

NOTICE OF PUBLIC MEETING  
CITY COUNCIL  
CITY OF BONITA SPRINGS  
OFFICIAL AGENDA  
WEDNESDAY, APRIL 7, 2021  
**5:30 P.M.**  
CITY COUNCIL MEETING  
BONITA SPRINGS RECREATION CENTER  
26740 PINE AVENUE  
BONITA SPRINGS, FLORIDA 34135

To submit your public comment in writing, please email the City at [CITYMEETINGS@CITYOFBONITASPRINGS.ORG](mailto:CITYMEETINGS@CITYOFBONITASPRINGS.ORG) Any written public comment must be received by 4:00 P.M. April 6, 2021.

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1. Call to order
2. Invocation
3. Pledge of Allegiance
4. Roll Call
5. Approval of Agenda
6. Mayor's Welcome
7. Public Comment on Agenda Items
8. Consent Agenda: (Note: Items on the Consent Agenda will be considered as one unless a specific item is removed by a Council Member for separate discussion.)
  - A. Approve a request from Local Roots LLC to extend their weekly Local Roots LLC Farmers Market at the Promenade each Saturday morning from 8:00 A.M. to 12:00 P.M. through May 29, 2021. (Greensheet No. 21-04-065)
  - B. Approve Request for Proposals for Administration of Bonita Springs Food Insecurity Program and Notice of Funding Availability under CARES Act funding. (Greensheet No. 21-04-070)
  - C. Review and approve AdVenture SWFL of Bonita Springs' proposal for RFP#21-10 for the production and management of the Fiesta Bonita event at Riverside Park on Saturday, September 18, 2021 and September 17, 2022 from 4:00 p.m. to 9:00 p.m. (Purdon; Greensheet No. 21-04-073)
- OPPORTUNITY FOR CITY COUNCIL COMMENTS ON CONSENT AGENDA ITEMS
9. Proclamations and Presentations
  - A. Presentation from Outreach Committee Chair Tony Lee. (Greensheet no. 21-04-071)
  - B. Receive presentation of the findings of Phase 1 of the Historic Village Feasibility Study facilitated by the Historic Preservation Board. (Greensheet No. 21-04-067)

- C. Presentation for Council’s discussion of observation opportunities, public education, and eagle monitoring/broadcasted video feed (“Eagle Cam”) of bald eagle’s nests within the City of Bonita Springs. (Greensheet No. 21-04-066)

10. Mayor and Council Member Items

**Short recess, if needed**

11. City Attorney’s Items

12. City Manager’s Items

- A. Discussion and direction to staff regarding future construction plans of the Bonita Springs Community Pool. (Greensheet No. 21-04-068)
- B. Acknowledge the information regarding Building Permit fee revenue. (Greensheet No. 21-04-072)
- C. Distribution of the City’s adopted Emergency Operations Plan and overview of the City’s emergency management activities in preparation of hurricane season. (21-04-069)

13. Mayor and Council Member Reports

14. Approval of Minutes: 03/24/21

15. Public Comment

16. Adjournment

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ANY PERSON REQUIRING SPECIAL ACCOMMODATIONS AT ANY OF THE MEETINGS BECAUSE OF A DISABILITY OR PHYSICAL IMPAIRMENT SHOULD CONTACT MEG WEISS, DIRECTOR OF ADMINISTRATIVE SERVICES, AT 239-949-6262, AT LEAST 48 HOURS PRIOR TO THE MEETING. IF A PERSON DECIDES TO APPEAL A DECISION MADE BY THE COUNCIL IN ANY MATTER CONSIDERED AT THIS MEETING/HEARING, SUCH PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS TO BE MADE, TO INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH ANY SUCH APPEAL IS TO BE BASED.

**REQUESTED MOTION:** Approve a request from Local Roots LLC to extend their weekly Local Roots LLC Farmers Market at the Promenade each Saturday morning from 8:00 a.m. to 12:00 p.m. through May 29, 2021.

**REQUESTOR:** Lora Taylor, Communications Director

**AGENDA:** Consent

**STRATEGIC PRIORITY:** No

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**BACKGROUND:**

For the past several years, Local Roots LLC has held a weekly Farmers Market on South Bay Drive at the Promenade each Saturday morning, from 8:00 a.m. till noon. This past September they were approved by City Council for a permit from October 3, 2020 through April 24, 2021. Local Roots LLC is requesting an extension to continue the market until May 29<sup>th</sup>.

Local Roots LLC has provided an updated Certificate of Insurance, an updated LCSO sign off sheet, and a COVID-19 Safety Plan. They are committed to implementing the policies necessary to enhance the safety of attendees, vendors, and staff.

**STAFF RECOMMENDATION:** Grant an extension to the Local Roots LLC Farmer's Market to operate through the month of May 2021.

**ATTACHMENTS:**

1. Extension request from Local Roots LLC and packet
  2. 20-09-257 GS Local Roots LLC Farmer's Market Special Event application - original
- 

**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: Lora Taylor, Communications Director

Council Action: Approved \_\_\_ Denied \_\_\_ Deferred \_\_\_ Other \_\_\_\_\_



Dear City Council,

On behalf of the vendors at the Bonita Springs Farmer's Market I am requesting an extension to our existing permit to allow the market to operate at the Promenade thru the month of May (Saturday May 29, 2021, 8 am to Noon). It has been a great season and the residents of Bonita Springs have enjoyed having the opportunity to shop in an open air environment. We are properly insured and have the permission of the property owner, both of which have been submitted to the City.

Thank you,

Jean Baer, Co-Owner

[jmbaer@comcast.net](mailto:jmbaer@comcast.net)

**SPECIAL EVENT  
PERMIT APPLICATION**

PERMIT. SEP- \_\_\_\_\_



City of Bonita Springs  
9101 Bonita Beach Road  
Bonita Springs, FL 34135

Date Received: \_\_\_\_\_  
Application Fee: \$50.00 Phone: 239/949-6262 Fax: 949-6239  
\$25.00 (501C3 organizations)  
Fee is non-refundable

Effective Date/Time: \_\_\_\_\_

Use this form for: Parades, Festival/Carnival, Any Activity Requiring Off-Site Parking, Street Closure, Sound Amplification or City Personnel, Run/Race/Walk, Art Shows, Concerts, Special Musical Presentation, Street Dances, Photography Shoots, and Fireworks. For information call 949-6262.

*Completed Special Event Permits take days to process with all necessary attachments and without errors. Your permit will go to the next City Council Meeting after the 45 days. Please take this into consideration when planning your event.*

Organization: Local Roots, LLCa  
Nature of Event: Farmers Market  
Location (Attach Site Plan): The Promenade, 26795-27911 South Bay Dr.

Date	Set-Up Time	Actual Event Times	Take Down Time
10/03/2020 - <b>Revised</b>	from <u>4/24/21</u> to <u>5/29/21</u>	<u>8am</u> to <u>Noon</u>	<u>Noon</u> to <u>1:30 pm</u>

Has this event been held in the past? YES If so, when was the last event? 2019-20 Season  
Individual Contact for Activity/Event: Jean Bacra Phone: 239-691-9249  
Address: 1418 Sandcastle Rd, Sanibel, FL 33957a Fax: \_\_\_\_\_  
E-Mail Address: jbacra@comcast.net  
Major Sponsor(s): \_\_\_\_\_  
Promoter(s): \_\_\_\_\_ Phone or Contact #: \_\_\_\_\_

- 1.a Crowd: Is anticipated crowd size 1,000 or more?  Yes  No  
Actual Anticipated number: 500 - 700
- 2.a Parking: Will off-site parking be provided?  Yes  No  
Will "shuttle" service to parking be provided? By whom? \_\_\_\_\_  Yes  No
- 4.a Noise: Will there be amplified music or entertainment? If yes, please attach type(s) of a Entertainment and time(s) of performances(s). Indicated stage location(s) on site plan.a  Yes  No

15.a Sanitary Facilities:a

Yes No

Will temporary sanitary facilities be provided? If yes, indicate location on site plan.a



Will disposable cardboard trash receptacles be provided? If yes, indicate on site plan.a



Will additional refuse containers/dumpsters be provided?a



If yes, by whom:

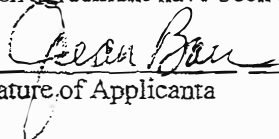
The Promenade Staff

16.a Insurance Requirement: (Events on City property or City co-sponsored) Please provide the City of a Bonita Springs with a Certificate of Insurance for property and liability coverage of the event, naming the City as additional insured. (Liability - \$1,000,000 each occurrence, \$2,000,000 aggregate; Property Damage - \$500,000). Must be provided to finalize permit before event.a

**DURING REVIEW BY VARIOUS CITY DEPARTMENTS, ADDITIONAL CONDITIONS MAY BE IMPOSED. THIS PERMIT IS VALID ONLY FOR THE TIME INDICATED ON THIS PERMIT. IN THE EVENT THAT THE APPLICANT FAILS TO FULFILL THE REQUIREMENT(S) AS SET FORTH IN THIS PERMIT OR FAILS TO OBTAIN PROPER AUTHORIZATION TO PROCEED, IF CONDITIONS HAVE CHANGES, OR THE EXPECTED OUTCOMES, IMPACTS, OR SPECIFICATIONS, INCLUDING BUT NOT LIMITED TO TIME AND ACTIVIES, THE PERMITa MAY BE CANCELLED BY THE CITY MANAGER AND THE ACTIVITY SHALL CEASEa IMMEDIATELY.a**

I, the undersigned, will indemnify, defend and hold harmless, the City of Bonita Springs, its agents, employees, officers and any and all other associates, from and against any and all actions, in law or in equity, from liability or claims for damages, demands or judgments to any person or property which may result now or in the future from the conduct of this event.

The undersigned has read and voluntarily signed the release and waiver of liability and Indemnity Agreement, and further agrees that no oral representations, statements, or inducements apart from the foregoing written agreement have been made.

  
Signature of Applicanta

08/04/2020  
Date

Comments: \_\_\_\_\_

\_\_\_\_\_  
City Manager

\_\_\_\_\_  
Date

Comments: \_\_\_\_\_

Application Fee is non refundable.

- |   | Yes                                 | No                                  |
|---|-------------------------------------|-------------------------------------|
| 5.e City Co-Sponsorship:<br>Is City co-sponsorship being requested? If yes, please explain with letter of attachment, listing benefitting organizations.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6.e Fireworks: Is this a public _____ or private _____ display? Applicant must comply with State Law F.S. 791; and NFPA 1123 and obtain any applicable Lee County permit.   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7.e Banners, Signs, Etc.: Will exterior banners, balloons, signs or other types of advertising techniques be used? Temporary signs may only be placed in accordance with the Signage Ordinance.   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 8.e Alcohol Beverages: Will alcoholic beverages be sold _____ or consumed _____ on the premises? Please check one or both. A copy of the Florida Beverages Commission permit is required to finalize before event. Permit Holder: _____<br>Division of Alcoholic Beverages and Tobacco: (239) 278-7195.   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 9.e Security: Will private security be provided to protect exhibits, equipment or facilities brought on-site for the event? Name of Company: _____<br>Contact Number: _____   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 10.e Private Property: Does the applicant own the property where the event is to be held? If not, please attach a letter of permission from the property owner.   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 11.e Public Safety: Will Police and Fire District Personnel be requested? (Based on responses to questions 1-6 certain Public Safety personnel may be required, i.e., Lee County Sheriff's Office, emergency services, fire, etc. Once staffing needs are determined, applicant will be required to provide copies of its contracts detailing obligated public safety staff necessary for event.) | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 12.e Tents/Canopies: Will tents or canopies be used? <u>If yes, indicate on site plan the tent size, location, and type of surface on which the tent(s) will be installed and intended use of each tent.</u><br>10 X 10   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 13.e Air Conditioning Units/Power Generators: Will exterior air conditioning units or power generating equipment be operated from vehicles or trailers? <u>If yes, indicate location of equipment on-site plan.</u>   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 14.e Food/Cooking: Will food be cooked _____ catered _____ on-site during this event? <u>Indicate on site plan the location of vendors and cooking equipment to be used.</u> (Appropriately rated fire extinguishers required.) Lee County Health Department approval is required to finalize permit before event. Environmental Health Section: (239) 332-9559.                                  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

PLEASE NOTE: Lee County Sheriff's Department will not sign-off on your event unless they see a completed Special Event Packet. This sign-off sheet must be completed by the Lee County Sheriff's Office with your Special Event Packet when you return it to Bonita Springs City Hall.



CITY OF BONITA SPRINGS SPECIAL EVENT DEPARTMENT  
9101 BONITA BEACH ROAD | BONITA SPRINGS, FL 34135 | (239) 949-6262

### LEE COUNTY SHERIFF'S DEPARTMENT SIGN-OFF

Details Unit - 14750 Six Mile Cypress Parkway | Fort Myers, FL 33912 | (239) 477-1199

Parking:

Parking for the event will be in authorized areas only. Right-of way must not be impeded.

Road Closures (Please Explain):

None required for this event.

Alcoholic Beverages:

It is understood by this office that alcohol will not be served.

Special Arrangements:

Vendor is responsible for ensuring that the area in which the market is set up is clearly designated as a pedestrian area only with no vehicle access.

#### SHERIFF'S PERSONNEL USE ONLY

LCSO DETAIL COMMANDER:

[Signature] 931-n  
SIGNATURE

DATE: 3/24/21

DEPUTIES BOOKED FOR EVENT (How Many?): None required

DATE BOOKED: \_\_\_\_\_

*Please Note: "Deputies Booked for Event" is an estimate. Amount of Deputies may change at any time before or during your event.*



**R.L.R. INVESTMENTS L.L.C.**   
**B.T.B. INVESTMENTS L.L.C.**   
**A REAL ESTATE INVESTMENT COMPANY**

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Property Management Office

March 18, 2021

City of Bonita Springs – Community Development  
9220 Bonita Beach Road, suite 111  
Bonita Springs, Florida 34135

**Re: 26795 – 26851 South Bay Drive, Bonita Springs, FL 34134**  
**Strap # 28-47-25-B3-0320D.0010**

To Whom It May Concern:

R.L.R. Investments, L.L.C. is the record owner of the referenced Promenade At Bonitae Bay, the property located at 26795 - 26851 South Bay Drive, Bonita Springs, Floridae 34134.e

Please accept this letter as written documentation that R.L.R. Investments, L.L.C. has extended the Lease Agreement with Local Roots, L.L.C. for an additional one-month period commencing May 1, 2021 through and including May 29, 2021 for the operation of a weekly Farmer's Market every Saturday in the parking lot of the subject property.

If you have any questions, please do not hesitate to contact me.

Sincerely,



Lisa Bramm  
Director of Property Management

## Local Roots Farmers Markets Plan for the 2020-2021 Season in response to COVID-19

Local Roots, LLC is committed to implement policies to enhance the safety of attendees, vendors and staff to encourage behaviors that reduce the spread of Covid-19. We believe we have an obligation to keep the community safe but still allow for fresh food access in an open-air essential market. Below is a plan for reopening and management of the farmers markets for the 2020-2021 season or until the number of cases in SWFL has significantly dropped to a point we can go back to our normal procedures. We understand that the situation is in constant change and in need of continuing updates.

I.e Educating the Vendors, their staff, and attendees.e

- **Staying Home when Appropriate**
  - ot Educate staff and attendees about when they should stay home.
    - Advise vendors and attendees to stay home if they have tested positive for COVID-19 or are showing COVID-19 symptoms.
    - Advise vendors and attendees to stay home and monitor their health if they have had a close contact with a person who has symptoms of COVID-19 within the past 14 days.t
    - Follow CDC's criteria for when vendors should return to the market if they have tested positive for Covid-19 or been in close contact with a person with Covid-19.
- **Hand Hygiene and Respiratory Etiquette**
  - ot Require frequent vendors handwashing (e.g., before, during, and after takingt money; after touching garbage. Etc.) with soap and water or disinfectant with att least 60% alcohol.t
  - ot Encourage staff to **cover the mouth and nose with a tissue when coughing and sneezing.** Used tissues should be thrown in the trash and hands washedt immediately with soap and water or disinfectant for at least 20 seconds.t
  - ot Signs displayed to discourage attendees from social interaction while at thet market. Grab and Go Market!t

- **Cloth Face Coverings**

- Require the use of cloth face coverings among vendors and their staff. Cloth face coverings are **most** essential in times when physical distancing is difficult (e.g., when moving within a crowd or audience). If unable to social distance customers are encouraged to wear masks while at the market.
- Provide all vendors with information on proper use, removal and washing of face coverings.
- Advise vendors that face coverings should **not** be placed on:
  - Babies or children younger than 2 years old
  - Anyone who has trouble breathing
  - Anyone who is unconscious, incapacitated, or otherwise unable to remove the cloth face covering without assistance
- Encourage attendees ahead of the event to bring and use face coverings at the market.
- Cloth face coverings are meant to protect other people. They are not personal protective equipment.

- **Adequate Supplies**

- We will ensure to have adequate supplies to support healthy hygiene behaviors. Supplies include soap and water in the restrooms, hand sanitizer containing at least 60 percent alcohol, face coverings (as feasible), and no-touch trash cans.

- **Signs and Messages**

- Post signs in highly visible locations that promote healthy protective measures and describe how to help stop the spread of germs by properly washing hands and properly wearing a face covering.
- Include messages about behaviors that prevent spread of COVID-19 when communicating with staff, vendors, and attendees (such as on the farmers market social media accounts).

## II. Procedures to Maintain a Healthy Environment During Farmers Market

- **Cleaning and Disinfection**

- Use disposable gloves when removing garbage bags or handling and disposing of trash.
  - After using disposable gloves, they will be thrown out
  - Gloves will not be reused or disinfected.
  - Wash or disinfect hands after removing gloves.

- **Restrooms**
  - We may limit the number of people who occupy the restroom at one time to allow for social distancing.e
  - We will expect and all open restrooms with help from the County. City or landlord are:
    - e Operational with functional toilets.e
    - Clean and disinfected regularly, particularly high-touch surfaces such as faucets, toilets, stall doors, door knobs, countertops, diaper changing tables, and light switches.e
    - e Adequately stocked with supplies for handwashing, including soap and water or hand sanitizer with at least 60% alcohol (for staff and older children who can safely use hand sanitizer).e
  
- **Modified Layouts and normal procedures**
  - Use multiple entrances and exits and discourage crowded waiting areas.e
  - Eliminate lines if possible or encourage people to stay at least 6 feet apart by providing signs or other visual cues such as tape or chalk marks.e
  - Possibly reimplement online market options in addition to in-person attendance to help reduce the number attendees. Website [LocalRootsOnlineFarmersMarkets.com](http://LocalRootsOnlineFarmersMarkets.com)
  - No Music
  - No non-essential activities/events – Letters to Santa, Trick or Treating etc.e
  - Encourage shoppers to pre-order from vendors which will reduce the amount of time shopping
  - Encourage shoppers to make a list before coming to market.e
  - Encourage vinyl table coverings or ones that can be cleaned on site.e
  - Foot print to be expanded where possible to allow for even greater distancing between vendors.e
  
- **Physical Barriers and Guides**
  - Install physical barriers, such as sneeze guards and partitions, in areas where it is difficult for individuals to remain at least 6 feet apart. Barriers can be useful at booths and other areas where maintaining physical distance of 6 feet is difficult.e
  
- **Food Service**
  - There is no evidence that COVID-19 is spread by food. However, people sharing utensils and congregating around food service areas can pose a risk.e
  - CDC's COVID-19 considerations for food service will be applied.e
  - Use touchless payment options as much as possible.e
  - Ask customers and employees to exchange cash or card payments by placing them on a receipt tray or on the counter rather than by hand to avoid direct hand-to-hand contact.e
  - Clean and disinfect frequently touched surfaces such as pens, counters, or hard surfaces between use.e

- oe Use disposable food service items including utensils and dishes
- oe Vendors will wash their hands or disinfect after removing their gloves or after directly handling used food service items.e
- oe Self-serve prepared food and drinks will not be allowed, such as making your own salads or coffee. Most, if not all prepared foods will be in pre-packaged boxes or bags for each attendee.e

- **Shared Objects**

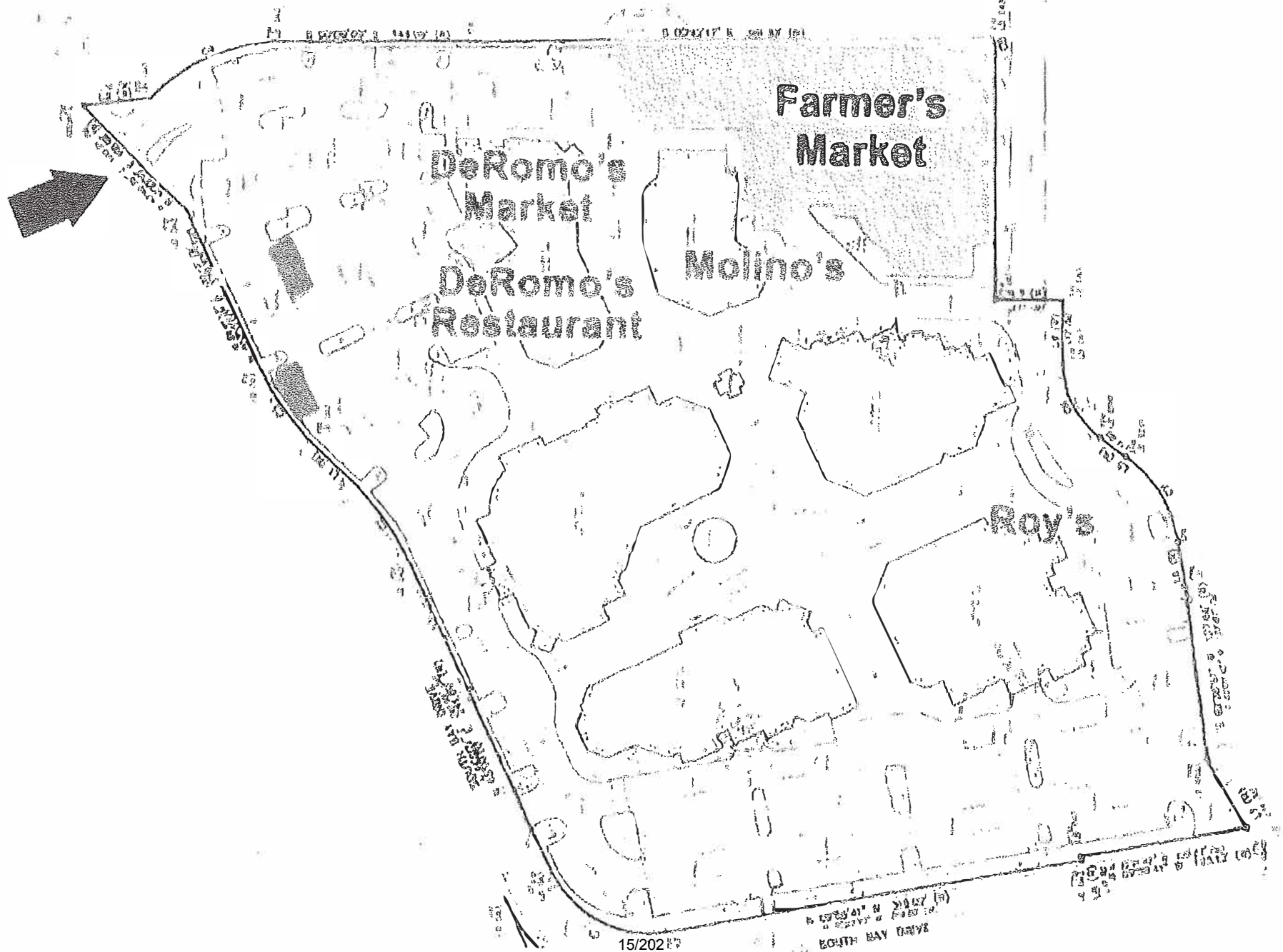
- oe Limit any sharing of food, tools, equipment, or supplies by vendors and staff e

- **Inclement Weather**

In the event of lightning, all vendors and customers are required to take shelter in their vehicles to avoid any close gathering in spaces such as restrooms, pavilions, tents, etc.

U.S. 41

U.S. 41



**AGENDA ITEM SUMMARY**

**REQUESTED MOTION: Approve a Special Event Application for the weekly Local Roots LLC Farmers Market to be held at the Promenade each Saturday morning from 8:00 a.m. to 12:00 p.m.**

**MEETING DATE: 9/16/2020**

<b>AGENDA:</b>		<b>REQUIREMENT/PURPOSE: (Specify)</b>		<b>REQUESTOR OF INFORMATION:</b>
<input type="checkbox"/>	PRESENTATIONS	<input type="checkbox"/>	STATUTE	Lora Taylor Director of Communications
<input checked="" type="checkbox"/>	CONSENT	<input type="checkbox"/>	ORDINANCE	
<input type="checkbox"/>	PUBLIC HEARING	<input type="checkbox"/>	ADMIN. CODE	
<input type="checkbox"/>	MAYOR AND COUNCIL MEMBER ITEMS	<input type="checkbox"/>	OTHER	
<input type="checkbox"/>	MAYOR AND COUNCIL MEMBER'S REPORTS			
<input type="checkbox"/>	CITY ATTORNEY ITEMS			
<input type="checkbox"/>	CITY MANAGER ITEMS			

**BACKGROUND:**

For the past several years, Local Roots LLC has sponsored a weekly Farmers Market on South Bay Drive at the Promenade each Saturday morning, from 8:00 a.m. till noon. They are requesting approval of a permit for October 3, 2020 through April 24, 2021. Local Roots LLC anticipates five to seven hundred weekly attendees. Lee County Sheriff’s Office has signed off on this event.

During the pandemic, Farmers Markets have been considered essential services for the public per the Office of the Governor Executive Order number 20-91 (Essential Services and Activities During COVID-19 Emergency) Essential services means and encompasses the list detailed by the U.S. Department of Homeland Security in its Guidance on the Essential Critical Infrastructure Workforce, v. 2 (March 28, 2020) and any subsequent lists published. B. Essential services also include those businesses and activities designated by Executive Order 20-89 and its attachment which consists of a list propounded by Miami-Dade County in multiple orders.

Local Roots LLC has provided a COVID-19 Safety Plan and is committed to implementing the policies necessary to enhance the safety of attendees, vendors and staff. Should it be determined that the applicant is failing to implement safety precautions related to the coronavirus pandemic, the city may revoke the permit.

**IS THIS RELATED TO A STRATEGIC PLAN OBJECTIVE?  YES  NO**  
**IF YES, WHICH STRATEGIC OBJECTIVE?**

**STAFF RECOMMENDATIONS: Approve Local Roots LLC Farmers Market special event request.**

**REVIEWED BY:**

**City Manager:**           **Arleen Hunter**            
**City Attorney:**           **Derek Rooney**            
**City Clerk:**           **Debra Filipek**            
**Department Director:**           **Lora Taylor**          

**COUNCIL ACTION:**

- APPROVED**
- DENIED**
- DEFERRED**
- OTHER**

**SPECIAL EVENT  
PERMIT APPLICATION**

PERMIT. SEP- \_\_\_\_\_



City of Bonita Springs  
9101 Bonita Beach Road  
Bonita Springs, FL 34135

Date Received: \_\_\_\_\_

Effective Date/Time: \_\_\_\_\_

Application Fee: \$50.00

Phone: 239/949-6262 Fax: 949-6239

\$25.00 (501C3 organizations)

Fee is non-refundable

Use this form for: Parades, Festival/Carnival, Any Activity Requiring Off-Site Parking, Street Closure, Sound Amplification or City Personnel, Run/Race/Walk, Art Shows, Concerts, Special Musical Presentation, Street Dances, Photography Shoots, and Fireworks. For information call 949-6262.

*Completed Special Event Permits take days to process with all necessary attachments and without errors. Your permit will go to the next City Council Meeting after the 45 days. Please take this into consideration when planning your event.*

Organization: Local Roots, LLC

Nature of Event: Farmers Market

Location (Attach Site Plan): The Promenade, 26795-27911 South Bay Dr.

Date	Set-Up Time	Actual Event Times	Take Down Time
10/03/2020 - 04/24/2021		8am to Noon	Noon to 1:30 pm

Has this event been held in the past? Yes If so, when was the last event? 2019-20 Season  
 Individual Contact for Activity/Event: Jean Baer Phone: 239-691-9249  
 Address: 1418 Sandcastle Rd Sanibel FL 33957 Fax: \_\_\_\_\_  
 E-Mail Address: jmbaer@comcast.net  
 Major Sponsor(s): \_\_\_\_\_  
 Promoter(s): \_\_\_\_\_ Phone or Contact #: \_\_\_\_\_

- |   |                                 |   |
|---|---------------------------------|---|
| 1. Crowd: Is anticipated crowd size 1,000 or more?  | Yes<br><input type="checkbox"/> | No<br><input checked="" type="checkbox"/> |
| Actual Anticipated number: <u>500 - 700</u>   |                                 |   |
| 2. Parking: Will off-site parking be provided? _____  | <input type="checkbox"/>        | <input checked="" type="checkbox"/>       |
| Will "shuttle" service to parking be provided? By whom? _____   | <input type="checkbox"/>        | <input checked="" type="checkbox"/>       |
| 4. Noise: Will there be amplified music or entertainment? If yes, please attach type(s) of Entertainment and time(s) of performances(s). <u>Indicated stage location(s) on site plan.</u> | <input type="checkbox"/>        | <input checked="" type="checkbox"/>       |



Yes No

15. Sanitary Facilities:

Will temporary sanitary facilities be provided? If yes, indicate location on site plan.

Will disposable cardboard trash receptacles be provided? If yes, indicate on site plan.

Will additional refuse containers/dumpsters be provided?

If yes, by whom: The Promenade Staff

16. Insurance Requirement: (Events on City property or City co-sponsored) Please provide the City of Bonita Springs with a Certificate of Insurance for property and liability coverage of the event, naming the City as additional insured. (Liability - \$1,000,000 each occurrence, \$2,000,000 aggregate; Property Damage - \$500,000). Must be provided to finalize permit before event.

**DURING REVIEW BY VARIOUS CITY DEPARTMENTS, ADDITIONAL CONDITIONS MAY BE IMPOSED. THIS PERMIT IS VALID ONLY FOR THE TIME INDICATED ON THIS PERMIT. IN THE EVENT THAT THE APPLICANT FAILS TO FULFILL THE REQUIREMENT(S) AS SET FORTH IN THIS PERMIT OR FAILS TO OBTAIN PROPER AUTHORIZATION TO PROCEED, IF CONDITIONS HAVE CHANGES, OR THE EXPECTED OUTCOMES, IMPACTS, OR SPECIFICATIONS, INCLUDING BUT NOT LIMITED TO TIME AND ACTIVIES, THE PERMIT MAY BE CANCELLED BY THE CITY MANAGER AND THE ACTIVITY SHALL CEASE IMMEDIATELY.**

I, the undersigned, will indemnify, defend and hold harmless, the City of Bonita Springs, its agents, employees, officers and any and all other associates, from and against any and all actions, in law or in equity, from liability or claims for damages, demands or judgments to any person or property which may result now or in the future from the conduct of this event.

The undersigned has read and voluntarily signed the release and waiver of liability and Indemnity Agreement, and further agrees that no oral representations, statements, or inducements apart from the foregoing written agreement have been made.

Jean Bau  
Signature of Applicant

08/04/2020  
Date

Comments: \_\_\_\_\_

\_\_\_\_\_  
City Manager Date

Comments: \_\_\_\_\_

Application Fee is non refundable.

## **Local Roots Farmers Markets Plan for the 2020-2021 Season in response to COVID-19**

Local Roots, LLC is committed to implement policies to enhance the safety of attendees, vendors and staff to encourage behaviors that reduce the spread of Covid-19. We believe we have an obligation to keep the community safe but still allow for fresh food access in an open-air essential market. Below is a plan for reopening and management of the farmers markets for the 2020-2021 season or until the number of cases in SWFL has significantly dropped to a point we can go back to our normal procedures. We understand that the situation is in constant change and in need of continuing updates.

### **I. Educating the Vendors, their staff, and attendees.**

- **Staying Home when Appropriate**

- Educate staff and attendees about when they should stay home.
  - Advise vendors and attendees to stay home if they have tested positive for COVID-19 or are showing COVID-19 symptoms.
  - Advise vendors and attendees to stay home and monitor their health if they have had a close contact with a person who has symptoms of COVID-19 within the past 14 days.
  - Follow CDC's criteria for when vendors should return to the market if they have tested positive for Covid-19 or been in close contact with a person with Covid-19.

- **Hand Hygiene and Respiratory Etiquette**

- Require frequent vendors handwashing (e.g., before, during, and after taking money; after touching garbage. Etc.) with soap and water or disinfectant with at least 60% alcohol.
- Encourage staff to **cover the mouth and nose with a tissue when coughing and sneezing**. Used tissues should be thrown in the trash and hands washed immediately with soap and water or disinfectant for at least 20 seconds.
- Signs displayed to discourage attendees from social interaction while at the market. Grab and Go Market!

- **Cloth Face Coverings**
  - Require the use of cloth face coverings among vendors and their staff. Cloth face coverings are **most** essential in times when physical distancing is difficult (e.g., when moving within a crowd or audience). If unable to social distance customers are encouraged to wear masks while at the market.
  - Provide all vendors with information on proper use, removal and washing of face coverings.
  - Advise vendors that face coverings should **not** be placed on:
    - Babies or children younger than 2 years old
    - Anyone who has trouble breathing
    - Anyone who is unconscious, incapacitated, or otherwise unable to remove the cloth face covering without assistance
  - Encourage attendees ahead of the event to bring and use face coverings at the market.
  - Cloth face coverings are meant to protect other people. They are not personal protective equipment.
  
- **Adequate Supplies**
  - We will ensure to have adequate supplies to support healthy hygiene behaviors. Supplies include soap and water in the restrooms, hand sanitizer containing at least 60 percent alcohol, face coverings (as feasible), and no-touch trash cans.
  
- **Signs and Messages**
  - Post signs in highly visible locations that promote healthy protective measures and describe how to help stop the spread of germs by properly washing hands and properly wearing a face covering.
  - Include messages about behaviors that prevent spread of COVID-19 when communicating with staff, vendors, and attendees (such as on the farmers market social media accounts).

## II. Procedures to Maintain a Healthy Environment During Farmers Market

- **Cleaning and Disinfection**
  - Use disposable gloves when removing garbage bags or handling and disposing of trash.
    - After using disposable gloves, they will be thrown out
    - Gloves will not be reused or disinfected.
    - Wash or disinfect hands after removing gloves.

