

Development Offering Overview

Development of the Property:

The property to be developed was acquired in 2018 by the Florence Urban Renewal Agency as an opportunity to gain control of the property and its development opportunities. The goal of ownership and eventual development of the site is to make the property available for development of a 90+ room hotel, or other similar lodging facility, with opportunities for ancillary developments for mixed-use commercial/residential or straight residential developments.

The Florence Urban Renewal Agency seeks to negotiate a sale or ground lease of the property with a party interested in developing the site for that purpose in order to increase property values and transient room tax revenue for the City of Florence and the Florence Urban Renewal Agency, and support the activities of the Florence Events Center.

The property is owned outright by the Agency. A summary of the property, along with observations about the Agency's objectives, are provided beginning on page 15.

Development Offering Overview:



This offering is intended to be flexible. The Florence Urban Renewal Agency is not seeking detailed proposals or architectural plans for the site, although it will not reject any specific proposals that developers or others may seek to put forward. Rather, the Agency seeks expressions of interest from developers, business owners, or others who have a compelling vision for the site, including preliminary thoughts about programming, phasing, and deal structures. The expressions of interest will need to demonstrate the capacity and experience to deliver on that vision.

The Agency's primary objective of this opportunity is to achieve a lodging facility on the site. Should a submittal for a suitable lodging facility be obtained through this request for expressions of interest, the agency would consider other alternative uses for the site including mixed use developments, attractions, residential, retail and / or office. The agency would welcome a variety of options regarding phasing of development where applicable. Submitted responses can be for the entire site, for a specific portion of the site, or for a general desire to work with the agency on development. The Agency also welcomes responses to this Request for Expressions of Interest.

The Florence Urban Renewal Agency and the City of Florence have identified a variety of measures they will consider to assist in the feasibility of the project, depending on the developer's responsiveness to the Agency's objectives (see page 21 for more information).

As a summary, the Agency seeks teams that can demonstrate the capacity to deliver projects that best fulfill the goals expressed in the selection criteria.

This RFEI sets forth the Agency's intentions for the site, including the selection criteria, selection process, and other information and requirements. Once the Agency has selected preferred teams, the Agency intends to enter into exclusive negotiations with those teams, with the intention of initiating at least the first phase of development for the properties as early as late 2020. Others may require longer periods of due diligence.

The deadline for first review of this RFEI is Friday, August 14, 2020 at 12:00 p.m. PST.

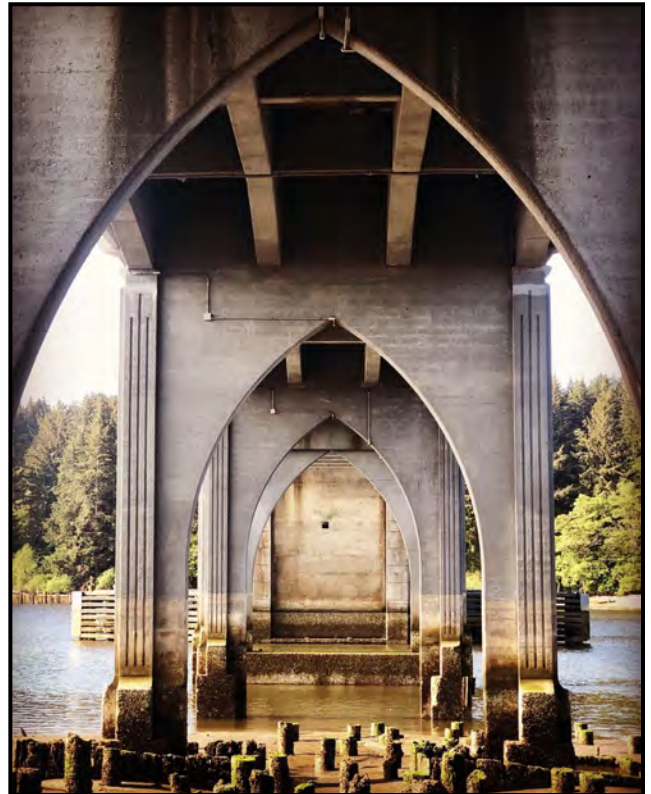
Responses should be addressed to:

Kelli Weese, City Recorder/Economic Development
Coordinator
250 Hwy 101
Florence, OR 97439
kelli.weese@ci.florence.or.us

Pre Submittal Meeting:

The Urban Renewal Agency Staff will conduct two optional pre-submittal stakeholder meeting / tours on **Friday July 31, 2020 at 9:00 a.m. and 2:00 p.m.**

The optional pre-submittal meetings will be followed by a tour of the property. The meeting and tour are not mandatory, but prospective respondents to this RFEI are encouraged to attend.



Due to COVID-19 responses, meetings and tours will meet the requirements of social distancing and wearing of facial masks / shields due at the time of the tour. The meetings and tours will be subject to the requirements in place at the time of the event including potential move to full virtual tours and / or cancellation, should such changes be necessary to meet Oregon Health Authority guidance.

In addition to in person meetings and tours, the afternoon meeting prior to the location tour will be presented virtually on the GotoWebinar meeting platform and recorded for future viewing. The meeting and tour are not mandatory, but prospective respondents to this RFEI are encouraged to attend.

Those who want to participate in the meeting and/or tour should contact Kelli Weese (kelli.weese@ci.florence.or.us) **no later than Friday, July 17, 2020 at 4:00 p.m.**

As a note, if you are planning to attend the tours, we recommend making reservations as soon as possible. July is the busiest season for hotels and vacation rentals, and can be difficult to book. Please visit the Florence Area Chamber of Commerce webpage for recommendations on where to stay at www.florencechamber.com.

Deals & Partnerships

Deal Structure Options:

The Florence Urban Renewal Agency is open to a variety of possible deal structures for the project, including those listed below. The following is not intended to be exhaustive, nor is there any priority in the order of ideas listed. Whatever deal structures are negotiated will be memorialized in a binding development agreement.

- Standard Purchase and Sale: The Urban Renewal Agency sells the property to the developer team, either for cash, or seller-financed. Note that, under state law, the Agency may dispose of land for what they determine to be a fair reuse value in their discretion. This value may be set to assure the property is developed or otherwise used to best carry out the purposes and goals specified in its Urban Renewal Plan.
- Ground Lease / Long Term Lease: The Urban Renewal Agency enters into a long-term lease agreement with the developer team. Such lease agreement might include an option-to-purchase.
- Joint Venture: The Urban Renewal Agency may enter into a joint venture with the selected developer team, with the land serving as the Agency's contribution to the joint venture.

Possible Public Assistance:

The Agency anticipates the redevelopment of the site may require a public-private partnership to achieve their goals. While the City of Florence and the Florence Urban Renewal Agency have limited resources available, the following is a preliminary list of possible funding tools they have identified. Please note, there is no definitive commitment to these tools or forms of assistance. However, the City and the Agency are committed to working with the selected developer teams to



secure funding necessary to create a development that aligns with their aspirations. The tools may include:

- Land Write-Down: The Urban Renewal Agency may consider offers that include a discounted sale price (or lease payment), as long as the Agency determines, in its sole discretion, that the resulting development satisfies goals set forth in the Urban Renewal Plan or other guiding document as applicable.
- Urban Renewal Economic Toolbox: The site is owned by the Florence Urban Renewal Agency, who will consider a limited use of funds to assist with a project. Urban Renewal funds may be used for a variety of purposes, including pre-development work or technical studies such as environmental, geo-technical,



appraisals and preliminary design. The Urban Renewal Agency is open to other ideas for the use of its funds, subject to availability and the proposed use of funds being consistent with the Urban Renewal Plan.

- Assistance with Other Financing Sources: The Urban Renewal Agency may provide letters of support to developer teams seeking other potential financing sources for the project.

- Existing Technical Studies: The City and Urban Renewal Agency shall provide copies of all reports and technical studies

in their possession, including environmental, title report, and surveys, as available.

