for neighborhood-supported commercial activities, and acquire the site for \$780,000.
2. A proposal submitted by the Villas of Cocoa Village sought to construct 64-65 multi-story town-homes with garages, shared green-areas and open-space, and a corner three-story commercial building. Two land acquisition options were provided; 1) Preferred Option with a land acquisition price of \$1,040,000, which requires a zoning change; and 2) A Secondary Option with a land acquisition price of \$750,000.

The proposals were reviewed and scored by each member of the Committee prior to the Selection Committee meeting.

SELECTION COMMITTEE:

The Selection Committee was comprised of City Manager John A. Titkanich, Jr., AICP, ICMA-CM; Nancy A. Bunt, Deputy Community Services Director; Cindy Thurman, Planning and Zoning Manager; Larry J. Lallo, Economic Development Manager; and Samia Singleton, Redevelopment Specialist.

Committee members reviewed the proposal at a Publicly Noticed Meeting on Wednesday, March 14, 2018, and scores for each committee member were noted based on the four (4) selection criteria contained in the RFP. The committee members discussed if and how well the proposal addressed 1) Professional Abilities/Experience; 2) Financial Feasibility; 3) Conceptual Development; and 4) Development Schedule. Following the committee discussion some members made a few adjustments to their initial scores based on the information shared during the discussions. With a possible total of 500 points, the proposals were ranked as follows:

Rank	Developer	Score
1	The Villas of Cocoa Village, LLC	385
2	John Haley & JH Development of Cocoa	357

The Committee voted to recommend the number-one ranked proposal (Villas of Cocoa Village) for approval. Before providing an overview of the number one ranked proposal with comments regarding the number two ranked proposal, staff would like to provide a preliminary development analysis.

STAFF PRELIMINARY PROJECT LAND DEVELOPMENT:

Site: Two parcels comprising a total of 4.93 acres, of which the western most peninsula of the site is located in the corporate limits of the City of Rockledge.

Future Land Use (FLU): Mixed-Use (City of Cocoa parcel only)

Zoning: Core Commercial (CC)

- South End District (Regulating Plan, Cocoa Village Waterfront Overlay District)

The City of Cocoa Comprehensive Plan governs the future land use on the RFP site for the primary portion of the site (4.38 acres) is currently designated Mixed-Use future land use and as such governed by Future Land Use Policy 1.1.2.6. The second parcel of the site (0.55 acres), as identified in the RFP, is narrow and possesses limited development potential and is not evaluated individually. In past City and CRA meetings it has been discussed this may be an ideal location for Stormwater facilities related to the redevelopment of the primary site.

Future Land Use (FLU): Mixed-Use

Zoning: Core Commercial (C-C)

- South End Sub-District (Regulating Plan, Cocoa Village Waterfront Overlay District)

The Mixed-Use FLU designation, as the name implies, is intended to encourage a mix of residential and non-residential uses and in fact includes a density incentive for residential units incorporated into a mixed-use project. Had the proposal included a vertical mixed-use design, such as residential units above commercial spaces, the project would have been able to include approximately 20 additional residential units.

The current C-C zoning district allows the proposed townhome development only with the approval of a Special Exception from the Board of Adjustment for the residential use. The multi-family residential portion of the project would be developed under the RU-2-25 (Multiple Family Dwelling District) regulations. The C-C zoning district allows for multiple commercial uses such as office, retail, restaurant, business/personal services, hotel and recreation among others.

The South End Sub-District allows townhomes as well as mixed-use as a development building style. The South End Sub-District (CVWO) permits townhomes up to 3 stories and as part of a Commercial/Mixed-Use–Small development townhomes up to 4 stories with a maximum lot coverage of 90%, if developed exclusively as townhomes the maximum lot coverage permitted is 60%.

Both proposals would require a Special Exception from the Board of Adjustment for multi-family development and would be regulated by the RU-2-15 Townhouse Residential Subdivision provisions. Both projects would also require Planning and Zoning Board approval for a Large-Scale Site Plan.

The Villas of Cocoa Village (Ranked #1)

The number one ranked proposal submitted by The Villas of Cocoa Village, LLC provides a design integrated into Cocoa Village with 64 to 65 townhomes arranged with buildings oriented to the primary streets of Rosa L. Jones Drive and Florida Avenue. The proposal provides for a center courtyard and useable open-space and recreational areas. The peninsula of the property is depicted as undeveloped, and requires confirmation, this area will be used for stormwater management.

The architectural design represented in the diagrams are more in keeping with and promoting the character of Cocoa Village with parking on-site through on-street parking as well as rear-loaded garages. It should also be noted that the developers represent the future extension and connectivity of Hughlett Avenue to the larger commercial site (former Carousel Mall) south in Rockledge. The developers also propose a connection to Florida Avenue and provide interconnectivity throughout the site that enhance vehicular and pedestrian access and connectivity.

The commercial component is located at the northeast corner of the site (at the intersection of Rosa L. Jones and Florida Avenue) and is integrated with the existing

development. Adequate parking provision will need to be determined as the plans submitted are conceptual. The site reflects the urban design style encouraged by the CWOD. Generally, the proposed project is consistent with the purpose and intent of the South End Sub-District (CVWO), and staff believes will be catalytic in nature to promote additional development in the area.

Cocoa Village Townhomes and Business Center (Ranked #2)

The second ranked site, Cocoa Village Townhome and Business Center, proposed by John Haley/JH Development proposes, in staff's opinion, a project that is not ideally suited for Cocoa Village in that the townhomes are generic in design, arranged and oriented internal to the site. The proposal does not promote internal connectivity and the commercial component is represented as a standalone component to the project. The project does represent stormwater management facilities but does not provide for any open-space or recreational amenities as depicted on the site. While the proposed townhome product is attractive, the proposed design is not urban in nature and seem more appropriate for a non-urban setting as they fail to maximize the land with the proposed development of 32 to 36 units.