- **Restrooms**
  - We may limit the number of people who occupy the restroom at one time to allow for social distancing.
  - We will expect and all open restrooms with help from the County. City or landlord are:
    - Operational with functional toilets.
    - Clean and disinfected regularly, particularly high-touch surfaces such as faucets, toilets, stall doors, doorknobs, countertops, diaper changing tables, and light switches.
    - Adequately stocked with supplies for handwashing, including soap and water or hand sanitizer with at least 60% alcohol (for staff and older children who can safely use hand sanitizer).
  
- **Modified Layouts and normal procedures**
  - Use multiple entrances and exits and discourage crowded waiting areas.
  - Eliminate lines if possible or encourage people to stay at least 6 feet apart by providing signs or other visual cues such as tape or chalk marks.
  - Possibly reimplement online market options in addition to in-person attendance to help reduce the number attendees. [WebsiteLocalRootsOnlineFarmersMarkets.com](http://WebsiteLocalRootsOnlineFarmersMarkets.com)
  - No Music
  - No non-essential activities/events – Letters to Santa, Trick or Treating etc.
  - Encourage shoppers to pre-order from vendors which will reduce the amount of time shopping
  - Encourage shoppers to make a list before coming to market.
  - Encourage vinyl table coverings or ones that can be cleaned on site.
  - Foot print to be expanded where possible to allow for even greater distancing between vendors.
  
- **Physical Barriers and Guides**
  - Install physical barriers, such as sneeze guards and partitions, in areas where it is difficult for individuals to remain at least 6 feet apart. Barriers can be useful at booths and other areas where maintaining physical distance of 6 feet is difficult.
  
- **Food Service**
  - There is no evidence that COVID-19 is spread by food. However, people sharing utensils and congregating around food service areas can pose a risk.
  - CDC's COVID-19 considerations for food service will be applied.
  - Use touchless payment options as much as possible.
  - Ask customers and employees to exchange cash or card payments by placing them on a receipt tray or on the counter rather than by hand to avoid direct hand-to-hand contact.
  - Clean and disinfect frequently touched surfaces such as pens, counters, or hard surfaces between use.

- Use disposable food service items including utensils and dishes
  - Vendors will wash their hands or disinfect after removing their gloves or after directly handling used food service items.
  - Self-serve prepared food and drinks will not be allowed, such as making your own salads or coffee. Most, if not all prepared foods will be in pre-packaged boxes or bags for each attendee.
- **Shared Objects**
    - Limit any sharing of food, tools, equipment, or supplies by vendors and staff

- **Inclement Weather**

In the event of lightening, all vendors and customers are required to take shelter in their vehicles to avoid any close gathering in spaces such as restrooms, pavilions, tents, etc.

May 30, 2020

City of Bonita Springs – Community Development  
9220 Bonita Beach Road, suite 111  
Bonita Springs, Florida 34135

**Re: 26795 – 26851 South Bay Drive, Bonita Springs, FL 34134**  
**Strap # 28-47-25-B3-0320D.0010**

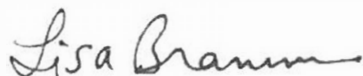
To Whom It May Concern:

R.L.R. Investments, L.L.C. is the record owner of the referenced Promenade At Bonita Bay, the property located at 26795 - 26851 South Bay Drive, Bonita Springs, Florida 34134.

Please accept this letter as written documentation that R.L.R. Investments, L.L.C. has entered into a Lease Agreement with Local Roots, L.L.C. for the operation of a weekly Farmer's Market in the parking lot of the subject property, from 8:00 a.m. to 12:00 p.m. every Saturday from October 3, 2020 through and including April 24, 2021.

If you have any questions, please do not hesitate to contact me.

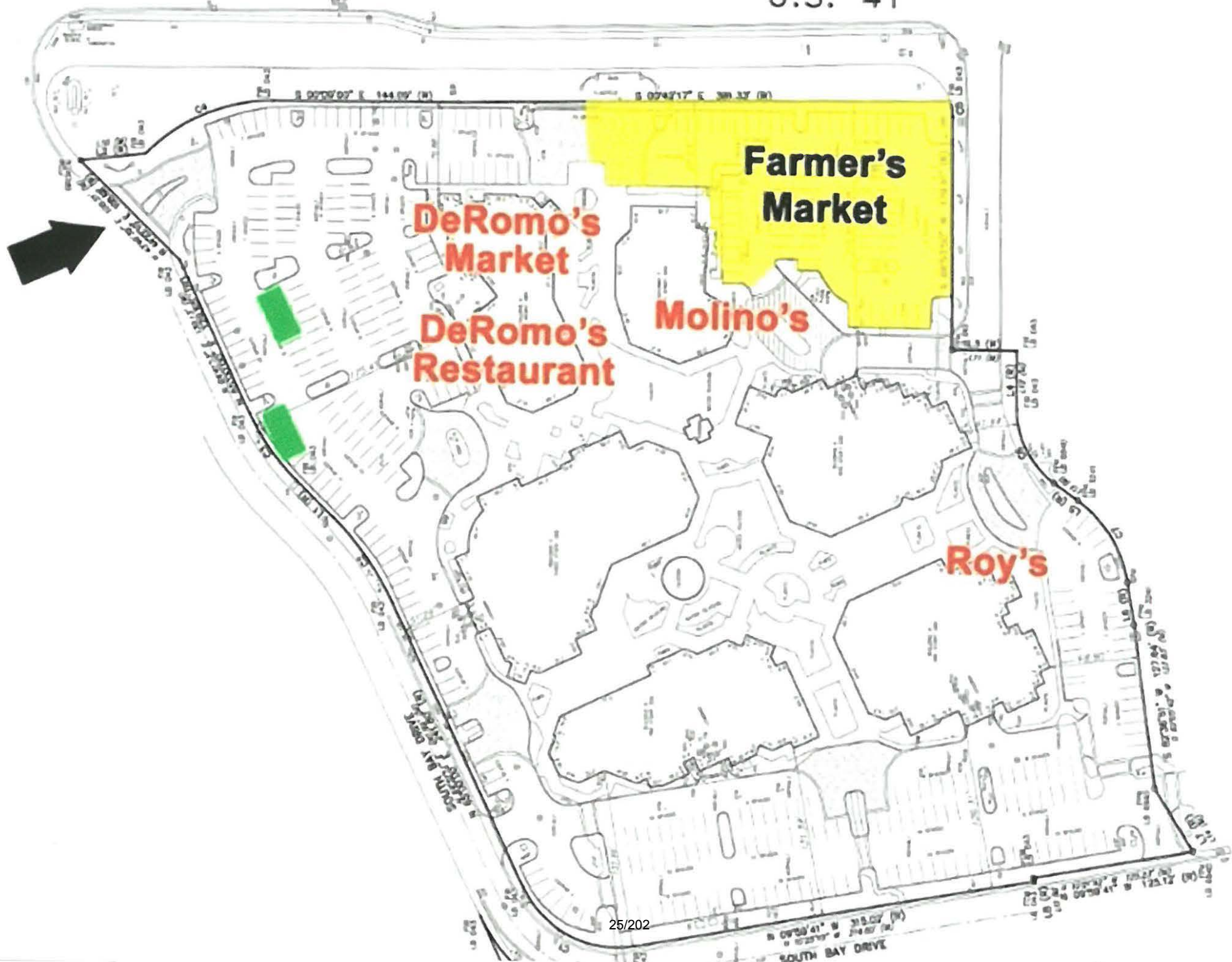
Sincerely,



Lisa Bramm  
Director of Property Management

U.S. 41

U.S. 41



25/202

SOUTH BAY DRIVE





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME:	
	PHONE (A/C, No. Ext):	FAX (A/C, No):
	E-MAIL ADDRESS:	
	INSURER(S) AFFORDING COVERAGE	NAIC #
INSURED	INSURER A :	
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

**COVERAGES**

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
<input checked="" type="checkbox"/>	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB EXCESS LIAB DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

**CERTIFICATE HOLDER****CANCELLATION**

	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE <i>John C. Campbell</i>

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PLEASE NOTE: Lee County Sheriff's Department will not sign-off on your event unless they see a completed Special Event Packet. This sign-off sheet must be completed by the Lee County Sheriff's Office with your Special Event Packet when you return it to Bonita Springs City Hall.



CITY OF BONITA SPRINGS SPECIAL EVENT DEPARTMENT  
9101 BONITA BEACH ROAD | BONITA SPRINGS, FL 34135 | (239) 949-6262

### LEE COUNTY SHERIFF'S DEPARTMENT SIGN-OFF

Details Unit - 14750 Six Mile Cypress Parkway | Fort Myers, FL 33912 | (239) 477-1199

Parking:

Parking for the event will be in authorized areas only. Right-of way must not be impeded.

Road Closures (Please Explain):


None required for this event.

Alcoholic Beverages:

It is understood by this office that alcohol will not be served.

Special Arrangements:

Vendor is responsible for ensuring that the area in which the market is set up is clearly designated as a pedestrian area only with no vehicle access.

SHERIFF'S PERSONNEL USE ONLY	
LCSO DETAIL COMMANDER: <u> 0453</u>	DATE: <u>8/2/20</u>
DEPUTIES BOOKED FOR EVENT (How Many?): <u>None required</u>	DATE BOOKED: _____
<i>Please Note: "Deputies Booked for Event" is an estimate. Amount of Deputies may change at any time before or during your event.</i>	

**REQUESTED MOTION:** Approve Request for Proposals for Administration of Bonita Springs Food Insecurity Program and Notice of Funding Availability under CARES Act funding.

**REQUESTOR:** Elly McKuen, Public Works

**AGENDA:** Consent

**STRATEGIC PRIORITY:** #3 Strengthen City Finances

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**BACKGROUND:**

On June 1, 2020, the City was notified by Lee County Human and Veteran Services that additional funding for the COVID-19 pandemic response would be available through the U.S. Housing and Urban Development (HUD) Community Development Block Grant (CDBG) entitlement program. As an entitled community, and through an Urban County Agreement with Lee County, the City's allocation for this program is \$206,313.

HUD CDBG entitlement funds are income-based and must benefit people with an income of less than 80% of the Area Median Income (AMI) in the county. Lee County's AMI is \$68,700, which means that the CDBG-CV funds must be targeted to people making no more than \$55,100 for a family of four.

On October 7, 2020, the City Council approved the use of the allocated funds to provide funding for local food banks (through an RFP/RFQ process) to provide funding for food security assistance. The attached RFP seeks qualifying social service agencies to administer and distribute the funds to those who qualify for assistance.

Additionally, staff will be issuing the attached Notice of Funding Available in a press release so that local qualifying agencies may submit an application to the City's Food Insecurity Program.

**STAFF RECOMMENDATION:** Approve RFP for Administration of Bonita Springs Food Insecurity Program and Notice of Funding Availability under CARES Act funding.

**ATTACHMENTS:**

1. Food Insecurity Program Application
2. Notice of Funding Availability

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**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: Matt Feeney

**COUNCIL ACTION:**

Approved \_\_\_\_\_ Denied \_\_\_\_\_ Deferred \_\_\_\_\_ Other \_\_\_\_\_



# City of Bonita Springs Food Insecurity Program

## Request for Proposal

### APPLICATION COVER PAGE

Program Name: \_\_\_\_\_

Applicant/Agency: \_\_\_\_\_

Federal ID/EIN #: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

Amount requested for this application (\*): \_\_\_\_\_

<b>I hereby certify that I am an authorized representative of the agency and that to the best of my knowledge:</b>	
	<b>The information contained in this application and the supporting documentation is true and accurate.</b>
	<b>The governing body has duly authorized this document.</b>
	<b>The agency will be able to meet all of the minimum application requirements as specified in the announcement.</b>
	<b>The agency will deliver services as described in the application if a contract is awarded.</b>

Name of Authorized Official: \_\_\_\_\_

Title: \_\_\_\_\_

Signature of Authorized Official: \_\_\_\_\_

Date: \_\_\_\_\_

Narrative

<p>1.) How has COVID-19 affected your agency and clientele</p>
<p>2.) Agency's mission statement</p>
<p>3.) Briefly describe, in plain language, the goal of the program and how it relates to the agency's mission.</p>
<p>4.) What is the agency's operating budget?</p>
<p>5.) What is the agency's program budget?</p>
<p>6.) What percentage of agency's budget is this proposed program?</p>
<p>7. What zip codes does the agency serve?</p>
<p>PROGRAM DESIGN (Statement of Work):          BRIEFLY describe the proposed program and how it addresses food insecurity. Include information about how the program operates on a daily basis, what a typical day looks like.</p>

8.) Describe who your program serves.
9.) List hours and days of operation and activities to be provided.
10.) Fees charged, if applicable:
11.) What is the projected number of unduplicated clients to be served during the contract period?
12.) What is the source of food for the program?
13.) Does your agency serve meals? If so, how often (days) and hours?
14.) How many households does the agency currently serve?

15.) At what location(s) are services provided?
16.) What outreach methods are used?
17.) List outcomes to be measured (no more than two): The outcome statement should reflect how the client benefits from the services/program being provided. It is NOT a statement of what the agency/program will do or what type of service will be provided. An outcome must be measurable and achievable. It should also be a realistic representation of the effectiveness of the program.
<b>KNOWLEDGE OF THE NEEDS AND EXPERIENCE WITH TARGET POPULATION</b>
18.) Describe the target population, the geographic service area (if applicable), and how the proposed service delivery method will best meet the needs of the target population. If possible, use research, statistics, or anecdotal evidence of need.
19.) Explain how the unmet food need is not being addressed and how the program differs from similar programs being offered by other organizations.
20.) How does the organization ensure accessibility to the target population? Include if the facility is located in an area convenient to the clients and if the facility is accessible by public transportation.
21.) Explain how the program services are offered at times which are appropriate and convenient for the target population.

PERFORMANCE EVALUATION SYSTEM (How does the agency satisfy the need?)
22.) What ways does the agency evaluate how the program addresses the need?
23.) As times and events change, how does the agency determine the changing needs of the community?
PROGRAM BUDGET NARRATIVE
24.) What is the total amount requested?
25.) Total number of clients to be served by the program?
ADMINISTRATIVE AND FISCAL CAPACITY
26.) When did the agency originally incorporate?
27.) Have any organizational or status changes occurred since incorporation? If so, explain.
<b>Attach a copy of the most recent organization's by-laws.</b>
28.) Describe the agency's experience in providing the requested service to the target population.

<p>29.) Is the Board of Directors involved in long range or strategic planning for the agency? If so, describe their role in the process.</p>
<p>30.) Describe the Board's involvement in establishing policy for the agency and other decision-making roles.</p>
<p>31.) Describe the Board's involvement in providing oversight regarding operations and service delivery.</p>
<p>32.) Describe the Board's involvement in approving and overseeing the agency's budget.</p>
<p>33.) Is there any pending litigation involving this agency or any of its principal officers? If so, briefly explain.</p>
<p>34.) Have any contracts been terminated due to non-performance or non-compliance in the past three years? If so, briefly explain.</p>
<p><b>MANAGEMENT AND STAFF NARRATIVE</b></p>
<p>35.) Describe how the Executive Director's background and experience is appropriate to carry out the agency's mission.</p>

36.) Explain how staff to client ratio is rational, logical, and sufficient.

**REQUIRED ATTACHMENTS:**

Each application must include the following information:

- Current program budget with revenue and expense categories
  - Current organizational budget with revenue and expense categories
  - IRS 501(c)(3) determination letter
  - List of Board of Directors
  - Agency's most recent audited financial statement including notes
  - *Optional:* additional materials which may help explain your agency or program
-

Successful applicant will be required to track, at a minimum, the following information in order for reimbursement of funds.

(\*) Required Fields

### AGE GROUP

5 and under*	
6-12 years*	
13-17 years*	
18-30 years*	
31-50 years*	
51-61 years*	
62 and over*	
Age Group Not Collected*	
Total Age Group	

### GENDER

Male*	
Female*	
Gender Not Collected *	
Total Gender	

### RACE

American Indian or Alaskan Native *	
Asian*	
Black or African American*	
Native Hawaiian or Pacific Islander*	
White*	
Other Multi-Racial*	
Race Not Collected*	
Total Race	

### ETHNICITY

Hispanic*	
Not Hispanic Or Latino *	
Ethnicity Not Collected*	
Total Ethnicity	

### LEGAL RESIDENCE AT REFERRAL

Bonita Springs (34133, 34134, 34135, 34136)*	
34133	
34134	
34135	
34136	

**INCOME LEVEL (See chart for user instructions)**

<b>Very Low (30% Of Median)*</b>	
<b>Low (50% Of Median) *</b>	
<b>Low/Moderate (80% Of Median) *</b>	
<b>Income Level Not Collected*</b>	
<b>Total Income Level</b>	

---

Scoring Rubric

Sections	EXEMPLARY (8-10 PTS)	ADEQUATE (5-7 PTS)	MARGINAL (3-4 PTS)	MINIMAL OR MISSING (0-2 PTS)	Reviewer Score
<p><b>LEADERSHIP:</b> BOARD OF DIRECTORS OVERSIGHT COMPOSITION- KNOWLEDGE, EXPERIENCE, ABILITIES, DIVERSITY &amp; CUSTOMER RELATABILITY</p> <p><b>Maximum Points Available: 10</b></p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has EXEMPLARY qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board clearly reflects the diversity of participants served.</p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has ADEQUATE qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board somewhat reflects the diversity of participants served.</p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has MARGINAL qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board is not reflective of the diversity of participants served.</p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has MISSING OR MINIMAL qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board is not reflective of the diversity of participants served.</p>	
Sections	EXEMPLARY (50-60 PTS)	ADEQUATE (40-49 PTS)	MARGINAL (21-39 PTS)	MINIMAL OR MISSING (0 – 20 PTS)	Reviewer Score
<p><b>PROGRAM DESIGN, SERVICE DELIVERY AND EFFECTIVENESS:</b> Evaluates how well the application explains and defines the need for the services in the community; how the proposed services meet those needs; explains the target population and how the target population will be served by the proposed program. Specific attention should be given to data, needs assessment, goals and objectives that are provided.</p> <p><b>Maximum Points Available: 60</b></p>	<p>The need in the community is well defined with facts and data that demonstrates the community need.</p> <p>Provides an in-depth and thorough explanation to clearly explain the goals of the program, how the goals will be achieved and what the program will accomplish.</p>	<p>The need in the community is well defined with facts and data that demonstrates the community need.</p> <p>Provides an adequate explanation to explain the goals of the program but is not clear or detailed how the goals will be achieved and/or what the program will accomplish.</p>	<p>The need in the community is vaguely explained with little facts or data to demonstrate the community need.</p> <p>Explanation provided marginally explains the goals of the program and is not clear or detailed how the goals will be achieved and/or what the program will accomplish.</p>	<p>The need in the community is not explained and little or no facts or data provided which demonstrates the community need.</p> <p>Explanation regarding the goals of the program is not provided or is minimal. Little or no explanation of how the goals will be achieved and/or what the program will accomplish.</p>	

Scoring Rubric – Page 2

Sections	EXEMPLARY (15-20 PTS)	ADEQUATE (10-14 PTS)	MARGINAL (5-9 PTS)	MINIMAL OR MISSING (0-4 PTS)	Reviewer Score
<p><b>OUTCOMES, MEASURES, PROGRAM PERFORMANCE</b></p> <p>Maximum Points Available: 20</p>	<p>Provides an in-depth and thorough explanation of how program performance will be evaluated. Provides a valid Outcome Measure that is specific, achievable, measurable, and clearly identifies how client will benefit from service.</p> <p>Prior performance: Prior year outcomes were achieved or exceeded.</p>	<p>Provides an adequate explanation of how program performance will be evaluated but is not clear or in-depth. Outcome Measure identifies how client will benefit from service but is not clear as to how it will be achieved and/or measured.</p> <p>Prior performance: Prior year outcomes were achieved.</p>	<p>Provides a vague explanation of how program performance will be evaluated. Outcome Measure ambiguous and does not clearly state how client will benefit from service or how it will be achieved and/or measured.</p> <p>Prior performance: Prior year outcomes were not achieved.</p>	<p>No explanation is provided on how program performance will be evaluated or is very unclear and confusing. Outcome Measure is not provided or does not state how client will benefit from service and/or how it will be achieved and/or measured.</p> <p>Prior performance: Prior year outcomes were not achieved.</p>	
Sections	EXEMPLARY (8-10 PTS)	ADEQUATE (5-7 PTS)	MARGINAL (3-4 PTS)	MINIMAL OR MISSING (0-2 PTS)	Reviewer Score
<p><b>PROGRAM BUDGET NARRATIVE</b></p> <p>Evaluate how well the budget defines the unit of service, how unit was determined, if expenses are reasonable, if revenue is sufficient to cover expenses; if program remains viable if City funding is not received.</p> <p>Maximum Points Available: 10</p>	<p>Provides a concise definition of the unit of service and how it was determined. Expenses are reasonable and realistic. Revenue is sufficient to cover expenses and program will remain viable if City funding is not received</p>	<p>Provides an adequate definition of the unit of service and how it was determined. Expenses are somewhat reasonable and realistic. Revenue may not be sufficient to cover expenses and it is unclear that the program will remain viable if City funding is not received.</p>	<p>Definition of the unit of service and how it was determined is unclear or questionable. Expenses are not reasonable and/or realistic. Revenue does not appear to be sufficient to cover expenses and it is questionable that program will remain viable if City funding is not received.</p>	<p>Definition of the unit of service and how it was determined is missing, confusing and/or questionable. Expenses do not appear to be reasonable and/or realistic. Revenue does not appear to be sufficient to cover expenses and it appears that program will not be viable if City funding is not received.</p>	
<p><b>Bonus Points: Each proposed program or service that is intended to benefit children or youth will receive 5 bonus points.</b></p> <p><b>Maximum Points available: 5</b></p>					
					<b>Total Score (Max Total Score = 105)</b>



**Notice of Funding Availability**  
U.S. Housing and Urban Development  
(HUD) Community Development Block Grant  
CARES Act Funding  
Bonita Springs Food Insecurity Program

Notice of Funding Availability Released  
\_\_\_\_\_, 2021

Applications Due  
\_\_\_\_\_, \_\_\_\_\_ 2021 \_\_\_\_\_ p.m.

**Questions should be addressed in writing to:** Elly McKuen at  
[elly.mckuen@cityofbonitasprings.org](mailto:elly.mckuen@cityofbonitasprings.org).

**Applications must be submitted to be considered:**

- Applications are due by \_\_\_\_\_, 2021, 5:00 p.m.
- It is the responsibility of the applicant to ensure application(s) arrive prior to the due date and time. Applications received after **5 p.m.**, determined by the time clock at the City of Bonita Springs will not be considered.

This document can be made available in alternative accessible formats upon request. There will be no exceptions. In accordance with the Americans with Disabilities Act, The City of Bonita Springs will not discriminate against qualified individuals with disabilities in its services, programs or activities. To request an auxiliary aid for effective communication or a reasonable modification to participate, contact Elly McKuen at (239) 980-2138, email: [elly.mckuen@cityofbonitasprings.org](mailto:elly.mckuen@cityofbonitasprings.org). Accommodation will be provided at no cost to the requestor. Requests should be made at least five business days in advance.

The City of Bonita Springs  
Notice of Funding Availability (NOFA)  
Bonita Springs Food Insecurity Program

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	GLOSSARY OF TERMS	

## I. INTRODUCTION

The City received \$206,313 funding from the U.S. Housing and Urban Development (HUD) Community Development Block Grant (CDBG) Coronavirus Aid, Relief, and Economic Security Act (CARES Act) through the Entitlement process with Lee County Human and Veteran Services. The City will utilize allocated funds to assist local qualified non-profit food pantries to **provide services to citizens located in Bonita Springs** through a competitive process to prevent, prepare for, and respond to the coronavirus (COVID-19). Applicants must currently be registered as a 501(c)(3) or 501(c)(19) organization registered with the Internal Revenue Service (IRS)/U.S. Department of Treasury and the State of Florida.

All activities funded with CDBG funds must benefit persons of income levels at or below 80% of the area median income and as defined in the pertinent program requirements. All subrecipients must certify that the activity carried out under this program will meet the CDBG income eligibility requirements.

If you have any questions regarding the specifications for this Notice of Funding Availability, or if you have procedural questions, please submit your questions in writing no later than five (5) business days before the application deadline to Elly McKuen, Public Works Senior Project Manager at [elly.mckuen@cityofbonitasprings.org](mailto:elly.mckuen@cityofbonitasprings.org).

**All organizations and citizens are hereby placed on notice that neither the City Council, nor any employees of the City of Bonita Springs, nor members of the selection committee wish to be lobbied either individually or collectively about this project. Organizations and their agents are hereby placed on notice that they are not to contact members of the City Council or staff members for such purposes as holding meetings of introduction, dinners, etc. to influence the outcome of the selection process.**

The City of Bonita Springs  
Notice of Funding Availability (NOFA)  
Bonita Springs Food Insecurity Program

II. CRITICAL DATES AND TIMELINE

Day, Month, Date, Year	Notice of Funding Availability for 2021 CDBG-CV Food Insecurity Program Funds Published
Day, Month, Date, Year	Submitted questions deadline
Day, Month, Date, Year	<b>APPLICATION SUBMISSION DEADLINE</b>

### III. APPLICANT ELIGIBILITY

All local non-profit agencies currently providing services in the City of Bonita Springs. Applicant must include proof of 501(c)(3) or 501(c)(19) status with application submission.

Applicant must also meet all the following requirements (*documentation should be included with submission and will be part of the evaluation process to determine agency's status.*)

- Direct client services for 12 months prior to application due date;
- Independent certified audited financial statement of the most recent or immediate prior fiscal year, including the management letter and written response;
- Current CPA's Peer Review letter;
- Most recent form 990;
- Monthly Financial Statements (within the last 60 days).

### IV. PROGRAM REQUIREMENTS

1. Program must produce realistic and measurable outcomes that exhibit a benefit to the client and meet a need in the community.
2. Agency must provide direct services to clients.
3. Services must benefit residents of Bonita Springs.
4. As a requirement of the HUD CDBG-CV funding source, activities are restricted to people legally able to reside in the U.S.
5. Minimum program application amount - \$25,000.
6. Maximum award to an agency will not exceed \$50,000.

### V. THRESHOLD REQUIREMENTS

Applications will be reviewed by City staff to ensure the submission does NOT contain any fatal flaws, as listed below. If the City determines the threshold requirements are not met, the project will be rejected, and the applicant agency notified by email. If the applicant and application are determined eligible, then the application will proceed to the application review, scoring and conditional selection process.

#### **Fatal Flaws**

Applications that commit the following will be considered as having a fatal flaw and will not be given consideration for funding:

- Applications received after the stated due date and time
- Applications received from an agency not eligible to apply (is not a non-profit with 501(c)(3) or 501(c)(19) status) and/or is listed on the Excluded Parties List)
- Application does not contain the contact information of the agency official designated to execute contracts
- Proposed program does not provide direct services to citizens of the City of Bonita Springs

- Amount requested from Bonita Springs for proposed program is less than \$25,000

## VI. APPLICATION REVIEW, SCORING AND UNCONDITIONAL SELECTION PROCESS

Applications that meet threshold criteria will be forwarded to the City's Selection Committee for review, scoring and conditional selection. The Selection Committee Members will meet to review and score each project application in accordance with the evaluation process outlined below.

### Evaluation Process

The Selection Committee evaluates the accepted applications and makes funding recommendations to the City Council. The panel will consist of three members from City staff, local community and/or another local institution/government agency.

The applications will be evaluated and scored based on the contents of the narrative and supporting documentation. No clarification or dialogue will be permitted from the submitting agency after the application is submitted.

Applicants will be notified of the Committee's preliminary recommendations. A written summary of the funding recommendations will be forwarded to City Council and will not be final until approved by City Council at a regular Council meeting.

The Selection Committee meetings are open to the public in accordance with the Sunshine Law. Public comment regarding the review process may be made at the final Selection Committee meeting.

The City reserves the right to reduce, amend and/or rescind this NOFA at any time prior to the final award and approval of any contract for services by the City Council.

## Scoring Rubric

Sections	EXEMPLARY (8-10 PTS)	ADEQUATE (5-7 PTS)	MARGINAL (3-4 PTS)	MINIMAL OR MISSING (0-2 PTS)	Reviewer Score
<p><b>LEADERSHIP:</b> BOARD OF DIRECTORS OVERSIGHT COMPOSITION- KNOWLEDGE, EXPERIENCE, ABILITIES, DIVERSITY &amp; CUSTOMER RELATABILITY</p> <p><b>Maximum Points Available: 10</b></p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has EXEMPLARY qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board clearly reflects the diversity of participants served.</p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has ADEQUATE qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board somewhat reflects the diversity of participants served.</p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has MARGINAL qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board is not reflective of the diversity of participants served.</p>	<p>The narrative and documentation regarding the Board demonstrates that overall, the Board has MISSING OR MINIMAL qualifications and engagement to guide the fiscal and operational aspect of the program.</p> <p>The composition of the Board is not reflective of the diversity of participants served.</p>	
Sections	EXEMPLARY (50-60 PTS)	ADEQUATE (40-49 PTS)	MARGINAL (21-39 PTS)	MINIMAL OR MISSING (0 – 20 PTS)	Reviewer Score
<p><b>PROGRAM DESIGN, SERVICE DELIVERY AND EFFECTIVENESS:</b> Evaluates how well the application explains and defines the need for the services in the community; how the proposed services meet those needs; explains the target population and how the target population will be served by the proposed program. Specific attention should be given to data, needs assessment, goals and objectives that are provided.</p> <p><b>Maximum Points Available: 60</b></p>	<p>The need in the community is well defined with facts and data that demonstrates the community need.</p> <p>Provides an in-depth and thorough explanation to clearly explain the goals of the program, how the goals will be achieved and what the program will accomplish.</p>	<p>The need in the community is well defined with facts and data that demonstrates the community need.</p> <p>Provides an adequate explanation to explain the goals of the program but is not clear or detailed how the goals will be achieved and/or what the program will accomplish.</p>	<p>The need in the community is vaguely explained with little facts or data to demonstrate the community need.</p> <p>Explanation provided marginally explains the goals of the program and is not clear or detailed how the goals will be achieved and/or what the program will accomplish.</p>	<p>The need in the community is not explained and little or no facts or data provided which demonstrates the community need.</p> <p>Explanation regarding the goals of the program is not provided or is minimal. Little or no explanation of how the goals will be achieved and/or what the program will accomplish.</p>	

Scoring Rubric – Page 2

Sections	EXEMPLARY (15-20 PTS)	ADEQUATE (10-14 PTS)	MARGINAL (5-9 PTS)	MINIMAL OR MISSING (0-4 PTS)	Reviewer Score
<p><b>OUTCOMES, MEASURES, PROGRAM PERFORMANCE</b></p> <p><b>Maximum Points Available: 20</b></p>	<p>Provides an in-depth and thorough explanation of how program performance will be evaluated. Provides a valid Outcome Measure that is specific, achievable, measurable, and clearly identifies how client will benefit from service.</p> <p>Prior performance: Prior year outcomes were achieved or exceeded.</p>	<p>Provides an adequate explanation of how program performance will be evaluated but is not clear or in-depth. Outcome Measure identifies how client will benefit from service but is not clear as to how it will be achieved and/or measured.</p> <p>Prior performance: Prior year outcomes were achieved.</p>	<p>Provides a vague explanation of how program performance will be evaluated. Outcome Measure ambiguous and does not clearly state how client will benefit from service or how it will be achieved and/or measured.</p> <p>Prior performance: Prior year outcomes were not achieved.</p>	<p>No explanation is provided on how program performance will be evaluated or is very unclear and confusing. Outcome Measure is not provided or does not state how client will benefit from service and/or how it will be achieved and/or measured.</p> <p>Prior performance: Prior year outcomes were not achieved.</p>	
Sections	EXEMPLARY (8-10 PTS)	ADEQUATE (5-7 PTS)	MARGINAL (3-4 PTS)	MINIMAL OR MISSING (0-2 PTS)	Reviewer Score
<p><b>PROGRAM BUDGET NARRATIVE</b></p> <p>Evaluate how well the budget defines the unit of service, how unit was determined, if expenses are reasonable, if revenue is sufficient to cover expenses; if program remains viable if City funding is not received.</p> <p><b>Maximum Points Available: 10</b></p>	<p>Provides a concise definition of the unit of service and how it was determined. Expenses are reasonable and realistic. Revenue is sufficient to cover expenses and program will remain viable if City funding is not received</p>	<p>Provides an adequate definition of the unit of service and how it was determined. Expenses are somewhat reasonable and realistic. Revenue may not be sufficient to cover expenses and it is unclear that the program will remain viable if City funding is not received.</p>	<p>Definition of the unit of service and how it was determined is unclear or questionable. Expenses are not reasonable and/or realistic. Revenue does not appear to be sufficient to cover expenses and it is questionable that program will remain viable if City funding is not received.</p>	<p>Definition of the unit of service and how it was determined is missing, confusing and/or questionable. Expenses do not appear to be reasonable and/or realistic. Revenue does not appear to be sufficient to cover expenses and it appears that program will not be viable if City funding is not received.</p>	
<p><b>Bonus Points: Each proposed program or service that is intended to benefit children or youth will receive 5 bonus points.</b></p> <p><b>Maximum Points available: 5</b></p>					
					<p><b>Total Score (Max Total Score = 105)</b></p>

## VIII. POST AWARD REQUIREMENTS

Upon award, a contract will be executed by the City Council and administered by the City. The contract will be based upon information submitted in the application and all accompanying exhibits and attachments. Modifications and updates to application exhibits may be required prior to contract execution. The agency must provide a firm commitment of other cash revenue prior to the execution of the contract since this program is a reimbursable program. If the agency is unable to substantiate the amount of other funding or if the other revenue significantly exceeds the program expenses, the contract amount may be reduced or eliminated.

It is the responsibility of City staff to review, evaluate, analyze, address and correct any inconsistencies, inaccuracies or misconceptions that become apparent after the review panel makes their recommendations and prior to or after the execution of the contract even if the discovery is made after City Council. The responsibility of staff to ensure that CDBG-CV (CARES ACT) entitlement funds are utilized in the most efficient, non-duplicative and equitable manner possible is not negated by the Selection Committee's recommendation to the City Council or the City Council approval of that recommendation if it is based on inaccurate information.

Included in this NOFA as **Appendix 2** is a draft of the **standard contract** used by the City. The standard contract will be used for all awards. Contract language is not negotiable. Successful applicants are expected to comply with all requirements of the request for application and City contract.

