

COSP Marina RFP 2023

Proposed RFP Clarification Questions As Of 8/07/23

Answers Due Back to COSP by Friday, 8/21/23, Attn: david.wirth@stpete.org

Safe Harbor Marinas

1. Your proposal goes beyond a rebuild of the existing St. Pete Marina dockage, including substantial new permanent dockage in the North Basin and South Basin, as well as a substantial Restaurant proposal. Are these components mandatory to maintain the deal structure (financials) proposed, and if not, please provide adjustments required. WHILE NOTHING IS MANDATORY, WE SHOULD POINT OUT THAT THE PROPOSED COMPONENTS THAT WE'VE INCLUDED IN THE NORTH AND SOUTH BASINS ARE SUPPORTED BY THE CITY'S WATERFRONT MASTER PLAN. WE FEEL THAT ACCOMMODATING AND ISOLATING THE COMMERCIAL/CHARTER/RENTAL TRAFFIC IN THE NORTH BASIN PROVIDES FOR THE HIGHEST AND BEST EXPERIENCE FOR THE BOATERS OF ST. PETERSBURG AND PROVIDES THE INCREASED LEVEL OF SECURITY THAT BOATERS EXPECT OF THEIR VESSELS. ADDITIONALLY, PUTTING PERMANENT SPECIAL EVENT DOCKS IN THE SOUTH BASIN WOULD STILL SERVE THE EXISTING NEEDS OF THE BOAT SHOW AND THE GRAND PRIX, BUT IT WOULD OPEN UP 10 MONTHS OF ADDITIONAL TRANSIENT MOORING CAPACITY DURING THE BALANCE OF THE YEAR AND THE ASSOCIATED REVENUE WOULD TRANSLATE TO ADDITIONAL RENTS TO BE EARNED BY THE CITY AND MARINA. WE CAN RETOOL THE MARINA LAYOUT TO EXCLUDE THE NORTH BASIN (OR SOUTH BASIN EVENT DOCK) FROM OUR PLANS AND CARVE OUT SPACE FOR THE COMMERCIAL SLIPS IN THE CENTRAL OR SOUTH BASIN, BUT IT WOULD REDUCE THE OVERALL SLIP AVAILABILITY TO THE LOCAL BOATING COMMUNITY AND THE EARNING POTENTIAL OF THE CITY AND THE OVERALL MARINA DUE TO THE LOSS OF THE ADDITIONAL SLIP/MOORING SPACE, AS WELL AS NOT HAVING AN ACCOMMODATION FOR IMPORTANT THINGS LIKE THE CROSS BAY FERRY AND TALL SHIPS EXHIBITS. IN OUR OPINION, ELIMINATING THE NORTH BASIN AND/OR SPECIAL EVENT DOCK CONCEPTS ARE NOT IN THE BEST INTEREST OF THE CITY OR IN CONCERT WITH ESTABLISHING A WORLD CLASS FACILITY BEFITTING ST. PETERSBURG.
2. Your proposal adds a two-story restaurant on the waterfront. Can you provide more detail on the process envisioned to receive approvals? WE ANTICIPATE CITY STAKEHOLDERS INVOLVED AT EVERY STAGE OF DESIGN. IF THE CITY REQUESTS COMMUNITY STAKEHOLDER INVOLVEMENT, OUR TEAM HAS EXTENSIVE EXPERIENCE ADMINISTERING THAT PROCESS TO GAIN CITY APPROVAL. FOR PERMITTING APPROVAL THE CORE OF THE NEW RESTAURANT IS ON LAND AND FALL WITHIN CITY PERMITTING PROCESS. OVER WATER WE WERE CAREFUL TO ONLY ALLOW THE SAME AMOUNT OF COVERED SPACE CURRENTLY PROVIDED AT THE EXISTING FRESCO'S RESTAURANT THAT IS ALMOST COMPLETELY OVER WATER. WE WILL APPLY THE SAME TRANSFER OF RIGHTS APPLIED AT THE PIER TO PERMIT THE RESTAURANT OVERWATER PORTION THROUGH THE PINELLAS COUNTY WATER AND NAVIGATION DEPARTMENT.
3. How would "back of house" and increased parking be facilitated for this new restaurant? DUE TO THE FLOOD PLAIN, WE HAVE A SIGNIFICANT 865SF STORAGE AND BACK OF HOUSE AND CONCEALED TRASH SPACE OUT OF THE PUBLIC EYE BEHIND BREAK AWAY PLANK SCREENING. THIS LOCATION IS PART OF THE PIER DISTRICT PEDESTRIAN CORRIDOR LEADING TO THE PIER AND ADJACENT TO TROLLEY AND BUS TRANSIT STOPS. WE DO NOT BELIEVE THAT THE NEW RESTAURANT REQUIRES MORE PARKING THAN THE EXISTING RESTAURANT. THE ENTIRE PIER DISTRICT IS THE DESTINATION AND THE PROPOSED RESTAURANT REPLACEMENT IS A SUPPORTING AMENITY. ALL OF THE RESTAURANTS ON BEACH DRIVE AND THE PIER ARE SUPPORTED BY DISTRICT WIDE PUBLIC PARKING AND PEDESTRIAN LAST MILE TRANSIT SOLUTIONS SUCH AS THE SCOOTERS LIMITING THE NEED FOR MORE PARKING LOTS ON OUR WATERFRONT. OUR ONLY RECOMMENDATION WOULD BE THE EVALUATION OF ANGLED PARKING INSTEAD OF PARALLEL PARKING ON BAYSHORE DRIVE SIMILAR TO THE FINE ARTS MUSEUM.
4. Based on the concept, and the proposed configuration, what is the expected overhang of the structure past the existing seawall? THE EXISTING FRESCOS BUILDING HAS 3,846SF OVER WATER COVERED