- Enterprise Zone: Enterprise zones are a state authorized incentive under which certain uses are eligible for a 3 or 5 year property tax abatement on new improvements. While the site does not currently fall within the boundaries of an enterprise zone, it is possible that the City of Florence and Lane County could amend the boundaries of its enterprise zone.
- System Development Charge (SDC) Financing or Credits: The City and/or Urban Renewal may consider financing SDCs. This could be paid using developer funds, City or Urban Renewal Agency funds, or a combination of both.
- Assistance in Negotiations: The Urban Renewal Agency may assist the team in negotiating any necessary agreements with other property owners and regulatory agencies as applicable related to use of the property.

In addition to the various forms of financial assistance noted above, the City and the Urban Renewal Agency will consider providing other forms of assistance to the developer team:

- Land Use/ Permitting: The City will work with the selected developer team to make sure the permitting process goes forward efficiently.
- Community Relations: The City will work with the selected developer team to coordinate communications with the community and build community support for the ultimate development of the site.
- Unforeseen Challenges: The City recognizes that once the development process is initiated, unforeseen challenges may arise. The City and the Urban Renewal Agency are committed to quick characterization and resolution of such challenges.

Selection Criteria, Process, & Schedule

Selection Criteria:

The following are the criteria which the Florence Urban Renewal Agency will use to determine which developer team to select for the site. The Agency seeks responses to this RFEI which:



- Set forth a compelling vision that will meet the Agency’s goals of the site while ultimately spurring further redevelopment in Florence with an active, pedestrian-friendly mix of uses, spaces, and structures.
- Demonstrate the developer’s experience in financing and delivering projects similar in scope and quality to what the developer is proposing in response to this RFEI.
- Demonstrate capability of the project to contribute to Florence’s fiscal stability. Responsible use of Urban Renewal Agency funding or other form of financial participation (as applicable). Demonstration of economic feasibility, with minimal public support relative to the scale of the project and to the public/community benefits of the project.



- Serve as a distinct gateway to the City. Demonstrate quality and consider the coastal context, which may include: sustainable design, building elements, and urban design elements such as pedestrian connections through and within sites, public plazas and open spaces, landscape elements, treatments, and arrangement of parking.

Selection Process:

The Florence Urban Renewal Agency has appointed a Selection Advisory Committee to review team qualifications and provide input to the full Agency Board of Directors for potential next steps. Upon this initial review of the responses by the Selection Advisory Committee, the Florence Urban Renewal Agency, may elect to proceed in any of the following or possibly other directions:



- The Selection Advisory Committee, Agency Board, Staff, or its Consultant may solicit additional information or clarifications from respondents.
- The Selection Advisory Committee, Agency Board, Staff, or its consultant may score the responses received.
- The Agency Board may select a 'short list' of teams for a second-round process. This second round may include interviews, a formal Request for Proposals (RFP) process, and/or some other means of selection.
- The Agency Board may select a single team for the site, without going to a second-round process, and negotiate the terms of a transaction with that team.
- The Agency Board may opt to reject any or all responses regarding the property.
- The Agency Board reserves the right to recommend that two or more teams consider forming a partnership, if in the Urban Renewal Agency believes such a partnership would be conducive to achieving their goals for the project.

Note: All responses to this RFEI are public records and may be reviewed by any member of the public (see further information about confidentiality under General Conditions, starting on page 29).



Post-Selection Process:

Upon selection of a team or teams for the site, the Florence Urban Renewal Agency intends to enter into an exclusive negotiating agreement with the team(s), providing for a defined time period during which the parties will attempt to negotiate the deal terms for the transaction. During this period, the Urban Renewal Agency will work with the selected developer team(s) to refine their approaches, including development program, phasing as applicable, site planning, and building design.

This phase will likely include some form of community participation. The Agency anticipates that during this period the program, deal structure, financing, composition of the team, or other components may be modified from what was submitted in response to the RFEI, should a more refined proposal be developed.



During this pre-development phase, the Agency may negotiate with some or all of the selected team(s) a Memorandum of Understanding (MOU) or other agreement

as appropriate, setting forth in non-binding terms the financial, programmatic, and other general aspects of the project. Any such MOU will also serve as the basis for the negotiation and execution of any subsequent binding agreement (which may take any of several forms, including a Disposition and Development Agreement, Lease Agreement, a Purchase and Sale Agreement, or another form; this will be determined as a results of the negotiations). The final, binding document(s) will govern the final disposition of the properties, setting for the terms of the transaction.