Failure to return requested information so that a contract can be issued within 60 days of funding approval or request for additional information can result in reduction or forfeiture of funds. Once funding is approved and a contract issued by the City, it must be returned by the agency for execution within 30 days. In addition, funds must begin to be drawn within 60 days of contract execution. Failure to return required information, signed contract or begin spending funds within the allocated time frame may result in reduction or forfeiture of funds. The City of Bonita Springs reserves the right to recapture and reallocate funds to alternate projects for any project where necessary information to prepare and issue the contract has not been provided by the agency within 60 days of request; where the contract has not been returned by the agency within 30 days of issuance; where funds have not begun to be spent within 60 days of contract execution or where the program is not progressing in a timely manner.

## GLOSSARY OF TERMS

<b>ACTIVITIES</b>	Service(s) provided that are specifically to the food insecurity program and make up the total program. Each activity should contribute to the program outcomes. All program funding must be spent on residents of the City of Bonita Springs.
<b>BUDGET</b>	Projection of total annual revenue and expenses for a specific program (budget should be approved by Agency’s Board of Directors). To determine total operating costs and unit cost for the program, budget must include <b><u>costs for entire program, not just the portion that the City of Bonita Springs will be funding.</u></b>
<b>CAPACITY</b>	The maximum number that can be served at a given point in time.
<b>FTE</b>	Full-time equivalent (i.e. 3 half-time employees equals 1 ½ FTEs).
<b>IN-KIND</b>	Non-cash donated goods or services that support the program
<b>OUTCOMES</b>	Statement that reflects <b><u>how the client benefits</u></b> from the service/program that is provided. It must show measurable and achievable benefits or changes for persons who are participating in the program. Measuring and reporting outcomes gives the opportunity to clarify what the program is trying to do, measure how well they have succeeded, improve their performance and communicate their goals and accomplishments to others.
<b>PROGRAM</b>	An activity or set of activities to achieve an agency’s outcomes.
<b>PROGRAM EXPENSES</b>	Direct and Indirect Costs that can be clearly identified and accounted for in the operation of a specific program.
<b>PROGRAM REVENUE</b>	All funds received or anticipated which support the program. Firm commitment of other cash revenue must be provided prior to contract execution.
<b>UNIT COST</b>	Program expenses, including overhead, divided by total number of units that will be provided.
<b>UNIT OF SERVICE</b>	An episode of program service delivery to a client (i.e., meal, hour of counseling, night of shelter, hour of case management, hour of service per child, etc.).
<b>UNIT RATE</b>	Compensation for a unit of service, agreed upon in contract.

**REQUESTED MOTION:** Review and approve AdVenture SWFL of Bonita Springs’ proposal for RFP # 21-10 for the production and management of the Fiesta Bonita event at Riverside Park on Saturday, September 18, 2021 and September 17, 2022 from 4:00 pm to 9:00 pm.

**REQUESTOR:** Jesse Purdon, Councilmember, District 2

**AGENDA:** Consent

**STRATEGIC PRIORITY:** # 7 – Government Transparency: Increase Outreach/Accessibility to Citizens

**BACKGROUND:**

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The City of Bonita Springs issued Request for Proposals for the production and management of the Fiesta Bonita event. One proposal was received from AdVenture SWFL of Bonita Springs.

**STAFF RECOMMENDATION:** Approve proposal.

**ATTACHMENTS:** Adventure SWFL’s Fiesta Bonita Proposal

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**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: Lora Taylor

Council Action: Approved \_\_\_ Denied \_\_\_ Deferred \_\_\_ Other \_\_\_\_\_

## Memorandum

**TO:** File

**FROM:** Debra Filipek, Deputy City Clerk

**RE:** Request for Proposals 21-10 Fiesta Bonita

**DATE:** March 24, 2021

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On March 24, 2021 at 2:10 P.M., the following proposal was timely received for Fiesta Bonita RFP. In attendance were Lora Taylor, Communications Director, and Debra Filipek, City Clerk.

The following proposal was received:

AdVenture  
24850 Old 41 Road, #24  
Bonita Springs, FL 34135  
(239) 250-3188  
Andres Poz

DAF

cc: Arleen Hunter, City Manager  
Derek Rooney, City Attorney  
Carly Sanseverino, Staff Attorney  
Matt Feeney, Assistant City Manager



**F I E S T A**

**B O N I T A S P R I N G S**



## LETTER OF INTEREST

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In response to your Request for Proposal, to plan, manage and execute a large scale Fiesta Bonita Springs, RFP # 21-10 on behalf of **AdVenture SWFL**, it is our pleasure to submit our proposal to organize, stage and manage these very important events.

**AdVenture SWFL Inc.** is a Bonita Springs based, full service agency, with a team of professionals with vast experience hosting successful events for more than 20 years of combined. We believe that our creativity, experience, knowledge and understanding of the diverse population of Bonita Springs, along with our media relationships will serve you well.

We will make FIESTA Bonita Springs happen, like the City of Bonita Springs envisions it to be!

# FIESTA BONITA SPRINGS SITE MAP

- STAGE 1
- DUMPSTER 2
- FACILITY RESTROOMS 3
- 10X10 VENDOR TENTS 4
- KIDS ZONE 5
- PARKING 6



- 7 10X10 ALCOHOL TENTS
- 8 10X10 FOOD VENDOR TENTS
- 9 PORTABLE RESTROOMS
- 1 SEATING/DANCING AREA
- 1 KIDS ENTERTAINMENT
- 1 ADDITIONAL PARKING

# FIESTA BONITA SPRINGS PROPOSAL

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- 1 Narrative
- 2 Promotional Plan
- 3 Safety Plan
- 4 Preliminary Itemized Budget
- 5 Anticipated Event Attendance
- 6 Time Table, Project Schedule and Communication
- 7 Overview of Similar Managed Events
- 8 Criteria for Choosing Partners
- 9 Experience Securing Support
- 10 Event Clean-Up Plan



## 1. NARRATIVE

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AdVenture SWFL is seeking to partner with the City of Bonita Springs to celebrate and foster awareness and inclusion of all ethnicities and cultures at Fiesta Bonita Springs 2021 and 2022. Provided the opportunity to host Fiesta Bonita Springs, AdVenture SWFL will take this very important and growing event to the next level.

Through our expertise in executing financially self sustaining events, top notch entertainment, in the form of live bands, DJs, and celebrity MCs, as well as a variety of delicious food options we will be celebrating diversity, inclusion and the spirit of family for all while reaching the event objectives set by the City of Bonita springs.

**AD**VENTURE

## 2. PROMOTIONAL PLAN

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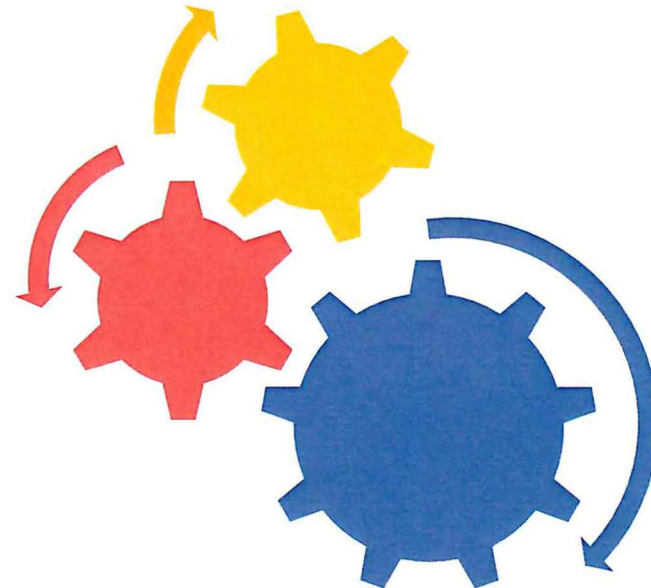
### **\$20,000 Value Multimedia Campaign**

- \$8,000 3 Week Spanish Radio
- \$3,000 3 Week Spanish TV
- \$3,000 2 Month Magazine/Flyer
- \$3,000 3 Month Social Media
- \$2,000 3 Month Web
- \$1,000 3 Month Public Relations

### 3. SAFETY PLAN

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**AdVenture SWFL Inc.** Agrees to provide adequate traffic and crowd control, emergency medical services and any other items required by the City of Bonita Springs to protect the health, safety and welfare of the public at Fiesta Bonita Springs.



**AD**VENTURE

### 4. PRELIMINARY BUDGET - IN PERSON

**\$45,000 Estimated**

CITY Funded	AdVenture Pre-Funded	AdVenture Post
Lee County Sherrif's \$2,500	Promotional Plan \$20,000	Entertainment \$10,000
Sound & Lights \$3,500	Insurance \$1,500	Talent Fees \$1,000
Taylor Rental/Kids Zone \$3,000	Waste/Garbage/Restrooms \$1,000	Logistics \$500
Permits & City Staff \$1,000	Hotel \$500	Clean Up \$500
<b>\$10,000</b>	<b>\$23,000</b>	<b>\$12,000</b>



## 4. PRELIMINARY BUDGET - VIRTUAL

**\$53,200 Estimated**

### CITY Funded

Lee County Sherriff's \$500

Sound & Lights \$8,500

Permits & City Staff \$1,000

**\$10,000**

### AdVenture Pre-Funded

Promotional Plan \$20,000

Insurance \$500

LIVE Feed \$1,000

Hotel \$500

**\$22,000**

### AdVenture Post

Entertainment \$20,000

Talent Fees \$500

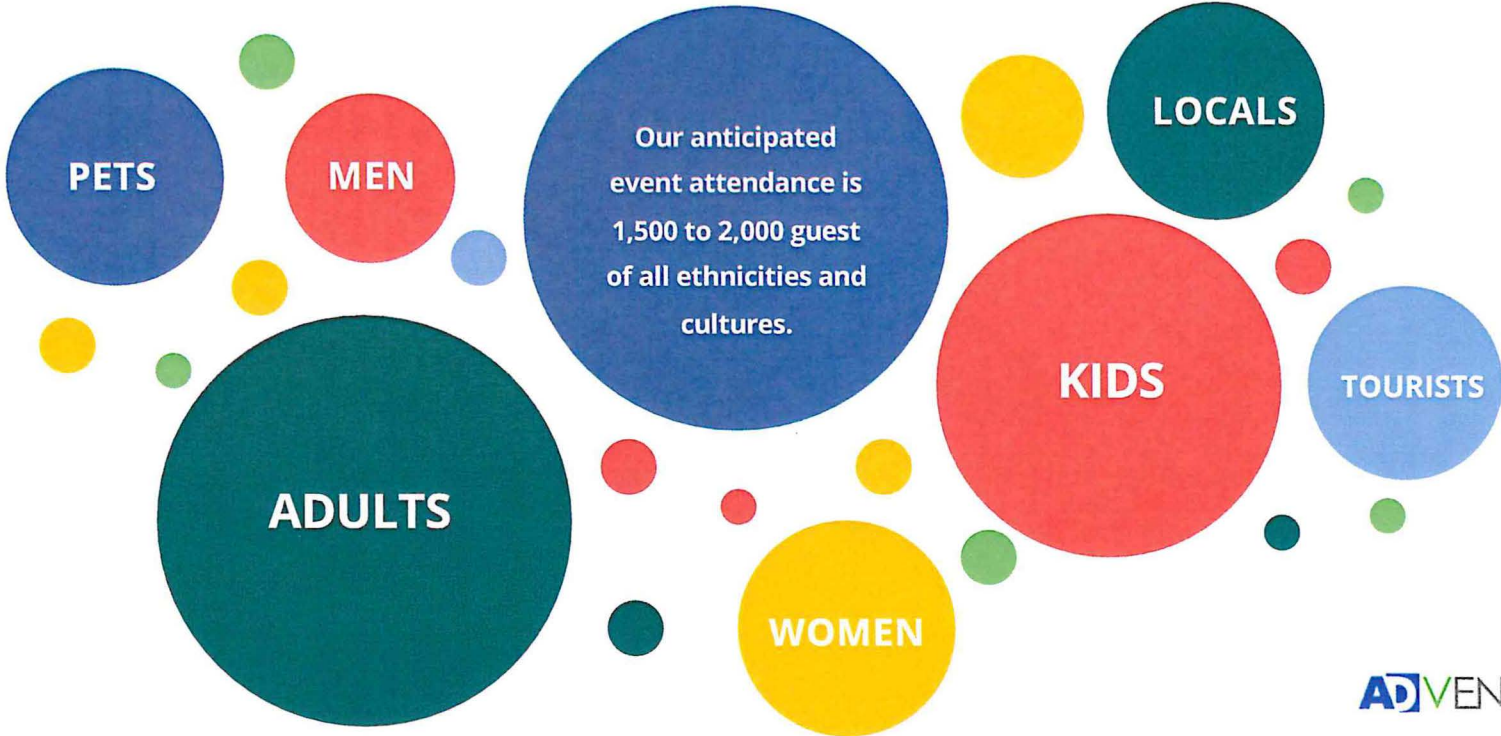
Logistics \$500

Clean Up \$200

**\$21,200**

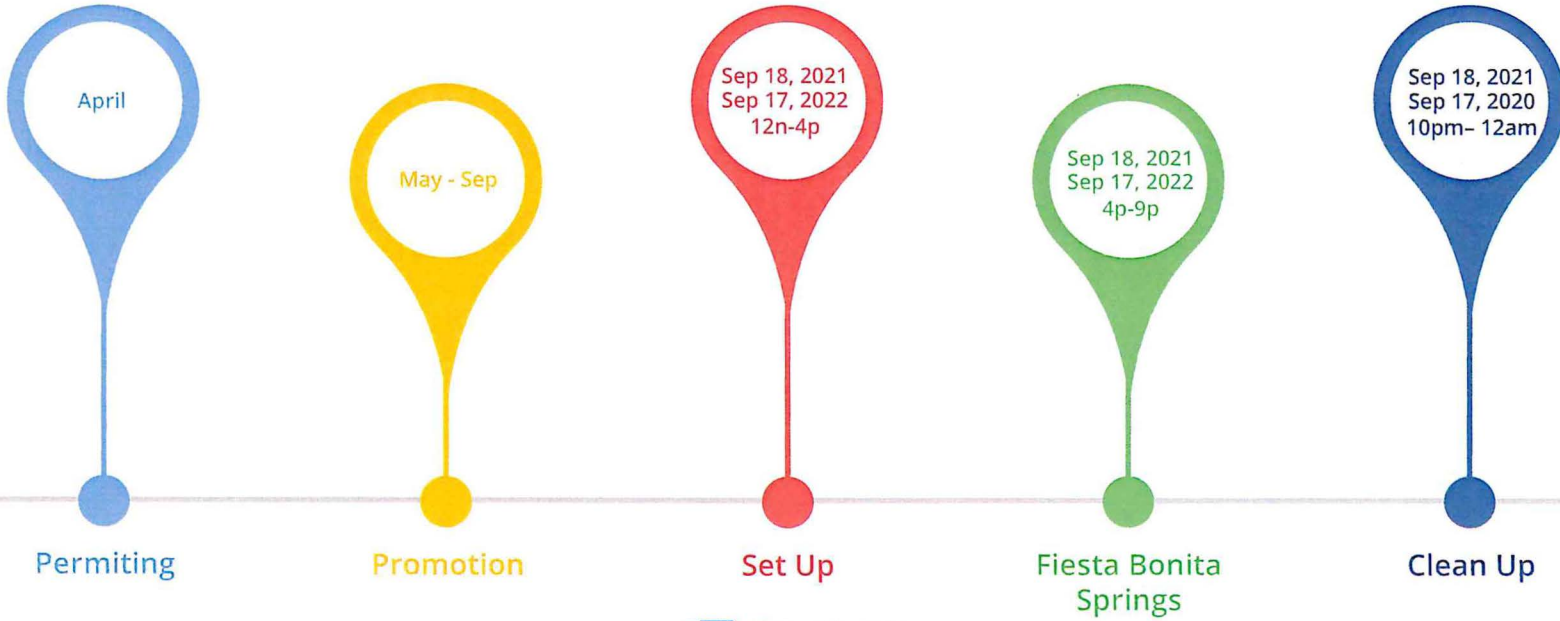
**AD**VENTURE

**5. ANTICIPATED IN-PERSON  
EVENT ATTENDANCE**



**AD**VENTURE

## 6. TIME TABLE + PROJECT



ADVENTURE

## 6. COMMUNICATION

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### Proposed Phone Call Schedule

April 2021 April 2022	1	5	August 2021 August 2022
May 2021 May 2022	2	6	September 2021 September 2022
June 2021 June 2022	3	7	September 10, 2021 September 9, 2022
July 2021 July 2022	4	8	September 15, 2021 September 14, 2022

**Single point of contact assigned from AdVenture SWFL Andres Paz**



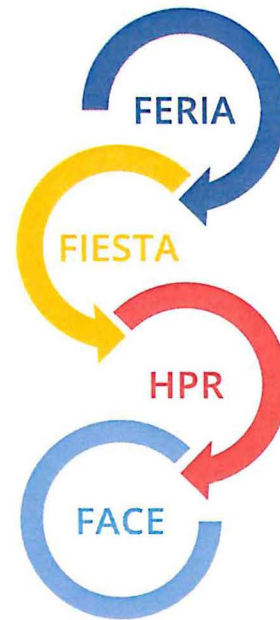
## 7. OVERVIEW OF SIMILAR MANAGED EVENTS

### FIESTA BONITA SPRINGS

RIVERSIDE PARK  
2017- 2019  
ESTIMATED 1,500 - 2,000 ATTENDANCE  
LIVE MUSIC - FOOD - FAMILY FRIENDLY

### FACE AWARDS

HYATT REGENCY COCONUT POINT  
2011 - 2018  
300 - 400 ATTENDANCE  
AWARD CEREMONY + GALA



ADVENTURE

### FERIA DE SALUD

GOLDEN GATE COMMUNITY  
CENTER  
2013-2018  
ESTIMATED 1,000- 2,000  
ATTENDANCE

### HISPANIC PHYSICIANS RECEPTION

MERCEDES-BENZ BONITA SPRINGS  
2017 - 2019  
200- 400 ATTENDANCE  
HEALTHCARE PROFESSIONAL RECEPTION

## 8. CRITERIA FOR CHOOSING PARTNERS

### VENDORS

V

As a Bonita Springs resident, local business owner and the event organizer of Fiesta Bonita Springs we will give preference to "Local Business".

### MEDIA

M

Media partnerships for Fiesta Bonita Springs will be selected based on performance in the local market, giving preference to "Local Business".

### NON-PROFIT

N

Non-profit selected will be required to provide proof that at least 10% of the proceeds from the event will remain in Bonita Springs.

ADVENTURE

# 9. EXPERIENCE SECURING SUPPORT

### Media Sales

13 Years experience in Media Sales, procuring more than **30 million dollars** in Gross sales.

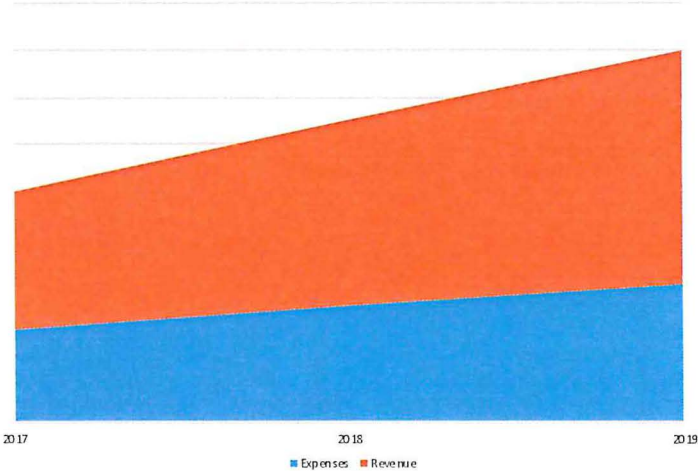
### Sponsorship Sales

Vast experience in NTR/Sponsorship sales. Responsible for making all Fiesta Bonita Springs events **profitable** since the event's inception in 2016.

### Partnerships/Network

Ties with hundreds of businesses and advertisers in the community to solicit sponsorships or procure partnerships.

FIESTA Bonita Springs



## 10. EVENT CLEAN UP PLAN

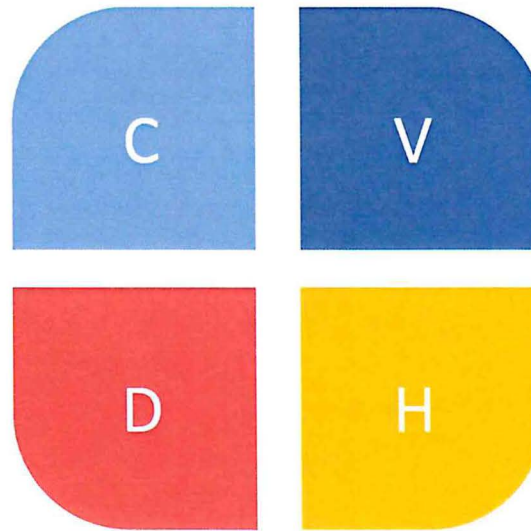
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### Containers

Disposable waste containers will be provided and monitored by volunteers

### Dumpster

There will be a dumpster delivered and made available for the event's waste.



### Volunteers

A minimum of 6 volunteers from the non-profit partner will be assigned to clean up.

### Hired Clean Up Crew

Will be assigned to clean up Riverside Park, including bathrooms after the event ends

# PROFESSIONAL RESUME

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**ANDRES PAZ**

CXO – ADVENTURE SWFL

As AdVenture CXO I am responsible for the overall experience of the clients, prospective clients and employees . My objectives at AdVenture are to promote the culture of customer orientation internally, develop knowledge and understanding of customers, and implement targeted campaigns to increase customer loyalty, retention and satisfaction.

Fiesta Bonita Springs – Riverside Park



Feria de Salud – Golden Gate Community Center



Hispanic Physicians Reception – Mercedes-Benz



Face Awards – Hyatt Regency Coconut



## PROFESSIONAL REFERENCES

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**Altony Lee – FGCU Director of University Relations**

Cell: 813-990-9292 Email: alee@fgcu.edu

During my tenure as Sales Manager at MVG, Mr. Lee and FGCU sponsored different events hosted by MVG, including a prominent sponsorship of our FACE Awards.

**Ralph Mesa – GM Mercedes Benz Bonita Springs**

Cell: 305-986-3500 Email:  
rmesa@mbbonitasprings.com

I've has the pleasure of working with Mr. Ralph Mesa for a couple of years, while hosting the Hispanic Physicians Reception at Mercedes-Benz of Bonita Springs

**Orlando Rosales – CEO Media Vista Group**

Cell: 239-877-8036 Email:

Orlando@mediavista.tv

Working as a Sales Manager for the Media Vista Group, for over 5 years, we hosted a variety of successful and profitable events.



**AD**VENTURE  
MARKETING. ADVERTISING. DESIGN.

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**THANK YOU FOR YOUR CONSIDERATION**

ATTACHMENT A

Proposal Form  
Fiesta Bonita Event  
RFP # 21-10  
Due March 24, 2021 at 2:00pm

ANTICIPATED TOTAL REQUEST OF REIMBURSEMENT TOWARDS EVENT (express in words and numerals)

Ten Thousand (\$ 10,000)

The following must be included with this form. Failure to include any of the following will delay the consideration and review of your submission and could result in your proposal response being disqualified:

- Attachment D
- Attachment E
- Attachment J
- Attachment K
- Attachment M
- City of Bonita Springs Special Event Permit Application (pages 9-11 of Attachment N)

Submitted By:

Odventure  
Company Name  
24850 Old 41 Rd #24  
Address  
Bonita Springs FL 34135  
City, State & Zip Code  
239 250 3188  
Phone & Fax Numbers  
Andres F. Poz  
Signature  
Andres Poz EXO  
Name & Title  
3.24.2021.  
Date

PLEASE COMPLETE AND SUBMIT WITH RFP  
>>>>Failure to submit this form with your RFP response may disqualify your submittal. <<<<

## ATTACHMENT B

### Insurance and Bonding Requirements

For this attachment, Contractor will be referred to as "Vendor". The Vendor shall at its own expense, carry and maintain insurance coverage from responsible companies duly authorized to do business in the State of Florida as set forth in Insurance and Bonding Requirements of this solicitation.

The Vendor shall procure and maintain property insurance (Builder's Risk, Installation Floaters etc.) upon the entire project, if required, to the full insurable value of the Scope of Work. The City and the Vendor waive against each other and the City's separate Vendors, Contractors, Design Consultants, Subcontractors, agents and employees of each and all of them, all damages covered by property insurance provided herein, except such rights as they may have to the proceeds of such insurance. The Vendor and City shall, where appropriate, require similar waivers of subrogation from the City's separate Vendors, Design Consultants and Subcontractors and shall require each of them to include similar waivers in their contracts. All deductibles for property insurance procured by the Vendor shall be the responsibility of the Vendor.

Certificates issued as a result of the award of this Solicitation must identify: "For any and all work performed on behalf of the City of Bonita Springs."

The General Liability Policy provided by Vendor to meet the requirements of this Solicitation shall name the City of Bonita Springs, Florida, as an additional insured including completed operations (and products if applicable). The policy shall be endorsed to be primary to any similar coverage carried by the City.

The Certificate Holder shall be named as: City of Bonita Springs. The Certificates of Insurance must state the Contract Number, or Project Number, or specific project description, or must read: "For any and all work performed on behalf of the City of Bonita Springs."

The amounts and types of insurance coverage shall conform to the minimum requirements set forth in Insurance and Bonding Requirements with the use of Insurance Services Office (ISO) forms and endorsements or their equivalents. If Vendor has any self-insured retentions or deductibles under any of the below listed minimum required coverage, Vendor must identify on the Certificate of Insurance the nature and amount of such self-insured retentions or deductibles and provide satisfactory evidence of financial responsibility for such obligations. All self-insured retentions or deductibles will be Vendor's sole responsibility.

Coverage(s) shall be maintained without interruption from the date of commencement of the work until at least thirty (30) days beyond the date of completion or warranty period, whichever is greater, or otherwise as specified in this solicitation if longer.

The Vendor and/or its insurance carrier shall provide thirty (30) days written notice to the City of policy cancellation or non-renewal on the part of the insurance carrier or the Vendor except for non-payment which shall be ten (10) days. The Vendor shall also notify the City, in a like manner, within twenty-four (24) hours after receipt, of any notices of expiration, cancellation, non-renewal or material change in coverage or limits received by Vendor from its insurer and nothing contained herein shall relieve Vendor of this requirement to provide notice.

Should at any time the Vendor not maintain the insurance coverage(s) required herein, the City may terminate the Contract or at its sole discretion shall be authorized to purchase such coverage(s) and charge the Contractor for such coverage(s) purchased. If Vendor fails to reimburse the City for such costs within thirty (30) days after demand, the City has the right to offset these costs from any amount due Vendor under this Contract or any other agreement between the City and Vendor. The City shall be under no obligation to purchase such insurance, nor shall it be responsible for the coverage(s) purchased or the insurance company or companies used. The decision of the City to purchase such insurance coverage(s) shall in no way be construed to be a waiver of any of its rights under the Contract Documents.

If the initial or any subsequently issued Certificate of Insurance expires prior to the completion of the Scope of Work, the Contractor shall furnish to the City renewal or replacement Certificate(s) of Insurance not later than ten (10) calendar days after the expiration date on the certificate. Failure of the Vendor to provide the City with such renewal certificate(s) shall be considered justification for the City to terminate any and all contracts.

### Insurance and Bonding Requirements

All policies shall be Best's Rated "A-" or better or subject to approval

Insurance / Bond Type	Required Limits
<input checked="" type="checkbox"/> Worker's Compensation	<p>Statutory Limits of Florida Statutes, Chapter 440 and all Federal Government Statutory Limits and Requirements.</p> <p><input checked="" type="checkbox"/> <b>The policy shall be endorsed to provide a waiver of subrogation in favor of the City.</b></p> <p>NOTE: Any "non-construction industry" company employing more than 3 employees (not including a sole proprietor owner) must have workers' compensation coverage. ALL "construction industry" (as defined by FL Rule # 69L-6.021) companies with ANY employees must have coverage or if no statutory employees, then up to three officers or a sole proprietor MUST have a current exemption certificate from the Division of Workers' Compensation on file.</p>
<input checked="" type="checkbox"/> Employer's Liability	<u>\$1,000,000</u> single limit per occurrence (Workers' Compensation Part B)
<input checked="" type="checkbox"/> Commercial General Liability (Occurrence Form) patterned after the current ISO form	<p>Bodily Injury and Property Damage</p> <p><input checked="" type="checkbox"/> <u>\$1,000,000</u> per occurrence, <u>\$1,000,000</u> aggregate (Per Project) for Bodily Injury Liability and Property Damage Liability. This shall include Premises and Operations; Independent Contractors; Products and Completed Operations and Contractual Liability.</p>
<input checked="" type="checkbox"/> Indemnification	<p>To the fullest extent permitted by Florida law, the Contractor/Vendor/Consultant shall be liable and agrees to be liable for and shall defend, indemnify and hold harmless the City, its officers and employees from any and all liabilities, damages, losses and costs, to person or property including, but not limited to, reasonable attorneys' fees arising out of or caused in whole or in part by any act omission, error or default by the Contractor/Vendor/Consultant, its subcontractors, materialmen, or agents of any tier or their employees arising out of this agreement or its performance. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph. This section does not pertain to any incident arising from the sole negligence of the City.</p>
<input checked="" type="checkbox"/> Automobile Liability	<input checked="" type="checkbox"/> <u>\$ 1,000,000</u> Each Occurrence; Bodily Injury & Property Damage, Owned/Non-owned/Hired; Automobile Included
<input type="checkbox"/> Other insurance as noted:	<p><input type="checkbox"/> Watercraft           \$ _____ Per Occurrence</p> <p><input type="checkbox"/> United States Longshoreman's and Harbor Worker's Act coverage shall be maintained where applicable to the completion of the work. STATUTORY</p> <p><input type="checkbox"/> Maritime Coverage (Jones Act) shall be maintained where applicable to the completion of the work. \$ _____ Per Occurrence</p> <p><input type="checkbox"/> Property Insurance (Or Builder's Risk) <b>Full insurable value of the Scope of the Work</b></p> <p><input type="checkbox"/> Pollution               \$ _____ Per Occurrence</p>

Professional Liability \$ \_\_\_\_\_ per claim and in the aggregate

Umbrella Excess \$ \_\_\_\_\_ Per Occurrence

Railroad Right of Way

Railroad Protective Liability Insurance per occurrence limit of not less than **Two Million Dollars (\$2,000,000)** and aggregate limits of **Six Million Dollars (\$6,000,000)** to include Seminole Gulf Railway LP and CSX Transportation, Inc. as a named Insured. Seminole Gulf Railway also requires your General Liability policy coverage to be \$5,000,000. They require you to include Seminole Gulf Railway LP and CSX Transportation, Inc. as a named Additional Insured for General Liability and the policy must include the endorsement CG 2417, Contractual Liability and must not exclude underground coverage.

For additional information on their insurance requirements and other requirements such as payment for and scheduling Railroad Inspector / Flagman, please contact Seminole Gulf Railway LP, 4110 Centerpointe Dr. Suite 207, Ft. Myers FL 33916, Phone # 239-275-6060 and FAX 239-275-0581.

Bid bond

Shall be submitted with bid response in the form of certified funds, cashiers' check or an irrevocable Letter of Credit, a cash bond posted with the City Clerk, or bid bond in a sum equal to 5% of the cost bid. All checks shall be made payable to the City of Bonita Springs on a bank or trust company located in the State of Florida and insured by the Federal Deposit Insurance Corporation.

Performance and Payment Bonds

If the box is checked for a project less than \$200,000, a performance bond will be required. For projects in excess of \$200,000, bonds shall be submitted with the executed contract by Proposers receiving award, and written for 100% of the Contract award amount, the cost borne by the Proposer receiving an award. The Performance and Payment Bonds shall be underwritten by a surety authorized to do business in the State of Florida and otherwise acceptable to Owner; provided, however, the surety shall be rated as "A-" or better as to general policy holders rating and Class V or higher rating as to financial size category and the amount required shall not exceed 5% of the reported policy holder's surplus, all as reported in the most current Best Key Rating Guide, published by A.M. Best Company, Inc. of 75 Fulton Street, New York, New York 10038.

**Per FS §255.05, the Contractor shall provide a certified copy of the recorded bond to the City.**

Vendor shall ensure that all subcontractors comply with the same insurance requirements that he is required to meet. The same Vendor shall provide City with certificates of insurance meeting the required insurance provisions.

The City of Bonita Springs must be named as **"ADDITIONAL INSURED, INCLUDING PRODUCTS AND COMPLETE OPERATIONS"** on the Insurance Certificate for Commercial General Liability.

The Certificate Holder shall be named as the City of Bonita Springs. The Certificates of Insurance must state the Contract Number or Project Number, or specific Project description, or must read: "For any and all work performed on behalf of the City of Bonita Springs."

**Thirty (30) Days Cancellation Notice (Except for Non-Payment of Premium which is ten (10) days)** Provided by the Insurance Carrier and/or the Vendor.

Policy shall be endorsed for Thirty (30) Days' Notice of Cancellation by the Insurance Carrier and a copy of the endorsement provided to the City of Bonita Springs.

Sign the Vendor's Insurance/Indemnification Statement on the next page.

7 | Page

*Insurance to be procured according to your specifications.*

ATTACHMENT D

Solicitation Response Form

FROM: Od Ventura

City of Bonita Springs  
Bonita Springs, Florida

RE: RFP #21-10 FIESTA BONITA EVENT

Dear Sir or Madam:

The undersigned, as vendor, hereby declares that he has examined the scope of services and special conditions and informed himself fully in regard to all conditions pertaining to the work to be done for safety equipment and supplies as per the attached specifications. The Vendor further declares that the only persons, company or parties interested in this Contract to be entered into as principals are named herein; that this proposal is made without connection with any other person, company or companies submitting a Proposal; and it is all respects fair and in good faith, without collusion or fraud. The Vendor certifies that this proposal shall not discriminate against any worker, employee or applicant or any member of the public because of age race, color, sex, religion, national origin, disability or marital status nor otherwise commit an unfair employment practice.

The vendor further certifies that he has familiarized himself with the Federal, State and Local laws pertaining to the type of work proposed. The vendor proposes and agrees, if this is accepted, to Contract with the OWNER in the form of Contract specified, to furnish work in full, in complete accordance with shown, noted, described and reasonably intended requirements of these RFP documents and all Addenda hereto.

The service to be furnished by us is hereby declared and guaranteed to be in conformance with the specifications of the City of Bonita Springs.