Additional Proposal Information

It should be noted that both proposers submitted sufficient evidence of financial capacity and resources to complete the projects.

The Villas of Cocoa Village (Ranked #1) represents the project would be completed within 24 months from proposal acceptance. This is inclusive of 60 calendars for approval of the purchase agreement, of which staff should add this may take longer with City Council ultimately approving the project and the development agreement being entered in and between the City and the Developer.

Cocoa Village Townhomes and Business Center's proposal indicates 6 months for site plan, design, engineering and approval and upon approval and permitting site work would begin. Following site work, construction of the first townhome will begin and be completed in 6 months.

Staff would note that the proposed timetable for both proposals may not take into consideration the application and hearing for a Special Exception before the Board of Adjustment or the application and hearing for Large-Scale Site Plan Approval by the Planning Zoning Board.

PROPOSAL ANALYSIS – Land Acquisition Options

The Villas of Cocoa Village Land Acquisition Options

1. The preferred option, as expressed by the developer in their proposal, would allow the developer to purchase the site for \$1,040,000 and repay in 65 equal payments of \$16,000 within 26 months from date of sale. The higher purchase price hinges on

the ability to rezone and replat the site into 65 individual fee-simple lots and approximately 33,700 square feet of common-areas.

2. Alternatively, the secondary option would facilitate the sale of the site for the appraised value of \$750,000. Details about repayment terms, ownership structure and amount of common-area were not included in this option. Staff assumed the development would be marketed as townhomes with a shared/HOA maintenance structure.

Cocoa Village Townhomes and Business Center Land Acquisition Options

1. The developer proposes to pay the City of Cocoa \$780,000 for the purchase of both lots.
2. Alternatively, the developer proposes to purchase the 4.38-acre lot for \$750,000 and incorporate the companion 0.55-acre lot into the plan under the ownership of the City of Cocoa.

This is a decision that will be made by City Council as they currently own the property, and the above options will be presented along with the Cocoa CRA Board's recommendation on the proposed development projects.

FUTURE ACTIONS

If the Cocoa CRA approves the Staff Selection Committee's recommendation, the proposed rankings and CRA Board recommendations will be presented for consideration at the April 23, 2018 City Council Meeting.

BUDGETARY IMPACT

No budgetary impact.

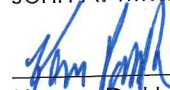
REVIEWED BY:

The City Manager, Community Services Director, Economic Development Manager and Acting Finance Director have reviewed this agenda item.

City Manager


John A. Tifkanich, Jr., AICP, ICMA-CM

Community Services Director


Karen D. Hamilton

Economic Development Manager


Larry J. Lallo, CECD EDPF

Acting Finance Director


Lora Howell

REQUESTED MOTION:

Approve the Staff Selection Committee ranking recommendations selecting the number one ranked proposal and submit the Cocoa CRA Board's recommended ranking for recommendation to the City Council at a public meeting, for the purposes of the purchase of redevelopment of 915 Florida Avenue (also known as the former location of the Oaks Mobile Home Park).

Selection Committee Meeting for P-18-11-COC
Purchase of Real Estate & Development of 915 Florida Ave
(FKA Oaks Mobile Home Park) Cocoa, FL 32922

Wednesday, March 14, 2018

	Proposers									
	John Haley & JH Dev. of Cocoa, LLC					The Villas of Cocoa Village, LLC				
	Larry Lallo, Economic Dev. Mgr.	John Titkanich, City Mgr.	Samia Singleton, Economic Dev. Specialist	Cynthia Thurman, P & Z Manager	Nancy Bunt, Deputy Director	Larry Lallo, Economic Dev. Mgr.	John Titkanich, City Mgr.	Samia Singleton, Economic Dev. Specialist	Cynthia Thurman, P & Z Manager	Nancy Bunt, Deputy Director
Committee Members ➡										
Selection Criteria - 100 Point Maximum ➡										
1. Professional Abilities/Experience-35 Points (0-35)	17	19	29	24	30	24	17	29	24	30
a. Relevant development/redevelopment experience (0-10)	5	7	10	8	10	7	7	9	8	10
b. Relevant Private/Public Partnership experience (0-5)	0	0	0	1	0	0	0	0	1	0
c. Relevant Experience of this project and scope (0-10)	7	5	10	8	10	7	5	10	7	10
d. Ability/Capacity to Produce Services in a timely manner (0-10)	5	7	9	7	10	10	5	10	8	10
2. Financial Feasibility-25 Points (0-25)	10	21	25	22	25	15	21	20	15	25
Sufficient evidence of financial ability (0-15)	5	15	15	14	15	8	15	10	10	15
Demonstration of project financial feasibility (0-10)	5	6	10	8	10	7	6	10	5	10
3. Concept Development/Overall Vision-30 Points (0-30)	16	15	25	14	26	23	27	27	22	24
Meets Zoning and Cocoa Overlay District Requirements (0-10)	7	7	7	3	10	5	9	7	5	10
Creative/Innovative Design and Sustainability solutions Meeting Cocoa CRA goals and objectives (0-10)	4	4	8	3	6	8	8	10	10	4
Vision is well thought out, will add value to Cocoa Village, and is likely to attract additional investment (0-10)	5	4	10	8	10	10	10	10	7	10
4. Development Schedule-10 Points (0-10)	8	6	8	8	9	8	8	8	8	10
Project commencement (hard start) within 12 months (0-5)	5	4	5	4	5	5	5	5	5	5
Project Schedule Clearly Delineated (0-5)	3	2	3	4	4	3	3	3	3	5
Total Points Received	51	61	87	68	90	70	73	84	69	89
Combined Committee Points Received	357					385				

Mixed Use Project located at

915 Florida Avenue

Also known as Cocoa Village Townhomes and Business Center

as presented by

John Haley and JH Development, LLC

The Cocoa Village Townhomes and Business Center located at 915 Florida Avenue will be an attractive and visually appealing new community for Cocoa Village. The new community will add an appealing element at the southern entrance of Cocoa and be a beautiful entry way to the community. This development will become a catalyst for economic growth and further redevelopment of this area. Its prime location on the southern end of the Cocoa Village community will expand the vibrant community and stimulate other redevelopment and rebuilding for south Cocoa Village.

