



MEMORANDUM

To: Community Maritime Park Associates Board of Trustees

From: Edward E. Spears, Loaned Executive Community Maritime Park Associates, Inc.

Date: April 13, 2007

Re: Request for Qualifications #2007-02: Master Developer Technical Review

As per the RFQ Evaluation and Ranking process approved by the Board of Trustees at the meeting on March 30, staff has completed a technical review of the six submissions to the Request for Qualifications (RFQ) #2007-02: Master Developer. Each submission is missing one or more aspect required by the RFQ. As per the RFQ, it is within the Board's prerogative to waive any irregularities, technicalities, or informalities, if deemed in the best interest of the CMPA. I recommend the Board request additional information from each team, to clarify these aspects.

1. Land Capital Group, Inc.: Provided correct number of copies. Met page limit. Expansive project team, with substantial experience. Project team is:

Land Capital Group, Park City, UT, master developer
Silver Cloud Partners, Park City, UT, project management
Halycon, LTD, New Haven, CT, senior development strategist
Communication Arts Design, Boulder, CO, place-making visionary
Karin Bacon Events, New York, NY, image creation and event programming
Economic Research Associates, Washington, D.C., market research and economic analysis
AC Advertising Agency, Pensacola, FL, marketing
Al Henderson, Pensacola, FL, commercial photography

Saxet Realty, Pensacola, FL, commercial retail and restaurant leasing
Cline Design Associates, Raleigh, NC, coordinating planner, architecture
HKS, Orlando, FL, stadium architect
Caldwell Associates, Pensacola, FL, architecture
Baskerville – Donovan, Inc., Pensacola, FL, coordinating civil engineer
Engineering and Planning Resources Company, Ocala, FL, traffic and state entity coordination
The Normandy Group, Washington, D.C., federal and state subsidized public financing specialists
J. P. Morgan Asset Management, New York, NY, private financing
Darden & Associates, LLC, Pensacola, FL, private financing
Quinn Insurance, Pensacola, FL, insurance broker
Gulf Coast African American Chamber of Commerce, Pensacola, FL, Covenant with the Community Consultants

Project manager, Harold DeBlanc, Land Capital Group/Silver Cloud Partners, Park City, UT, is primary point of contact for CMPA. Amount of time to be dedicated by project manager is not specified. Materials provided document extensive company and staff experience in project visioning, master planning, development, mixed-use, sports facility and lifestyle center creation. References are provided. Detailed discussion of Covenant with the Community. Eight (8) of nineteen (19) team members are located in Pensacola, FL. Eight (8) minority business partners identified. Financial resources identified at over \$2 billion. Team has appropriate Florida licensure.

RFQ CRITERIA: Land Capital Group

- One or more projects that total at least \$50 million - MET
 - At least one major mixed-use project similar to the Community Maritime Park - MET
 - Ability to obtain and/or attract adequate financing for the proposed project - MET
 - Architects for the project are registered in the State of Florida - MET
 - Landscape Architects for the project are registered in the State of Florida - NOT IDENTIFIED
 - Engineers for the project are registered in the State of Florida - MET
 - General Contractor is licensed in the State of Florida and Escambia County – NOT IDENTIFIED
 - A team record of long-term management of completed projects - MET
 - A team record of small and minority business inclusion in projects - MET
 - A team record of satisfying clients and end users - MET
2. Carter Real Estate, Atlanta, GA: Provided correct number of copies. Met page limit. All inclusive integrated company, with substantial experience. No other collaborative partners are identified. Response states architect and contractor will be selected after

discussion with CMPA to determine “best fit”. Ranked in the top 10 office developers in the nation by National Real Estate Investor Magazine. Project manager, Bill Morrison, Carter Real Estate, is primary point of contract and will dedicate 30% of his time to this project. Materials provided document extensive company and staff experience in project planning, management, development, mixed-use, sports facility and education facility and parking structures creation. Detailed discussion of Covenant with the Community and past success of small/minority participation. Financial partners are identified but amount of resources available are not identified. References are provided.

RFQ CRITERIA: Carter Real Estate

- One or more projects that total at least \$50 million - MET
 - At least one major mixed-use project similar to the Community Maritime Park - MET
 - Ability to obtain and/or attract adequate financing for the proposed project - MET
 - Architects for the project are registered in the State of Florida – NOT IDENTIFIED
 - Landscape Architects for the project are registered in the State of Florida - NOT IDENTIFIED
 - Engineers for the project are registered in the State of Florida – NOT IDENTIFIED
 - General Contractor is licensed in the State of Florida and Escambia County – NOT IDENTIFIED
 - A team record of long-term management of completed projects - MET
 - A team record of small and minority business inclusion in projects - MET
 - A team record of satisfying clients and end users - MET
3. Clifton C. James & Associates: Provided correct number of copies. Met page limit. CJA is small, minority owned firm with experience in creating architectural design guidelines, facility programming and budgeting, and schematic site design, programming and budgeting for complex mixed-use development. Project team is:

Clifton C. James & Associates, New Orleans, LA, project management;
DAG Architects, Destin, FL, architecture
Wood + Partners, Inc, Tallahassee, FL, landscape architecture
TEAMWORKnet, Inc., Lakeland, FL, engineering
EZRA Incorporated, Columbus, OH, engineering
ThomCo Enterprises, Ft. Walton Beach, FL, construction
May's Construction, Pensacola, FL, construction
PBS&J, Pensacola, FL, construction
SheltonDean Incorporated, Tallahassee, FL, construction
Ironthunder, Inc., Pensacola, FL, administration

Project manager is not identified. Three (3) of ten (10) firms located in Pensacola, FL. Unable to determine small/minority status of other partners. Majority of information

presented is for planning and architecture work and not real estate development. No projects of similar nature as Community Maritime Park detailed. Proposal demonstrates wide variety of past projects, but are unclear as to responsibility of team members for production of these projects or current status of project. Response did not discuss past performance with small/minority participation, nor did it address the Covenant with the Community. Financial partners are identified but amount of resources available are not identified. Team has appropriate Florida licensure. References are provided.