IN WITNESS WHEREOF, WE have hereunto subscribed our names on this 24 day of March, 2021 in the City of Bonita Springs, in the State of Florida.

Od Ventura

Firm's Complete Legal Name

24 BSO Old 41 Rd. #24

(Address)

Bonita Springs FL 34135

(City, State, ZIP)

Phone No. 239 250 3188

Fax No. \_\_\_\_\_

Check one of the following:

- Sole Proprietorship
- Corporation or P.A. State of \_\_\_\_\_
- LLC or Other
- Limited Partnership
- General Partnership

By: Andres F. Paz

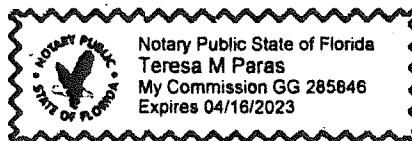
Typed and Written Signature

Andres Paz CXO.

Title

NOTARY:

Teresa M Paras



Solicitation Response Form – Page 2  
Additional Contact Information

Send Payments To:  
(REQUIRED ONLY if different from above)

\_\_\_\_\_  
(Company Name used as Payee)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City, State, ZIP)

Contact Name \_\_\_\_\_  
Title \_\_\_\_\_

Phone No. \_\_\_\_\_

FAX No. \_\_\_\_\_

Email address: \_\_\_\_\_

Office Servicing City of Bonita Springs Account  
/Place Orders/Request Supplies  
(REQUIRED ONLY if different from above)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City, State, ZIP)

Contact Name \_\_\_\_\_  
Title \_\_\_\_\_

Phone No. \_\_\_\_\_

Fax No. \_\_\_\_\_

Email Address: \_\_\_\_\_

PLEASE COMPLETE AND SUBMIT WITH RFP  
>>>>Failure to submit this form with your RFP response may disqualify your submittal. <<<<

ATTACHMENT E

Preference to Local Business

Per Section 15 of the City of Bonita Springs Code §36.32:

The City shall give preference to local businesses in the following manner:

- (1) "Local Business" defined.  
Local business means the vendor has paid the requisite business license tax issued by Lee County at least one (1) year prior to do business in Bonita Springs, with a physical business address located within the limits of Bonita Springs. Post Office Boxes are not a physical address. Vendors must advise they are a local business at the time of submitting their bid or proposal to be eligible as a "local business".
- (2) Under any such applicable solicitation, bidders / proposers desiring to receive local preference will be invited and required to affirmatively state their status as a local business. Except where federal or state law, or any other funding source, mandates differently, the City will give preference to local businesses in the following manner:
  - (a) Competitive bid (local price match option). When a qualified and responsive, non-local business submits the lowest price bid, and the bid submitted by one or more qualified and responsive local business is within ten percent (10%) of the price submitted by the non-local business, then the local business with the apparent lowest bid offer (i.e.; the lowest local bidder) shall have the opportunity to submit, an offer to match the price(s) offered by the overall lowest, qualified and responsive bidder within three working days of the bid opening. If the lowest local bidder submits an offer that fully matches the lowest bid from the lowest non-local bidder tendered previously, then award shall be made to the local bidder. If the lowest local bidder declines or is unable to match the lowest non-local bid price(s), then award will be made to the non-local business.
  - b) Request for proposals, qualifications or other submittals and competitive negotiation and selection. For all purchases under the Competitive Negotiations Act (Florida Statutes § 287.055) and Section 7 of this Ordinance, the RFP solicitation may include a weighted criterion for local preference that equals ten percent (10%) of the total points in the evaluation criteria published in the solicitation.
- (3) The application of Local Preference to a particular purchase or contract may be waived upon approval of the City Council or City Manager (under \$50,000 threshold for purchasing authority).
- (4) The preference does not prohibit City Council to compare quality of materials proposed for purchase and compare qualifications, character, responsibility and fitness of all persons, firms or corporations submitting bids or proposals.
- (5) Reciprocity. In the event Lee or Collier County, or any municipality ("local government") within Lee or Collier County extends preferences to local businesses, City Council may enter into an interlocal agreement with such local government to award the preference to vendors of that specific local government. In no event shall the preference accorded other local government firms exceed the amount of preference that such local government extends to Bonita Springs firms competing for its contracts.

Eligible for and claiming Local Preference (physical location in Bonita springs or through reciprocity with Lee or Collier County)

Andres F. Paz  
Signature

3.24.2021  
Date

PLEASE COMPLETE AND SUBMIT WITH RFP  
>>>>Failure to submit this form with your RFP response may disqualify your submittal. <<<<

**ATTACHMENT F**

**Form intentionally removed**

**ATTACHMENT G**  
**Vendor Checklist and Solicitation Label**

Please read carefully. Vendor should check off each of the following items as the necessary action is completed:

- The proposal has been signed.
- All applicable forms have been signed and included, along with licenses to complete the requirements of the project.
- Any addenda have been signed and included.
- One (1) original and 1 copy have been included. Copy can be submitted on a USB flash drive.
- The mailing envelope must be sealed and the mailing label (see below) has been attached to the envelope.
- The proposal will be mailed or delivered in time to be received no later than the specified due date and time. (Otherwise proposal cannot be considered.)

**PLEASE FILL OUT THE LABEL BELOW AND ATTACH IT TO YOUR SOLICITATION REPLY ENVELOPE OR PACKAGE.**

Cut out the label and tape it to the outer sealed solicitation envelope or package.

X-----

<b>DO NOT OPEN - Sealed Solicitation - DO NOT OPEN</b>	
Solicitation #: 21-10    Title: Fiesta Bonita Event	
Solicitation to be opened on: _____ March 24, 2021 _____ AT <u>2:00 P.M.</u>	
Firm:	<u>Adventure</u>
Address:	<u>24850 Old 41 Rd #24</u>
City, State, Zip:	<u>Bonita Springs FL 34135</u>
Telephone / Fax:	<u>239 250 3188</u>
Email:	<u>andres@adventureswfl.com</u>
Representative Signature:	<u>Andres F. Paz</u>
Representative Name:	<u>Andres Paz</u> Date: <u>3.24.21.</u>
Deliver To:	Debbie Filipek City Clerk City of Bonita Springs 26740 Pine Avenue Bonita Springs, FL 34135

ATTACHMENT H  
Contract Sample

SPECIAL EVENT  
PERMIT APPLICATION

PERMIT. SEP- \_\_\_\_\_



City of Bonita Springs  
9101 Bonita Beach Road  
Bonita Springs, FL 34135

Date Received: \_\_\_\_\_

Effective Date/Time: \_\_\_\_\_

Application Fee:  \$50.00      Phone: 239/949-6262      Fax: 949-6239  
 \$25.00 (501C3 organizations)  
 Fee is non-refundable

Use this form for: Parades, Festival/Carnival, Any Activity Requiring Off-Site Parking, Street Closure, Sound Amplification or City Personnel, Run/Race/Walk, Art Shows, Concerts, Special Musical Presentation, Street Dances, Photography Shoots, and Fireworks. For information call 949-6262.

*Completed Special Event Permits take 45 days to process with all necessary attachments and without errors. Your permit will go to the next City Council Meeting after the 45 days. Please take this into consideration when planning your event.*

Organization: Adventure  
 Nature of Event: Fiesta Bonita Springs  
 Location (Attach Site Plan): Riverside Park.

Date	Set-Up Time	Actual Event Times	Take Down Time
<u>SEP 18, 21</u>			
<u>SEP 17, 22</u>	<u>12n to 4pm</u>	<u>4pm to 9pm</u>	<u>9pm to 10pm</u>

For multiple dates, please attach letter.

Has this event been held in the past? Yes      If so, when was the last event? 2019  
 Individual Contact for Activity/Event: Andres Paz      Phone: 239 250 3168  
 Address: 24850 Old 41 Rd #24 BS FL 34135      Fax: \_\_\_\_\_  
 E-Mail Address: andres@adventureswfl.com  
 Major Sponsor(s): Telemundo, 513, Synovus  
 Promoter(s): Andres Paz      Phone or Contact #: 239 250 3168

1. Crowd: Is anticipated crowd size 1,000 or more?      Yes       No   
 Actual Anticipated number: 1500-2000
2. Parking: Will off-site parking be provided? No              
 Will "shuttle" service to parking be provided? By whom? \_\_\_\_\_
4. Noise: Will there be amplified music or entertainment? If yes, please attach type(s) of Entertainment and time(s) of performances(s). Indicated stage location(s) on site plan.

- |   | Yes                                 | No                                  |
|---|-------------------------------------|-------------------------------------|
| 5. City Co-Sponsorship:<br>Is City co-sponsorship being requested? If yes, please explain with letter of attachment, listing benefitting organizations.   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6. Fireworks: Is this a public _____ or private _____ display? Applicant must comply with State Law F.S. 791; and NFPA 1123 and obtain any applicable Lee County permit.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7. Banners, Signs, Etc.: Will exterior banners, balloons, signs or other types of advertising techniques be used? Temporary signs may only be placed in accordance with the Sign Ordinance.   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 8. Alcohol Beverages: Will alcoholic beverages be sold <input checked="" type="checkbox"/> or consumed <input checked="" type="checkbox"/> on the premises? Please check one or both. A copy of the Florida Beverages Commission permit is required to finalize before event. Permit Holder: <u>OWNI</u><br><b>Division of Alcoholic Beverages and Tobacco: (239) 278-7195.</b>   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 9. Security: Will private security be provided to protect exhibits, equipment or facilities brought on-site for the event? Name of Company: _____<br>Contact Number: _____  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 10. Private Property: Does the applicant own the property where the event is to be held? If not, please attach a letter of permission from the property owner.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 11. Public Safety: Will Police and Fire District Personnel be requested? (Based on responses to questions 1-6 certain Public Safety personnel may be required, i.e., Lee County Sheriff's Office, emergency services, fire, etc. Once staffing needs are determined, applicant will be required to provide copies of its contracts detailing obligated public safety staff necessary for event.                             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 12. Tents/Canopies: Will tents or canopies be used? <u>If yes, indicate on site plan the tent size, location, and type of surface on which the tent(s) will be installed and intended use of each tent.</u>   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 13. Air Conditioning Units/Power Generators: Will exterior air conditioning units or power generating equipment be operated from vehicles or trailers? <u>If yes, indicate location of equipment on-site plan.</u>  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 14. Food/Cooking: Will food be cooked <input checked="" type="checkbox"/> catered <input checked="" type="checkbox"/> on-site during this event? <u>Indicate on site plan the location of vendors and cooking equipment to be used.</u> (Appropriately rated fire extinguishers required.) Lee County Health Department approval is required to finalize permit before event. Environmental Health Section: (239) 332-9559. | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

Yes No

15. Sanitary Facilities:

- Will temporary sanitary facilities be provided? If yes, indicate location on site plan.
- Will disposable cardboard trash receptacles be provided? If yes, indicate on site plan.
- Will additional refuse containers/dumpsters be provided?

If yes, by whom: Garden Street.

- 16. Insurance Requirement: (Events on City property or City co-sponsored) Permittee is required to obtain and present evidence of surety indemnity bond or comprehensive liability insurance naming the city as an additional insured. The insurance requirement is a minimum of \$1,000,000.00 general liability (personal injury) and \$100,000.00 property damage against all claims arising from permits issued pursuant to this ordinance, naming the city of Bonita Springs as additional insured. If the event poses higher risks than covered by such insurance, permittee shall be responsible for assessing the risks of the event and obtaining additional insurance coverage.
- 17. Non-Profits are required to provide either a form 990 or a financial report to the city showing revenue from the event where at least 10% of the proceeds will remain within the Bonita Springs area, supporting the community or charities, within 60 days after the event. If the event is of a non-monetary nature, the non-profit must show they provide an impact to 5% of the area.

**Application Fee is non-refundable.**

**DURING REVIEW BY VARIOUS CITY DEPARTMENTS, ADDITIONAL CONDITIONS MAY BE IMPOSED. THIS PERMIT IS VALID ONLY FOR THE TIME INDICATED ON THIS PERMIT. IN THE EVENT THAT THE APPLICANT FAILS TO FULFILL THE REQUIREMENT(S) AS SET FORTH IN THIS PERMIT, OR FAILS TO OBTAIN PROPER AUTHORIZATION TO PROCEED IF CONDITIONS HAVE CHANGED ON THE EXPECTED OUTCOMES, IMPACTS, OR SPECIFICATIONS, INCLUDING BUT NOT LIMITED TO TIME AND ACTIVITIES, THE PERMIT MAY BE CANCELLED BY THE CITY MANAGER AND THE ACTIVITY SHALL CEASE IMMEDIATELY.**

I, the undersigned, will indemnify, defend and hold harmless, the City of Bonita Springs, its agents, employees, officers and any and all other associates, from and against any and all actions, in law or in equity, from liability or claims for damages, demands or judgments to any person or property which may result now or in the future from the conduct of this event.

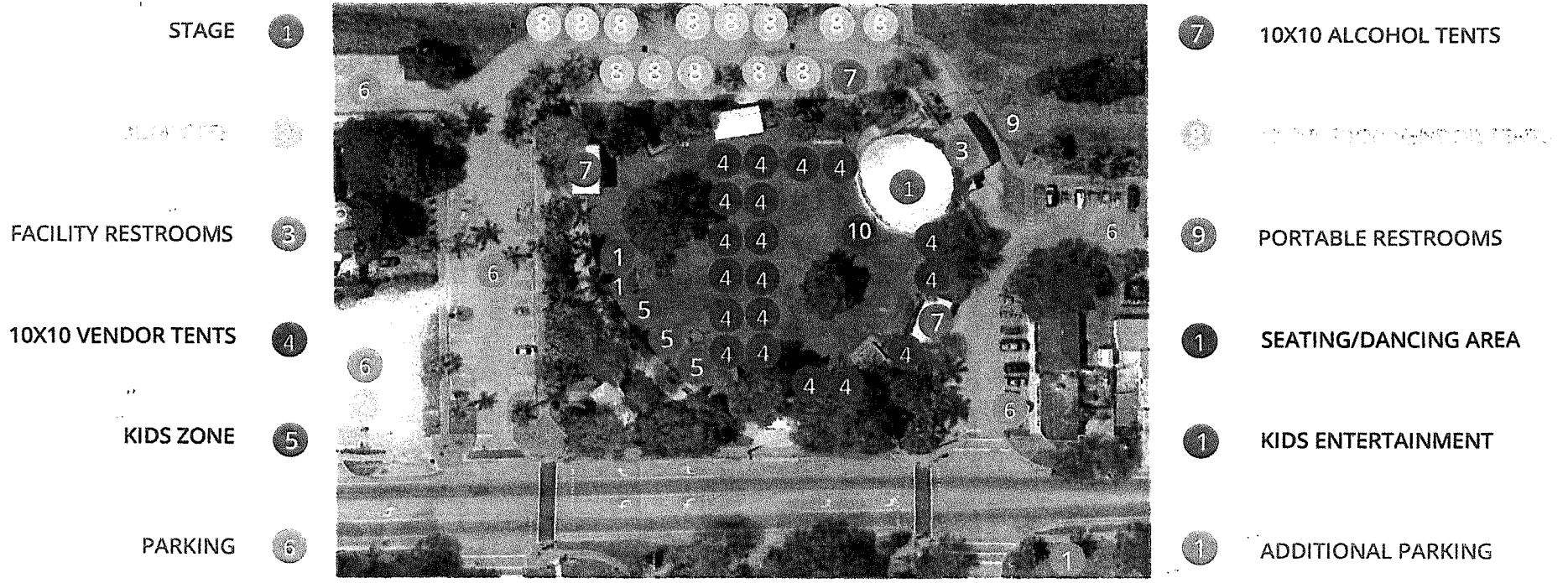
The undersigned has read and voluntarily signed the release and waiver of liability and Indemnity Agreement, and further agrees that no oral representations, statements, or inducements apart from the foregoing written agreement have been made.

Andres F. Paz      3.24.21

Signature of Applicant      Date

\_\_\_\_\_  
City Manager      Date

## FIESTA BONITA SPRINGS SITE MAP



# PROFESSIONAL RESUME

---



**ANDRES PAZ**

CXO – ADVENTURE SWFL

As AdVenture CXO I am responsible for the overall experience of the clients, prospective clients and employees . My objectives at AdVenture are to promote the culture of customer orientation internally, develop knowledge and understanding of customers, and implement targeted campaigns to increase customer loyalty, retention and satisfaction.

Fiesta Bonita Springs – Riverside Park



Feria de Salud – Golden Gate Community Center



Hispanic Physicians Reception – Mercedes-Benz



Feria Open/Is – Fiesta Regional Convention



**ATTACHMENT J**

**Statement of Experience of Vendor**

The Vendor is required to state below what work of similar magnitude is a judge of its experience, skill and business standing and of its ability to conduct the work as completely and as rapidly as required under the terms of the contract.

PROJECT AND LOCATION	PROJECT SIZE AND CONTRACT AMOUNT	REFERENCE
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		
9)		
10)		

Dated \_\_\_\_\_ Vendor \_\_\_\_\_

By: \_\_\_\_\_

**PLEASE COMPLETE AND SUBMIT WITH RFP**

## Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p><b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>AdVentureSWFL, Inc.</b></p> <p><b>2</b> Business name/disregarded entity name, if different from above</p>	
	<p><b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p> <input type="checkbox"/> Individual/sole proprietor or single-member LLC                 <input type="checkbox"/> C Corporation                 <input checked="" type="checkbox"/> S Corporation                 <input type="checkbox"/> Partnership                 <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____  <small><b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</small>  <input type="checkbox"/> Other (see instructions) ▶ _____         </p>	<p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p style="font-size: x-small;">(Applies to accounts maintained outside the U.S.)</p>
	<p><b>5</b> Address (number, street, and apt. or suite no.) See instructions. <b>24850 OLD 41 RD. SUITE #24</b></p> <p><b>6</b> City, state, and ZIP code <b>BONITA SPRINGS, FL 34135</b></p> <p><b>7</b> List account number(s) here (optional)</p>	<p>Requester's name and address (optional)</p>

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number										
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or										
Employer identification number										
<table border="1" style="width: 100%; height: 20px;"> <tr> <td style="width: 12.5%;">8</td> <td style="width: 12.5%;">2</td> <td style="width: 12.5%;">-</td> <td style="width: 12.5%;">1</td> <td style="width: 12.5%;">5</td> <td style="width: 12.5%;">0</td> <td style="width: 12.5%;">7</td> <td style="width: 12.5%;">7</td> <td style="width: 12.5%;">3</td> <td style="width: 12.5%;">4</td> </tr> </table>	8	2	-	1	5	0	7	7	3	4
8	2	-	1	5	0	7	7	3	4	

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶ <i>William Kobrin</i>	Date ▶ <b>1/1/2021</b>
------------------	--	------------------------

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

**ATTACHMENT M  
VENDOR'S  
CERTIFICATIONS**

**MASTER CERTIFICATION**

I, Ondres F. Paz, as the Authorized Representative of the Vendor, Adventure, confirm that I have fully informed myself of all terms and conditions of this Solicitation, the facts regarding the proposal submitted by the Vendor in response to this Solicitation and the truth of each statement contained in Certifications (a) through (g) and certify, by checking the applicable "true" or "false" box below and affixing my signature hereto, that each statement in each checked certification is true or false as indicated.

**Check the applicable box next to the title of each certification:**

True	False	
		a. Certification of Binding Proposal and Acceptance of Terms
		b. Statement of No Conflict of Interest
		c. Certification of Immigration Law Compliance
		d. Certification Regarding Debarment and Suspension
		e. Certification of Representations Per F.S. §§ 287.133 and 287.134
		f. Certification of Representations Per F.S. §287.135
		g. Statement of Sufficient Insurance

The content of each certification named above and set forth below is incorporated into this Master Certification as if fully recited herein. For each certification marked "True" above, the below signature is deemed to be affixed to each such certification. I agree that any certification not marked above will be deemed "False."

Signature of Authorized Representative:

Date:

Ondres F. Paz

3.24.2021.

**a. Certification of Binding Proposal and Acceptance of Terms**

By checking the "True" box in the Master Certification and signing the same, I hereby certify that the Vendor's proposal submitted to the City of Bonita Springs is binding on the Vendor in accordance with the terms of the Solicitation. If awarded any contract as a result of this Solicitation, the Vendor will comply with the specifications, terms, and conditions stated in the Solicitation and the contract document.

**b. Statement of No Conflict of Interest**

By checking the "True" box in the Master Certification and signing the same, I hereby certify that to the best of my knowledge and belief, all relevant facts concerning past, present, or currently planned interest or activity (financial, contractual, organizational, or otherwise) which relates to the proposed work and bear on whether the firm (employees, officers and/or agents) has a possible conflict of interest have been fully disclosed, or will be immediately disclosed should any actual or potential conflict arises during the term of the contract.

<p><b>c. Certification of Immigration Law Compliance</b></p>
<p>By checking the "True" box in the Master Certification and signing the same, I acknowledge that I am independently responsible for my own employment decisions, including hiring, disciplinary and termination decisions. I further acknowledge that I will comply with the Immigration Reform and Control Act of 1986 and am committed to employing only those individuals who are authorized to work in the United States, by hiring employees who properly complete, sign and date the first section of the Immigration and Naturalization Services (INS) Form I-9 and present to the me the original necessary document(s) to prove identity and employment eligibility. I further acknowledge that proof of enrollment with E-Verify must be provided to the City prior to the execution of any contract.</p>
<p><b>d. Certification Regarding Debarment and Suspension</b></p>
<p>By checking the "True" box in the Master Certification and signing the same, I certify that neither the Vendor nor its principles are presently debarred, suspended proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.</p>
<p><b>e. Certification of Representations Per F.S. §§ 287.133, and 287.134</b></p>
<p>By checking the "True" box in the Master Certification and signing the same, I hereby certify that the Vendor is not listed on the Suspended Vendors List maintained pursuant to Rule60A-1.006, F.A.C., Convicted Vendors List created and maintained pursuant to F.S. §287.133, or on the Discriminatory Vendors List created and maintained pursuant to F.S. §287.134, and for Federal funds, I certify that the Vendor is not on the government-wide exclusions in the System for Award Management (SAM).</p>
<p><b>f. Certification of Representations Per F.S. §287.135</b></p>
<p>By checking the "True" box in the Master Certification and signing the same, I hereby certify that the Vendor is not participating in a boycott of Israel. For bids, proposals, or contracts worth \$1 Million or more, I hereby certify that the Vendor is not on the Scrutinized Companies with Activities in Sudan List, nor is the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List.</p>
<p><b>g. Statement of Sufficient Insurance</b></p>
<p>By checking the "True" box in the Master Certification and signing the same, I understand the insurance/indemnification requirements specified in Attachment B and certify that we are willing and able to provide evidence of sufficient coverage prior to the execution of any agreement.</p>

**TIE BREAKING CERTIFICATIONS**

**Statutory Preferences When Awarding Contracts**

Various provisions of Chapters 287 and 295, F.S., provide qualifying vendors the advantage of "tie breakers" whenever two or more bids, proposals, or replies received by an agency are equal with respect to price, quality, and service. A vendor who meets the statutory qualifications for one or more of these tie breakers must certify that it qualifies for the cited preference. Completion of the certification is optional for qualifying vendors. However, a vendor waives all rights to consideration of a tie breaker if it fails to submit the certification on or before the solicitation's closing.

**MASTER CERTIFICATION**

I, Andres Paz, as the Authorized Representative of the Vendor, Adventure, confirm that I have fully informed myself of all terms and conditions of this Solicitation, the facts regarding the proposal submitted by the Vendor in response to this Solicitation and the truth of each statement contained in Certifications (h) through (i) and certify, by checking the applicable "true" or "false" box below and affixing my signature hereto, that each statement in each checked certification is true.

**Check the box next to the title of each certification for which the Vendor qualifies:**

<input type="checkbox"/>	<b>h. Certification of a Certified Minority Business Enterprise</b>
<input type="checkbox"/>	<b>i. Certification of a Local Business</b>
<input type="checkbox"/>	<b>j. Certification of a Drug Free Workplace</b>

The content of each certification named above and set forth below is incorporated into this Master Certification as if fully recited herein. For each certification marked above, the below signature is deemed to be affixed to each such certification. I agree that any certification not marked above will be deemed "false."

Signature of Authorized Representative: <u>Andres F. Paz</u>	Date: <u>3.24.21.</u>
---	--------------------------

**h. Certification of a Certified Minority Business Enterprise**

By marking the box as a true certification and signing the same, I hereby certify that the Vendor is a Certified Minority Business Enterprise in accordance with F.S. §287.0943.

**i. Certification of a Local Business**

By marking the box as a true certification and signing the same, I hereby certify that the Vendor has paid the requisite Lee County Business Tax at least one year prior to doing business in the City and that the Vendor's principal place of business is located within Bonita Springs, Lee County, or Collier County in accordance with Sec. 36-32 of the City's Code of Ordinances.

**j. Certification of a Drug Free Workplace**

By marking the box as a true certification and signing the same, I hereby certify that the Vendor currently maintains a drug-free workplace environment in accordance with F.S. §287.087, and will continue to promote this policy through implementation of any awarded contract with the City.

Attachment N



Greetings!

The City of Bonita Springs loves to celebrate and have events and is proud to host many events year round. Whether the event is a small neighborhood festival, charity run/walks or concerts the Riverside Park area is a popular park for special events.

The following Special Events Packet was developed to assist you, the Event Organizer, through the permit process. It is your responsibility to make sure that both the park users and the surrounding neighborhood is safe and not unduly impacted. As the Event Organizer it is also your responsibility to ensure that participants are provided with a safe and enjoyable event. It is our goal to assist you in planning a safe and successful event.

**SPECIAL EVENT  
PERMIT APPLICATION**

PERMIT. SEP- \_\_\_\_\_



City of Bonita Springs  
9101 Bonita Beach Road  
Bonita Springs, FL 34135

Date Received: \_\_\_\_\_

Effective Date/Time: \_\_\_\_\_

Application Fee:  \$50.00

Phone: 239/949-6262

Fax: 949-6239

\$25.00 (501C3 organizations)  
Fee is non-refundable

Use this form for: Parades, Festival/Carnival, Any Activity Requiring Off-Site Parking, Street Closure, Sound Amplification or City Personnel, Run/Race/Walk, Art Shows, Concerts, Special Musical Presentation, Street Dances, Photography Shoots, and Fireworks. For information call 949-6262.

*Completed Special Event Permits take 45 days to process with all necessary attachments and without errors. Your permit will go to the next City Council Meeting after the 45 days. Please take this into consideration when planning your event.*

Organization: Odventure  
Nature of Event: Fiesta Bonita Springs  
Location (Attach Site Plan): Riverside Park

Date	Set-Up Time	Actual Event Times	Take Down Time
<u>Sep 18, 21</u>	<u>12n</u> to <u>4pm</u>	<u>4pm</u> to <u>9pm</u>	<u>9pm</u> to <u>10pm.</u>
<u>Sep 17, 22</u>			

For multiple dates, please attach letter.

Has this event been held in the past? Yes If so, when was the last event? 2019  
Individual Contact for Activity/Event: Andres Paz Phone: 239 250 3186  
Address: 24850 Old 41 Rd #24 BS FL 34135 Fax: \_\_\_\_\_  
E-Mail Address: andres@adventureswfl.com  
Major Sponsor(s): Telemundo, S13  
Promoter(s): Andres Paz Phone or Contact #: 239 250 3186

1. Crowd: Is anticipated crowd size 1,000 or more? Yes  No   
Actual Anticipated number: 1500-200
2. Parking: Will off-site parking be provided?    
Will "shuttle" service to parking be provided? By whom?
4. Noise: Will there be amplified music or entertainment? If yes, please attach type(s) of Entertainment and time(s) of performances(s). Indicated stage location(s) on site plan. Yes  No

- |   | Yes                                 | No                                  |
|---|-------------------------------------|-------------------------------------|
| 5. City Co-Sponsorship:<br>Is City co-sponsorship being requested? If yes, please explain with letter of attachment, listing benefitting organizations.   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 6. Fireworks: Is this a public _____ or private _____ display? Applicant must comply with State Law F.S. 791; and NFPA 1123 and obtain any applicable Lee County permit.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 7. Banners, Signs, Etc.: Will exterior banners, balloons, signs or other types of advertising techniques be used? Temporary signs may only be placed in accordance with the Sign Ordinance.   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 8. Alcohol Beverages: Will alcoholic beverages be sold <input checked="" type="checkbox"/> or consumed <input checked="" type="checkbox"/> on the premises? Please check one or both. A copy of the Florida Beverages Commission permit is required to finalize before event. Permit Holder: <u>OPNF</u><br><b>Division of Alcoholic Beverages and Tobacco: (239) 278-7195.</b>   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 9. Security: Will private security be provided to protect exhibits, equipment or facilities brought on-site for the event? Name of Company: _____<br>Contact Number: _____  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 10. Private Property: Does the applicant own the property where the event is to be held? If not, please attach a letter of permission from the property owner.  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 11. Public Safety: Will Police and Fire District Personnel be requested? (Based on responses to questions 1-6 certain Public Safety personnel may be required, i.e., Lee County Sheriff's Office, emergency services, fire, etc. Once staffing needs are determined, applicant will be required to provide copies of its contracts detailing obligated public safety staff necessary for event.                             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 12. Tents/Canopies: Will tents or canopies be used? <u>If yes, indicate on site plan the tent size, location, and type of surface on which the tent(s) will be installed and intended use of each tent.</u>   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 13. Air Conditioning Units/Power Generators: Will exterior air conditioning units or power generating equipment be operated from vehicles or trailers? <u>If yes, indicate location of equipment on-site plan.</u>  | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| 14. Food/Cooking: Will food be cooked <input checked="" type="checkbox"/> catered <input checked="" type="checkbox"/> on-site during this event? <u>Indicate on site plan the location of vendors and cooking equipment to be used.</u> (Appropriately rated fire extinguishers required.) Lee County Health Department approval is required to finalize permit before event. Environmental Health Section: (239) 332-9559. | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

- |  | Yes                                 | No                       |
|--|-------------------------------------|--------------------------|
| 15. Sanitary Facilities:   |                                     |                          |
| Will temporary sanitary facilities be provided? <u>If yes, indicate location on site plan.</u> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Will disposable cardboard trash receptacles be provided? <u>If yes, indicate on site plan.</u> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Will additional refuse containers/dumpsters be provided?                                       | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| If yes, by whom: <u>Garden Street.</u>   |                                     |                          |

16. Insurance Requirement: (Events on City property or City co-sponsored) Permittee is required to obtain and present evidence of surety indemnity bond or comprehensive liability insurance naming the city as an additional insured. The insurance requirement is a minimum of \$1,000,000.00 general liability (personal injury) and \$100,000.00 property damage against all claims arising from permits issued pursuant to this ordinance, naming the city of Bonita Springs as additional insured. If the event poses higher risks than covered by such insurance, permittee shall be responsible for assessing the risks of the event and obtaining additional insurance coverage.
17. Non-Profits are required to provide either a form 990 or a financial report to the city showing revenue from the event where at least 10% of the proceeds will remain within the Bonita Springs area, supporting the community or charities, within 60 days after the event. If the event is of a non-monetary nature, the non-profit must show they provide an impact to 5% of the area.

**DURING REVIEW BY VARIOUS CITY DEPARTMENTS, ADDITIONAL CONDITIONS MAY BE IMPOSED. THIS PERMIT IS VALID ONLY FOR THE TIME INDICATED ON THIS PERMIT. IN THE EVENT THAT THE APPLICANT FAILS TO FULFILL THE REQUIREMENT(S) AS SET FORTH IN THIS PERMIT, OR FAILS TO OBTAIN PROPER AUTHORIZATION TO PROCEED IF CONDITIONS HAVE CHANGED ON THE EXPECTED OUTCOMES, IMPACTS, OR SPECIFICATIONS, INCLUDING BUT NOT LIMITED TO TIME AND ACTIVITIES, THE PERMIT MAY BE CANCELLED BY THE CITY MANAGER AND THE ACTIVITY SHALL CEASE IMMEDIATELY.**

I, the undersigned, will indemnify, defend and hold harmless, the City of Bonita Springs, its agents, employees, officers and any and all other associates, from and against any and all actions, in law or in equity, from liability or claims for damages, demands or judgments to any person or property which may result now or in the future from the conduct of this event.

The undersigned has read and voluntarily signed the release and waiver of liability and Indemnity Agreement, and further agrees that no oral representations, statements, or inducements apart from the foregoing written agreement have been made.

Andres F. Paz                      3.24.21  
 Signature of Applicant                      Date

Comments: \_\_\_\_\_

\_\_\_\_\_  
 City Manager                      Date

Comments: \_\_\_\_\_

Application Fee is non-refundable.

# FIESTA BONITA SPRINGS SITE MAP



PLEASE NOTE: Lee County Sheriff's Department will not sign-off on your event unless they see a completed Special Event Packet. This sign-off sheet must be completed by the Lee County Sheriff's Office with your Special Event Packet when you return it to Bonita Springs City Hall.



CITY OF BONITA SPRINGS SPECIAL EVENT DEPARTMENT  
9101 BONITA BEACH ROAD | BONITA SPRINGS, FL 34135 | (239) 949-6262

**LEE COUNTY SHERIFF'S DEPARTMENT SIGN-OFF**

Details Unit - 14750 Six Mile Cypress Parkway | Fort Myers, FL 33912 | (239) 477-1199

Event Name Fiesta Bonita Springs.

Parking: On site.

Road Closures (Please Explain): no.

Alcoholic Beverages: yes.

Special Arrangements:

*will meet with  
Lee County Sheriff's  
once the event  
has been awarded  
to us.  
Andres Paz.*

**PERSONNEL USE ONLY**

\_\_\_\_\_  
SIGNATURE DATE: \_\_\_\_\_

\_\_\_\_\_  
DATE BOOKED: \_\_\_\_\_

Number of Deputies may change at any time before or during your event.

# FIESTA BONITA SPRINGS SITE MAP



**REQUESTED MOTION:** Presentation from Outreach Committee Chair Tony Lee

**REQUESTOR:** Jesse Purdon, Councilmember District 2

**AGENDA:** Presentation

**STRATEGIC PRIORITY:** No

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**BACKGROUND:**

The Outreach Committee Chair will provide a brief presentation on their recent activities.

**STAFF RECOMMENDATION:**

**ATTACHMENTS:**

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**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: Lora Taylor

Council Action: Approved \_\_ Denied \_\_ Deferred \_\_ Other \_\_\_\_\_

**REQUESTED MOTION:** Receive presentation of the findings of Phase I of the Historic Village Feasibility Study facilitated by the Historic Preservation Board.