The Cocoa Village Town and Business Center will consist of professional office and retail space located at the corner of Rosa L. Jones and Florida Avenue. This new commercial component will compliment existing commercial and retail uses located at or close to this intersection. This prime location for this commercial development will further add retail and commercial space which can be reached not only by traditional means such as cars but also be accessible to pedestrian traffic. The site plan demonstrates commercial and retail space on the corner which will be wrapped with medium sized townhomes. (see attached site plan 6A & B)

Design and construction of the commercial building will incorporate green solutions such as lead certified buildings where permissible.

**Key components of the Cocoa Village Townhome and Business Center
are as follows:**

1. Purchase Price: John Haley/JH Development will pay to the City of Cocoa \$750,000 cash for the purchase of a 4.38 acre site located at 915 Florida Avenue.
Parcel #24-36-33-80-00023

Additionally, the purchaser is willing to pay \$30,000 for the companion .55 acre parcel. Parcel #24-36-33-00-00755 or incorporate it into the plan under the ownership of the City of Cocoa.

2. Resume: John Haley has been involved in the development of numerous communities in Brevard county as well as commercial buildings and shopping centers. Haley was involved in the development of Park Place and Boardwalk Retail Center off Wickham Road (where Carrabba's is located). Additionally, the developer was involved in the Murrell Center located close to Viera Blvd and Murrell Road as well as the Village Drive Professional Center at the same location. Recently Haley completed a small residential subdivision on the Indian River located at 4131 US Highway 1. Specific Townhome and duplex projects the developer has been involved in include Magnolia Pointe off of Forest Lake Avenue, the Oaks at Suntree located at Spyglass Hill Road and Pinehurst Street and both Renaissance Pointe and Emerald Pointe duplex townhome communities located off Spyglass Hill Road. Haley is currently working with the City of Cocoa on an 11 unit townhome project located at Rosa L Jones and Florida Avenue. This project sits directly across the street from the proposed project. The current Cocoa townhome project has been intentionally delayed to coordinate with this project at 915 Florida Avenue.

3. The proposed concept adds to the vibrancy of Cocoa Village with attractive new townhomes at the southern entrance of the community. The walkability to the village further enhances the project and the community.

The proposed neighborhood commercial on the corner of Rosa L. Jones and Florida Avenue will add additional business and retail opportunities to the Village with new attractive Florida style buildings. High class tenants or owners will now be able to locate in first class space further enhancing the Village and potentially attracting new business to the area. Generous parking shall be an integral component to the project so as to not create a further burden on parking area in this area.

4. Time period: The project is expected to take approx 6 months for site plan design, engineering and approval. Upon approval and permitting, construction on the site work will begin. Shortly after commencement of the site work, construction of the first town home buildings will start and be completed in approx 6 more months.

The commercial component on the corner will follow. It will be necessary to pre lease or pre sell all or part of the commercial center prior to final design and application for the

permits. Final design will be encouraged to use leed certified construction methods and an architectural style which appeals to both the end user and the City of Cocoa.

5. Estimating development costs and variable evidence of financial capability:

- A. Please see confidential banking letters (5A) and verification of funds (5B).
(See attachments)

Separate envelope Brinker and seacoast letters – marked confidential

- B. Proforma – See Attachment 5C

6. See Site Plan Attachment 6A & B as provided by Erin Trauger

7. See Elevations for medium sized townhomes provided by Jim Kendust.

- A. Floor plans for both 1 and 2 story units and front elevations for fourplex building.
(See attached 7A1, 7A2 and 7A3)
- B. Color rendering provided by Jim Kendust.
(See attached 7B)

8. Contact Information

Primary Contact: John Haley
JH Development
321-427-6500
Haleydevco@aol.com
321-775-8033 Fax

Secondary Contact: Mary Maniscalco
JH Development
321-720-4818
MaryManiscalco@gmail.com
321-775-8033 Fax

Engineering Contact: Erin Trauger
Erin Trauger, PE, Civil Engineer
321-652-5916
Erin.Trauger@gmail.com

Building Designer: Jim Kendust
Jim Kendust Designs
321-223-8037
KendustCustomDesigns@gmail.com

9. List of previous Public/Private projects and other Cocoa Village projects:

John Haley, through 120 Barnacle Bay LLC, is currently finalizing plans for the site across the street. The site will contain 11 townhomes in triplex or fourplex configurations.

John Haley, through various entities, has directed several private and public projects including Misty Creek, Mandarin Lakes, Sabal Palm Estates, Devons Glen, Renaissance Pointe, Emerald Pointe, Forest Lake Village and the Oaks of Suntree. For all of these projects, in addition to completing the internal neighborhood roadways, Haley directed construction and funded the building of Spyglass Hill Road and Forest Lake Avenue. Similar roads and rights of way were built for Indian River County in a community known of Citrus Springs.

In all, Haley has been involved in the construction of over 1,000 home sites and worked on many of the townhome projects within these communities.