BY ROOF. THE REPLACEMENT RESTAURANT HAS REDUCED THE OVERWATER COVERED SQUARE FOOTAGE TO 3008 SF TO ENSURE WE COMPLY WITH THE PINELLAS COUNTY MORATORIUM ON ADDED ELEVATED ROOF STRUCTURES OVER WATER.

5. **Please provide estimated restaurant revenue embedded within overall revenue structure.** IN OUR PROFORMA, WE ASSUMED A VERY CONSERVATIVE \$2.5M IN GROSS REVENUES FROM THE RESTAURANT. WE BELIEVE THE GROSS REVENUE POTENTIAL FOR A RESTAURANT OF THAT MAGNITUDE SHOULD BE CLOSER TO \$6-8M POST RENOVATION. THE REVENUES EARNED BY THE CITY WOULD INCREASE RATABLY IN THIS EVENT AS THE PROFORMA STRUCTURE FOR THE RESTAURANT WAS A PERCENTAGE RENT, SO AS THE RESTAURANT DOES BETTER, THE MARINA AND THE CITY WILL ALSO PARTICIPATE IN THAT INCREASED REVENUE ON A PRO-RATA BASIS.
6. **Can you articulate any proposed locations for future commercial and transient dock locations?** OUR PROPOSAL INCLUDES SEVERAL COMMERCIAL AND TRANSIENT DOCK LOCATIONS. IN TOTAL, OUR PLAN PROVIDES 3,000+ LINEAR FEET OF SIDE-TIE DOCKAGE FOR TRANSIENT AND COMMERCIAL VESSELS. THE SOUTH BASIN PLANS TO PROVIDE TRANSIENT DOCKAGE AND SAILING EVENT SPACE AS WELL AS A PERMANENT "SPECIAL EVENT" DOCK THAT WILL SUPPORT LOCAL ATTRACTIONS AND ANNUAL EVENTS, SUCH AS THE ST. PETE GRAND PRIX. THE CENTRAL BASIN PLAN DEDICATES SEVERAL TRANSIENT DOCK LOCATIONS, INCLUDING 300+ LINEAR FEET OF DAY DOCKAGE ADJACENT TO THE RESTAURANT WATERFRONT, TO ATTRACT VISITORS AND TRANSIENT VESSELS TO THE ST. PETE PIER AND DOWNTOWN WATERFRONT FOR RECREATION AND ENJOYMENT. THE NORTH BASIN PLAN WILL OFFER COMMERCIAL DOCK LOCATIONS AND FILL AN UNDERSERVED SEGMENT OF COMMERCIAL MARINE RELATED ACTIVITIES. OUR PLAN WILL BRING BACK THE NORTH BASIN MOORING FIELD AND DRIVE RECREATIONAL VISITORS AND TOURISTS TO A DEDICATED COMMERCIAL MARINE CENTER. THE NORTH BASIN DOCKS WILL HOST COMMERCIAL OPERATIONS, SUCH AS CHARTER SAILING AND FISHING OPERATORS, AND ACCOMMODATE LOCAL ATTRACTIONS LIKE THE ANNUAL ST. PETE TALL SHIPS FESTIVAL AND TO BE A FUTURE HOME TO THE CROSS BAY FERRY. THE NORTH BASIN WILL PROVIDE DOCKAGE FOR THINGS LIKE THE FERRY, A BOAT CLUB, JET SKI RENTALS, DAILY BOAT RENTALS, STAND-UP PADDLEBOARDS, AND OTHER RECREATIONAL WATER ACTIVITIES.