**REQUESTORS:** Elly McKuen, Public Works; Mike Fiigon II, Community Development

**AGENDA:** Presentation

**STRATEGIC PRIORITY:** #4 Community Aesthetics, #8 Downtown Revitalization, #9 Economic Development

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**BACKGROUND:**

On May 17, 2017, City Council received a presentation from the Historic Preservation Board on the concept of a Historic Village, after which funding and direction was provided for the Board to pursue the concept.

On June 4, 2019, the City entered into an agreement with Parker Mudgett Smith Architects Inc. to conduct a feasibility study for a potential Historic Village within the City. The focus of the study was designed to determine if the community could support a historic village concept. The study analyzed market conditions (existing conditions, market viability concepts, highway vs. downtown) and financial pro formas (using non-specific site locations chosen in various sizes).

Tyler Patak of Parker Mudgett Smith Architects will be presenting a brief overview of the findings of the feasibility study, and J. Welsch, Chairman of the Historic Preservation Board, will be in attendance as well to conclude this phase of the study.

**STAFF RECOMMENDATION:** Receive presentation.

**ATTACHMENTS:**

1. Market Analysis
2. Pro forma

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**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: John Dulmer, Community Development

**COUNCIL ACTION:**

Approved \_\_\_\_\_ Denied \_\_\_\_\_ Deferred \_\_\_\_\_ Other \_\_\_\_\_

Report 1

# **BONITA SPRINGS HISTORICAL VILLAGE**

*Market Analysis*



December 21, 2019

Presented to Parker / Mudgett / Smith Architects, Inc.

And the City of Bonita Springs, Florida

## **INTRODUCTION**

This report provides preliminary findings from a Market Analysis for retail, office, and audience support venues as part of a historical village concept for Bonita Springs. The concept would include integration of historical houses and other structures relocated from within the area, along with new construction, to create a mixed-use village. Sculpture would also be integrated into the concept to add vitality and as an attraction. Ultimately, the village is envisioned as a destination for residents and visitors alike, a place that celebrates the area's history while creating a new vitality and enhanced image for Bonita Springs.

Section 1 of this report provides preliminary background information on existing conditions and introduces the format for testing the market viability of the historical village concept at two typologies for "indicative" sites, namely a highway-oriented site versus one that is more integrated with the traditional Bonita Springs downtown. Section 2 provides preliminary findings from an Office Market Analysis, which forecasted the potential for office uses as part of the village concept.

Section 3 presents preliminary findings relating to the opportunities for audience support venues in the village, while Section 4 presents findings from a retail market analysis. The latter determined the potential for retail shopping, restaurants, personal services and entertainment as part of the village concept. Finally, in Section 5, several preliminary concepts and strategic recommendations for development are presented. All of these findings and recommendations will be "fleshed out" through an iterative process with stakeholders and the consulting team and through further research as necessary.

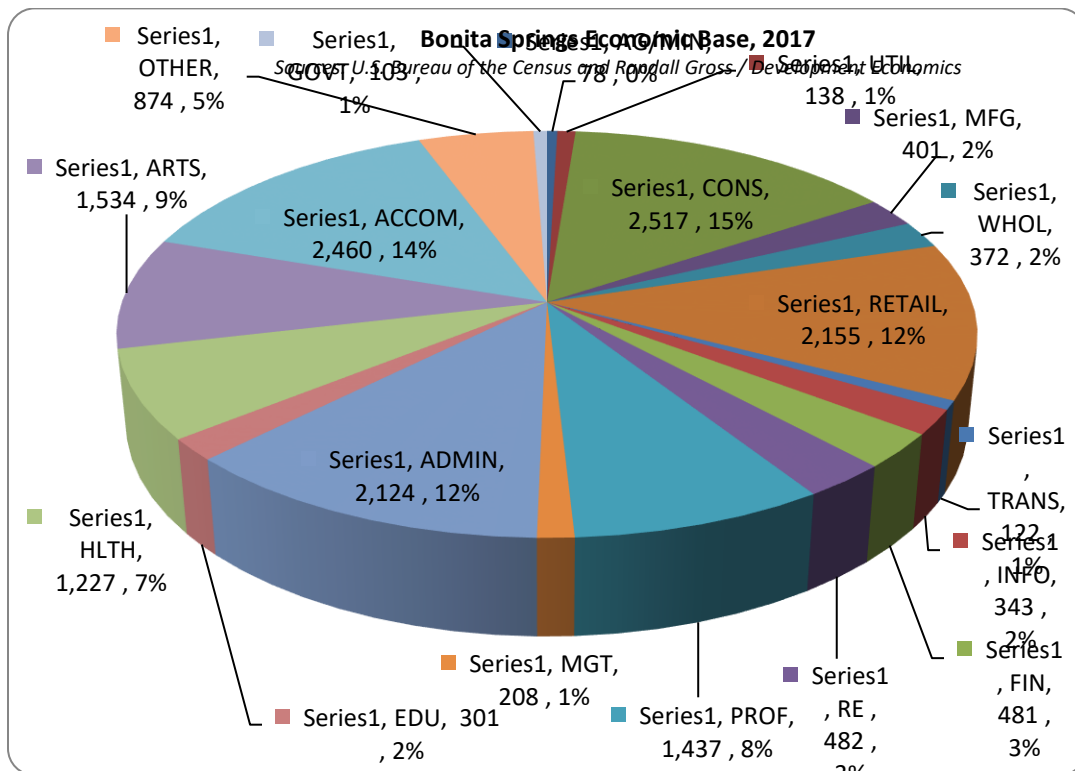
After further refinements of these findings through input as indicated above, the development concept will be tested further through a high-level pro forma financial analysis. That analysis will help assess the general financial sustainability of the historical village concept and provide input to strategic recommendations for implementation relating to development phasing and structuring, marketing, financing, and developer/investor recruitment.

## Section 1. EXISTING CONDITIONS

This section provides a brief overview of existing conditions and introduces “indicative site typologies” for market testing. Several criteria for future site selection appropriate for the historical village concept are also presented. Inputs to this analysis included extensive field reconnaissance and inventory, interviews with selected business operators and real estate brokers active in the Bonita Springs market, collection and review of tourism and real estate market data, and other inputs. Some of this information has been woven into the market analysis while some is presented here as context for the overall assessment.

### Bonita Springs Economic Base

Bonita Springs forms a part of the Cape Coral-Fort Myers Metropolitan Statistical Area (MSA), which comprises all of Lee County and has a population of about 755,000 (2018). Bonita Springs itself has about 57,400 people, according to 2018 Census estimates. The city’s economy is relatively diverse, with the largest share of employment being in construction (15%), followed by accommodation & foodservice (at 14%, a proxy for the tourism industry), retail trade (12%), administrative services (12%), arts & recreation (9%), professional & technical services (8%), and health services (7%).



The city has relatively little employment in management services, transportation, utilities, government, mining/quarrying, manufacturing, education, wholesale trade, or information services.

**Commercial Activity & Tourist Attractions.** Much of the city's commercial activity is concentrated along suburban highway corridors including U.S. Highway 41 and Bonita Beach Road. The downtown area of Bonita Springs is located along Old Highway 41, between Terry Street and Bonita Beach Road. Other key nodes are located on US41 at Bonita Beach Road, US41 at West Terry Street, US41 at Old Highway 41, Bonita Beach Road at Imperial Parkway, and Bonita Beach Road at I-75. Interstate 75 is the city's primary regional commuter link to the rest of southwest Florida and points further north.

Downtown Bonita Springs is the quaint home to several independent shops and services like recreational equipment rentals and restaurants, mostly oriented to seasonal visitors. Everglades Wonder Gardens is a unique, "old Florida" tourist attraction that is undergoing refurbishment. Downtown is also home to a small collection of artist cottages and several historic buildings including the Lisle Hotel, which houses municipal offices. These attractions are concentrated along the Imperial River, which winds its way from Fish Trap Bay into downtown Bonita Springs. Downtown hosts an annual art festival and has seen recent infrastructure reinvestment that has enhanced the urban streetscape and improved the pedestrian environment. However, much of the city's attraction remains its stunning beaches and Bonita Bay. To the east lies Corkscrew Swamp Sanctuary and other natural areas that form gateways to Big Cypress Natural Preserve and Florida's Everglades.

### **Indicative Sites & Selection Criteria**

As noted in the introduction to this report, two site typologies were selected in order to test the market potentials for the historical village concept. In reality, the market potentials will differ from location to location, so the market findings presented in this report are provided at a high "pro forma" level until specific sites are identified for testing. Nevertheless, this analysis will provide some information on the "indicative" market potentials for different types of sites, as indicated below.

#### **Selection Criteria**

Several criteria are recommended for selecting the appropriate site for this concept, even though that process would not occur until a later date if the concept proves to be viable. Nevertheless, these criteria provide context for assessing the competitiveness of various individual sites within Bonita Springs.

- Available, developable, unencumbered land (City-owned is a plus)
- Opportunities to leverage the extensive CBD infrastructure improvements that Bonita has already funded
- Opportunities for integration with the existing urban fabric and existing historic resources
- Opportunities to strengthen the CBD and not compete against it
- Opportunities to strengthen the city's brand and community identity
- Opportunities to leverage tourism potential
- Existing (or potential) exposure, transportation access, and visibility
- Existing (or potential) amenity value

### **Site Typologies**

As noted previously, the market analysis assessed opportunities for the historical village concept at two types of sites, one having a downtown location that would allow for integration with the existing downtown business base, and the other having a highway-oriented location with exposure for larger traffic flows and destination travelers.

**Downtown/Urban (Site A).** The market analysis is performed for a downtown-area site where the concept would be integrated into the urban format and essentially expand downtown Bonita Springs as a destination for residents and visitors. Such a site would achieve some of the objectives of the site criteria, such as strengthening the existing business district and not competing against it, integrating with the existing urban fabric including existing historic resources, and leveraging the infrastructure improvements that Bonita Springs has already funded.

**Highway-Oriented (Site B).** A highway-oriented site within Bonita Springs could accomplish other objectives, such as maximizing exposure, transportation access and visibility.

Either site could potentially locate on available, unencumbered (and City-owned) land, leverage tourism potential, and take advantage of existing amenity value. Opportunities to strengthen the city's brand and enhance community identity may be higher at a downtown site, but there may also be ways to maximize that opportunity at highway-oriented sites.

## **Section 2. OFFICE MARKET ANALYSIS**

This section provides preliminary findings from an Office Market Analysis, which forecasted potential for office space (either in rehabilitated historic buildings or new construction) in Bonita Springs as part of a mixed-use historical village concept. The analysis examined existing office market conditions and forecasted demand within the Bonita market area based on projected employment growth in office-based industries as well as on office absorption patterns. Office potential was then determined for several “indicative” sites within the competitive market, yielding alternative office development scenarios. These findings are summarized below.

### **Bonita Springs Market Area & Existing Office Market Conditions**

Bonita Springs forms a sub-market with Estero and is part of a broader office market that incorporates most of Lee County and northern Collier County. The Bonita office market is oriented to Naples and Ft. Myers businesses that seek a central location to serve both of the larger cities. Lee County has a total of 20.16 million square feet of leasable office space, of which about 17.67 million is occupied (87.6%). Bonita has about 2.4 million square feet of office space, with an occupancy rate of 90.1%. Estero only has 750,000 square feet but is a growing office hub within the market.

Bonita Springs gross asking rents average \$14.87 per square foot, according to data prepared by CoStar, which represents a decrease of 33.1% since 2006 when rents averaged \$19.79 per foot. The overall decrease in commercial office rents in Bonita Springs is consistent with trends throughout southwest Florida, which was negatively impacted by the global financial crisis, recession, and overbuilding. Rents have been increasing again since 2016, with the Bonita Springs average rent up about 8.0% since that time. Cap rates stand at about 7.6% in the Bonita Springs office market. Rents have been increasing since 2012 in Estero, and are up about 14% in that sub-market.

Partly as a result of declining returns, there has been little new office construction in Bonita Springs in recent years. Between 2006 and 2009, a total of about 270,000 square feet of office space was constructed in the sub-market, but nothing was built between 2010 and 2018, a gap of eight years. Only in 2019 has some new office construction come onto the market, with just 6,200 square feet of new construction (based on CoStar data). Neighboring Estero has seen significantly more new office construction, with about 333,000 square feet delivered between 2006 and 2009, and another 310,000 square feet delivered since 2015, for a total of nearly 650,000 square feet of new construction. This new construction is indicative of a higher level of confidence in the Estero market, which has established a significant corporate presence.

## **Employment-Generated Demand**

Demand for office space will be generated in part by the growth in employment within the market area among office-using employers. Demand will also be impacted by such factors as the productivity of office workers and the configuration of space that is sought for balancing employee recruitment and business efficiency. There has been a trend towards shared work environments over private office spaces, for example, but this trend does not extend to all types of businesses or workers. Management in human resource divisions, for example, have steered towards a clear division between private office use and conference spaces where grievances are aired. By contrast, many technology divisions have embraced the shared work environment as a way to encourage innovation and collaboration. These variations are accommodated through use of ranges in translating demand into space requirements.

### **At-Place Employment Trends**

Employment is growing rapidly in Bonita Springs. There were nearly 17,400 jobs in the city in 2017, up by 6,400 or 58.7% from 2002 and 6,200 (55.6%) since 2010. There has been exceptionally rapid growth since 2002 in transportation (307%), administrative services (288%), education (286%), professional & technical services (166%), health care (156%), finance & Insurance (132%), and accommodation & foodservice (102%). The largest number of jobs was added in administrative services (1,600), accommodation & foodservice (1,200), professional & technical services (950), health care (750), and retail trade (700). While the city saw growth in nearly all sectors, there was an overall decrease in construction, management services, and government employment between 2002 and 2017.

Lee County overall has seen rapid employment growth, with an increase of 70,330 (46.8%) between 2002 and 2017, as shown in the Appendix of this report. Interestingly, Bonita Springs' growth was not necessarily aligned with that of the county overall. For example, the county saw growth in construction, management, and government employment even as employment fell in these sectors within Bonita Springs. Conversely, Bonita saw growth in utilities and information services, sectors where countywide employment has fallen. Overall at-place employment trends are summarized by industry sector in the following table. Similar information has been analyzed for Collier County and surrounding areas as well.

<b>Table 1. AT-PLACE EMPLOYMENT TRENDS, BONITA SPRINGS, 2002-2017</b>					
<b>Industry Sector</b>	<b>2002</b>	<b>2010</b>	<b>2017</b>	<b>2002-2017 Change</b>	
				<b>Number</b>	<b>Percent</b>
Agriculture/Mining	28	8	78	50	<b>178.6%</b>
Utilities	111	79	138	27	24.3%
Construction	2,747	1,540	2,517	(230)	<b>-8.4%</b>
Manufacturing	323	232	401	78	24.1%
Wholesale Trade	279	389	372	93	33.3%
Retail Trade	1,452	1,537	2,155	<b>703</b>	<b>48.4%</b>
Transport & Whse	30	49	122	92	<b>306.7%</b>
Information Svcs	181	246	343	162	89.5%
Finance & Insurance	207	414	481	274	<b>132.4%</b>
Real Estate	423	204	482	59	13.9%
<b>Prof/Tech Services</b>	<b>540</b>	<b>710</b>	<b>1,437</b>	<b>897</b>	<b>166.1%</b>
Management	421	444	208	(213)	<b>-50.6%</b>
<b>Admin. Svcs</b>	<b>547</b>	<b>874</b>	<b>2,124</b>	<b>1,577</b>	<b>288.3%</b>
Education	78	152	301	223	<b>285.9%</b>
<b>Health Care</b>	<b>480</b>	<b>671</b>	<b>1,227</b>	<b>747</b>	<b>155.6%</b>
Arts & Recreation	1,216	936	1,534	318	26.2%
<b>Accommodation</b>	<b>1,219</b>	<b>2,012</b>	<b>2,460</b>	<b>1,241</b>	<b>101.8%</b>
Other Services	522	524	874	352	67.4%
Public Administration	135	134	103	(32)	<b>-23.7%</b>
<b>TOTAL</b>	<b>10,939</b>	<b>11,155</b>	<b>17,357</b>	<b>6,418</b>	<b>58.7%</b>
2010-2017				6,202	55.6%
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.				

Overall, Bonita Springs' share of Lee County economic growth has increased slightly, from 6.4% to 7.0%, although the city lost some ground during the recession period though 2010. Bonita Springs saw its share of county employment increase markedly in administrative services, transportation, education, information services, finance & insurance, professional & technical services, and health care. But the city lost market share in the construction, real estate, management services, arts, accommodation, and government sectors. Bonita Springs' share of the county-wide at-place employment is summarized in the following table by major industry sector from 2002 through 2010 and again through 2017.

<b>Table 2. BONITA SHARE OF COUNTY EMPLOYMENT, LEE COUNTY, 2002-2017</b>					
<b>Industry Sector</b>	<b>2002</b>	<b>2010</b>	<b>2017</b>	<b>2002-2017 Change</b>	
				<b>Number</b>	<b>Percent</b>
Mining/Quarry	1.4%	0.2%	2.8%	0.01	<b>102.7%</b>
<b>Utilities</b>	13.6%	N/A	18.1%	<b>0.05</b>	<b>33.4%</b>
Construction	14.1%	10.0%	9.2%	(0.05)	<b>-34.8%</b>
Manufacturing	5.1%	5.5%	7.0%	0.02	<b>37.0%</b>
Wholesale Trade	5.1%	7.2%	5.3%	0.00	4.7%
Retail Trade	5.9%	6.7%	6.1%	0.00	3.8%
Transport & Whse	1.1%	2.0%	2.8%	0.02	<b>148.2%</b>
<b>Information Svcs</b>	5.3%	9.7%	11.4%	<b>0.06</b>	<b>115.1%</b>
<b>Finance &amp; Insurance</b>	4.6%	8.2%	8.7%	<b>0.04</b>	<b>90.3%</b>
Real Estate	8.8%	4.2%	7.5%	(0.01)	<b>-14.8%</b>
<b>Prof/Tech Services</b>	6.1%	7.7%	9.9%	<b>0.04</b>	<b>61.1%</b>
Management	33.6%	17.1%	6.9%	(0.27)	<b>-79.3%</b>
<b>Administrative Svcs</b>	3.4%	7.0%	12.3%	<b>0.09</b>	<b>261.0%</b>
Education	0.7%	1.0%	1.7%	0.01	<b>138.8%</b>
Health Care	2.1%	2.3%	3.3%	0.01	<b>51.8%</b>
Arts & Recreation	22.5%	16.6%	18.5%	(0.04)	<b>-17.7%</b>
Accommodation	7.5%	9.8%	7.4%	(0.00)	<b>-0.9%</b>
Other Services	8.7%	8.5%	10.0%	0.01	15.2%
Public Administration	1.6%	1.2%	1.0%	(0.01)	<b>-39.3%</b>
<b>TOTAL</b>	<b>6.4%</b>	<b>6.2%</b>	<b>7.0%</b>	<b>0.01</b>	<b>8.1%</b>
<i>2010-2017</i>				<i>0.01</i>	<i>11.9%</i>
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.				

### Employment Forecasts

Employment was forecasted for key sectors in Lee County that have significant office-oriented components in their employment base. These sectors together represent about 157,000 jobs, and are expected to grow by 21,200 jobs or 13.5% (1.9% per year) by 2026. The fastest growth will be in health care & medical industries, followed by public sector, professional & technical services, administrative support, and construction & transportation (together). The following table summarizes at-place employment forecasts for selected office-oriented industries within the Lee County market, from 2019 through 2026. Similar analysis was conducted for Collier County and surrounding areas relevant to this study.

<b>Table 3. EMPLOYMENT FORECASTS FOR SELECTED INDUSTRIES, LEE COUNTY MARKET, 2019-2026</b>					
<b>Industry</b>	<b>2019</b>	<b>2026</b>	<b>Number</b>	<b>2019-2026 Change</b>	
				<b>Percent</b>	<b>Per Year</b>
Finance & Insurance	6,511	7,088	577	8.9%	1.3%
Const & Transport	35,070	39,323	4,253	12.1%	1.7%
Govt (leased)	28,348	33,161	4,812	17.0%	2.4%
Prof/Tech/Bus Svcs	15,097	17,039	1,942	12.9%	1.8%
Mgt of Companies	2,755	2,954	200	7.2%	1.0%
Admin Support	19,405	21,730	2,325	12.0%	1.7%
Information	2,930	2,919	(11)	-0.4%	-0.1%
Other Services	11,092	11,976	884	8.0%	1.1%
Health Care/Medical	28,144	33,727	5,583	19.8%	2.8%
Real Estate	7,335	7,926	591	8.1%	1.2%
<b>TOTAL</b>	<b>156,688</b>	<b>177,843</b>	<b>21,155</b>	<b>13.5%</b>	<b>1.9%</b>
Sources:	U.S. Bureau of the Census; FL Dept of Econ. Opportunity; & Randall Gross / Development Economics.				

Meanwhile, the information services sector is expected to continue shedding employment as traditional labor-intensive print media (e.g., newspapers) are overtaken by web-based media services that rely on far less labor support. The office component within each of these sectors was then determined and forecasted through 2026.

<b>Table 4. OFFICE-BASED EMPLOYMENT FORECASTS FOR SELECTED INDUSTRIES, LEE COUNTY MARKET, 2019-2026</b>				
<b>Industry</b>	<b>Share</b>	<b>2019</b>	<b>2026</b>	<b>Change (SF)</b>
Finance & Insurance	59%	3,842	4,182	340
Const & Transport	30%	10,591	11,876	1,285
Govt (non-mil)	28%	8,023	9,384	1,362
Prof/Tech/Bus Svcs	55%	8,304	9,371	1,068
Mgt of Companies	80%	2,204	2,363	160
Admin Support	44%	8,565	9,591	1,026
Information	30%	879	876	(3)
Other Services	70%	7,765	8,383	619
Health Care/Medical	15%	4,222	5,059	838
Real Estate	40%	2,934	3,170	236
<b>TOTAL</b>		<b>57,326</b>	<b>64,256</b>	<b>6,929</b>
Sources:	BOMA and Randall Gross / Development Econ.			

Within these sectors, the largest numbers of office-based jobs will be generated by the public sector, along with construction & transport, professional & technical services, and administrative support.

**Employment-Generated Office Demand**

Private, at-place employment generates demand for about 17.7 million square feet of office space, roughly equivalent to the current occupied portion of the multi-tenant office market. Employment growth will generate demand for another 2.2 million square feet of office space by 2026, yielding total demand of 19.9 million square feet.

<b>Table 5. NET JOB-GENERATED OFFICE DEMAND FORECASTS FOR OFFICE-BASED INDUSTRIES, LEE COUNTY MARKET, 2019-2026</b>				
<b>Industry</b>	<b>SF/Emp</b>	<b>Current SF</b>	<b>2019-2026</b>	<b>TOTAL</b>
Finance & Insurance	354	1,361,051	120,530	1,481,581
Const & Transport	238	2,525,530	306,306	2,831,835
Public Sector	280	2,246,316	381,334	2,627,650
Prof/Tech/Bus Svcs	382	3,168,097	407,439	3,575,536
<i>Legal Services</i>	<i>545</i>		66,225	66,225
Mgt of Companies	477	1,050,938	76,116	1,127,054
Admin Support	307	2,625,840	314,595	2,940,435
Information	307	269,528	(1,046)	268,481
Other Service/NP	273	2,116,041	168,591	2,284,632
Health Care/Medical	341	1,438,095	285,302	1,723,397
Real Estate	296	869,597	70,018	939,614
<b>TOTAL</b>		<b>17,671,033</b>	<b>2,195,408</b>	<b>19,866,441</b>
<i>Per Year</i>			<i>439,082</i>	
Sources:	BOMA; U.S. Bureau of the Census; FL DEO; and Randall Gross / Development Economics.			

Market area demand will be generated in a number of growing sectors, but especially in professional & technical services, administrative support, construction & transportation, health care & medical services, non-profit/other services, and finance & insurance. Each sector will generate demand for more than 100,000 square feet of office space within the next five to seven years.

**Absorption Patterns and Demand Forecasts**

Absorption trends were examined within the office market context, and forecasts were generated that reflect market trends and tenant movement patterns.

**Absorption Trends**

The Bonita Springs office sub-market has absorbed about 173,000 square feet of leasable space since 2006, or about 12,400 square feet per year (87,000 square feet over the last seven years). Bonita’s market has remained relatively small in comparison to neighboring Estero as well as Ft. Myers or Naples. Further, Bonita was more severely impacted by the global financial crisis and later, the recession of 2008-09. Bonita had negative absorption (the change in occupancy went down) for each year between 2007 and 2012, a five-year period of consistent decline. That being said, Bonita has seen positive absorption for six of the last seven years since 2013.

<b>Table 6. OFFICE ABSORPTION TRENDS, BONITA MARKET BASE, 2006-2019 YTD</b>			
<b>Year</b>	<b>Ft Myers</b>	<b>Bonita</b>	<b>Estero</b>
YTD	696,996	19,556	10,578
2018	(411)	(5,080)	1,477
2017	434,938	53,821	9,374
2016	573,523	68,381	13,082
2015	808,829	69,838	331,277
2014	264,370	125,554	36,132
2013	428,396	45,962	41,676
2012	148,142	(4,753)	(4,219)
2011	(64,155)	(44,951)	(35,049)
2010	201,242	(22,690)	(31,797)
2009	(144,529)	(53,167)	60,278
2008	(101,217)	(104,988)	86,452
2007	313,474	(8,917)	5,644
2006	203,339	34,480	105,393
<b>Total</b>	<b>3,762,937</b>	<b>173,046</b>	<b>630,298</b>
<i>Annual</i>	<i>268,781</i>	<i>12,360</i>	<i>45,021</i>
<i>7-year</i>	<i>1,881,469</i>	<i>86,523</i>	<i>315,149</i>
Sources:	CoStar and Randall Gross / Development Economics.		

Ft. Myers has seen 3.8 million square feet of absorption since 2006, or nearly 270,000 square feet per year. Estero has seen absorption of 630,000 square feet of office space over the 12-13 year period, or about 45,000 to 50,000 square feet per year and 315,000 square feet over the last seven years.

Moving averages were examined in order to “flatten out” the absorption trends and provide a more stable picture of overall office market demand. Three-year moving averages indicate an overall average absorption of about 22,000 square feet per year for Bonita Springs, 43,000 square feet for Estero, and 290,000 square feet for Ft. Myers. Bonita hasn’t had a period of negative absorption since 2010-2013.

<b>Table 7. THREE-YEAR MOVING AVERAGE OFFICE ABSORPTION TREND, BONITA MARKET, 2006-19</b>			
<b>Period</b>	<b>Ft. Myers</b>	<b>Bonita</b>	<b>Estero</b>
15-18	377,174	22,766	7,143
14-17	336,017	39,041	7,978
13-16	605,763	64,013	117,911
12-15	548,907	87,924	126,830
11-14	500,532	80,451	136,362
10-13	280,303	55,588	24,530
09-12	170,794	(1,247)	803
08-11	95,076	(24,131)	(23,688)
07-10	(2,481)	(40,269)	(2,189)
06-09	(14,835)	(60,282)	38,311
<b>Average</b>	<b>289,725</b>	<b>22,385</b>	<b>43,399</b>
Sources:	CoStar and Randall Gross / Development Economics.		

### **Competitive Context**

The historical village concept must compete for office capture not only against other sites and locations within Bonita Springs, but also within the broader market base including portions of Lee and Collier counties. Among the more competitive areas are office parks and districts in Estero, Fort Myers, and northern Naples. Coconut Point in Estero is popular for office users because of the traffic generated by major retail anchors at the center. Hertz Corporate Offices are a major owner-occupied anchor in the area. Other office nodes range from Estero Interstate Park (which was master planned for office but includes mostly retail and lodging so far) to smaller parks along US41 and Bonita Beach Boulevard (Pine Haven Plaza, Hedrick Plaza and others with small professional office uses).

## Historical Village Office Development Potentials

Based on an analysis of the competitive context and of absorption and employment-driven demand within the broader market area, coupled with information on tenant movements in Bonita Springs and region-wide, market capture was determined for two types of prospective sites for the historical village concept.

### Site A

Site A could be expected to capture about 16,000 to 20,000 square feet of office demand by 2026. The largest drivers of this demand would be administrative support service (e.g., “back-office” functions like processing) and professional and technical services (particularly those heavy on design, including software and web-based design services). There would also be demand generated by finance & insurance, real estate, legal services, management services, non-profits and other services.

<b>Table 8. NET OFFICE POTENTIALS FOR SELECTED INDUSTRIES, SITES A AND B, BONITA SPRINGS, 2019-2026</b>				
Industry	SF/Emp	Site A	Site B	Difference
Finance & Insurance	354	1,052	1,841	789
Transport Services	238	115	430	316
Prof/Tech/Bus Svcs	382	6,722	8,066	1,344
<i>Legal Services</i>	545	1,082	927	(155)
Mgt of Companies	477	528	925	396
Admin Support	307	7,744	7,744	-
Information	307	(24)	(24)	-
Other Services	273	440	1,321	881
Health Care/Medical	341	155	696	541
Real Estate	296	1,053	1,316	263
<b>TOTAL</b>		<b>18,867</b>	<b>23,243</b>	<b>4,376</b>
<i>Per Year</i>		<i>3,773</i>	<i>4,649</i>	<i>547</i>
Sources:	BOMA; US Bureau of the Census, FL DEO; and Randall Gross / Development Economics.			

### Site B

Site B would be expected to generate or capture demand for about 19,000 to 26,000 square feet of office space, but the tenant mix would be somewhat different than it would be at Site A. Professional, technical and administrative

services would still be drivers (in larger spaces) but health care and medical uses would also predominate at this type of location.

### **Caveats**

There are a number of caveats associated with these potentials. First and foremost, the market analysis had to rely on a number of assumptions about the indicative sites, since there are no specific sites selected at this stage. Among the assumptions is that key variables are maximized including access, visibility, and amenity value. It is assumed that economic conditions will remain supportive, even with temporary recession a possibility.

## **Section 3. AUDIENCE SUPPORT VENUES**

A market opportunities assessment and analysis was conducted for audience support venues at the two “indicative” sites, to act as potential drivers for retail and other market activity. Audience support venues can include a broad range of activities including performing arts & cultural centers, galleries, museums, historical sites, sports & recreation venues, wedding & meeting venues, tourism attractions, and a host of other uses. An “opportunity assessment” was conducted to winnow the list of prospective uses, and then the market base for remaining uses was analyzed at the two indicative sites. Key findings are summarized below.

### **Opportunities Assessment**

An opportunities assessment was conducted that identified “gaps” in the existing venue base as well as opportunities related to the area’s competitive strengths for attracting destination market base.

### **Existing Venue Base**

The region has an extensive and exceptional base of audience support venues including special districts where such venues are clustered for maximum destination market impact. A list of venues is provided below by geographic area.

**Bonita/Estero.** The Bonita Springs area is known for its lovely beaches. But in addition to beach-front activities, Bonita and neighboring Estero are home to a variety of visitor attractions and venues. Among these are the following:

- Arts & Entertainment
  - Center for Performing Arts
  - Center for the Arts of Bonita Springs
  - Prado Stadium 12 Cinemas
  - Regal Coconut Point Cinemas
  - The Stage Restaurant Dinner Theatre
  - Art Cottages
  - Shangri-La Springs
- Tourism Attractions
  - Everglades Wonder Gardens
- Spectator Sports
  - Naples Fort Myers Greyhound Racing
- Natural Areas/Parks
  - Audubon Corkscrew Swamp Sanctuary
  - Bonita Beach Park
  - Lovers Key State Park
- Historical Sites
  - \*Mound Key Archeological State Park

- \*Koreshan State Park
- Recreational Activities
  - Estero River / Outfitters
  - Bonita Jet Ski
- Non-Hotel/Club Meeting & Event Venues
  - Bonita Springs National Art Festival (200 artists, Jan-Mar)
  - Haze Venue
  - Shangri-La Springs
  - Southwest Florida Event Center
  - DeRomo's Banquet Room

The art festival is not a “venue,” per se, but as an event it draws destination traffic to Bonita Springs and is known as one of the major visitor draws to the area. Koreshan State Park and Mound Key are highlighted (with an asterisk\*) because of their historical content, which provides some potential marketing linkages to the historical village concept for heritage tourists and others interested in history. Everglades Wonder Gardens offers a glimpse into Florida's tourism past, along with an educational and experiential component.

**Fort Myers/Lee County.** Fort Myers and other parts of Lee County provide a significant base of visitor attractions and venues ranging from historic sites to live entertainment venues as sampled below

- Arts & Entertainment
  - Broadway Palm Dinner Theatre
  - Alliance for the Arts
  - Luxe 8 Flix Cinema
  - Regal Gulf Coast & IMAX
  - Sidney & Berne Davis Art Center
  - Florida Reperatory Theatre & Arcade Theatre
  - Barbara Mann Performing Arts Hall
  - Herb Strauss Schoolhouse Theatre
  - Buckingham Blues Bar
  - Seminole Gulf Railway & Mystery Train
- Recreational Activities
  - HeadPinz Fort Myers (Bowling)
  - Beach Bowl & Pelican's Arcade
  - Gator Lanes
  - Lehigh Lanes
- Historical Sites & Attractions
  - \*Edison & Ford Winter Estates
  - \*Historic River District
  - \*Mound House
  - \*\*Sanibel Historical Museum & Village
  - \*Calusa Heritage Trail
- Museums

- Bailey Matthews National Shell Museum
- Barbara Sumwalt Museum
- Randell Research Center & Museum of the Islands
- \*Cape Coral Historical Museum
- \*\*Sanibel Historical Museum & Village
- Tourist Attractions
  - The Shell Factory
- Non-Hotel/Club Meeting & Event Venues
  - Misty Morning Barn @ Clutch Farms
  - Sidney & Berne Davis Art Center
  - Bayshore Ranch
  - The Heitman House

Again, sites or venues of historic significance to the heritage tourist or others interested in history are highlighted (\*), including such sites as the internationally-recognized Edison and Ford Winter Estates, which have attracted attendance in excess of 200,000 per year. In addition, the city of Fort Myers' Historic River District offers several blocks of vintage 1900-1920s Florida architecture, restored and housing restaurants, bars, and live entertainment. Sculptures by Edgardo Carmona are scattered throughout the district and Ford's Garage showcases vintage automobile memorabilia.