10. Exhibit C

See Attached Proposal Form

EXHIBIT C
PROPOSAL FORM

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

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

JH Development
Name of Company/Organization

[Signature]
Signature of individual submitting proposal for above Company/Organization

John D. Haley
Printed name of individual

Haleydevco@aol.com
E-mail address

321-427-6500
Phone

321-775-8033
Fax

2-26-18
Date

11. Legal Description

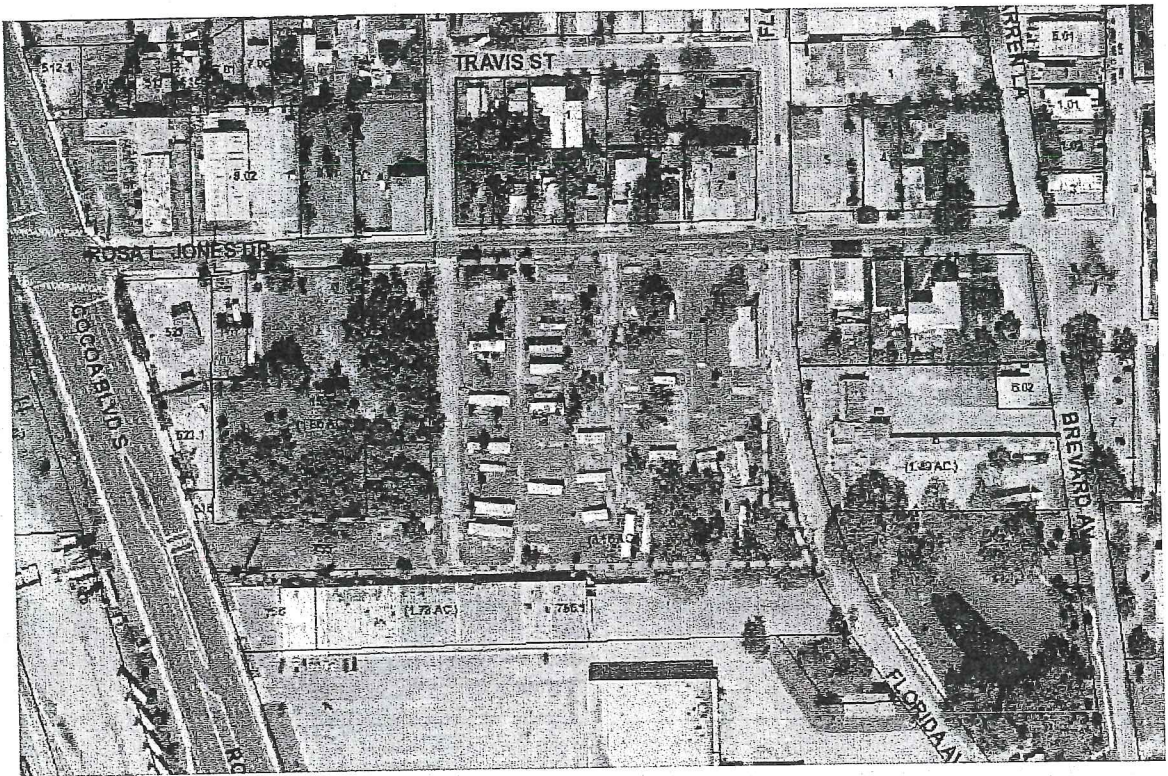
See Attached Legal Description Exhibit A

Exhibit "A"
Legal Description:

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

And

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



12. Additional Provisions

John Haley and JH Development have received the request for proposal for 915 Florida Avenue, Cocoa FL 32922 as well as addendums #1, #2, #3, #4.

Additionally, Haley and JH Development acknowledge receiving any and all other amendments or documentation provided by the City of Cocoa which is not specifically mentioned here.

2. Due to time constraints in submitting this proposal, we have provided as much detail as possible. Given additional time, we would provide more detail upon request. Detailed surveys, engineering plans and building details are limited due to the time constraints.

3. Please be aware that our site plan shows 36 units as opposed to the 32 units in our financial proforma. This is due to the fact that, while we have accounted for storm water retention in our site plan, we may need additional capacity and therefore lose one fourplex building.

4. Our presentation consists of limited office professional accompanied by mid sized townhomes. This decision was based upon the findings presented by the appraisal completed for Cocoa by Tuttle Armfield Wagner as well as the Highest and Best Use Analysis provided to the City of Cocoa. While there could be other designs, we felt the Appraisal and Highest and Best Use Analysis did not support them.

5. Haley/JH Development has had discussions with The Villas of Cocoa Village, LLC regarding the project. We have discussed the possibility of working this project together. Should Haley be selected he would like to notify the city that he would like to further pursue the possibility of working with The Villas of Cocoa Village, LLC.

5 C

Proforma for 32 midsize townhomes Plus the sale of one commercial lot

32 Units @ 1600 square feet x \$80/sq ft living	
32 x 1600 x \$80 =	\$4,096,000
32 Units @ 250 square feet x \$20/sq ft garages	
32 x 250 x \$20 =	\$160,000
Soft cost (Arc, impact fees, etc)	
32 x \$12,000 =	\$384,000
Clubhouse 2500 square feet x \$100/sq ft	
	\$250,000
Development Costs	
32 Units x \$15,000 =	<u>\$480,000</u>
Building Costs	\$5,370,000
Land Costs (\$750,000 + \$30,000)	<u>\$780,000</u>
Total Costs	\$6,150,000

Revenue

Sale of Commercial Lot	\$150,000
Sale of 32 Units X \$145/sq ft	<u>\$7,424,000</u>
Total Sales Price	\$7,574,000
Less Costs	<u>\$6,150,000</u>

\$123210/ea

Total Profit **\$1,424,000 or \$44,500 per unit**

*Costs are estimates. Final numbers will be determined after actual plans are completed and all sales have been concluded.