RFQ CRITERIA: Clifton C. James & Associates

- One or more projects that total at least \$50 million – UNABLE TO DETERMINE
 - At least one major mixed-use project similar to the Community Maritime Park – NOT IDENTIFIED
 - Ability to obtain and/or attract adequate financing for the proposed project – MET
 - Architects for the project are registered in the State of Florida – MET
 - Landscape Architects for the project are registered in the State of Florida - MET
 - Engineers for the project are registered in the State of Florida – MET
 - General Contractor is licensed in the State of Florida and Escambia County – MET
 - A team record of long-term management of completed projects – UNABLE TO DETERMINE
 - A team record of small and minority business inclusion in projects – UNABLE TO DETERMINE
 - A team record of satisfying clients and end users – UNABLE TO DETERMINE
4. Trinity Weston Cypress (TWC) Team: Provided correct number of copies. Met page limit. Three company national development team with substantial experience, augmented by local talent not yet identified. Project team is:

Trinity Capital Advisors, Conshohocken, PA, master developer, project management;
Weston Solutions, West Chester, PA, redevelopment, infrastructure, environmental and sustainability
SmithCypress Partners/Cypress Equities, Dallas, TX, retail development

Project manager, Joseph Endry, Trinity Capital Advisors, Pensacola, FL office, is primary point of contact for CMPA. Amount of time to be dedicated by project manager is not specified. Materials provided document extensive company and staff experience in master planning, environmental remediation, development, mixed-use, sports facility and lifestyle center creation. References are provided. TCA has office in Pensacola. No other local partners, small or minority businesses are identified. However, substantial guarantees for small, minority and local participation are presented. No discussion of the Covenant with the Community is provided. Financial partners are identified but amount of resources available are not identified. References provided. Florida licensure not

presented.

RFQ CRITERIA: TWC Team

- One or more projects that total at least \$50 million – MET
 - At least one major mixed-use project similar to the Community Maritime Park – MET
 - Ability to obtain and/or attract adequate financing for the proposed project – MET
 - Architects for the project are registered in the State of Florida – NOT IDENTIFIED
 - Landscape Architects for the project are registered in the State of Florida – NOT IDENTIFIED
 - Engineers for the project are registered in the State of Florida – NOT IDENTIFIED
 - General Contractor is licensed in the State of Florida and Escambia County – NOT IDENTIFIED
 - A team record of long-term management of completed projects – MET
 - A team record of small and minority business inclusion in projects – MET
 - A team record of satisfying clients and end users – MET
5. Hammes Company, Madison, WI: Provided correct number of copies. Met page limit. All inclusive integrated company, with substantial experience. No other collaborative partners are identified. Response states that if selected, Hammes will identify “best possible Project Team”. Project manager, Robert P. Dunn, is primary point of contact for CMPA. Amount of time to be dedicated by project manager is not specified. Materials provided document extensive company and staff experience in all aspects of development, with specialty in sports-anchored, mixed-use development. Detailed discussion of Covenant with the Community and past success of small/minority participation. Financial resources are available upon request. References are provided.

RFQ CRITERIA: Hammes Company

- One or more projects that total at least \$50 million - MET
- At least one major mixed-use project similar to the Community Maritime Park - MET
- Ability to obtain and/or attract adequate financing for the proposed project – MET
- Architects for the project are registered in the State of Florida – NOT IDENTIFIED
- Landscape Architects for the project are registered in the State of Florida - NOT IDENTIFIED
- Engineers for the project are registered in the State of Florida – NOT IDENTIFIED
- General Contractor is licensed in the State of Florida and Escambia County – NOT IDENTIFIED
- A team record of long-term management of completed projects - MET
- A team record of small and minority business inclusion in projects - MET
- A team record of satisfying clients and end users – MET

6. Performa Entertainment Real Estate, Inc. Provided correct number of copies. Met page limit. Complete project team, with substantial experience in development of entertainment districts. Project team is:

Performa Entertainment Real Estate, Memphis, TN, master developer
HKW Associates, Birmingham, AL, architecture
Baskerville – Donovan, Inc., Pensacola, FL, civil engineering
Reece, Hoopes & Fincher, Birmingham, AL, landscape architecture
Brasfield & Gorrie, Birmingham, AL, contractor

Project manager not identified. Amount of time to be dedicated by project manager is not specified. Materials provided document company and staff experience in project planning, development, mixed-use and entertainment district creation. References are provided. One (1) of five (5) team members is located in Pensacola, FL. Response did not discuss past performance with small/minority participation, nor did it address the Covenant with the Community. Financial partners are identified but amount of resources available are not identified. Team has appropriate Florida licensure.

RFQ CRITERIA: Performa Entertainment Real Estate

- One or more projects that total at least \$50 million - MET
- At least one major mixed-use project similar to the Community Maritime Park - MET
- Ability to obtain and/or attract adequate financing for the proposed project – MET
- Architects for the project are registered in the State of Florida - MET
- Landscape Architects for the project are registered in the State of Florida - MET
- Engineers for the project are registered in the State of Florida - MET
- General Contractor is licensed in the State of Florida and Escambia County - MET
- A team record of long-term management of completed projects - MET
- A team record of small and minority business inclusion in projects – UNABLE TO DETERMINE
- A team record of satisfying clients and end users - MET