Sanibel Historical Village is a museum showcasing the history of Sanibel Island through a cluster of historical buildings and memorabilia. The village also forms part of the Sanibel Heritage Trail, which links the museum to other sites and stories of historical interest on the island. The Sanibel Museum and Historical Village attracts an average of about 10,000 visitors per year.

The Shell Factory, an historic tourist attraction that has been rehabilitated and diversified attracts over 500,000 people per year. The attraction includes a nature park, restaurant, fun park, and zip line, among other activities.

**Naples/Collier County.** Naples is also a hub for a variety of different types of audience support venues. A selection of venues in Naples and surrounding areas of Collier County is summarized below.

- Arts & Entertainment
  - Naples Art Association
  - Marco Island Center for the Arts
  - Naples Art District
  - Third Street South District (galleries)
  - Regal Naples 4DX & IMAX
  - Silverspot Cinema
  - Paragon Pavilion
  - Marco Island (galleries)
  - United Arts Council (Big Cypress Gallery)

- Artis-Naples
- The Naples Players (Sugden Community Theatre)
- Natural Areas/Parks
  - Big Cypress Swamp Welcome Center
- Museums
  - Baker Museum
  - \*Collier County Museum
  - \*Marco Island Historical Museum
  - \*Immokalee Pioneer Museum
  - Museum of the Everglades
- Recreational Activities
  - HeadPinz Naples (Bowling)
- Historic Sites
  - \*Historic Palm Cottage (Naples Historical Society)
  - \*Historic Smallwood Store
- Gaming
  - Seminole Casino
- Non-Hotel/Club Meeting & Event Venues
  - Naples Princess
  - Knickerbocker of Naples

Among the sites of historical interest for heritage tourists are the Collier County Museum, Historic Palm Cottage, Marco Island Historical Museum, Immokalee Pioneer Museum, and Historic Smallwood Store among others. Naples has a number of upscale country clubs and resorts whose members have access to excellent meeting and event facilities.

### **Gap Analysis**

The inventory of existing venues and facilities suggests that there are several types of audience support venues for which the historical village concept may be appropriate and for which there may be a gap or under-representation in the local/area supply. Among these are the following:

- Art/Film venues
- Live music venues
- Florida Tourism history museums/venues
- Meeting & non-traditional wedding/reception venues
- Venues for children (e.g., children's museums, recreational parks, etc)

## Audience Estimates by Genre

The audience for arts-related venues (including art, film, music, art museums, etc) was estimated for the Bonita Springs Primary Market Area, defined to include residents within the Bonita-Estero area and north Naples, and inflow from other areas of the region for special events. Tourists and other visitors were also included in the market base for audience support facilities. This analysis applied regional participation rates in arts activities by income, age, and other demographic factors. Below is an example, for residents only.

<b>Table 9. ARTS AUDIENCE BY GENRE AND INCOME, BONITA MARKET AREA, 2019</b>							
Art/Genre	Household Income Levels						TOTAL
	LT \$20	\$20-\$50	\$50-75	\$75-100	\$100-150	\$150+	
<b>Performing Arts</b>							
<b>MUSIC</b>							
Jazz	238	411	538	431	672	1,133	3,422
Classical	193	434	603	436	805	1,349	3,819
Opera	45	109	125	89	197	403	967
Latin	<u>252</u>	<u>318</u>	<u>347</u>	<u>254</u>	<u>320</u>	<u>375</u>	<u>1,867</u>
Total	728	1,271	1,613	1,209	1,994	3,260	10,075
Outdoor Festival	624	1,279	1,495	1,116	1,445	2,343	8,301
<b>PLAYS</b>							
Musicals	307	744	1,101	850	1,311	2,252	6,566
Non-Musicals	<u>188</u>	<u>450</u>	<u>518</u>	<u>491</u>	<u>720</u>	<u>1,154</u>	<u>3,520</u>
Total	495	1,194	1,619	1,341	2,031	3,406	10,086
<b>DANCE</b>							
Ballet	69	147	203	123	235	410	1,187
Other	<u>183</u>	<u>302</u>	<u>420</u>	<u>321</u>	<u>432</u>	<u>598</u>	<u>2,256</u>
Total	252	450	623	444	666	1,008	3,443
<b>OTHER</b>							
Free Music, Theatres	505	1,000	1,075	846	1,157	1,627	6,209
Other Music, Theatres	272	698	832	634	944	1,328	4,708
Readings, Poetry	<u>148</u>	<u>271</u>	<u>288</u>	<u>228</u>	<u>251</u>	<u>382</u>	<u>1,569</u>
Total	926	1,969	2,196	1,708	2,351	3,337	12,487
<b>Visual Arts</b>							
ART MUSEUM	505	1,085	1,449	1,121	1,802	3,003	8,964
FILM	1,950	3,900	4,280	3,163	3,892	5,415	22,600
Sources:	National Endowment for the Arts; Claritas; U.S. Bureau of the Census; and Randall Gross / Development Economics.						

The analysis estimated the local audience for music at 10,100 potential attendees. The audience for plays is estimated at an additional 10,100; for dance

at 3,400; and for other performing arts at 12,500. The local audience for an art museum was estimated at about 9,000; and for film showings at 22,600.

**Bonita Springs Potentials**

The site capture and capacity requirements were determined for Bonita Springs. Findings on audience or attendance potentials are summarized below, aggregated by season length (6 or 12 performances) were applicable.

		Max Audience/Unit	
		6	12
<b>Genre</b>			
Music	Concerts	616	308
Outdoor Festival	Weekend	3,156	2,783
Plays	Shows	406	203
Dance	Perform.	113	57
Other	Readings	596	298
Art Museum	Attend	1,113	1,113
Film	Showings	1,496	748
Source:	Randall Gross / Development Economics.		

This analysis suggests that the audience for arts-related activities could support a venue accommodating 320 to 650 for music, 210 to 410 for both dramatic and musical plays, 60 to 120 for dance performances, 310 to 620 for other types of performances. Film venues should expect to accommodate 750 to 1,500, unless there are more film showings than 12 per season. An art museum can expect attendance of about 1,100 per year (although special exhibitions would attract much larger audiences, up to perhaps 10 times that number. This analysis was not meant to determine the total net attendance for outdoor festivals, but focused only on the locally-driven and seasonal attendance.

**Site A.** The overall audience may not vary significantly by site, but the types of activities and required format for venues to accommodate audiences will be different at different types of sites. Site A is potentially more competitive for a collection of smaller, more intimate venues accommodating live music, visual art, and film showings. Small bars/music venues to accommodate 60 to 120 patrons would be appropriate at this type of location. Galleries of 1,200 to 3,500 square feet would be appropriate. Venues for film showings might be integrated with gallery space or music venues in a way that accommodates both.

**Site B.** Site B might have more potential to accommodate larger venues, but also lack the unique characteristics to compete with so many other arts and cultural venues in the city and throughout the region. Even if such venues were constructed of a similar scale, design, and style to Site A, there is the risk that a highway-oriented site could engender an association of artificiality because of the “island” effect of being isolated from traditional historic development patterns on a highway-oriented site. Depending on the specifics of the site context, the potential at this type of site could vary from minimal to something similar to Site A.

### **Venue Concepts**

Preliminary findings suggest the existing arts and cultural facilities in Bonita Springs should have sufficient capacity to accommodate some of the performing and cultural arts activities, including film. However, there may be a niche opportunity for live music venues and other entertainment in a village setting, as opposed to an anchor institution or venue. As noted above, the opportunity is probably limited to small-scale live music and other entertainment venues (accommodating 60 to 120 patrons), galleries (1,200 to 3,500 square feet), and associated film spaces. There may also be an opportunity for another, small but unique hands-on children’s visitor attraction with an historical context that complements Everglades Wonder Gardens and builds on the historical “kitsch” Florida tourism theme. The concept of a family tourist attraction would need to be tested further, but complementary uses might include an old fashioned diner (see retail) with an entertainment component, outdoor cinema, mini-golf, and other activities.

## **Section 4. RETAIL MARKET ANALYSIS**

A Retail Market Analysis was conducted to assess and forecast the potential for retail businesses and development within the context of an historical village. Household trade areas for the concept at two indicative sites were defined, and demographic trends and projections examined within those trade areas. Household-generated retail demand was forecasted over the next five to seven years. In addition, tourism flow was examined in Bonita Springs and throughout the region, and tourism-generated retail demand was forecasted for the area. Spin-off retail demand generated by audience support or other drivers was also calculated. Finally, the retail development potential was forecasted for the two indicative sites within the competitive context; and a prospective business mix recommended based on the market findings that would be appropriate to support the concept.

### **Household Trade Area**

The historical village concept would potentially draw retail demand from a fairly large, destination market base. This base can be disaggregated into six sub-markets as follows:

- Bonita Springs (zip codes 34134, 34135, and 33931)
- North Naples (34110)
- Estero (33928)
- Naples Proper (34102, 03, 05, 08, 09; 34112, 13, 16, 19)
- NE Naples (34120)
- Remainder of Collier County and portions of Lee County

The concept would draw somewhat differently from each of these markets depending on the site location, access and exposure, and other factors impacting on the marketability of the concept at different sites.

### **Demographic Trends and Forecasts**

Demographic analysis was conducted for the trade area and component sub-areas, including a review of population, household base, income, education levels, and other factors. A summary of findings on the trends and forecasts for key factors is provided below.

#### **Key Trends**

Population, household base, and incomes have been increasing throughout all portions of the trade area, suggesting robust growth patterns that support new retail businesses and retail development. The Bonita Springs sub-market has an estimated population of about 53,250, with 24,100 households and an average

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household income of \$103,500. Incomes are relatively high throughout the trade area, further supporting retail business development. The highest incomes in the trade area are found in Naples and especially, the northern part of Naples close to Bonita Springs.

<b>Table 11. DEMOGRAPHIC TRENDS, RETAIL TRADE AREAS, BONITA SPRINGS SITES, 2010-2019</b>				
<b>Factor</b>	<b>2010</b>	<b>2019</b>	<b>2010-2019 Change</b>	
			<b>Number</b>	<b>Percent</b>
<b>Trade Area A-Bonita Springs</b>				
Population	43,914	53,251	9,337	21.3%
Households	20,005	24,096	4,091	20.4%
Av HH Income	\$ 73,435	\$ 103,490	\$ 30,055	40.9%
<b>Trade Area B-N Naples</b>				
Population	21,439	25,941	4,502	21.0%
Households	10,513	12,903	2,390	22.7%
Av HH Income	\$ 84,916	\$ 114,787	\$ 29,871	35.2%
<b>Trade Area C-Estero</b>				
Population	21,294	28,794	7,500	35.2%
Households	10,023	13,163	3,140	31.3%
Av HH Income	\$ 85,143	\$ 103,316	\$ 18,173	21.3%
<b>Trade Area D-Naples Proper</b>				
Population	201,159	233,159	32,000	15.9%
Households	87,789	102,493	14,704	16.7%
Av HH Income	\$ 95,665	\$ 108,710	\$ 13,045	12.0%
<b>Trade Area E-NE Naples</b>				
Population	25,249	34,106	8,857	35.1%
Households	8,255	11,180	2,925	35.4%
Av HH Income	\$ 88,334	\$ 107,695	\$ 19,361	21.9%
<b>Trade Area F-Remainder of Collier</b>				
Population	73,673	88,522	14,849	20.2%
Households	26,622	32,454	5,832	21.9%
Av HH Income	\$ 94,010	\$ 105,374	\$ 11,364	12.1%
Notes:	Income expressed in constant 2018 dollars.			
Sources:	Claritas, Inc. and Randall Gross / Development Economics.			

The Bonita Springs area experienced rapid growth since 2010, with an increase of about 9,300 people (21.3%), 4,100 households (20.4%), and \$30,000 in average household income (40.9%). It should be noted that incomes have increased markedly (in constant dollars) since the end of the recession around

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2010. The fastest population and household growth has been concentrated in Estero and northern Naples, which lie on either side of Bonita Springs. Thus, a fast-growing market base is located nearby. Bonita Springs has experienced the fastest income growth in the trade area, followed by that of north Naples.

### Forecasts

Demographic growth is expected to continue through the next five to seven years, but the rate of growth will slow, on average, throughout the area.

Table 12. DEMOGRAPHIC FORECASTS, RETAIL TRADE AREAS, BONITA SPRINGS SITES, 2019-2024				
Factor	2019	2024	2019-2024 Change	
			Number	Percent
<b>Trade Area A-Bonita Springs</b>				
Population	53,251	57,866	4,615	8.7%
Households	24,096	26,139	2,043	8.5%
Av HH Income	\$ 103,490	\$ 115,255	\$ 11,765	11.4%
<b>Trade Area B-N Naples</b>				
Population	25,941	28,248	2,307	8.9%
Households	12,903	14,132	1,229	9.5%
Av HH Income	\$ 114,787	\$ 126,003	\$ 11,216	9.8%
<b>Trade Area C-Estero</b>				
Population	28,794	31,571	2,777	9.6%
Households	13,163	14,343	1,180	9.0%
Av HH Income	\$ 103,316	\$ 109,441	\$ 6,125	5.9%
<b>Trade Area D-Naples Proper</b>				
Population	233,159	250,061	16,902	7.2%
Households	102,493	110,163	7,670	7.5%
Av HH Income	\$ 108,710	\$ 115,233	\$ 6,523	6.0%
<b>Trade Area E-NE Naples</b>				
Population	34,106	37,726	3,620	10.6%
Households	11,180	12,369	1,189	10.6%
Av HH Income	\$ 107,695	\$ 114,252	\$ 6,557	6.1%
<b>Trade Area F-Remdr of Collier</b>				
Population	88,522	95,715	7,193	8.1%
Households	32,454	35,227	2,773	8.5%
Av HH Income	\$ 105,374	\$ 108,912	\$ 3,538	3.4%
Sources:	Claritas, Inc. & Randall Gross / Development Economics.			

Bonita Springs will add about 4,600 residents, yielding a growth rate of 1.74% per year over the next five years as compared with an average annual

growth rate of 2.37% during the last nine years. Households will increase by about 2,000 and average household income by about \$11,800 to \$115,200 (including the effects of inflation).

### Household-Generated Retail Demand

Retail demand generated by trade area households will increase along with the demographic base over the next five to seven years. Retail demand is calculated as a function of TPI (total personal income) and the share of that income spent on retail goods and services.

#### TPI

Trade Area total personal income (TPI) is estimated at about \$21.1 billion, with about \$2.5 billion generated by households in Bonita Springs. TPI is expected to increase by \$3.2 billion or 15.2% over the next five to seven years. The fastest growth in trade area TPI will be in Bonita Springs itself, which will add about \$518.9 million in total income, for an increase of 20.8%. Northern Naples will also experience rapid TPI growth.

Trade Area	TPI (000)		2019-2024 Change	
	2019	2024	Amount	Percent
A-Bonita	\$ 2,493,695	\$ 3,012,657	\$ 518,962	20.8%
B-N Naples	\$ 1,481,097	\$ 1,780,678	\$ 299,581	20.2%
C-Estero	\$ 1,359,949	\$ 1,569,719	\$ 209,770	15.4%
D-Naples Ctr	\$11,142,024	\$ 12,694,381	\$ 1,552,356	13.9%
E-NE Naples	\$ 1,204,030	\$ 1,413,179	\$ 209,149	17.4%
F-Othr Collier	\$ 3,419,808	\$ 3,836,646	\$ 416,838	12.2%
<b>Total</b>	<b>\$21,100,602</b>	<b>\$ 24,307,259</b>	<b>\$ 3,206,657</b>	<b>15.2%</b>
Notes:	Total personal income (TPI) expressed in thousands of constant 2018 dollars.			
Source:	Randall Gross / Development Economics.			

### Household Retail Expenditure Potential

Total household-generated retail demand within the trade area stands at an estimated \$8.7 billion, and is expected to increase by \$1.3 billion (14.9%) to \$10.0 billion within the next five to seven years. That nearly 15% increase in trade-area demand represents a significant opportunity for growth in the retail base, whether in the form of increased sales volumes for existing retailers, new retail “brick-and-

mortar” development, and/or online retailers. This analysis accounts for the possibility of recession that would slow growth or even cause a temporary decrease in retail demand.

### Tourism-Generated Retail Demand

Tourism-generated retail demand for the area was also calculated, based in part on regional tourism flows. Tourists and other visitors form an important part of the potential expenditure base in support of an historic village concept.

#### Overnight Visitors

Based on the analysis of tourism trends within Lee and Collier counties and more specifically, within Bonita Springs, it is estimated that there is a total visitor base of about 6.7 million who would constitute a primary and secondary tourism market base for retail in an historical village setting.

#### Total Retail Spend by Category

The total retail expenditures for this visitor base is estimated at \$3.8 billion, with about \$1.1 billion for eating & drinking establishments, \$1.0 billion for retail shopping, and \$152.6 million for entertainment. These estimates are based, in part, on data gathered through extensive surveys of tourists to the region, coupled with data from hotel/motel, retail, and other tax collections.

<b>Table 14. TOURISM-GENERATED RETAIL POTENTIAL, BONITA SPRINGS SITE A</b>				
<b>Category</b>	<b>Factor</b>		<b>Total</b>	
<u>OT Visitors</u>			6,679,950	
<u>Total Spend</u>	\$	570.36	\$	3,809,961,450
<u>Restaurants</u>	\$	166.20	\$	1,110,178,906
<u>Retail Trade</u>	\$	154.01	\$	1,028,754,099
<u>Entertainment</u>	\$	22.84	\$	152,581,855
<u>Site Capture</u>				
Restaurants		1.5%	\$	16,652,684
Retail Trade		0.8%	\$	8,230,033
Entertainment		5.0%	\$	7,629,093
<u>Demand (Square Feet)</u>				
Restaurants	\$	450		37,006
Retail Trade	\$	350		23,514
Entertainment	\$	200		38,145
<b>TOTAL</b>			<b>98,666</b>	<b>5,920</b>
<b>Source:</b>	<b>Randall Gross / Development Economics.</b>			

### Competitive Framework

There is significant retail inventory throughout southwest Florida. Within the Bonita-Estero area, there are a number of retail/commercial corridors characterized by strip retail development. Among the key nodes along these corridors are US 41 (South Tamiami Trail) and Bonita Beach Road, US41 at West Terry Street, US41 at Old Highway 41, Bonita Beach Road & Imperial Parkway, Bonita Beach Road & I-75, and Downtown Bonita Springs (Terry Street to Bonita Beach Road).

A major shopping node that has also attracted office space is Coconut Point, in Estero, which includes a shopping mall as well as “big box” stores. Miromar Outlet Mall is a major visitor destination for the region. Anchors along Bonita Beach Boulevard include the Home Depot along with convenience uses like CVS and Walgreens. Old 41 has smaller-scale retail including downtown shops but also chain stores like 7-11 and Dollar Tree. US 41 has larger-scale retail centers like Bonita Beach Plaza and supermarket anchors like Publix. Naples and Fort Myers have a significant inventory of competitive specialty shopping districts as well as those oriented to art and culture (e.g., Bayshore Arts District in Naples). Despite the scale of competitive retail in the region, there are few comparable “historical villages” other than downtown areas of each of the major cities with dining, shopping and entertainment housed in existing 20<sup>th</sup> century commercial structures.

### **Warranted Demand and Site Potentials**

Based on the analysis of the competitive framework, site potentials were determined for each of the indicative types of sites identified in this study. Obviously, the actual market potentials would vary depending on the specific sites that may be selected, so this analysis provides a “pro forma” indication of potential for the historical village that would need to be refined once a site is selected.

#### **Site A**

Site A could capture demand for a maximum of 130,000 square feet of retail, services, eating & drinking, and entertainment uses. This demand would include up to 12,900 square feet in convenience goods stores, 30,800 SF in shopper’s goods stores, 42,300 SF in eating & drinking establishments, 44,000 SF in entertainment, and 2,100 SF in personal services. Destination retail potential for Site A is summarized for primary retail categories in the following table. A more detailed summary of site demand by specific type of retail, restaurant, personal service or entertainment business is shown in the Appendix of this report.

<b>Table 15. SUMMARY DESTINATION RETAIL POTENTIAL BY USE BONITA SPRINGS SITE A, 2019 AND 2024</b>				
<b>Type of Good</b>	<b>Gross Demand (SF)</b>		<b>Existing Uses</b>	<b>Warranted Demand</b>
	<b>2019</b>	<b>2024</b>		
Convenience	11,567	12,886	-	12,886
Shoppers Goods	27,468	30,801	-	30,801
Eating/Drinking	39,581	42,289	-	42,289
<i>Limited Service</i>	3,977	4,255	-	4,255
<i>Full Service</i>	27,310	29,125	-	29,125
Entertainment	41,071	44,018	-	44,018
Personal Services	1,768	2,105	-	2,105
<b>TOTAL</b>	<b>121,455</b>	<b>132,100</b>	<b>-</b>	<b>132,100</b>
<i>Existing Vacant</i>			-	
<b>Net New Space</b>				<b>132,100</b>
Note:	Assumes Pro-active Internal/External Campaign, Recruitment.			
Source:	Randall Gross / Development Economics.			

**Recommended Mix: Site A.** Based on the findings of the market analysis, a pro forma business mix is recommended for Site A. It should be noted that demand within certain retail categories would not be supportable within the floor plate square footage indicated in the forecasts. So, for example, while there might be demand for up to 700 square feet of appliances, there are few appliance stores that could operate at that limited floor plate size. After eliminating those anomalies and re-aligning the mix to align with a marketable concept, then the recommended mix would include about 60,000 to 70,000 square feet at Site A.

That concept mix would include 15,000 to 17,000 square feet of entertainment (the format of which might include a large, anchor cultural and/or entertainment complex or be disaggregated among smaller live music or performance venues), plus a 10,000 square-foot specialty food concept including personal care businesses, 15,000 square feet of full-service restaurants, coffee shop, and a mix of shopper’s goods stores with an emphasis on personal care, hobbies & games, books & music, and apparel & accessory stores. The summary of a recommended business mix for Site A is illustrated in the following table.

<b>RECOMMENDED DESTINATION MIX BONITA SPRINGS SITE A</b>	
<b>Business Concept</b>	<b>Square Feet</b>
Specialty/Food Hall	7,000
with Pharmacy & Personal Care	3,000
Apparel & Accessories	4,000
Jewelry	800
Books/Music	3,000
Gifts	4,000
Hobby, Toy, & Games	4,000
Spa/Personal Services	5,000
Entertainment	17,500
Sporting Goods	2,000
Pet Supply/Misc SG	2,000
Coffee	3,500
Restaurants	15,000
Home/Garden/GM	1,800
Shoes	750
Luggage, Leather	600
<b>TOTAL</b>	<b>70,950</b>
Source: Randall Gross / Development Economics.	

**Site A: Non-Destination Scenario.** A second scenario for Site A was developed that focused on the potential for this same type of site, but without destination anchors or marketing aimed at attracting residents from outside of Bonita Springs. This scenario would clearly constrain demand to a much smaller village concept. Here, the mix of uses would be less commercial in nature and more similar to the historical museums seen in Sanibel Island and elsewhere in the region.

The site would feature historical exhibits, the art park, a few working artist cottages like what already exists near Riverside Park, a small gallery, and possibly a small café. There is support for more of the artist work spaces, which is consistent with Bonita Springs' emphasis on the arts. While there may be an opportunity for a small café, commercial market potential would be quite limited. An overall recommended mix for this scenario is shown on the following page.

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RECOMMENDED DESTINATION MIX BONITA SPRINGS SITE A: "Non-Destination Scenario"	
Business Concept	Square Feet
Historical Exhibits	-
Park	-
Working Artist Cottages / Maker Spaces	1,872
Gallery	800
Café	600
<b>TOTAL</b>	<b>3,272</b>
Source:	Randall Gross / Development Economics.

### Site B

Site B would offer greater exposure to high-volume traffic, which would benefit convenience businesses, home supply, and local resident needs. There would be warranted demand for about 30,000 square feet of convenience goods, 40,000 square feet of shopper's goods, and 25,000 to 40,000 square feet of restaurants. In addition, the site would support up to 30,000 to 40,000 square feet of entertainment use, and some personal services.

All together, Site B would capture demand for about 150,000 to 160,000 square feet of retail use, as indicated in the following summary table for retail potential by primary retail category. More detailed findings by specific retail category are summarized in the Appendix of this report.

Table 16. SUMMARY DESTINATION RETAIL POTENTIAL BY USE BONITA SPRINGS SITE B, 2019 AND 2024				
Type of Good	Gross Demand (SF)		Existing Uses	Warranted Demand
	2019	2024		
Convenience	25,778	29,881	-	29,881
Shoppers Goods	36,830	41,981	-	41,981
Eating/Drinking	39,292	41,951	-	41,951
<i>Limited Service</i>	4,622	5,030	-	5,030
<i>Full Service</i>	26,855	28,583	-	28,583
Entertainment	39,614	42,233	-	42,233
Personal Services	1,184	1,408	-	1,408
<b>TOTAL</b>	<b>142,698</b>	<b>157,454</b>	<b>-</b>	<b>157,454</b>
<i>Existing Vacant Net New Space</i>				<b>157,454</b>
Note:	Assumes Pro-active Internal/External Campaign, Recruitment.			
Source:	Randall Gross / Development Economics.			

**Recommended Mix: Site B.** The business mix at Site B, with about 81,000 square feet, would be more heavily oriented to local-serving businesses and

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convenience uses, including a small niche grocery with pharmacy, hardware & home supply, general merchandise, sporting goods, entertainment, and restaurants. The entertainment might comprise of bowling/family entertainment center (FEC) and multi-screen cinemas, rather than live music, culture, and film.

<b>RECOMMENDED DESTINATION MIX BONITA SPRINGS SITE B</b>	
<b>Business Concept</b>	<b>Square Feet</b>
Grocery	18,500
with Pharmacy & Personal Care	5,000
Apparel & Accessories	4,000
Furniture & Home Furnishings	2,500
Hardware & Garden Supply	2,500
General Merchandise/Used	2,500
Music/Books	2,500
Gifts/Novelties	3,800
Hobby, Toy and Games	3,200
Sporting Goods	2,000
Pet Supply/Misc SG	2,000
Fast-Food/Limited Service	3,500
Restaurants	12,500
Drinking Establishment	2,800
Entertainment	18,000
Salon/Personal Services	1,400
<b>TOTAL</b>	<b>81,700</b>
Source:	Randall Gross / Development Economics.

As noted previously, these “pro forma” business mix programs would change to reflect the potentials and market conditions at a specific site. Nevertheless, they do provide an indication of the general mix of retail that may be viable within the context of an historical village setting.

## **Section 5. RECOMMENDED PROGRAM & INITIAL DEVELOPMENT CONCEPTS**

Based on the preliminary market findings, a development program is recommended for each of the indicative site typologies that would tenant or occupy both historical and new commercial buildings within an historical village concept in Bonita Springs. This program is subject to change as the market information is refined. Nevertheless, the program information can start to inform discussions about the development concept and site requirements such as the amount of land that may be needed to accommodate the full built-out of the program. Once the program is refined, it will be tested through a high-level, pro forma financial analysis to validate the general sustainability of the concept. Recommendations on marketing, management, financing, and structuring will also be refined at that stage to assist with implementation.

A conceptual development program is recommended for each of the two site typologies based on the preliminary market findings. There are a number of caveats associated with these recommended programs, not the least of which is the constraint that a site has not been identified and therefore, the scale and scope of market support cannot be confirmed for the concept. Even then, these market findings will be refined, so the numbers are likely to change. The program would need to be tested for its physical requirements towards implementation.

### **Site A: “Downtown”**

Site A is oriented to a downtown location, where the historical village would be integrated with the existing business district and the few historical buildings that have already been relocated there.

#### **Development Program**

Site A would, at full build-out include a mix of small professional and administrative office uses, restaurants, galleries, live music venues, and shopping as follows:

- Small, Individual Office Uses 16,000 – 20,000 SF
- Live Music Venues 8,000 – 16,000 SF (60-120 capacity ea)
- Other Entertainment 17,000 SF (TBD)
- Art/Galleries 1,200 – 3,500 SF
- Restaurants 15,000 SF incl. theme (e.g., “diner”)
- Small, Individual Retail Shops 30,000 – 38,000 SF

**Development Concept**

The development concept at Site A would incorporate or integrate as much as possible with the existing downtown business district, so as to maximize the overall destination market potentials and increase traffic to existing downtown businesses. Ultimately, this concept should also take advantage of recent infrastructure and design improvements, public spaces and other investments that the City of Bonita Springs has made in the area. Marketing concepts would draw on Florida history, with a focus on “Old Highway 41” tourism heritage.

The following images of comparable sites provide a sense of scale and walk-able character for the concept, but are not meant to imply a style of architecture, design vernacular or specific type of business.



Historic Cocoa Village (Cocoa, FL)



Shops at the Village (Gatlinburg, TN)



Vintage Florida cottage

The historical village would have a focus on small-scale units for retail, restaurants, art and entertainment. So as not to compete with the city’s existing arts and cultural venues, an effort would be made to create more of a village atmosphere comprised of a collection of smaller entertainment and cultural venues focused on live music, film, as well as children’s activities that are not found elsewhere in the area. A tourist venue is recommended that complements the existing Everglades Wonder Gardens, which is itself an historic venue that is also located downtown and can generate destination traffic. This venue would be incorporated into the overall concept, and not isolated from the commercial components. Ultimately, retired visitors are looking for entertainment for themselves and for their visiting grandchildren.



Goofy Golf (Panama City Beach), *incorporating heritage-themed structures into a tourist attraction*

music  
would

does  
For



office

*buildings that otherwise do not lend themselves to retail or entertainment uses; on upper floors; “alley” spaces or adjacent to dedicated retail and restaurant venues. Tenanting for the project would need to be centrally managed to ensure a healthy mix is achieved.*

In order to attract office tenants, this concept would create a lively sense of place with dining options as well as after-work activities including live and entertainment. There need to be a balance between tourism and work environment, so that one not overtake the other. example, it would be advisable to ensure that *space is located in historic*

By the same token, tourism should not overwhelm the district but should help to sustain the market for restaurants and other retail that are part of the amenity value for attracting and recruiting office users. A “cool” factor would be associated with the concept that could help businesses recruit young workers and help avoid the appearance of a tourist trap. Thus, some element of “kitsch” Florida tourism heritage could help both in attracting visitors, entertaining children, and generating an authentic place for workers.

**Parking.** Because of the potential for integration into a walk-able downtown, and to encourage patronage of existing businesses, there are opportunities for centralized parking or shared parking throughout the downtown area.

**Art Park.** The art/sculpture park concept could incorporate some of this Florida tourism heritage to help make it an anchor attraction for the historical village. An example could be Memento Park, located on the outskirts of Budapest, which created a sculpture art park using the disused political art of the communist era. A similar concept could be applied to Florida tourist heritage sculpture. In general, authenticity in art and place is more achievable at Site A because of the heritage that already exists at this location.



Memento (Art) Park, Budapest



Florida Roadside Art (Goofy Golf)

Ultimately, incorporating heritage-themed art into a tourist attraction would benefit both the tourism potentials for the site and the attention paid to *heritage value* that is an objective of the historical village concept. The market analysis has assumed that the art or sculpture park would itself become an attraction for visitors and to leverage market support for the concept.

**Non-Destination Scenario (“A1”)**

As noted before, the “Downtown” Site would generate demand for a much smaller program if not oriented to the destination markets. This Non-Destination Scenario for Site A would be oriented more to a typical **historical museum** having some exhibits and interpretation, but also having some working artist activity, art park, and ancillary commercial (e.g. local real estate office or café).



800 SF

- RE Office and/or Café



- Historical Exhibits
- Working Artist Cottages  
1,870 SF
- Art Gallery

800 SF

**Site B: “Highway-Oriented”**

Site B would also include offices, restaurants, and entertainment, but more likely at a different scale and context, with more emphasis on serving local convenience needs.

### **Development Program**

There is a much broader possible range of development programming at this type of site, since the location can vary significantly. The development potential also ranges depending on how the project is designed so as not to engender an artificial “island” effect that diminishes the historical context or purpose. Uses would include the following:

- Larger-format Office Space (e.g., above shopping) 19,000-26,000 SF
- Large-format Entertainment Venue (TBD) 18,500+ SF
- Limited and Full-Service Restaurants 12,000 SF
- Larger-format Retail and Some Individual Shops 55,000+ SF

### **Development Concept**

At this type of site, it will be more challenging to integrate the village into an existing historical neighborhood and provide context. As such, there is more likely to be an artifice that is created by having an entrance off of a highway into a self-contained “historical village.” That village may be more likely to resemble the “town centers” of traditional neighborhood developments (TNDs) and tourist attractions in the region, where new construction predominates even if some historical buildings are integrated into the format. Larger-scale, mixed-use and single-use formats would be required with more building-specific parking, since patrons are less likely to access the site via other visits to neighboring uses (as they might in a downtown or beach-front setting).



Celebration Town Center (L)  
(Orlando); Guild Theatre (R)

A green field, highway-oriented site may allow more flexibility for development, but is less likely to support the historical village concept without integration of a significant scale of new construction in order to leverage the market for this

product at an otherwise suburban format site. Once new construction is integrated at scale and at this type of location, the project is more likely to have to compete

against other shopping and mixed-use developments throughout southwest Florida.

### **Management, Financing, and Implementation**

Specific recommendations for implementation will be generated as the concept is further refined through iterative discussions with the consulting team and the key stakeholders; and based on a high-level financial pro forma that will test the basic financial sustainability of the concept.

## APPENDIX

<b>Table. AT-PLACE EMPLOYMENT TRENDS, LEE COUNTY, 2002-2017</b>					
<b>Industry Sector</b>	<b>2002</b>	<b>2010</b>	<b>2017</b>	<b>2002-2017 Change</b>	
				<b>Number</b>	<b>Percent</b>
Agriculture/Mining	2,061	3,562	2,833	772	37.5%
Utilities	819	767	763	(56)	-6.8%
Construction	19,511	15,420	27,418	<b>7,907</b>	40.5%
Manufacturing	6,357	4,254	5,761	(596)	-9.4%
Wholesale Trade	5,463	5,401	6,954	1,491	27.3%
Retail Trade	24,670	22,926	35,270	<b>10,600</b>	43.0%
Transport & Whse	2,649	2,482	4,341	1,692	<b>63.9%</b>
Information Svcs	3,415	2,548	3,009	(406)	-11.9%
Finance & Insurance	4,513	5,021	5,511	998	22.1%
Real Estate	4,791	4,842	6,409	1,618	33.8%
<b>Prof/Tech Services</b>	<b>8,787</b>	<b>9,162</b>	<b>14,517</b>	<b>5,730</b>	<b>65.2%</b>
Management	1,254	2,590	2,996	1,742	<b>138.9%</b>
Administrative Svcs	16,044	12,416	17,258	1,214	7.6%
<b>Education</b>	<b>10,859</b>	<b>15,092</b>	<b>17,547</b>	<b>6,688</b>	<b>61.6%</b>
<b>Health Care</b>	<b>22,413</b>	<b>29,445</b>	<b>37,745</b>	<b>15,332</b>	<b>68.4%</b>
Arts & Recreation	5,400	5,640	8,273	2,873	<b>53.2%</b>
<b>Accommodation</b>	<b>16,256</b>	<b>20,484</b>	<b>33,109</b>	<b>16,853</b>	<b>103.7%</b>
Other Services	6,020	6,154	8,750	2,730	45.3%
Public Administration	8,363	10,890	10,517	2,154	25.8%
<b>TOTAL</b>	<b>169,645</b>	<b>179,096</b>	<b>248,981</b>	<b>79,336</b>	<b>46.8%</b>
<i>2010-2017</i>				69,885	39.0%
Sources:	U.S. Bureau of the Census and Randall Gross / Development Economics.				