GENERAL STATEMENT:

THIS PROJECT CONSISTS OF THE CONSTRUCTION OF A 4.93 ACRE SITE INCLUDING NINE TOWNHOME BUILDING FOR A TOTAL OF 36 RESIDENTIAL UNITS EACH INCLUDING A SINGLE CAR GARAGE AND DRIVEWAY (2 PARKING SPACES PER UNIT). PROPOSED IMPROVEMENTS INCLUDE AN ASPHALTIC ROADWAY, CONCRETE SIDEWALKS/DRIVEWAYS AND ON-SITE STORMWATER TREATMENT. WET DETENTION PONDS ARE PROPOSED WITH FOUNTAINS. THE PROPOSED UTILITIES WOULD CONNECT TO THE EXISTING WATER AND SANITARY SEWER SYSTEM WITHIN THE ADJACENT RIGHT OF WAY TO MEET CITY OF COCOA CODE REQUIREMENTS. ADDITIONALLY, THE STORMWATER SYSTEM FOR THIS SITE WILL TIE INTO THE SURROUNDING RECEIVING SYSTEM TO MEET CODE. LANDSCAPING WILL BE PROVIDED TO MEET CITY OF COCOA CODE REQUIREMENTS.

SITE DATA:

TOTAL ACREAGE: 4.38 ACRES & 0.55 ACRES = 4.93 ACRES	TOWNSHIP:	25
FUTURE LAND USE: MIXED USE	RANGE:	36
ZONING CLASSIFICATION: CORE COMMERCIAL (CC)	SECTION:	33
ADDRESS: 915 FLORIDA AVENUE, COCOA, FL 32922		
TAX ACCOUNT NUMBER: 2426343		
PARCEL ID : 24-36-33-80-23		

SITE CALCULATIONS:

CALCULATED PROPOSED LOT COVERAGES	SF	ACRE	PERCENT
PROPOSED IMPERVIOUS (BUILDING):	66,885	1.54	31%
PROPOSED IMPERVIOUS (ASPHALT/CONCRETE):	54,837	1.25	26%
TOTAL PROPOSED IMPERVIOUS AREA:	121,722	2.79	57%
PROPOSED PERVIOUS/POND AREA:	93,105	2.14	43%
TOTAL :	214827	4.93	100%

PARKING SPACE CALCULATIONS:

PARKING REQUIRED:

TOWNHOMES - 2 SPACES PER UNIT
BUSINESS, RETAIL, COMMERCIAL OR OFFICE BUILDING - 1 SPACE PER 600 SF

PARKING PROVIDED:

TOWNHOMES - 2 SPACES PER UNIT INCLUDING 1 GARAGE SPACE AND 1 DRIVEWAY SPACE.
PROPOSED BUILDING - 1 SPACE PER 300 SF OR 18 SPACES INCLUDING 1 HANDICAP SPACE.

NOTES:

ALL BOUNDARIES WERE ESTIMATED BY SURVEY PROVIDED IN CITY OF COCOA RFP DATED 01/22/18. ENGINEER DOES NOT WARRANT ACCURACY OF SURVEY INFORMATION.

LEGEND:

