



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**CRA BOARD MEETING**

**#15-1413**

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**TO:** CRA Chair & Board  
Fort Lauderdale Community Redevelopment Agency

**FROM:** Lee R. Feldman, ICMA-CM, Executive Director

**DATE:** November 3, 2015

**TITLE:** Approval of a Contract with Retail Strategies Alabama, LLC for a Retail Feasibility Study, Strategic Planning and Business Recruitment within the Northwest Progresso Flagler Heights Community Redevelopment Area - \$34,000

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It is recommended that the Fort Lauderdale Community Redevelopment Agency (CRA) approve an agreement in substantially the form attached, between the CRA and Retail Strategies Alabama, LLC (Retail Strategies) for the creation of a market and feasibility study to develop a Retail Recruitment Plan (Plan) for the Northwest Progresso Flagler Heights Redevelopment Area (NPF CRA) in the amount of \$34,000 via the City of Lake Worth contract, RFP 02-2015.

The NPF CRA Plan allows the CRA to support activities that encourage small business development and encourage the expansion of employment opportunities. In addition, the 2014 Urban Land Institute Technical Assistance Panel report (TAP) completed for the Sistrunk Corridor, provided recommendations that the NPF CRA “create a retail recruitment program that includes efforts to develop a small mom and pop business program that provides services and products that visitors can experience and, in the process, learn what the Sistrunk Boulevard corridor is all about”.

On May 19, 2015 the Lake Worth Community Redevelopment Agency (LWCRA) awarded a contract to Retail Strategies for the creation of a market and feasibility study to develop and execute a Recruitment Plan for the LWCRA. In accordance with Section 4.3 “Purchasing Procedures” of the CRA By-Laws all purchases over \$25,000 must be approved by the CRA Chairman and Board of Directors and pursuant to Section 2-181(7) of the Code of Ordinances of the City of Fort Lauderdale, the City may buy from another governmental entity’s contract whereby such contract followed formal bid procedures of sealed written bids, public opening, and legal advertising. Contract RFP #02-2015 complies with Section 2-181(7) of the Code of Ordinances and CRA By-Laws Section 4.3. This contract was awarded by the LWCRA for a one-year term commencing on June 8, 2015.

In accordance with the stated goals of the NPF CRA plan and the TAP report, Retail Strategies submitted a proposal to develop a market and feasibility study for the NPF CRA which would include: 1) identifying market retail trade areas using analysis of drive time and foot traffic in the district's boundaries, 2) drawing competitive retail comparisons of surrounding areas, 3) providing a consumer attitude and behavior analysis in order to develop tailored and specific retailer recruitment, strategic leasing plan, and explain strategy for the district.

This retail recruitment plan will enable the NPF CRA to best utilize the retail, commercial and office properties available for development and revitalization to obtain the highest return on investment for the district.

The scope of services of the retail recruitment plan that Retail Strategies will develop includes:

- Development of marketing materials focused on retail development
- Identification and recommendations of retail prospects
- Recommendations for site locations for retail/restaurant companies
- Recruitment strategy for the NPF CRA

### **Resource Impact**

There is a \$34,000 resource impact to the City of Fort Lauderdale associated with this action.

Funds available as of October 9, 2015					
ACCOUNT NUMBER	INDEX NAME (Program)	OBJECT CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
106-DSD060601-3199	NFP Redevelopment	Services & Materials/ Other Professional Services	\$1,274,772	\$1,260,128	\$34,000
PURCHASE TOTAL ►					\$34,000

### **Strategic Connections**

This item is a *Commission Annual Action Plan* top priority, included within the Policy Agenda, advancing the creation of an environment for economic growth for the Sistrunk corridor.

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 7: Be a well-positioned City within the global economic and tourism markets of the south Florida region, leveraging our airports, port, and rail connections.
- Objective 1: Define, cultivate, and attract targeted and emerging industries.

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

**Attachments**

Exhibit 1 – Lake Worth, CRA Professional Services Agreement

Exhibit 2 – Lake Worth, CRA RFP #02-2015

Exhibit 3 – Retail Strategies response to RFP #02-2015

Exhibit 4 – Scope of Services for RFP #02-2015

Exhibit 5 – Lake Worth, CRA RFP #02-2015 Meeting Minutes

Exhibit 6 – Agreement between Retail Strategies and the Fort Lauderdale CRA

Exhibit 7 – Presentation

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