## Randall Gross / Development Economics

Table A1. TOTAL WARRANTED RETAIL DEMAND BY USE, BONITA SPRINGS SITE A, 2019 AND 2024				
Type of Good	Gross Demand (Sq Ft)		Existing Uses	Warranted Demand
	2019	2024		
<u>Convenience</u>				
Grocery	4,104	4,647	-	4,647
Convenience	678	736	-	736
Specialty Food	1,963	2,019	-	2,019
Health/Pers Care	2,119	2,482	-	2,482
Gas/Convenience	1,949	2,106	-	2,106
Florist	353	418	-	418
Liquor/Smoke	401	479	-	479
<b>Sub-Total</b>	<b>11,567</b>	<b>12,886</b>	-	<b>12,886</b>
<u>Shoppers Goods</u>				
Apparel	3,133	3,417	-	3,417
Accessory	285	307	-	307
Jewelry	695	765	-	765
Shoes	662	725	-	725
Furniture	389	465	-	465
Home Furnishings	525	627	-	627
Appliances	189	227	-	227
Hardware/Paint	851	1,026	-	1,026
Garden Supply	423	505	-	505
Home Centers	1,393	1,653	-	1,653
Department Store	1,345	1,590	-	1,590
Non DS GM	614	737	-	737
Used Merchandise	1,076	1,158	-	1,158
Auto Dealers	706	850	-	850
Auto Supply	236	281	-	281
Electronics	146	175	-	175
Books/Music	2,813	3,042	-	3,042
Musical Instruments	180	212	-	212
Gift, Novelty, Svr	3,987	4,284	-	4,284
Hobby/Toy/Game	3,630	3,997	-	3,997
Luggage/Leather	549	589	-	589
Office Supply/Sta	164	197	-	197
Sewing/Piece	200	235	-	235
Sporting Goods	1,495	1,713	-	1,713
Misc Shoppers Goods	1,783	2,024	-	2,024
<b>Sub-Total</b>	<b>27,468</b>	<b>30,801</b>	-	<b>30,801</b>
<u>Dining &amp; Entertainment</u>				
Restaurant-LS	3,977	4,255	-	4,255
Restaurant-FS	27,310	29,125	-	29,125
Drinking Establishmt	4,266	4,598	-	4,598
Non-Alcoholic	4,027	4,311	-	4,311
Entertainment	41,071	44,018	-	44,018
<b>Sub-Total</b>	<b>80,652</b>	<b>86,307</b>	-	<b>86,307</b>
<u>Personal Services</u>				
	<b>1,768</b>	<b>2,105</b>	-	<b>2,105</b>
<b>TOTAL</b>	<b>121,455</b>	<b>132,100</b>	-	<b>132,100</b>
<u>Existing Vacant</u>				
			-	
<b>Net New Space</b>				<b>132,100</b>
<b>Source:</b>	Randall Gross / Development Economics.			

Report 2

# **BONITA SPRINGS HISTORICAL VILLAGE**

*Financial Pro Forma & Strategic Recommendations*



December 21, 2019

Presented to Parker / Mudgett / Smith Architects, Inc.

And the City of Bonita Springs, Florida

## **INTRODUCTION**

Report 2 provides findings from a financial analysis that tested the financial returns to private investors from development of an historical village. These findings are summarized in Section 1 of this report. The concepts tested through this pro forma analysis focused on Site A, the urban “downtown” site for which the market was tested (see Report 1). Two scenarios were developed for this site: Scenario A aims to establish a destination that would attract tourists and residents from throughout the region to Bonita Springs, yielding economic benefits to the city. Scenario A1 is a much smaller concept that is oriented more as a community amenity and is not meant primarily as a destination attraction, although if successfully developed, could generate some “inflow” expenditures to the city. Based on the findings of the financial analysis and input from Report 1, strategic recommendations for the next steps are provided in Section 2 of this report.

## **Section 1. FINANCIAL PRO FORMA**

This section provides findings from a “high-level” baseline financial pro forma. The purpose of the pro forma is to test the development of the historical village concept to determine if it generates sufficient financial returns to attract ***private investor*** interest and avoid municipal subsidy. The pro forma analysis also helps compare the returns of two alternative scenarios for development of the concept, both oriented to an urban, downtown site. The first scenario (A) examines the private returns of a destination-oriented concept that, as noted above, generates sufficient demand to attract income and economic benefits from outside of Bonita Springs. The second scenario (A1) examines a concept that is not meant to attract destination market support. In this case, the supportable commercial component of the site would be much smaller and the overall concept would shift towards more of a museum and/or village of working artists. This second scenario is more oriented to the Bonita Springs community and is less likely to attract destination visitors.

### **Scenario A: Destination Historical Village At a Downtown Site**

The pro forma analysis first tested the financial returns from the destination historical village concept at a downtown site. As noted in the findings of the market analysis, this downtown site would be promoted for an integrated, mixed-use development including historical buildings with modern additions plus new infill construction. The scale and mix of uses would be geared to attracting destination visitors to the site, attracting income and spending power from tourists and residents from outside of Bonita Springs to help enliven the downtown area and generate economic benefits to existing and potential new business owners.

#### **Development Program**

The development program for this scenario would include about 19,000 square feet of office space for professional, design and tech businesses. There would also be about 15,000 square feet in restaurants, 38,000 square feet in specialty shopping (including artist spaces and galleries), and a 17,500 square-foot entertainment venue oriented to live music performance. The restaurants would also include venue space for live music.

This scenario would comprise of a possible 18,000 to 20,000 square feet of rehabilitated and restored space in historic buildings plus about 70,000+ square feet in new, infill construction as well as in contemporary additions to the historic structures in order to enhance their utility and versatility. Ultimately, the mix of space in old buildings (including new additions) and new infill construction may be closer to even. This development program is likely to require about 350 to 375

## Randall Gross / Development Economics

parking spaces, although not all of the parking need be accommodated in parking lots on site, with the potential for street parking (in an urban format) and as well as lots elsewhere in downtown to encourage walking throughout the downtown area.

Table 1. SCENARIO 1 CONCEPTUAL DEVELOPMENT PROGRAM, DESTINATION HISTORICAL VILLAGE, BONITA SPRINGS							
Use	Building Square Feet			Relo	TOTAL	Parking	
	Rehab	New+Additions	Sub-Total				
<u>Office Uses</u>							
Professional/Tech Offices	4,725	14,175	18,900	4,725	18,900	57	
<u>Retail Uses</u>							
Retail Businesses	9,613	28,838	38,450	9,613	38,450	154	
Restaurants/Venues	<u>3,750</u>	<u>11,250</u>	<u>15,000</u>	<u>3,750</u>	<u>15,000</u>	<u>75</u>	
Sub-total	13,363	40,088	53,450	13,363	53,450	229	
Entertainment Venue	-	17,500	17,500	-	17,500	88	
<b>TOTAL</b>	<b>18,088</b>	<b>71,763</b>	<b>89,850</b>	<b>18,088</b>	<b>89,850</b>	<b>373</b>	
Notes:	Parking ratios: Restaurant/Entertainment=5/1000; Office=3/1000; Retail=4/1000						
Source:	Randall Gross / Development Economics.						

### Land & Development Costs

The cost of land and development would be, by necessity, theoretical in this pro forma because there is no specific site to test. Without a site, mostly everything would be unknown about its development such as the cost of land, available infrastructure, topographical features, stormwater and flood issues, specific opportunities for shared parking, ingress and egress, and other site constraints and challenges.

**Acres and Land Costs.** Nevertheless, some “indicative” costing was achieved based on assumptions along with standards, averages and norms for the region. Based on a still very high-level site plan concept (again considered without a specific site), this scenario is likely to require six to eight acres of land for development. For the purposes of this pro forma analysis, a total of seven acres was considered. The configuration of those seven acres is not set, since certain locations in the downtown area could allow for use of multiple sites or a mix of green field and redevelopment, or even sites on separate blocks that integrate well with existing historic downtown structures. Based on an assessment of comparable sales in the downtown area and on other “urban” sites, the cost of land

is likely to range from about \$290,000 to \$420,000 per acre. For the purposes of this analysis, a price at the lower end of this range was assumed, to help encourage development while maintaining a market-driven price. The total price for this land (not a specific site) could be about \$2.9 million.

**Construction and Land Development Costs.** Development costs were calculated based on standards provided by Parker / Mudgett / Smith Architects, Inc. (PMSA) for construction in southwest Florida. Since there is no specific site and no specific plan for costing, these estimates are meant only as a general guide and are not meant for any other purpose than for running this very high-level, conceptual pro forma analysis. For this purposes, PMSA estimates that relocation of an historic building might cost \$250,000 per unit, and rehabilitation would cost in the range of \$180 per square foot. Obviously, these costs would vary significantly based on a number of factors such as the size of the building, where it is located, and requirements for restoration and rehabilitation. Based on the program, relocation would cost about \$5.0 million, assuming that about 25% of the program would be accommodated in historic buildings, yielding a need for 18 to 20 buildings or structures to be relocated to the site. Rehabilitation of these buildings and structures would total about \$3.3 million. So, total cost for the historic component (not including interpretation, etc.) would be about \$8.3 million.

New construction costs were also estimated, both for new, architecturally significant contemporary additions to the historic buildings as well as for new, infill construction. The price for new construction in this context may range from \$220 to \$280 per square foot, according to PMSA. In testing this pro forma, every effort was made to hold costs in check and determine the point at which the project may be "feasible." Thus, a cost at the lower end of the range (\$220 per square foot) was used as a starting point. If profitability could be achieved at that rate, then a higher cost would be used to provide more flexibility. Total new construction, including architecturally significant contemporary additions to the historic structures (which, together with new infill would account for 75% of total building), would cost about \$15.8 million using the \$220 per foot standard.

Based on standard parking ratios, adjusted for a walk-able downtown area with shared parking, it was determined that the program might require about 375 parking spaces. Again, there is no way to determine the exact requirements, since different sites might have different opportunities for shared parking, street parking, or various combinations of parking opportunities. At \$5,000 per space, parking would cost about \$1.9 million. There would also be other site improvements and infrastructure, estimated at \$1.75 million based on PMSA's standard of \$250,000 per acre. Soft costs (design, testing, permits, etc) would cost about \$3.1 million (at 10% of cost) and the developer would take a 5% fee for \$1.5 million. Thus, the project would cost a total of **\$34.7 million.**

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<b>Table 2. SCENARIO 1 INDICATIVE DEVELOPMENT PRO FORMA, DESTINATION HISTORICAL VILLAGE, BONITA SPRINGS</b>					
<b>Indicative Development Costs</b>	<b>Unit (SF/Ac/Spc)</b>	<b>Rehab</b>	<b>New</b>	<b>Relocation</b>	<b>Total</b>
Land	7.0	-	\$ 2,884,100	-	\$ 2,884,100
Rehabilitation (18-20 Buildings)	18,088	\$ 3,255,750	-	-	\$ 3,255,750
New Construction (Infill + Additions)	71,763	-	\$15,787,750	-	\$ 15,787,750
Relocation	20	-	-	\$5,024,300	\$ 5,024,300
Parking	373	-	\$ 1,865,000	-	\$ 1,865,000
Other Site/Infrastructure	7.0	-	\$ 1,750,000	-	\$ 1,750,000
Soft Costs (Design, Testing)		-	-	-	\$ 3,055,300
Development Fee	-	-	-	-	\$ 1,527,700
<b>TOTAL COST</b>		<b>\$ 3,255,750</b>	<b>\$22,286,850</b>	<b>\$5,024,300</b>	<b>\$ 34,719,300</b>
<b>Cost Assumptions</b>					
Rehabilitation	18,088	\$ 180			\$ 3,255,750
New Construction (Infill + Additions)	71,763		\$ 220		\$ 15,787,750
Relocation	20			\$ 250,000	\$ 5,024,300
Parking	373		\$ 5,000		\$ 1,865,000
Other Site/Infrastructure	7.0		\$ 250,000		\$ 1,750,000
Soft Costs (Design, Testing)	10.0%				\$ 3,055,300
Development Fee	5.0%				\$ 1,527,700
<b>Rental Income</b>					
Restaurants	15,000	\$ 14.33			\$ 214,970
Entertainment Venue	17,500	\$ 8.43			\$ 147,530
Office	18,900	\$ 12.82			\$ 242,300
Retail Shopping, Art Galleries	38,450	\$ 13.49			\$ 518,610
<b>GROSS INCOME</b>					<b>\$ 1,123,410</b>
Vacancy Factor	5%				\$ (56,170)
<b>ADJUSTED INCOME</b>					<b>\$ 1,067,240</b>
<b>Indicative Cash Flow</b>					
Loan Amount	80%				\$ 27,775,440
Equity	20%				\$ 6,943,860
Annual Debt Service					\$ (2,043,770)
Cash Flow ADS					\$ (976,530)
Cash on Cash Return					<b>-14.06%</b>
<b>Income &amp; Value</b>					
Gross Annual Income					\$ 1,123,410
Adjusted Income	95%				\$ 1,067,240
CAM, T&I	10%				\$ 112,340
Federal Tax Credit	20%				\$ 190,980
<b>NOI</b>					<b>\$ 763,920</b>
Value based on Cap Rate	7.5				\$ 5,729,400
Net Proceeds from Sale					\$ (28,989,900)

### Rental Income

The commercial uses on the site would generate rental income to help pay for the operation of the facilities and upkeep of the historic buildings. The market analysis determined market rents for retail, restaurants, entertainment, and office space in the Bonita Springs area. It was determined that rents would need to be discounted somewhat (generally 10% to 30%, depending on the use) to help attract tenants to an untested concept in its initial years of operation. Retail rents are assumed at about \$13.50 per square foot, restaurants at \$14.30. Office space

would be offered at \$12.80 per square foot, while the 17,500 square-foot entertainment venue would operate at a lower anchor use rate of \$8.40 per square foot. Certain uses, if integrated into the concept, would be discounted further. An example might be artist work spaces, similar to the uses in the artist cottages that already exist in downtown Bonita Springs. These tenants would pay a further-discounted retail rate that is likely to be more similar to the entertainment venue rent.

At these discounted rental rates, the project would generate about \$1.12 million in annual rental income if fully occupied. Normal vacancy is assumed at 5.0%, yielding gross rental income of \$1.07 million including the vacancy factor.

### **Financing & Cash Flow**

Assuming bank financing at 80%, the total construction loan amount of about \$27.8 million would be paid over 20 years. Debt service would total about \$2.0 million per year and cash flow (after debt service) would generate a loss of **\$976,500** per year.

### **Returns on Investment**

The cash-on-cash return would be **-14.06%**, based on the cash flow and overall equity investment. Excluding debt service, the taxable Net Operating Income (NOI) would be a positive \$763,900 per year after common area maintenance (CAM), taxes & insurance (T&I), and after receiving the federal tax credit for rehabilitating historic buildings. (The tax credits would generate a benefit of nearly \$200,000 for the developer. If the credits are not taken, then taxable NOI would be closer to a positive **\$1.0 million** per year).

Based on a typical CAP rate of 7.5, the project would yield a residual land value of about \$5.7 million but the net proceeds from sale would be at a loss of nearly **\$29.0 million**.

### **Summary of Finding for Scenario A**

The finding is that the income generated from the concept will not be sufficient to yield returns that warrant investment, unless there were to be some relief on the infrastructure, land price, construction costs, or debt service. The construction costs, including both relocation and rehabilitation of historic buildings along with new construction of additions and infill buildings, are quite substantial, at nearly \$35.0 million. Operationally, the project would be sustainable, since it would generate up to \$1.0 million in Net Operating Income excluding debt service. But the debt service of nearly \$2.8 million per year undermines the operations of the project. If the land and site improvements were donated or provided under a nominal land lease arrangement, there would be some savings but not enough to warrant investment. Even if the new-construction 17,500 square-foot

entertainment venue and the art park were excluded from the pro forma (where the project would rely mainly on live music associated with the restaurants and smaller venues), it would not be enough to life the project into financial viability, due still to debt service on the remaining construction, relocation, rehabilitation, and site improvement costs.

### **Scenario A1: Community-Oriented Historical Village at a Downtown Site**

A second alternative scenario was tested that relies less on capturing a destination market and instead focuses on creating a community amenity. This scenario would still be accommodated on an urban or downtown-area site, so it would be integrated with the existing downtown area and add value to the downtown offering. However, it is not intended as a tourist attraction or a destination to attract residents and visitors from outside of the Bonita Springs area. If successfully implemented, it would however attract some “inflow” (e.g., +/-20%) from outside of the immediate Bonita Springs market base.

#### **Development Program**

The development program for scenario 1A would include perhaps six artist or maker spaces, which would house working artists in the same way that the existing artist cottages operate downtown. Since it is likely that the buildings relocated to the site would be houses and commercial buildings or have contemporary additions that would make the buildings larger than the existing artist cottages, these buildings might house two or even three working artists at a time. Altogether, it is assumed that there would be about 2,000 square feet in these artist or maker spaces. There would also be some 800 square feet of additional work space, potentially to accommodate a personal service or professional service business.

In addition to the work spaces, there would also be some ancillary retail use including an art gallery of perhaps 800 to 1,000 square feet and perhaps a small café of 600 square feet. The café may operate seasonally or in concert with the gallery space. It is also assumed that there might be at least one or two additional historic buildings that would house exhibits open to the public that interpret the history of Bonita Springs and of the southwest Florida architecture (both historic and contemporary) represented by the buildings and structures on the site.

A total of about 20 parking spaces would be required to support this program. As in Scenario A, the art park and interpretive elements would be integrated into the overall site plan and form part of the site “improvements” for the purposes of this pro forma analysis.

Table 3. SCENARIO 1A CONCEPTUAL DEVELOPMENT PROGRAM, COMMUNITY HISTORICAL VILLAGE, BONITA SPRINGS						
Use	Building Square Feet			Relo	TOTAL	Parking
	Rehab	New	Sub-Total			
<u>Work Spaces</u>						
Artist/Maker Cottages	1,120	750	1,870	1,120	1,870	6
Personal Services Office	<u>480</u>	<u>320</u>	<u>800</u>	<u>480</u>	<u>800</u>	<u>2</u>
Subtotal	1,600	1,070	2,670	1,600	2,670	8
<u>Retail Uses</u>						
Café	390	260	650	390	650	3
Gallery	<u>480</u>	<u>320</u>	<u>800</u>	<u>480</u>	<u>800</u>	<u>4</u>
Sub-total	870	580	1,450	870	1,450	7
Historical Exhibit (House/Bldg)	540	360	900	540	900	5
<b>TOTAL</b>	<b>3,010</b>	<b>2,010</b>	<b>5,020</b>	<b>3,010</b>	<b>5,020</b>	<b>19</b>
Notes:	Parking ratios: Restaurant/Entertainment=5/1000; Office=3/1000; Retail=4/1000					
Source:	Randall Gross / Development Economics.					

**Land & Development Costs**

Many of the same assumptions regarding standard unit costs were applied to Scenario A1. This scenario would require somewhat less land, because the overall development program is much smaller, estimated at 4.0 to 5.0 acres. For the purposes of this pro forma, 4.5 acres is assumed as the requirement, costing about \$1.9 million. It is assumed that, even with a much smaller building footprint, historic buildings would still have some architecturally-significant contemporary additions. Overall, it is assumed that 60% of the building space would be in rehabilitated historic buildings and 40% in new construction (infill and/or additions). Relocation of six historic buildings would cost \$1.5 million while rehab of those buildings would cost \$542,000. New construction would cost an estimated \$522,000. About \$100,000 would be spent on parking and \$1.1 million on other site infrastructure. Soft costs would total about \$400,000 and the developer fee would total less than \$200,000, for a total development cost of about \$6.2 million. Again, there are numerous caveats to this cost, given that there is no specific site, and therefore no realistic information on the requirements for site improvements or even the cost of the land. Still, these numbers provide a cost “envelope.”

<b>Table 4. SCENARIO 1A INDICATIVE DEVELOPMENT PRO FORMA, COMMUNITY HISTORICAL VILLAGE, BONITA SPRINGS</b>					
<b>Indicative Develop. Costs</b>	<b>Unit (SF/Ac)</b>	<b>Rehab</b>	<b>New</b>	<b>Relocation</b>	<b>Total</b>
Land	4.5		\$ 1,854,060		\$ 1,854,060
Rehabilitation	3,010	\$ 541,800			\$ 541,800
New Construction	2,010		\$ 522,600		\$ 522,600
Relocation	6			\$1,505,000	\$ 1,505,000
Parking	19		\$ 95,550		\$ 95,550
Other Site/Infrastructure	4.5	-	\$ 1,125,000		\$ 1,125,000
Soft Costs (Design, Testing)					\$ 379,000
Development Fee		-	-	-	\$ 189,500
<b>TOTAL COST</b>		<b>\$ 541,800</b>	<b>\$ 3,597,210</b>	<b>\$1,505,000</b>	<b>\$ 6,212,510</b>
<b>Cost Assumptions</b>					
Rehabilitation	3,010	\$ 180			\$ 541,800
New Construction (Infill+Add)	2,010		\$ 260		\$ 522,600
Relocation	6			\$ 250,000	\$ 1,505,000
Parking	19		\$ 5,000		\$ 95,550
Other Site/Infrastructure	4.5		\$ 250,000		\$ 1,125,000
Soft Costs (Design, Testing)	10.0%				\$ 379,000
Development Fee	5.0%				\$ 189,500
<b>Rental Income</b>					
Artist/Maker Cottages	1,870	\$ 8.33			\$ 15,580
Personal Services Office	800	\$ 8.97			\$ 7,180
Café	650	\$ 10.03			\$ 6,520
Gallery	800	\$ 10.03			\$ 8,030
Historical Exhibit	900	-			-
<b>GROSS INCOME</b>					<b>\$ 37,310</b>
Vacancy Factor	5%				(\$1,870)
<b>ADJUSTED INCOME</b>					<b>\$35,440</b>
<b>Indicative Cash Flow</b>					
Loan Amount	80%				\$ 3,412,790
Equity	20%				\$ 853,200
Annual Debt Service					\$ (251,120)
Cash Flow ADS					\$ (215,680)
Cash on Cash Return					<b>-25.28%</b>
<b>Income &amp; Value</b>					
Gross Annual Income					\$ 37,310
Adjusted Income	95%				\$ 35,440
CAM, T&I	10%				\$ 3,730
Federal Tax Credit	20%				\$ 6,340
NOI					<b>\$ 25,370</b>
Value based on Cap Rate	7.5				<b>\$ 190,290</b>
Net Proceeds from Sale					<b>\$ (1,663,770)</b>

## Rental Income

There would be some rental income generated from the program. Based on the existing artist cottage rent (annualized) at \$8.33 per square foot, the artist & maker spaces would yield annual rental income of about \$15,600. Personal or professional office space would have to be heavily discounted in order to attract a company to locate at this type of site, yielding rental income of about \$7,200 per year. The café and gallery, operating at a discounted \$10.00 per foot, would yield

rental income of about \$14,500 collectively. It is assumed that the historical exhibit would be given its space and would not pay rental income, or it would not be likely to succeed. Altogether, the concept would generate about \$37,300 per year in rental income if fully occupied, or \$35,400 after accounting for vacancy.

### **Financing & Cash Flow**

Construction even of this very limited, community-oriented program, would require a loan of about \$3.4 million plus 20% (\$850,000) in equity. Annual debt service on the note would total about \$250,000 per year, so cash flow after debt service would total a loss of about **\$215,700** per year.

### **Returns on Investment**

The cash-on-cash returns for a private investor from this scenario would be **-25.28%**. The gross income is too small to pay significant portions of the debt service on the project. Net Operating Income (NOI) would total a positive **\$25,400** excluding debt service but after paying CAM, T&I, and receiving the historic tax credits (of \$6,340).

The project would yield a residual land value of about \$190,000, which is insufficient to generate a positive return on equity for the investor. Net proceeds from sale would be at a loss of about **\$1.7 million**.

### **Summary of Findings on Scenario A1**

Scenario A1, like Scenario A, does not yield sufficient returns to attract private investors, based on the plethora of assumptions that were made for an “imaginary” site. In this case, however, there is an argument that could be made for public investment in a community asset. If the City were to donate land and infrastructure, and contribute to the relocation of the historic buildings, then there is the possibility that the project could be self-sustaining on an operating basis, even with debt service to cover new construction.

Of course there are multiple other ways to enhance the financial viability of the project, regardless of the scenario. For example, if architecturally-significant contemporary additions were not required for the historic buildings, then a share of the cost of new construction (and therefore the debt service that weighs down the project) would be eliminated. Income could be enhanced if market testing of the concept shows that market rents are supportable at the site. This pro forma analysis has taken a conservative approach using discounted rental rates because of the unique and untested qualities of the “product” in this market, and because of the need to recruit tenants. In this respect, the village concept does not differ much from traditional neighborhood development (TND), where developers offer incentives to attract retailers into their commercial “town center.”

## **Section 2. STRATEGIC RECOMMENDATIONS**

This section provides draft strategic recommendations for further analysis and potential implementation of an historical village in Bonita Springs. Since the financial viability of the two tested scenarios leaves a number of financing gaps, the recommendation is to select a specific site (or alternatives) and conduct more detailed analysis for that site before making any further decisions. A developer selection process can be phased such that there could be developer or investor input to the concept as it is formulated. Recommendations for a public-private partnership are suggested as an approach for reducing risk and financial burden to a private developer while ensuring that the project is realized as close to the community's vision as possible.

### **Marketing & Development Concept**

If a critical requirement for the historical village concept is to create a destination that will attract tourists and residents from outside of the Bonita Springs area, then Scenario A would help maximize that market. Unfortunately, Scenario A might have difficulty generating a viable financial return. The reasons lie in a unique combination of high costs driven by architecturally-significant and contemporary construction coupled with the cost of relocating and rehabilitating historic structures. If the destination component is less important, and the vision supports a simple community amenity instead, then Scenario A1 would offer an interesting opportunity to achieve that aim. Again, unfortunately, Scenario A1 will also fall short of generating a financial return to attract investors. However, since the overall level of investment is smaller, there may be opportunities for creating this special place through a public-private partnership that includes public investment.

The concept for Scenario A1 calls for a walkable "village" of historic buildings and structures that is more akin to historical museums in Florida and nationwide. There would be some limited opportunities for integrating commercial uses, albeit at discounted rates. Uses like artist & maker cottages, café, and art gallery could help further cement Bonita Springs' reputation as a center for the creation of arts on Florida's southwest coast. Interpretation of historical buildings and an art park will add to the city's reputation as an arts hub.

New, architecturally significant and contemporary architecture would be integrated into the village along with an art park that is conceived as having contemporary art as part of the exhibition. These components suggest that marketing this place as an "historical village" may be somewhat misplaced and that the real emphasis might be on the aspect of integration of old and new. The concept may be closer to an "evolving" art & architecture village, rather than an "historical" village. But the vision for the site's marketing would align with the concept that is eventually proven to be most sustainable.

## **Site Selection**

It would be nearly impossible to completely answer the question of whether the historical village concept is economically and financially viable for private investors without focusing on one or more specific sites. It is highly recommended that the findings of this report be conveyed to the appropriate decision-makers with the caveat that someone needs to identify one or several alternative sites to test the concept. Without that information, one would have difficulty discussing these findings with a private investor or developer, since there is insufficient information about the real cost of development and any investor will want to know where the concept is being proposed.

The site selection process should address the factors identified in Report 1. Ultimately, a site that could be integrated with downtown is most desirable because of the fact that it could help enhance downtown's business base and attractiveness; that the City has already placed significant investments there; and that downtown is a core element of the city's identity and brand (including its identification with the arts).

## **Refined Financial Analysis**

Once one or more sites are selected then a more detailed site analysis should be conducted, especially from a physical development perspective. Such issues as zoning, surrounding land uses, ingress and egress, integration with neighboring structures, parking, stormwater retention, and other factors would then be considered in a more realistic way. A conceptual site plan could then be developed that is also realistic and reflect the site's unique characteristics. Cost parameters would be re-defined based on more detailed site assessment and the pro forma re-run. Ultimately, if specific infrastructure issues are identified that need to be addressed, a decision can be made as to whether those types of improvements could be funded in a way to benefit surrounding property owners and thus, generate public benefits.

## **Developer Outreach Process**

While it is premature to recommend this concept to a developer, it is worth starting a process of having informal discussions with developers to discuss some of the findings of this report and possible ways to address key issues with the market rents and the cost of development. Without selecting anyone, the information gleaned from such meetings will be useful to narrow the scope of the project and identify opportunities for partnership. It is highly recommended that such informal discussions be pursued as a first step. Should developers and investors confirm that the financial challenges of such an undertaking carry too much risk for them, then alternative approaches can be defined with their help.

## **Public-Private Partnership**

There are opportunities for establishing a public-private partnership, as noted before, to implement this concept in a way that ensures its operating sustainability. Such partnerships are commonplace for civic projects that involve commercial development. But ultimately, in Scenario A1, the concept is heavily oriented as a public or community amenity, so the public investment in the concept will need to be substantive. Examples of where public investment may be appropriate in this concept include the following:

- **Land** (at no cost, if using City-owned land)
- **Infrastructure and Site Improvements** (a long-term investment that could benefit surrounding property owners)
- **Art Park** & interpretive elements
- **Historical buildings** (at a minimum the museum/interpretation building, but also relocation of buildings and if possible, rehabilitation as well)
- **Parking**, including some form of shared parking that benefits all of downtown as well as festivals and events.

The historical village concept, as proposed by the City of Bonita Springs, is so unique that it will require a unique, creative, and open-minded approach in order to move toward implementation. Having full community backing will be critical to win support of the concept and any public participation, moving forward.

**REQUESTED MOTION:** Presentation for Council’s discussion of observation opportunities, public education, and eagle monitoring/broadcasted video feed (“Eagle Cam”) of bald eagle’s nests within the City of Bonita Springs.

**REQUESTOR:** Laura Gibson, Community Development

**AGENDA:** Presentations

**STRATEGIC PRIORITY:** #4 Environmental Protection

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**BACKGROUND:**

The City of Bonita Springs protects its Southern Bald Eagle population through Objective 7.6 of the Conservation and Coastal Management Element of the Comprehensive Plan and Ordinance 10-05, which was codified into Chapter 7 Article III of the Land Development Code (LDC). The purpose of the Comprehensive Plan Policies and Land Development Regulations are to maintain a stable or increasing population of the bald eagle in Bonita Springs by protecting nesting habitat from development and man-made disturbances from construction and other activities.

Per Council’s previous discussions, staff has prepared a brief presentation regarding the current nesting population of Bald Eagles within the City of Bonita Springs. The presentation will largely focus on: the known eagle nesting sites and locations in the City; the challenges and issues that exist with protecting our breeding population and nesting sites; what other municipalities, jurisdictions and areas have done with regards to protections, observation opportunities, and “Eagle Cams”; and what City Council should take into consideration should Council decide to pursue an eagle observation program in the City.

**STAFF RECOMMENDATION:** Council’s pleasure.

**ATTACHMENTS:**

1. U.S. Fish & Wildlife Services *Guide of Use of Cameras at Bald Eagle Nests*
- 

**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: John Dulmer, Community Development

**COUNCIL ACTION:**

Approved \_\_\_\_ Denied \_\_\_\_ Deferred \_\_\_\_ Other \_\_\_\_\_



# Guidance for Use of Cameras at Bald Eagle Nests

Cameras that provide live coverage of nesting bald eagles to the Internet have become a popular educational tool. However, because there is the potential for eagles to be disturbed by the process of camera installation and operation, or by people visiting the nest site, the U.S. Fish and Wildlife Service (the Service) developed the following guidance for the use of cameras at bald eagle nests. At this time, the Service does not recommend the use of such cameras at golden eagle nests.

## *How are eagles and their nests protected under federal law?*

Both bald eagles and golden eagles and their nests are protected under the Migratory Bird Treaty Act (MBTA) and the Bald and Golden Eagle Protection Act (Eagle Act). Both laws prohibit “take” and possession of eagles, their parts, nests, and eggs. Under the Eagle Act, “take” includes disturbance.



feeding, or sheltering behavior; or (3) nest abandonment, by substantially interfering with normal breeding, feeding, or sheltering behavior.”

## *Is a permit required to install and operate a camera at a bald eagle’s nest?*

If the camera is installed and maintained following responsible protocols, this activity will not result in bald eagle disturbance or other take, and a federal permit is not required. The most critical factor for ensuring that no disturbance occurs is that the camera be installed outside the breeding season when the nest is inactive. Installation or maintenance of the camera should not be undertaken during the nesting season because of the increased probability that the eagles would be disturbed, in violation of the Eagle Act.

Some states may have laws or regulations that require a state permit to install a camera at an eagle nest, while others may simply want to be made aware of the camera. You may visit our website at <http://www.fws.gov/offices/statelinks.html> for a list of State Wildlife Agencies

and their contact information. Please note that landowner permission may need to be obtained, as well as approval from local government and/or tribal entities.

## *When is the breeding season for bald eagles in different parts of the U.S.?*

The bald eagle breeding season can begin several months before egg-laying. The nest building and courtship period is an important part of the breeding season, and disruption of those activities can constitute a prohibited disturbance in violation of the Eagle Act. The table on page 3 shows the typical breeding seasons for bald eagles in different regions of the country. Because the timing of nesting activities may vary within a given region, you should contact the Service (see page 2) and/or your state wildlife agency for more specific information on nesting chronology in your area.