DESCRIPTION

CONCRETE SIDEWALK/CONCRETE DRIVEWAY

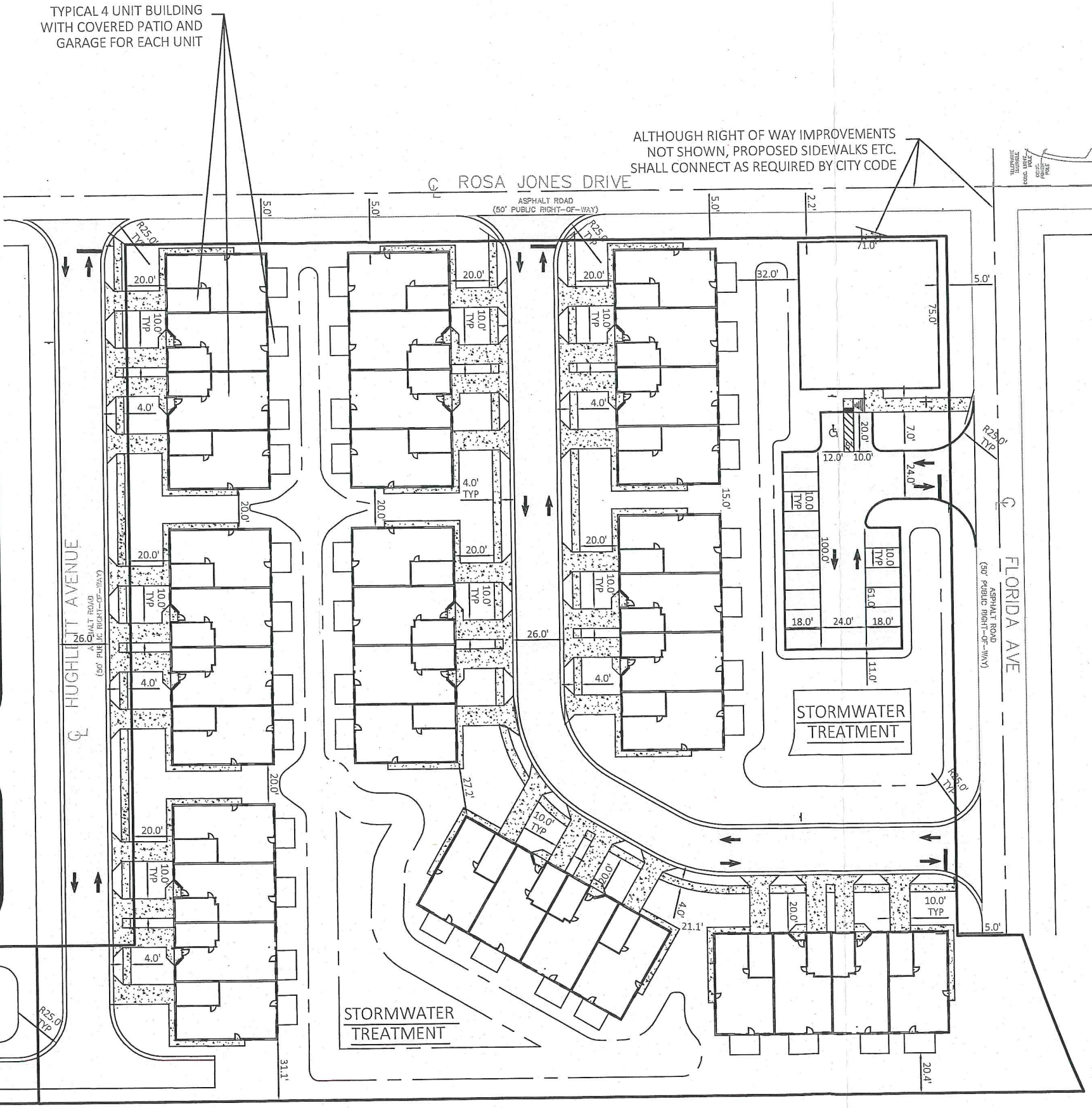
ASPHALTIC ROADWAY

STORMWATER CONTOUR

STORMWATER TREATMENT

TYPICAL 4 UNIT BUILDING
WITH COVERED PATIO AND
GARAGE FOR EACH UNIT

ALTHOUGH RIGHT OF WAY IMPROVEMENTS
NOT SHOWN, PROPOSED SIDEWALKS ETC.
SHALL CONNECT AS REQUIRED BY CITY CODE



CONCEPTUAL SITE PLAN
1"=60' AS PRINTED ON 11X17



REVISION	DATE

ERIN TRAUGER CONSULTING ENGINEER
P.O. BOX #360253, MELBOURNE FL 32936-0253
email - erin.trauger@gmail.com direct - (321) 652-5316

FLORIDA AVENUE TOWNHOMES
JH DEVELOPMENT, LLC
COCOA, FLORIDA
CONCEPTUAL SITE PLAN

DATE: 2-15-17
SECTION: 33
TOWNSHIP: 25
RANGE: 36
SCALE: 1"=60'
DRAWING NO. EX-1
PROJECT: COCOA RFP

Cocoa Townhomes





Project Proposal

Prepared for: COCOA COMMUNITY REDEVELOPMENT AGENCY

Prepared by: THE VILLAS OF COCOA VILLAGE, LLC

March 5th, 2018

Proposal Location: 915 Florida Ave (FKA Oaks Mobile Home Park)

Cocoa, Florida 32922

THE VILLAS OF COCOA VILLAGE, LLC

Introduction

Our team proposes to utilize the existing land near the historic Cocoa Village ("The Village") to construct sixty four for sale and fee-simple town-homes along with a signature corner 3 story commercial building. Current studies and local real estate experts believe there are several interested buyers patiently waiting to purchase a town-home with the design aesthetics, price range, square footage and location offered by our team. These town-homes present a so-called gentle density, adding more residents to the city without introducing large apartment buildings. And the economics are smart for the city as well, as property tax revenue per acre is significantly greater with town homes than single-family dwellings.

Target Market

The niche market is built primarily of snow birds, young professionals (from the thousands of new jobs coming into the area), down-sizing couples and other residents who appreciate sustainable practices, walkable communities, and historic design who are looking to enjoy the cultural and other amenities that the community around this project will provide.

Benefits of Area

Residents will have quick easy access to US1, be under 10 minutes to beaches and other world attractions such as the Kennedy Space center, or be just a short drive away from Orlando and it's attractions.

Most importantly they will live in the Historic Cocoa Village and enjoy an atmosphere like no other with a short stroll to:

- Boutique Shopping
- The Riverfront Park
- Indian River
- City Hall
- Post Office
- Central Brevard Library
- The Civic Center
- Restaurants
- Entertainment & so much more!

THE VILLAS OF COCOA VILLAGE, LLC

Proposal

THIS PROPOSAL WAS ASSEMBLED AND DESIGNED TO DELIVER A WORLD-CLASS DEVELOPMENT CREATING A SPECTACULAR COMMUNITY WHICH WILL NOT ONLY BE AN INVALUABLE ASSET TO THE NEIGHBORHOOD AROUND THE VILLAGE, BUT WILL ALSO ESTABLISH A NEW STANDARD FOR GREEN-SUSTAINABLE AND ADAPTIVE-REUSE RESIDENTIAL DEVELOPMENTS IN COCOA VILLAGE AND THE SURROUNDING AREAS.

Proposal Requirements

- 1) Detailed account of proposed terms and purchase price:

Preferred Option

The preferred option demonstrates the commitment from the City and CRA to the success of the development. It also ensures that their vision is maintained by the Proposer throughout the project to remain in line with the Cocoa Waterfront Overlay District and substantially add to the historic and cultural charm of Cocoa Village.

- Total Purchase Price \$1,040,000.00 (Currently appraised at \$750,000.00)
- City to re-zone and re-designate land to have 65 individual fee simple lots and approximately 33,700 sq ft of common areas (number of lots may change once master plan is agreed upon by the parties, but it shall not change the total purchase price proposer is offering in this option).
- Purchase price shall be paid in 65 equal payments of \$16,000.00 that will be paid to CRA and lot transferred to new owner at closing of each unit (there should be no restriction for proposer to

THE VILLAS OF COCOA VILLAGE, LLC

3) Concept or theme that does not severely duplicate or compete with any other business but would add to and or complement the current market enhancing the vitality and vibrancy of Cocoa Village:

- The focus of the project has been making the development an extension of The Village, incorporating architectural features of buildings currently in the historic area. Residents will feel they are part of The Village and enjoy it's unique lifestyle and charm.
- Each town-home will be approximately 1200-2000 square feet in size and reflect the architectural details drawn from The Village.
- Project will bring beautiful two-story and three-story town-homes with low maintenance exteriors, attached and detached 2 car garage, optional roof top decks, optional private courtyard with or without pool, green areas and so much more.
- Commercial space built into the project with design elements of the village that will attract more visitors and help to further integrate the area with the rest of the historic Cocoa Village.
- The use of energy efficient lighting systems, insulation and ENERGY STAR rated windows, low-flow water fixtures, modern heat pumps, energy efficient HVAC, and optional roof top solar panels will be the best way to offer green solutions and achieve GREEN certification.
- Incorporating the development and construction of the lot across subject property will further complement the project and further ensure that the vision the CRA has for the area is maintained.