7. **Can you provide additional detail (beyond 30' minimum dock length) or associated rate structures, more particularly will it be a rate per linear foot or by designated dock space/location?** OUR RATE STRUCTURE, AS IT IS AT MOST MARINAS ACROSS THE COUNTRY, IS LARGELY BASED ON DEMAND. OUR RATES TYPICALLY BOIL DOWN TO A \$/LINEAR FOOT GRADUATED BASIS AND ARE FUELED BY SUPPLY AND DEMAND. TYPICALLY, AS THE SLIP SIZES GET LARGER, THE RATE \$/LINEAR FOOT INCREASES AS WELL.
8. **Please address the Guiding Principles as outlined in the RFP.** SEE EXHIBIT A, BELOW.
9. **Explain breakwater/wave attenuator plan for all basins and applicability within a closed basin.** THE WAVE ATTENUATION STRATEGY IS PRIMARILY FOCUSED ON THE NORTH BASIN WHERE THERE IS AN ENHANCED WAVE CLIMATE. THE PROPOSED DOCK SOLUTION WILL CONSIST OF LARGE HEAVY DUTY CONCRETE FLOATING DOCKS THAT WILL PROVIDE WAVE ATTENUATION/PROTECTION FOR SMALLER VESSELS ON THE INBOARD SIDE BUT ALLOW FOR LARGER VESSELS THE ABILITY TO SIDE-TIE ON THE OUTBOARD SIDE.
10. **The 5-year revenue structure as proposed is substantially below the City's current proceeds. Can you articulate why and if your model allows that to be adjusted?** BECAUSE OF THE CONSTRUCTION AND ANTICIPATED DISRUPTION TO THE MARINA DURING THE INITIAL 5-YEAR TERM, WE ANTICIPATED SOME POTENTIAL VOLATILITY AND DEGRADATION TO THE REVENUE STREAMS DURING THAT TIME. AS SUCH, AND IN AN EFFORT TO PROVIDE PREDICTABILITY FOR THE CITY DURING THIS TIME PERIOD, WE ELECTED TO PROPOSE A FIXED RENT STRUCTURE AND TO PAY THE ENTIRETY OF THE INITIAL 5-YEAR TERM'S RENT TO THE CITY AT THE COMMENCEMENT OF THE LEASE. THE THOUGHT HERE WAS TO PROVIDE THE CITY VISIBILITY FOR PLANNING AND ACCESS TO THE REVENUE SUCH THAT THEY COULD UTILIZE THOSE FUNDS AT THEIR DISCRETION. WE UNDERSTAND THE CITY MIGHT HAVE NEEDS THAT ARE NOT ADDRESSED BY THIS PROPOSED STRUCTURE AND WE ARE OPEN TO DISCUSS MODIFICATION TO THE STRUCTURE THAT MIGHT BETTER SERVE THE NEEDS OF THE CITY.
11. **Please explain attenuators/breakwater utilization detail.** THE WAVE ATTENUATION STRATEGY IS PRIMARILY FOCUSED ON THE NORTH BASIN WHERE THERE IS AN ENHANCED WAVE CLIMATE. THE PROPOSED DOCK SOLUTION WILL CONSIST OF LARGE HEAVY DUTY CONCRETE FLOATING DOCKS THAT WILL PROVIDE WAVE