Any such MOU will include provisions reserving to the Agency the right to terminate negotiations with the selected developer team, if the Agency, at its sole discretion, determines that negotiations during the predevelopment phase are not progressing in a satisfactory manner. Should this occur, the Agency would then either work with another team, or may decide not to pursue the project further.

Anticipated Timeline: *(Subject to Change)*

Wed., July 1	Issuance of RFEI
Friday, July 31	Optional Pre-Submittal Meeting and Tour <i>(see page 20 for more information)</i>
Monday, August 3, 2020 @ 4:00 p.m.	Deadline for Requests for Clarification or Additional Information
Friday, August 14 @ 12:00 p.m.	Deadline for First Review. Responses must be received in City offices by this time.
Week of September 7	Selection Advisory Committee preliminary evaluation of submissions.
September 23	Florence Urban Renewal Agency Board meeting for potential preliminary selection of developer team(s) pending further negotiations.

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Submission Requirements

12 pages (8 ½” by 11”) or less, not including background materials (i.e. resumes, references, project examples, etc.)

1. Cover Letter: Describe the development team and interest in the project. Identify the primary point of contact for the team. Include a statement indicating that the response is valid for six months after submittal.

2. Expression of Interest: Describe your vision for the site including:

- How is it consistent with the Agency’s aspirations for the site and the surrounding area, particularly in light of the stated selection criteria (page 23), as well as the description of the site’s opportunities (page 15).
- What are your preliminary thoughts about program, phasing, design, and deal terms?
- Do you intend to develop the entire property, or only a portion? If only a portion of the site, what do you hope to see on the balance of the site. Discuss how you anticipate coordinating your efforts with other development partners.
- Does your response anticipate (or require) the acquisition of any other properties adjoining the property? If so, please describe your acquisition strategy. Note, that any confidential aspects of this strategy may be attached separately and indicated as ‘confidential.’
- What type of specific tenant or type of tenant are you considering?
- Are you aware of any City zoning or other codes that may impede your development concept for the site?

3. Team and Development Experience

- Identify development team members and roles, and describe their qualifications. Provide resumes for key team members.
- Describe the team’s experience in the development of high quality, successful projects, preferably projects similar in scope and scale to what you are proposing for the Florence site. What is the team’s recent experience with this type of development? It is optional to include photos of recent similar complete projects.
- Describe the team’s previous experience working with public sector partners in public-private partnerships.





4. Financial Capacity

- Explain your financial capacity, and share any preliminary thoughts you have about financing approaches for your project ideas. Please discuss, for instance, your likely or possible equity and debt sources. Provide as much information as you wish, such as certified financial statements, credit availability letters, or bank references, to make the case that you have the financing capacity to carry out your proposed project. Any financial documents submitted in response to this RFEI should be placed in a separate envelope and clearly marked 'confidential.' The Agency will maintain the confidentiality of any such information to the extent allowed by law, but please do not submit any information you do not wish to be made public; see also the statement about 'proprietary information' in the general conditions section below.
- Describe any expectations for public financial participation at this stage. The response should include general statements relating to financial participation, assistance with permits, and other potential public funding sources.

5. Timing: Provide a preliminary estimated time frame to carry out the project(s). If you envision a phased approach, please describe.

6. List of References and Project Examples:

- Teams may submit letters of reference above the specified page limit. Teams are also encouraged to include samples of other projects (preferably relevant to what they are proposing for the Florence project), beyond the specified page limit.
- The Agency does not expect architectural drawings as part of team submittals, but will not refuse such drawings. If drawings are submitted, they should be incorporated into the 8 ½" by 11" format described above. No more than 4 drawings (site plans, floor plans, elevations) will be accepted as part of the submittal, above the specified page limit.
- The Urban Renewal Agency reserves the right, in its sole discretion, to accept or reject all responses to this RFEI, without cause.