4) Time periods for commencing and completion construction:

- Purchase Agreement signed within 60 calendar days of Proposal Acceptance.
- The Villas of Cocoa Village Master Development Plan approved within 60 calendar days of Proposal Acceptance.
- Submission of permitting requests within 30 calendar days of signing Purchase Agreement and Master Development Plan Approval.
- Construction begins on or before July 15, 2018 (if quick start permits are issued).
- Completion 24 months from Proposal Acceptance.

THE VILLAS OF COCOA VILLAGE, LLC

9) A list of any previous City-project or project funded in whole or in part by the city that the Proposer or any member of the Proposer's team was involved with, whether directly or indirectly:

- Robert Harvey has been involved in the redevelopment and restoration of the Broadmoor Acres neighborhood – one of Cocoa's original planned neighborhoods. To date, the Broadmoor Acres Community Restoration and Preservation organization (BACRAP) has successfully turned more than a dozen homes from slum lord rentals and drug dealer hangouts into owner-occupied housing. Bob and his wife Connie have personally invested a considerable amount of funds to the project. BACRAP, a 501 (c) 3, of which Bob is the Chairman of the Board, also owns 5 vacant lots and is ready to begin construction of new starter homes. BACRAP has worked in close cooperation with the City of Cocoa on this project. Bob's involvement in the Broadmoor Acres restoration project proves his successful ability to work with the City of Cocoa to improve housing and foretells the future success of The Villages of Cocoa Village.

10) A signed proposal form:

- See Exhibit **G** for Signed Form

THE VILLAS OF COCOA VILLAGE, LLC

Development Team

- **ROBERT “BOB” DIETZ PROFESSIONAL BIOGRAPHY**

For over 45 years Robert “Bob” Dietz has led the building and construction industry with absolute integrity, superb quality and a true dedication to excellence in every project.

Married to Patti and proud father of two, Bob has been a Florida resident the majority of his life. Bob has a continuously growing list of accomplishments with longstanding success and reputation in the community. He began his career at an early age which has allowed him to work in all aspects of residential and commercial construction to include management and consulting. He has been trusted by several banks and lenders for inspection services and periodic site work visits and hired by engineering firms to assist in Residential and Commercial projects which further validates his abilities and qualifications in the construction and building industry.

CONSTRUCTION RESIDENTIAL & COMMERCIAL

100 + UNITS	VALUE 50 + MIL	
Potomac Co. MD	10 Units	(Residential)
NW Orange County, FL Subdivision	5 Units	(Residential)
Lake Hill Woods, FL Subdivision	12 Units	(Residential)
Old Church Downtown Orlando, FL	5 Units	(Residential)
Townhomes Downtown Orlando, FL	20 Units	(Residential)
Phil Kean Designer Home Orlando, FL	1 Unit	(Residential)

THE VILLAS OF COCOA VILLAGE, LLC

EXAMPLES OF PAST WORK



THE VILLAS OF COCOA VILLAGE, LLC

EXAMPLES OF PAST WORK



• **ROBERT HARVEY PROFESSIONAL BIOGRAPHY**

Robert D. "Bob" Harvey is currently an airline pilot, author and businessman living in Cocoa, Florida and the elected Commissioner to the Canaveral Port Authority, serving district #4.

Col Harvey retired from the Air Force in December, 2009 after serving for more than 33 years of active service, including combat tours in DESERT STORM and IRAQI FREEDOM. After retiring, Col Harvey served as Vice President of Plans and Development for AAR Airlift Group in Palm Bay and as the Director of Business Development and Safety for Atom Airways in Melbourne, Florida. He is currently a Captain with Allegiant Airlines and a Commissioner for Port Canaveral, Florida.

Colonel Harvey is both a former US Army Helicopter pilot with more than 1000 hours in the UH-1 and a former US Air Force Fighter Pilot with more than 3100 hours in the F-16 including 160 combat hours. He was awarded the Defense Superior Service Medal, the Distinguished Flying Cross with valor, a Bronze Star, five Air Medals and earned the 1993 Air Force Koren Kolligian Jr. Trophy for an emergency engine-out landing of his crippled F-16. During his career, Col Harvey commanded an F-16 fighter squadron and Air Operations Group. He is a National Defense Fellow and a graduate of the USAF Fighter Weapons School. He served as an analyst on the Joint Staff at the Pentagon in Washington, DC, and was a senior Air Advisor to the overall Army commander during the Iraq war. His last active duty assignment was as Chief of Standardization and Evaluation for U.S. Central Command Air Forces and 9th Air Force.

He also currently serves on the Board of Directors for Save our Heroes, a non-profit organization he helped establish to support and defend wrongfully accused and convicted military members. He also serves on the board of directors of the Central Brevard Humane Society, the Air Force Space and Missile Museum Foundation at Canaveral Air Station, and also at a non-profit Community Restoration and Preservation project.

Colonel Harvey has authored two books: THE WHOLE TRUTH, The Tainted Prosecution of an American Fighter Pilot, available on Amazon.com, and COCOA, FLORIDA, a History, available on The Arcadia Publishing and Amazon websites.