ATTENUATION/PROTECTION FOR SMALLER VESSELS ON THE INBOARD SIDE BUT ALLOW FOR LARGER VESSELS THE ABILITY TO SIDE-TIE ON THE OUTBOARD SIDE.

12. **What percentage of dock space is occupied by the rental fleet, and how is that passed through to the City?** WHILE WE DO NOT HAVE ANY SPECIFIC PLANS TO OPERATE A RENTAL FLEET OURSELVES, THE NORTH BASIN COMMERCIAL DOCKS ARE WHERE WE PROPOSE TO HOUSE ANY RENTAL BOAT OPERATORS, BOAT CLUBS OR SIMILAR RECREATIONAL VESSEL OPERATORS. THESE OPERATORS (OR THEIR CUSTOMERS) WILL RENT DOCK SPACE AS WELL AS PURCHASE FUEL AND OTHER GOODS AND SERVICES FROM THE MARINA. ALL OF THESE REVENUES WILL HAVE A PARTICIPATION RENT ASSOCIATED WITH THEM, AS OUTLINED IN OUR RESPONSE, WHICH THE CITY WILL RECEIVE IN THE FORM OF RENT.
13. **What method is used to determine rate increases for customers?** THE METHOD WE USED TO DETERMINE RATE INCREASES IS BASED ON THE MARKET ECONOMY OF SUPPLY AND DEMAND ALONG WITH ANNUAL CPI INFLATION.
14. **What water quality initiatives are considered within the site development?** WE ALWAYS OPERATE OUR FACILITIES IN CONCERT WITH ENVIRONMENTAL BEST PRACTICES WITH PRESERVATION AND IMPROVEMENT TO WATER QUALITY TOP OF MIND. WE'VE PARTNERED WITH FOLKS LIKE SEA BIN TO INSTALL THEIR PRODUCT IN OUR MARINAS TO ASSIST WITH THE REDUCTION OF DEBRIS AND REFUSE THAT INEVITABLY ENDS UP IN MARINA BASINS. WHILE NOT SPECIFICALLY NOTED IN OUR RESPONSE, ONE OF THE THINGS WE WILL BE SPECIFICALLY LOOKING AT IS THE FLUSHING OF ALL OF THE MARINA BASINS. AS PART OF OUR PROPOSED RENOVATIONS, IF THERE ARE GOOD WAYS THAT WE CAN IMPROVE THE FLUSHING AND WATER FLOW AMONGST THE THREE BASINS, WE WILL CONSIDER BUILDING IT INTO OUR PROJECT PLANS.

