



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#22-0177

TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: March 15, 2022

TITLE: Motion Approving an Agreement for Consultant Services with Carras Community Investment, Inc. in the amount of \$198,500, Authorizing the Executive Director to Execute Any and All Related Instruments, and Delegating Authority to the Executive Director to Take Certain Actions - **(Commission Districts 2 and 3)**

Recommendation

Staff recommends the Community Redevelopment Agency (CRA) Board of Commissioners approve an Agreement between the Fort Lauderdale Community Redevelopment Agency and Carras Community Investment, Inc. in the amount of \$198,500 for consultant services, authorize the Executive Director to execute any and all related instruments, and delegate authority to the Executive Director to take certain actions.

Background

On September 18, 2021, the City of Fort Lauderdale on behalf of the Fort Lauderdale Community Redevelopment Agency issued RFP 12584-125 to provide consultant services to the Fort Lauderdale Community Redevelopment Agency for community/economic development and to create an African American Arts and Culture District Implementation Strategy in the Northwest-Progresso-Flagler Heights (NPF) Community Redevelopment Area. Consulting services will consist of:

1. Acting as staff for Invest Fort Lauderdale, Inc, the CRA's newly formed economic development corporation through the provision of community economic development services to include:
 - a. Implement directives from the CRA Manager and the EDC's Board of Directors;
 - b. Research and implement best practice solutions that will enhance EDC projects, including a business retention and expansion strategy;
 - c. Prepare a financial feasibility analysis for potential real estate projects and identify gap funding sources;

- d. Access CRA economic conditions post-COVID 19 and national social unrest particularly of local residents, workforce, property owners, entrepreneurs and small businesses;
 - e. Plan for inclusive recovery of CRA residents and businesses with adequate support and capital; and
 - f. Design and deliver strategies that unleash growth and capture economic opportunity.
2. Expand financial-service options and financial inclusion for lower-income households and businesses through new models and partnerships by:
 - a. Preparing a CDFI Business Plan and Market Analysis and a CDFI Fund Certification application; and
 - b. Create a system that matches Opportunity Zone Fund investors with real estate projects and businesses.
 3. Provide any other related advisory service as directed by the Board of Directors of the EDC and/or the CRA Manager.
 4. Develop an implementation strategy for the creation of an African American Arts and Culture District, leveraging the community's existing art and culture assets; and
 5. Facilitate and achieve active community participation in the process of obtaining strategies for the creation of an African American Arts and Culture District.

The African American Arts and Culture Implementation Strategy is a guiding document for the CRA to utilize in its efforts to advance economic development and redevelopment activities of the Historic Sistrunk Commercial Corridor. The overall goal of the implementation strategy is to increase the Historic Sistrunk Commercial Corridor's appeal as a vibrant cultural center and visitor destination, straighten community identity, safety, improvements, business attraction and opportunities for leisure and entertainment activities.

Timeline and Ranking

The timeline of the solicitation process was as follows:

- November 3, 2021 – Issued Request for Proposals (RFP) 12584-125 (Exhibit 1)
- December 9, 2021 – The RFP closed with a total of two (2) firms submitting proposals.
 - AE Engineering. (Exhibit 2)
 - Carras Community Investment, Inc. (Exhibit 3)
- November 9, 2021 – The Evaluation Committee, consisting of Corey Ritchie, Project Manager, Jonelle Adderley, Project Coordinator, and Robert Wojcik, CRA Housing and Economic Development Manager, met with Mary Kleinpeter, Procurement Administrator, to evaluate the proposals. The firms were ranked based on the evaluation criteria shown in the table below.

Approach Scope of Work	40%
References, Past Performance, Years in Business	30%
Price Proposal	30%
TOTAL	100%

The proposal by Carras Community Investment, Inc. has met all the specifications of the solicitation and has been deemed the most responsive, responsible, and highest ranked. One of the two companies that responded is either a Minority-Owned Business Enterprise, Women-Owned Business Enterprise, or Small Business Enterprise.

VENDOR	RANK
Carras Community Investment, Inc.	1
AE Engineering	2

The Contract duration will be for 2 years and allows for 3 annual renewals. A copy of the Agreement for Consultant Services is attached as Exhibit 4.

Consistency with the NPF CRA Community Redevelopment Plan

The NPF CRA Community Redevelopment Plan is designed, in part, to stimulate private development. The consultant services provided to the CRA is consistent with the NPF CRA Community Redevelopment Plan which provides for improvements to enhance the overall environment, improve the quality of life, and attract sound business and commercial development that provide employment and job opportunities.

Per the CRA plan, the CRA will establish programs to address redevelopment obstacles. The consultant services will assist the CRA with programs identifying strategic objectives, goals and measurements that include targeting and attracting businesses, retail uses and industries to establish a presence in the redevelopment area. In addition, it calls for investing in development projects that create job opportunities for area residents, promote public private partnerships and investment in the redevelopment area.

Cultural amenities are encouraged as they will attract and contribute to the redevelopment of the community redevelopment area. Utilizing public art will be part of the overall quality of life programming to attract residents and business to locate to the CRA.

Resource Impact

Funds for this project totaling \$198,500 will be spread over two years. The current impact to Fiscal Year 2022 is \$98,500 and is available in the account listed below. Future expenditures are contingent upon approval and appropriation of the annual budget. Future expenditures will be \$100,000 in Fiscal Year 2023.

Funds available as of February 28, 2022					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
106-CRA060605-3199	NPF Redevelopment	Other Professional Services/Services and Materials	\$865,163	\$406,707	\$98,500
TOTAL ►					\$98,500

Strategic Connections

This item is a *2022 Commission Priority*, advancing the Smart Growth initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Business Development Focus Area
- Goal 5: Build an attractive global and local economic community marketplace
- Objective: Nurture and support existing local business; and

- The Public Places Focus Area
- Goal 3: Build a healthy and engaging community
- Objective: Enhance the City’s identity through public art, well-maintained green spaces and streetscapes

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Community and We Are Prosperous*.

This item supports the *Advance Fort Lauderdale 2040 Comprehensive Plan*, specifically advancing:

- The Business Development Focus Area
- The Economic Development Element
- Goal 1: Enhance Fort Lauderdale’s structure as a global business friendly destination through the development of a business identity, enhanced marketing, branding, and support for enhanced local activities and tourism development.
- Goal 2: Enhance the economic competitiveness of Fort Lauderdale through policies that encourage retention and recruitment of business and industry which provide living-wage employment and increased training and competitiveness in the local workforce.

Attachments

- Exhibit 1 - Request for Proposals (RFP) 12584-125
- Exhibit 2 - RFP Proposal - AE Engineering
- Exhibit 3 - RFP Proposal - Carras Community Investment, Inc.
- Exhibit 4 - Agreement

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Department Director: Chris Lagerbloom, ICMA-CM, Executive Director