

Airpark

Request For Proposals (RFP)

Marketing, Leasing and Developing
61 Acres of Vacant Land around the Airport

Request For Proposals (RFP)

- Seeking input regarding the parameters of a Request For Proposals or strategy for development to ensure consistency with City Council goals.
- The RFP will be used to generate a contract that will provide short term control initially and, if the respondent is performing, long term control of the properties.

Request For Proposals (RFP)

- RFP focuses on 61 acres of land.
 - One larger parcel is 32
 - Multiple smaller parcels from 2.5 - 8 acres
- 20 acres of through the fence land, 9 of which are Public Facility, the remaining 11 acres are Research & Development.
- 9 acres of Research & Development
- 32 acres of Highway Commercial



89A

17

116-61-006
~ 82.1
Acres

116-61-008A
~ 6.4 Acres

116-61-010
2.3 Acres

116-61-009
~ 6.7
Acres

116-61-002
~ 3.3 Acres

W JOHN W
POWELL BLVD

W WAINWRIGHT LN

SPULLUM DR

W LIBERATOR LN

116-61-005A
~ 8.7 Acres

W LOFTING DR

SPULLUM DR

W SHARNELL BLVD

116-61-005A
~ 2.4 Acres

W LOTTOMAN LN

89A



W JOHN W
POWELL BLVD

116-61-006
~ 32.1
Acres

116-61-008A
~ 6.4 Acres

116-61-002
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116-61-009
~ 6.7
Acres

116-61-005A
~ 8.7 Acres

W LIGHTNING DR

W SHAMRELL BLVD

116-61-005A
~ 2.4 Acres

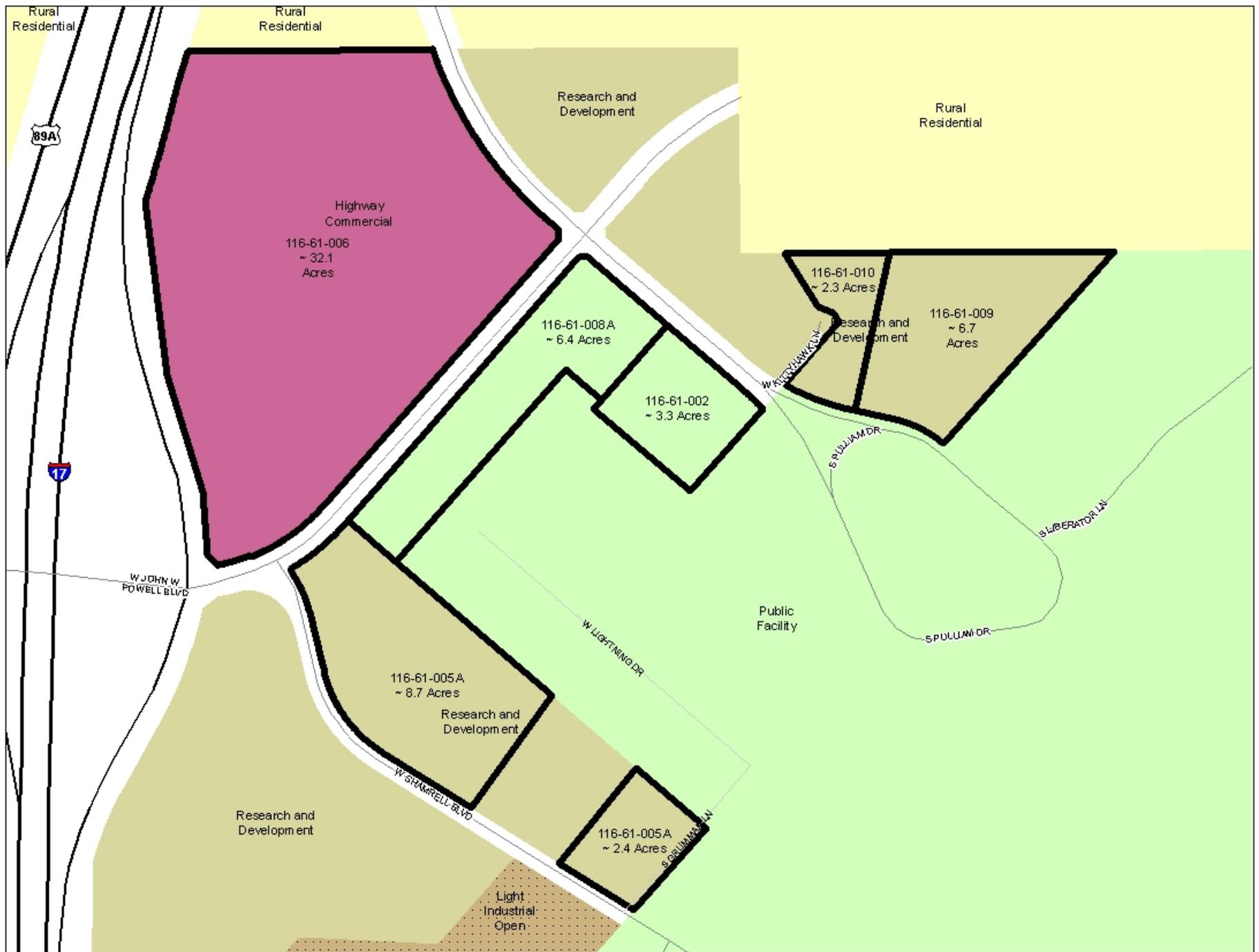
S COLLIER BLVD

W KRYSTANKA LN

S PULLIAM DR

S LIBERATOR LN

S PULLIAM DR



Request For Proposals

Option 1

- Develop RFP for marketing, listing, development, and leasing of all properties by an entity, individual, or team

Request For Proposals

Option 1 Continued

Pros:

- Intended to attract sophisticated teams with specific skills and experience
- Limited risk to the City
- No financial outlay from the City

Cons:

- Scale and payment model may unintentionally limit smaller and/or local participation
- Higher compensation from lease revenues may be required.

Request for Proposals

Option 2

- Develop separate RFP's for marketing, listing, development, and leasing of properties by zoning categories (or other acceptable divisions)

Request For Proposals

Option 2 Continued

Pros:

- May find more specific expertise for specific types of land.
- Limited risk to the City.
- No financial outlay from the City.

• Cons:

- Less land may be less attractive to sophisticated developers.
- Increased staff workload.

Request for Proposals

Option 3

- Procure a broker to market and/or respond to development interest as it occurs for specific parcels

Request For Proposals

Option 3 Continued

Pros:

- Higher proportion of revenue generated may stay internal.
- Limited risk to the City.
- Responds to demand.

Cons:

- Does not market the community asset as aggressively as options 1 & 2.

Request for Proposals

Option 4

- Market, list, develop, and lease properties in-house.

Request for Proposals

Option 4 Continued

Pros

- Greater perceived level of control.
- Lease revenues stay with the City.

Cons:

- Specific expertise and capacity is currently not available internally,
- Responsible for fiscal responsibility and risk

Next Steps

- Council direction tonight on which option to pursue
- Develop and Release Request For Proposals (RFP)
- Receive information from potential providers and determine the highest responsive proposer
- If appropriate, bring contract to City Council for consideration.



Questions??