EXHIBIT A

Guiding Principles

1. The St. Pete Municipal Marina is a part of the City's world class waterfront. The resulting Marina restoration must be world class and integrate seamlessly into the City's downtown waterfront park system consistent with the Downtown Waterfront Master Plan objectives (ref Exhibit "D"). **AGREED. OUR PROPOSED REDEVELOPMENT PLAN FOR THE MARINA IS WORLD CLASS AND IS CONSISTENT WITH THE DOWNTOWN WATERFRONT MASTER PLAN.**
2. The Marina redevelopment project should be completely funded by private sector investment and/or Marina user fees. Except for required seawall restoration in the Central and South Yacht Basins, no City funding will be used to support the Marina redevelopment project. **AGREED. WE HAVE THE CAPITAL READILY AVAILABLE AND ARE PREPARED TO FUND THIS PROJECT IN ITS ENTIRETY WITHOUT ANY FUNDING REQUIREMENT FROM THE CITY.**
3. While the City will fund any needed seawall restoration, and subject to applicable laws, it is preferred that the selected Proposer be responsible for the actual seawall restoration work in concert with the redevelopment of the Marina (ref Exhibit "F"). **AGREED. AS CONTEMPLATED BY OUR PROPOSED RESPONSE, WE ANTICIPATE AND PLAN ON TAKING RESPONSIBILITY FOR MANAGEMENT AND OVERSIGHT OF THE SEAWALL RESTORATION AS PART OF THE OVERALL PROJECT.**
4. Property Insurance for the Marina will be obtained and paid for by the selected Proposer. **AGREED. WE WILL MAINTAIN A FULL SUITE OF INSURANCE COVERAGES AT OUR SOLE COST AND EXPENSE.**
5. Operation of the Marina will be conducted on a first-class, professional, businesslike manner consistent with business standards and processes of similarly situated businesses in the marine industry. **AGREED. THIS IS HOW WE OPERATE ALL OF OUR MARINA FACILITIES AND THE ST. PETERSBURG CITY MARINA WILL BE NO DIFFERENT.**
6. All existing Marina staff will be afforded the opportunity to interview with the selected Proposer for continued employment at the Marina. **AGREED. WE VALUE THE EXISTING STAFF AND THEIR KNOWLEDGE OF THE FACILITY, THE COMMUNITY AND THE CUSTOMER BASE. IT IS OUR STRONG PREFERENCE TO RETAIN AS MUCH EXISTING STAFF AS WE CAN AND WE OPERATE IN THIS MANNER WITH ALL OF OUR NEW MARINA INTEGRATIONS.**
7. The existing mix of vessel sizes, including small sailboats, will be accommodated in the proposed Marina slip design. **AGREED. WE PRIDE OURSELVES ON BEING INCLUSIVE AND ACCOMMODATING BOATERS OF ALL TYPES AND SIZES.**
8. Opportunities for commercial vessels will be provided in the Marina layout. **AGREED. THEY ARE PROVIDED FOR IN OUR PROPOSED COMMERCIAL DOCKS IN THE NORTH BASIN.**
9. Opportunities for transient dockage will be provided in the Marina layout. **AGREED. WE HAVE TRANSIENT ACCOMMODATIONS CONTEMPLATED IN ALL THREE MARINA BASINS.**
10. Retention of covered slips in the Central Yacht Basin should be evaluated. **AGREED. WE FEEL STRONGLY THAT RETAINING THE COVERED SLIPS IN THE CENTRAL BASIN IS VITAL. WE HAVE ACCOMMODATED THOSE COVERED SLIPS ALONG THE SOUTH WALL OF THE CENTRAL BASIN, NEAR THE ST. PETE YACHT CLUB.**
11. The City retains final approval rights over Marina design and specifications. **AGREED. WE WANT THE FINAL DESIGN TO BE SOMETHING THAT BOTH THE CITY AND OURSELVES ARE SUPPORTIVE OF.**
12. Live-a-board opportunities will be provided within the Marina. **AGREED. WE WILL CONTINUE TO PROVIDE LIVE-A-BOARD DOCKAGE.**
13. The layout and configuration of the Marina will be designed in a manner that enhances access to the waterfront for the general public. **AGREED. ENHANCEMENT OF THE DOWNTOWN WATERFRONT AND PIER ARE PARAMOUNT TO OUR REDEVELOPMENT OF THE MARINA.**

14. Marina slip rates will be established with an eye towards affordability for all users while staying market competitive. AGREE. SLIP RATE AFFORDABILITY IS SUBJECTIVE BY NATURE, BUT RATES MUST BE COMPETITIVE, COMMENSURATE WITH THE MARKET AND REFLECTIVE OF THE PRODUCT CONSTRUCTED.
15. Performance standards for operations & maintenance of the Marina will be developed jointly by the City and selected Proposer. WE WELCOME THE CITY'S INPUT AND INVOLVEMENT IN THIS REGARD. WE HAVE OUR OWN LONG-ESTABLISHED STANDARDS THAT WE WOULD ADHERE TO, HOWEVER, IF THERE ARE THINGS THAT OUR MANAGEMENT STANDARDS TO NOT ADDRESS, WE WOULD BE HAPPY TO ADDRESS THEM WITH THE CITY.