As an Air Force active duty officer, Bob was assigned multiple projects throughout his career. During one such assignment, Bob was assigned as overall project and program manager for the construction and remodel of 6 buildings with significant special security requirements and international relations implications. Four buildings were remodels while two were ground-up construction. As overall project and program manager, Bob brought the entire contract in under budget and under the time limit. The project / construction was with local German contractors operating on an American air base in Germany. The successful facilitation required and achieved between base contracting, design and construction, and the local German workers is indicative of Bob's capabilities to complete a project utilizing a diverse team on a complicated government project and demonstrates his ability to produce in a timely manner.

PHIL KEAN AND PHIL KEAN DESIGN GROUP ACCOLADES:

2018 Awards to date...

Best Homebuilder, Ovation Awards - Winter Park Chamber of Commerce

Best Real Estate Agency, Ovation Awards - Winter Park Chamber of Commerce

2017 Awards

Best Local Homebuilder, Readers' Choice Awards - *Orlando Business Journal*

Best Interior Design Firm, Readers' Choice Awards - *Orlando Business Journal*

Best Local Residential Real Estate Firm, Readers' Choice Awards - *Orlando Business Journal*

"Builder of the Year", Residential Real Estate Awards - *Orlando Business Journal*

Architect, Builder & Interior Designer of The "2017 New American Home",
National Association of Home Builders

Architect, Builder & Interior Designer of The "2017 New American Remodeled Home",
National Association of Home Builders

Parade of Homes – "Grand Award Winner", Greater Orlando Builders Association
- Grand Award – Custom Home - First Place – Custom Home \$5,000,000 - \$6,000,000
- First Place – Whole House Renovation \$1,750,000 - \$2,000,000

Major Achievement Award – "Best Interior Design", Greater Orlando Builders Association

Best of Houzz.com Award – Design Aurora Awards, Southeast Building Conference
- Grand Aurora Award – Best Custom Home over 8,000 sq. ft.
- Grand Aurora Award – Green Construction
- Aurora Award – Best Renovated Single Home
- Aurora Award – Best Bath

THE VILLAS OF COCOA VILLAGE, LLC

Best in American Living Awards, National Association of Home Builders

- Best in Region – Middle Atlantic
- Gold Award – One-of-a-Kind Custom Home 4,501 – 6,000 sq. ft.
- Gold Award – One-of-a-Kind Custom Home 901 – 2,500 sq. ft.
- Gold Award – Outdoor Room

The Nationals Awards of Excellence – “Best Interior Design for a Custom Home”, National Association of Home Builders

2015 Awards

Best of Houzz.com Awards – Design & Service

Grand Aurora Award – Bath \$2,000,001 - \$3,000,000

- Aurora Award – Bath \$1,000,001 - \$2,000,000
- Aurora Award – Bath \$2,000,001 - \$3,000,000
- Aurora Award – Interior Merchandising \$1,500,001 - \$2,000,000
- Aurora Award – Natural Gas Home \$1,500,001 - \$2,000,000

Gold Nugget Award – Merit Award for Custom Home under 4,000 sq. ft., Pacific Coast Builders Conference

Parade of Homes – Merit Award Custom Home, Greater Orlando Builders Association

American Residential Design Awards, AIBD

- ARDA Award – Custom Home
- ARDA Award – Custom Home
- ARDA Award – Outdoor Living
- ARDA Award – Green Design
- ARDA Award – Conceptual Design, Custom Home
- ARDA Award – Conceptual Design, Community

Major Achievement Award – “Best Interior Design”, Greater Orlando Builders Association

Best in American Living Awards, National Association of Home Builders

- Gold Award – Design Detail

THE VILLAS OF COCOA VILLAGE, LLC

EXAMPLES OF PAST WORK



EXAMPLES OF PAST WORK



State of Florida Department of State

I certify from the records of this office that VENETO BUILDERS LLC is a limited liability company organized under the laws of the State of Florida, filed on August 11, 2008, effective August 10, 2008.

The document number of this limited liability company is L08000076692.

I further certify that said limited liability company has paid all fees due this office through December 31, 2017, that its most recent annual report was filed on January 19, 2017, and that its status is active.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Seventeenth day of November,
2017*



Ken DeFuria
Secretary of State

Tracking Number: CU6899450647

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

EXHIBIT B

THE VILLAS OF COCOA VILLAGE, LLC

Sheet1

PRO FORMA

03/02/18

VILLAS OF COCOA VILLAGE

PROJECT REVENUES

NUMBER OF UNITS	64
AVERAGE SALE PER UNIT	250,000
GROSS SALES	16,000,000
LESS COMMISSIONS, FEES	-640,000
NET PROJECT REVENUES	15,610,064

PROJECT COSTS

LAND ACQUISITION	1,000,000
PLANNING, DESIGN & APPROVALS	300,000
SITEWORK & BUILDING CONST	9,194,400
AMENITIES, OFF-SITE COSTS	200,000
MANAGEMENT & OVERHEAD	475,000
TOTAL PROJECT COSTS	11,169,400
NET CASH FLOW BEFORE FINANCING	4,440,664
FINANCING INTEREST	250,000
NET CASH FLOW TO DEVELOPER	4,190,664

Page 1

EXHIBIT D



March 2, 2018

To whom it may concern;

This letter is to confirm that Mr. Robert Dietz has been a customer at Seacoast bank since August 2013.

Mr. Dietz accounts have been well maintained also completed multiple consumer and commercial transactions.

If you should have any questions please feel free to contact myself, Jackie Clark his personal banker.

Thank you

A handwritten signature in cursive script that reads "Jackie Clark".

Jackie Clark

Senior Client Advisor



SeacoastBank.com

PO Box 9012
Stuart, FL 34995-9012

T 800 706 9991

EXHIBIT F



EXHIBIT H



EXHIBIT J



EXHIBIT L



EXHIBIT N



EXHIBIT P

ANCILLARY USE COMPANION PARCEL 24-36-33-00-00755

To be used as retention, dog walk area, green space and future walk through to US 1.



EXHIBIT R