## *Can the camera be adjusted or repaired during the breeding season?*

If the nest camera malfunctions during the breeding season, wait until after the breeding season is over to do any on-site maintenance in order to



## *Is there a legal definition of what it means to “disturb” an eagle?*

“Disturb” is defined by regulation 50 CFR 22.3 as “to agitate or bother a bald or golden eagle to a degree that causes, or is likely to cause, based on the best scientific information available, (1) injury to an eagle, (2) a decrease in its productivity, by substantially interfering with normal breeding,



avoid disturbance. The exception is if emergency maintenance is needed to protect the eagles or nest tree (e.g., hurricane winds dislodge the camera or wiring to a position that endangers the eagles). Except for such emergency circumstances, the Service will not issue permits to cover disturbance associated with camera maintenance. Assumed risks for installing cameras at bald eagle nests include that the camera (and associated website) may fail.

*If something happens to the eagles, will the Service issue a permit to rescue them?*

The Service will not issue a permit that authorizes interference with the natural course of events at the eagle nest. Web camera operators may want to put a statement on their website informing viewers of this. Eagle nestlings do not always survive. Adults may also be injured in territorial disputes with other eagles or by other natural factors. If the web camera operators do not want to expose the public to these types of natural occurrences, they can discontinue the live video feed.

*Does the Service have recommendations about how to install the camera, where in the nest tree the camera should be installed, and other technical aspects of camera installation?*

Our most important recommendation is that camera installation be conducted by a qualified, knowledgeable individual who has eagle/raptor expertise and arborist or nest entry experience. This person should be experienced in how to install the

camera at a safe distance from the nest so that it does not interfere with eagle activity or the safety of the eagles and the integrity of the nest site. They should also be familiar with how to camouflage the camera, protect it from the elements, and other technical considerations that will ensure the safety of the eagles and prevent disturbance. You may contact the Service for additional guidance (see column at right for contact information).

*Can I collect and possess any part of the bald eagle's nest, feathers, eggs, dead eaglets, etc. from in or around the eagle's nest that I may find when installing the camera?*

You may not collect eagle or nest parts. Both the MBTA and the Eagle Act prohibit collection or possession of any birds, their parts, feathers, nests, and eggs without a permit.

*Are there concerns about making the nest site location known to the public?*

The Service recommends that the location of the nest not be shared to prevent unintentional disturbance from well-meaning citizens. If the location is publicized, we recommend posting a notice advising people to keep a safe distance from the nest to avoid disturbance.

**To learn more about bald eagles and their management, please visit:**

<http://www.fws.gov/migratorybirds/baldeagle.htm>

*All photos courtesy of Reinier Munguia, Lake Region Audubon Society, Florida*  
157/202

## Regional Office Contact Information

### Region 1: Pacific

Hawaii, Idaho, Oregon, Washington  
911 N.E. 11th Avenue  
Portland, OR 97232-4181  
Phone: 503/872 2715 Fax: 503/231 2019  
Email permits: R1MB@fws.gov

### Region 2: Southwest

Arizona, New Mexico, Oklahoma, Texas  
P.O. Box 709, Albuquerque, NM 87103  
Phone: 505/248 7882 Fax: 505/248 7885  
Email permits: R2MB@fws.gov

### Region 3: Midwest

Iowa, Illinois, Indiana, Minnesota, Missouri, Michigan, Ohio, Wisconsin  
5600 America Blvd. West, Ste. 990  
Bloomington, MN 55437-1458  
Phone: 612/713 5436 Fax: 612/713 5393  
Email permits: R3MB@fws.gov

### Region 4: Southeast

Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virgin Islands, Puerto Rico  
P.O. Box 49208, Atlanta, GA 30359  
Phone: 404/679 7070 Fax: 404/679 4180  
Email permits: R4MB@fws.gov

### Region 5: Northeast

Connecticut, District of Columbia, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Virginia, Vermont, West Virginia  
P.O. Box 779, Hadley, MA 01035-0779  
Phone: 413/253 8643 Fax: 413/253 8424  
Email permits: R5MB@fws.gov

### Region 6: Mountain-Prairie

Colorado, Kansas, Montana, North Dakota, Nebraska, South Dakota, Utah, Wyoming  
P.O. Box 25486, DFC(60154)  
Denver, CO 80225-0486  
Phone: 303/236 8171 Fax: 303/236 8017  
Email permits: R6MB@fws.gov

### Region 7: Alaska

Alaska  
1011 E. Tudor Road, MS-201  
Anchorage, AK 99503  
Phone: 907/786 3693 Fax: 907/786 3927  
Email permits: R7MB@fws.gov

### Region 8: Pacific

California, Nevada  
2800 Cottage Way  
Sacramento, CA 95825  
Phone: 916/978 6183 Fax: 916/414 6486  
Email permits: R8MB@fws.gov



Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
<b>Southeastern U.S. (FL, GA, SC, NC, AL, MS, LA, TN, KY, AR, eastern TX and OK)</b>											
Nest building											
		Egg laying/incubation									
			Hatching/rearing young								
				Fledging young							
<b>Chesapeake Bay Region (NC, VA, MD, DE, southern 1/2 of NJ, eastern 1/2 of PA, panhandle of WV)</b>											
				Nest building							
					Egg laying/incubation						
						Hatching/rearing young					
								Fledging young			
<b>Northern U.S. (ME, NH, MA, RI, CT, NY, northern 1/2 of NJ, western 1/2 of PA, OH, WV except panhandle, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS, CO, UT)</b>											
			Nest building								
					Egg laying/incubation						
						Hatching/rearing young					
								Fledging young			
<b>Pacific Region (WA, OR, CA, ID, MT, WY, NV)</b>											
				Nest building							
					Egg laying/incubation						
						Hatching/rearing young					
								Fledging young			
<b>Southwestern U.S. (AZ, NM, OK panhandle, western 1/2 of TX)</b>											
			Nest building								
				Egg laying/incubation							
					Hatching/rearing young						
							Fledging young				
<b>Alaska</b>											
					Nest building						
						Egg laying/incubation					
								Hatching/rearing young			
										Fledging	
young											

**REQUESTED MOTION:** Discussion and direction to staff regarding future construction plans at the Bonita Springs Community Pool.

**REQUESTOR:** Nicole Perino, Parks and Recreation Director

**AGENDA:** City Manager

**STRATEGIC PRIORITY:** #3 Financial Transparency, #5 Community Aesthetics

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**BACKGROUND:**

In 2014, the City hired Stantec Consulting Services to design a Children’s Activity Pool addition to the City’s community pool that included expanded locker rooms and a family restroom facility. This project was fully designed with LDO approval and shovel ready plans. At that time, the construction costs were estimated to be \$750,000, and the project was slated to be funded with Park Impact fees. The project was then placed on hold due to its cost and other City priorities at the time with the intent for staff to revisit this project in the future.

In recent discussions, the City Attorney has advised that a family restroom should be constructed at the City’s Community Pool for liability purposes. The estimated cost of a family restroom facility is approximately \$200,000. The pool facility is also currently in need of a roof replacement at a cost of \$45,000. Staff will be requesting funding for the needed roof repair and family bathroom construction in the upcoming budget cycle for the Capital Improvement Plan.

Staff will be presenting an overview of the Children’s Activity Pool and will be seeking direction as to whether Council would like to receive updated costs for the Children’s Activity Pool to be included in the CIP budgeting.

**STAFF RECOMMENDATION:** Provide direction to staff on which community pool project to proceed forward.

**ATTACHMENTS:**

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**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: John Dulmer, Community Development

**COUNCIL ACTION:**

Approved \_\_\_\_ Denied \_\_\_\_ Deferred \_\_\_\_ Other \_\_\_\_\_

**REQUESTED MOTION:** Acknowledge the information regarding Building Permit fee revenue

**REQUESTOR:** John Dulmer, Community Development

**AGENDA:** City Manager

**STRATEGIC PRIORITY:** #7 Government Transparency

---

**BACKGROUND:**

The State of Florida has established a limit on the balance that can be maintained in a jurisdiction's building permit fee account. In December 2020, City Council approved a 75% reduction in building permit fees to reduce the fund balance consistent with this requirement.

At the time of the reduction, Council was informed that regular updates on the fund balance reduction would occur. This is the first of these updates.

**STAFF RECOMMENDATION:** Informational item only.

**ATTACHMENTS:**

1. **Fund balance update sheet/slide**

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**REVIEWERS:**

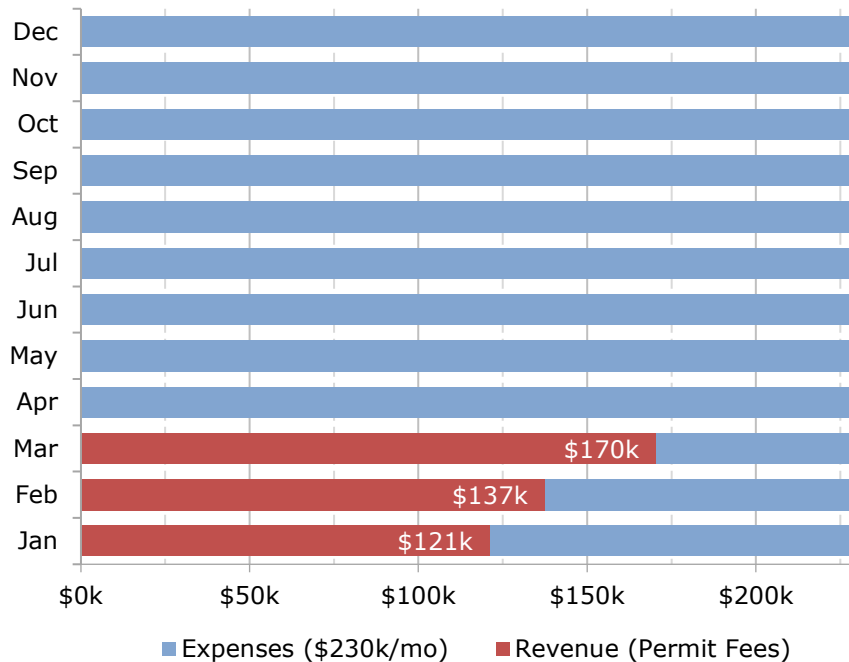
City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director: John Dulmer

Council Action: Approved \_\_\_ Denied \_\_\_ Deferred \_\_\_ Other \_\_\_\_\_

# Building Department Permit Fee Reduction Update

- December 31, 2021 surplus revenue = \$8,987,003
- March 31, 2021 surplus revenue = \$8,725,424
- Total surplus reduction = \$261,579
- Monthly operating expenses = \$230k

Expenses vs Revenue CY2021



Permit Type (Reduction Type)	Permit Fees (YTD)
Commercial Building (75% Discount)	\$42,206
Residential Building (75% Discount)	\$127,094
Trade (\$75 Flat Fee)	\$97,562
Accessory	\$28,925
Demolition	\$2,300
Dock & Shoreline	\$15,153
Fence	\$4,900
Miscellaneous: Shutters/Windows/Doors	\$72,025
Mobile Home	\$325
Pool & Spa (C)	\$300
Pool & Spa (R)	\$29,800
Sign	\$3,875
Commercial Use	\$4,500
<b>Total Permit Fees Paid</b>	<b>\$428,966</b>

**REQUESTED MOTION:** Distribution of the City’s adopted Emergency Operations Plan and overview of the City’s emergency management activities in preparation of hurricane season.

**REQUESTOR:** Arleen Hunter

**AGENDA:** City Manager

**STRATEGIC PRIORITY:** #1 Improve Stormwater Management, #3 Strengthen City Finances

---

**BACKGROUND:**

On March 4, 2020, the City adopted the attached Emergency Operations Plan (EOP), which is being provided to City Council for informational purposes only at this time. This EOP is compliant with FEMA requirements to strengthen our eligibility for public assistance grant money after a disaster. Additionally, the policies and procedures contained in the EOP are in alignment with the County’s emergency management operations and were reviewed by the Director of Lee County Public Safety – Emergency Management for consistency with the Lee County plan.

Additionally, staff is coordinating with our community partners to provide an overview of emergency management updates to present to Council prior to the start of hurricane season. The planning of staff’s annual training activities are also underway. These activities are both internal and in conjunction with the Lee County EOC training and preparation activities.

**STAFF RECOMMENDATION:** Informational item only.

**ATTACHMENT:** Emergency Operations Plan (EOP)

---

**REVIEWERS:**

City Manager: Arleen Hunter  
City Attorney: Derek Rooney  
City Clerk: Debra Filipek  
Department Director:

**COUNCIL ACTION:**

Approved \_\_\_\_ Denied \_\_\_\_ Deferred \_\_\_\_ Other \_\_\_\_\_

**CITY OF BONITA SPRINGS**

**RESOLUTION NO. 20-13**

**A RESOLUTION OF THE CITY OF BONITA SPRINGS, FLORIDA, ADOPTING THE CITY'S EMERGENCY OPERATIONS PLAN AND DECLARING NIMS AS THE SYSTEM OF CHOICE FOR EMERGENCY MANAGEMENT; PROVIDING FOR CONFLICTS OF LAW, SEVERABILITY, AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, pursuant to F.S. §252.38, safeguarding the life and property of its citizens is an innate responsibility of the governing body of each political subdivision of the State, and municipalities are authorized and encouraged to create municipal emergency management programs; and

**WHEREAS**, the City of Bonita Springs City Council has determined that it is necessary to establish an Emergency Operations Plan (EOP) in order to reduce the effects of a major emergency or natural disaster and to protect the health, safety, and welfare of the residents of the City; and

**WHEREAS**, the EOP provides a flexible framework for the prompt and effective provision of emergency response procedures and unifies City departments and community partners in a common effort to prevent, protect against, mitigate, respond to, and recover from the threats and hazards that pose a risk to the City; and

**WHEREAS**, this EOP is consistent with and subject to the Lee County Comprehensive Emergency Management Plan in accordance with F.S. §252.38.

**WHEREAS**, established by FEMA, the National Incident Management System (NIMS) is a comprehensive standardized approach to incident management, and applies to all incidents, regardless of cause, size, location, or complexity; and

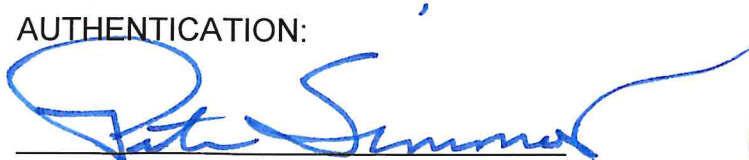
**WHEREAS**, adoption of the EOP by resolution is a requirement under NIMS

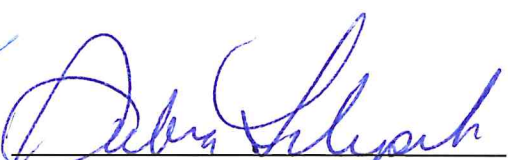
**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Bonita Springs, Lee County, Florida, that:


1. This resolution shall promulgate the City of Bonita Springs Emergency Operations Plan and constitutes adoption of the plan and the adoption of NIMS.
2. This Resolution shall take effect immediately upon adoption.

**DULY PASSED AND ENACTED** by the City Council of the City of Bonita Springs, Lee County, Florida, this 4<sup>th</sup> day of March, 2020.

AUTHENTICATION:

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:   
\_\_\_\_\_  
City Attorney's Office

Vote: Carr	Aye	Quaremba	Aye
Forbes	Aye	Simmons	Aye
Gibson	Aye		

Date filed with City Clerk: 3/11/2020



# **CITY OF BONITA SPRINGS EMERGENCY OPERATIONS PLAN**

Adoption date: **MARCH 4, 2020**

## Executive Summary

The City of Bonita Springs Emergency Operations Plan (EOP) has been compiled as a guide for the City's preparation for and response to an emergency or disaster. This EOP utilizes a methodology that parallels the National Response Framework, as well as the State and County Emergency Plans, and is designed to provide a framework for the City of Bonita Springs to effectively prepare for and respond to the effects of an emergency or disaster in the most efficient and safe manner possible. Upon a declaration of State of Emergency by the County or State, the procedures and protocols set forth here are intended to complement the lead agency coordinating incident management.

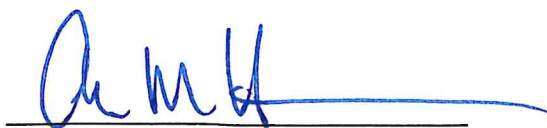
While severe weather such as a tropical storm or a hurricane can cause the most wide-spread damage and potential for loss of life and damage to property, smaller events with less warning, such as hazardous material spills, tornadoes, or fires, need to be considered as well so that the City and its staff can be as well-prepared as possible.

The first part of this EOP is the basic plan, and provides an explanation of the purpose, scope, and methodology used for the planning, direction and control, organizational structure, standard operating procedures, etc.

Departmental plans are developed separately from the adopted EOP and are designed to be updated and enhanced by the respective Department Directors and their subject matter experts. Checklists of equipment, responsibilities, and other summaries are included therein and intended to be a resource available to City employees. Details and procedures contained in these departmental plans are often of critical importance to the safety of City employees and the efficiency of the overall plan because of the local knowledge and information that they contain. As such, special attention must be paid to their maintenance, accuracy, completeness, and security.

This plan is designed to provide a basis for City leaders and staff to manage a program that allows for a coordinated and logical approach to community preparedness. In order for this plan to be effective, it must be read and understood by those who will be tasked with implementing it when needed. All City employees shall receive a copy of this plan upon initial hire, and updated copies shall be distributed upon completion of each annual review cycle.

This is this official Emergency Operations Plan of the City of Bonita Springs and shall supersede all previous plans upon its adoption.



Arleen M. Hunter  
City Manager

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## I. INTRODUCTION

### Purpose

The purpose of the Emergency Operations Plan (EOP) is to provide the City of Bonita Springs with structured guidance regarding the necessary measures in all phases of emergency management in accordance with the guidelines set forth by the Federal Emergency Management Agency (FEMA). The plan is a flexible framework that is designed to provide:

- A systemic and thorough protocol to follow while preparing for, responding to, and mitigating the effects of emergencies such as tropical storms, hurricanes, tornadoes, hazardous materials incidents, terrorism, and other major and minor events impacting the City of Bonita Springs;
- Established protocols for each operational phase of emergency operations in order for staff to transition between phases in an orderly manner and with the ability to manage the potential impact of a tropical storm or hurricane;
- The integration of necessary actions into an Incident Command System (ICS);
- Organized coordination with Lee County and the State of Florida's government responses before, during, and after the emergency incident;
- Recovery and mitigation programs that contribute to disaster resiliency and accelerated recovery so that our community can return to normalcy as soon as possible;
- Prearranged contractual services that augment existing resources with assistance and equipment for pre- and post-recovery activities in accordance with State and Federal regulations.

City Departments are expected to develop and update detailed plans and procedures for the implementation of the guidance contained in this EOP. All plans and procedures should be formed in consideration of the Lee County Comprehensive Emergency Management Plan, the State of Florida Comprehensive Emergency Management Plan, Chapter 252 of the Florida Statutes, Rule 9G-6 of the Florida Administrative Code, and the Federal Robert T. Stafford Act.

### Scope

This EOP has been developed to provide guidance and direction to the City Administration, elected officials, and City staff to prepare for, respond to, recover from, and mitigate the effects of natural and manmade disasters and emergency situations. This plan operates on the premise that, upon declaration of a State of Emergency by either the County or the State, the City shall operate as a support agency to the overall emergency management efforts of the Lee County Emergency Operations Center (EOC). The EOC shall serve as the initial venue from which to coordinate emergency response decisions and directions. Once these activities are focused on a specific function – for example, debris removal – long term recovery will be managed directly by the

pertinent City department. Mitigation measures are addressed through Lee County's Local Mitigation Strategy meetings and through rebuilding initiatives associated with damaged facilities. The City maintains and will continue to maintain an active role in the County's ongoing mitigation strategy efforts.

## Methodology

This EOP was developed by updating and elaborating existing City protocols and by collaborating with each City Department to outline and document internal procedures. The procedures and guidelines described herein are intentionally designed to be flexible in order to remain applicable and adaptable in virtually any emergency context. These guidelines can be implemented by the City independently or in conjunction with County, State, and Federal procedures.

## **II. SITUATION OVERVIEW**

### Geographic Information

The City of Bonita Springs is comprised of approximately 41 square miles – 35.3 square miles of land with 5.7 square miles of water - located in the southwest portion of Lee County along the southwest coast of Florida. It is bordered by the Village of Estero to the north, unincorporated Lee County to the east, unincorporated Collier County to the south, and the Gulf of Mexico to the west.

Bonita Springs is located at a latitude of 26°20'59"N and a longitude of 81°47'27"W. The elevations range from sea level to approximately 15 feet National Geodetic Vertical Datum (NGVD). The Imperial River flows east to west through the southern third of the City and empties into Estero Bay. The City is traversed by U.S. 41, which runs north and south through the western area of the City, and by I-75, which runs north and south through the eastern portion of the City. The City's main lateral arterial road is Bonita Beach Road, which runs along the southern portion of the City from Barefoot Beach to the City's eastern boundary.

According to the 2010 U.S. Census Bureau, the City of Bonita Springs has an estimated population of 43,914 people.

### Hazard and Threat Analysis

Tropical weather is one of the most likely disaster incidents to affect the City of Bonita Springs. In fact, since 1857, there has been either a tropical storm or hurricane pass within 60 nautical miles of the City every two years, on average. Past storms that have impacted Lee County and the City of Bonita Springs include: major hurricanes in 1910 and 1926; Hurricane Donna in 1960; Tropical Storm Bob in 1985; Hurricane Andrew in 1992; Tropical Storm Gabrielle in 2001; Hurricane Wilma in 2005; and Hurricane Irma in 2017. There have also been several unnamed storms that caused severe flooding events that impacted traffic patterns and disrupted local businesses.

The City of Bonita Springs is particularly vulnerable to hurricane storm surge with most home and businesses elevated only 9 to 11 feet above sea level. Due to this vulnerability, Bonita Springs is normally included in a mandatory evacuation zone even for Category 1 hurricanes. A Category 1 hurricane can produce a storm surge that would inundate large portions of the City, causing coastal erosion and major flooding in both residential and commercial areas.

Tropical storms and hurricanes are also often accompanied by significant rainfall in a relatively short period of time. While there may be areas unaffected by storm surge, it is possible that those areas could receive damaging flooding from heavy rains. Additionally, hurricanes often cause other natural hazards like tornadoes and microbursts that can cause significant damage to any part of the community.

The high winds that accompany such storms and tornadoes are also a great concern due to their ability to damage homes, businesses, and infrastructure as well as leaving behind large amounts of debris. Older buildings and manufactured homes are particularly susceptible to high winds. Such structures require particular attention and precautions. High winds can also disrupt commercial electric and utility services, which is of special concern to the elderly and persons who are dependent on electricity for their well-being. During the aftermath of a storm, hazardous amounts of debris create additional problems by isolating areas from emergency services and preventing the restoration of the power system and other public services.

In addition to the aforementioned tropical weather-related incidents, the City of Bonita Springs is also susceptible to the following hazards:

- Agricultural freeze
- Airplane/airport Accident
- Civil Unrest
- Coastal Erosion
- Drought or Water Shortages
- Exotic Pests
- Gas Pipeline Rupture
- Hailstorms
- Hazardous Material incidents
- Highway Accidents
- Mass Casualty Incidents
- Mass Migration
- Oil Spill
- Pandemic Illness
- Power Failure
- Radiological (transport)
- Sinkhole/Subsidence
- Terrorism (bio and non-bio)
- Urban Fire
- Wild Fire
- Wind Storm

City staff and local citizens must also consider the following additional threats caused by any disaster of significance:

- Dislodged fuel tanks
- Disruption or destruction of water and sewer systems
- Limited food supplies
- Loss of electricity and downed live wires
- Lack of sanitary facilities and potable water
- Damaged or blocked bridges and roads
- Waterway debris, including sunken and disabled boats
- Inaccessibility to emergency services (EMS, Fire, Police, Hospitals)

## Capabilities Assessment

The City maintains a government-lite philosophy, which means that many essential functions are outsourced. As such, the City maintains Mutual Aid Agreements and Memorandums of Understanding with various entities for assistance during emergencies. The City relies upon Lee County EMS, Lee County Sheriff's Department, and the Bonita Springs Fire Control & Rescue District for emergency response services in accordance with executed interlocal agreements.

Additionally, Lee County maintains a state-of-the-art EOC approximately 20 miles north of the City of Bonita Springs located at 2675 Ortiz Avenue, Fort Myers, Florida 33905, which provides augmentation and support to the City's resources, as well as linkage to State and Federal agencies and their resources. The Bonita Springs Fire Station #4 located at 27701 Bonita Grande Drive, Bonita Springs, Florida 34135 is designated as the primary South Geographic Disaster Response Division of Lee County's EOC operations. The Village of Estero's Fire Station #43 located at 21500 Three Oaks Parkway, Estero, Florida 33928 is designated as the secondary South Geographic Disaster Response Division.

### **III. CONCEPT OF OPERATIONS**

This EOP is based on the National Incident Management System (NIMS) principle that the City bears the initial responsibility for its disaster preparedness, response, recovery, and mitigation. As a corollary to this principle, each level within the City's government will accomplish the functions for which it is responsible, requesting relief from other City departments or other agencies or government entities only after resources at that level are inadequate to respond to the emergency. Requests for County support and assistance can be requested at any time, but will be initiated independently by the County only after a State of Local Emergency has been declared by the City or the County in accordance with its Codes and Laws.

The City of Bonita Springs can declare a State of Emergency in accordance with the provisions set forth in Section 14-42 of the City's Code of Ordinances. Likewise, Lee County can declare a Local State of emergency, which would include the City of Bonita Springs, in accordance with Section 13 ½ - 35 of the Lee County Code of Ordinances.

A comprehensive approach is needed for standardizing and synchronizing the planning and operations for an efficient and effective organizational approach to managing a local emergency or disaster. While some situations are more demanding than others, this plan is designed to be scalable, flexible, and compatible with existing plans and procedures at both of the local levels (City and County) as well as with existing State and Federal protocols.

### Activation Levels

- **LEVEL 3 ACTIVATION: MONITORING**

This is the City's normal operational posture; i.e. monitoring local, state, and world events while responding to the community's routine needs. Plans, procedures, training and supplies inventory should be reviewed and updated as needed, and remain ready for activation upon detection of a threat.

- LEVEL 2 ACTIVATION: POTENTIAL EMERGENCY OR THREAT OF STORM IMPACT

Partial Activation – Initial preparedness and response actions undertaken; equipment and personnel ready to deploy; Emergency Operations Center partially activated.

- LEVEL 1 ACTIVATION: LIKELY THREAT OR IMMINENT STORM IMPACT

Full activation – Emergency situation is occurring, Tropical Storm or Hurricane Watch/Warning has been issued, or State of Emergency (Local, County, or State) has been declared. The City’s ICS is staffed and emergency management plans are being implemented under the direction of the Incident Commander. All Departments are at full readiness, and personnel and equipment are ready to deploy.

- DEACTIVATION: The Incident Commander will make the decision regarding deactivation jointly with City leadership and key personnel. It is recommended to deactivate in phases and to release personnel as they are no longer needed. The decision of when to release personnel and other resources should be made only after discussion with on-scene commanders. The deactivation of resources shall be included in the daily Situation Report and communicated to the EOC.

### Organization, Direction, and Control

The level of response to any minor, major, or catastrophic disaster will correlate directly to the size and scope of the incident. Minor incidents are typically handled directly by first responders, requiring no activation of the City’s Incident Command Structure (ICS).

Expanding incidents may necessitate partial or full activation of the City’s Incident Command Structure. This plan will be implemented as the situation warrants in accordance with operational priorities indicated by the Incident Commander to include:

1. Life, safety, and health;
2. Property protection;
3. Environmental protection;
4. Restoration of essential utilities;
5. Restoration of essential program functions; and
6. Coordination among appropriate stakeholders.

Upon declaration of an emergency, the City’s organizational structure (see Appendix C) shall take the form of its predetermined Incident Command Structure, which is depicted on page 13. The ICS may be activated as either a “Command” entity or as a “Support” entity. The ICS shall serve as a single Command element for the local emergency operations, subject to resource needs. In the event that the incident requires multiagency coordination, the ICS shall be activated as a “Support” entity.

The ICS will be activated at the direction of the City Manager, or her designee, after consultation with the Mayor, Councilmembers, City Attorney and appropriate staff members. In a sudden emergency event such as a tornado, terrorist attack, or major aircraft incident, the City Manager may direct the ICS to activate immediately and coordinate the notification of senior officials as the situation dictates. The Incident Commander shall be responsible for the organization and staffing of the ICS for the duration of the disaster/emergency and for managing overall incident response efforts.

When the ICS is activated, or when otherwise directed, the following staff members and all necessary partners and liaisons shall be immediately contacted to report to City Hall, or other designated location, for an initial incident briefing:

- City Manager
- Assistant City Manager
- LCSO Liaison
- Fire Chief
- City Attorney
- Staff Attorney
- Communications Director
- Parks & Recreation Director
- Public Works Senior Project Manager
- Finance Director
- Neighborhood Services Manager
- Code Enforcement Supervisor
- Director of Administrative Services
- Director of Community Development
- City Clerk

The City Manager's Office is the lead department for ensuring that the City government is poised to manage an emergency situation within the City limits, and the Neighborhood Services Manager shall be the central point of contact for development and maintenance of the EOP.

#### **IV. PREPAREDNESS ACTIVITIES**

##### Training & Exercise

Certain National Incident Management System (NIMS) training is required under Homeland Security Presidential Directive 5 (HSPD-5) as a condition to receive federal funding, contracts, grants, and reimbursement of disaster recovery costs. FEMA's National Integration Center maintains the *NIMS Training Program* and establishes the minimum training standards for credentialing personnel and equipment. Under the *NIMS Training Program*, the City's essential personnel must complete training based on their ICS roles, as well as in consideration of the Incident Complexity (Type 1, 2, 3, 4, or 5) that the region will likely face.

To become and remain eligible to receive disaster-related Federal funds, each department tasked within this plan shall be trained (and maintain such training) to fulfill the requirements of the National Incident Management System (NIMS) commensurate with the role assigned to each. The training courses required hereunder are intentionally aligned with those required by Lee County.

The City Clerk's Office shall maintain a roster of trained personnel, including the type of training and date received, for all essential personnel. Department directors are responsible for ensuring that employees are properly trained in their emergency job duties, which includes certain baseline National Incident Management System (NIMS) and Incident Command System (ICS) courses promulgated by FEMA's Emergency Management Institute.

Directors shall classify each employee in accordance with the following tiered training schedule and ensure all training requirements have been completed prior to May 1<sup>st</sup> of each year:

**Tier 1. All essential employees:**

- IS-100 Introduction to Incident Command System (ICS)
- IS-700 NIMS: An Introduction

**Tier 2. Section leaders and field operations:**

- IS-100 Introduction to Incident Command System (ICS)
- IS-700 NIMS: An Introduction
- IS-200 ICS for Single Resources and Initial Action Incidents

**Tier 3. Senior management and executive decision makers:**

- IS-100 Introduction to Incident Command System (ICS)
- IS-700 NIMS: An Introduction
- IS-200 Basic Incident Command System for Single Resources
- IS-706 NIMS Intrastate Mutual Aid
- IS-800 National Response Framework

Those appointed to Command Staff positions shall complete additional courses pertaining to their respective positions.

Prior to June 1 each year, the Command Staff shall hold an exercise that simulates activation, as well as the other different components that are involved in emergency management and response. The City of Bonita Springs shall also participate in the County/State hurricane exercise held in the spring of each year. To the extent possible, the City's independent ICS exercise should be coordinated in conjunction with this multi-jurisdiction exercise. Additional opportunities may be periodically coordinated with the Emergency Management branch of the Lee County Public Safety Department for joint exercise and training as appropriate.

Prior to June 1 each year, City departments shall review the EOP with their staff, along with any internal Standard Operating Procedures pertinent to the department's role in emergency management, and conduct a tabletop exercise or drill. These department exercises should review reporting instructions, update contact information, and confirm the employee's ability to provide requisite response and recovery functions.

## Public Awareness & Education

Public education is the process of making the public aware of risks to which they are exposed during an emergency or a natural disaster, as well as educating the public as to how they can prepare for and reduce the effects of exposure to such hazards. Prior to an incident, the City should conduct activities to educate the public about local hazards, prevention, family preparedness, and response-level activities. Examples of public education outreach activities include, but are not limited to, the following activities:

- Conducting or broadcasting hurricane and natural disaster preparedness workshops;
- Providing tools and resources to develop a personal emergency preparedness plan for families or businesses;
- Provide information on how to build a disaster supply kit;
- Dissemination of promotional materials such as the Lee County All-Hazards Guide;
- Transmit informative emergency preparedness information on the City's website and through various social media outlets;
- Spread awareness for at-risk populations such as children, senior citizens, persons with special needs, and those with limited English language skills.

**The City encourages residents to register with Lee County Emergency Management's mass notification system, AlertLee, in order to receive rapid emergency notifications via phone, text, email, and social media methods. Residents and visitors may sign up online by visiting [www.alertlee.com](http://www.alertlee.com).**

Lee County Public Safety is a FEMA Integrated Public Alert Warning System (IPAWS) Alerting Authority. The County utilizes the IPAWS to alert and warn Lee County residents and visitors about serious emergencies through various means, including the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), and the National Oceanic and Atmospheric Administration (NOAA) Weather Radio. Please refer to FEMA's IPAWS website for more information.

During emergencies and natural disasters, it is imperative that residents stay informed. The City can best maintain public safety by providing critical information to the public in a timely manner. The Communications Department shall develop and maintain an internal Crisis Communication Plan to be implemented in the event of an emergency. The City shall coordinate and disseminate unified emergency messaging from the City, Lee County Emergency Operations Center, Bonita Springs Fire Control and Rescue District and Lee County Sheriff's Office in a timely manner. Members of the public are instructed to monitor the media and the various government outlets for information and instructions.

## V. RESPONSE AND RECOVERY PROCESSES

### Overview

The emergency/disaster recovery process consists of three overlapping phases consisting of a wide range of activities:

#### **1. Immediate Emergency Phase**

The Immediate Emergency Phase begins when a State of Emergency has been declared, if practical, or otherwise immediately after the danger has passed through the area (i.e. hurricane winds decrease to less than 40 miles per hour). During this phase, emergency management efforts focus on the missing, stranded, injured, and homeless. The primary activities are search and rescue and preventing further injury or damage. During this phase, normal social and economic activities are disrupted or discontinued. Emergency Management officials begin to survey the affected areas to determine needed recovery resources, mitigation of further damage, and restoration of critical services.

#### **2. Short Range Restoration Phase**

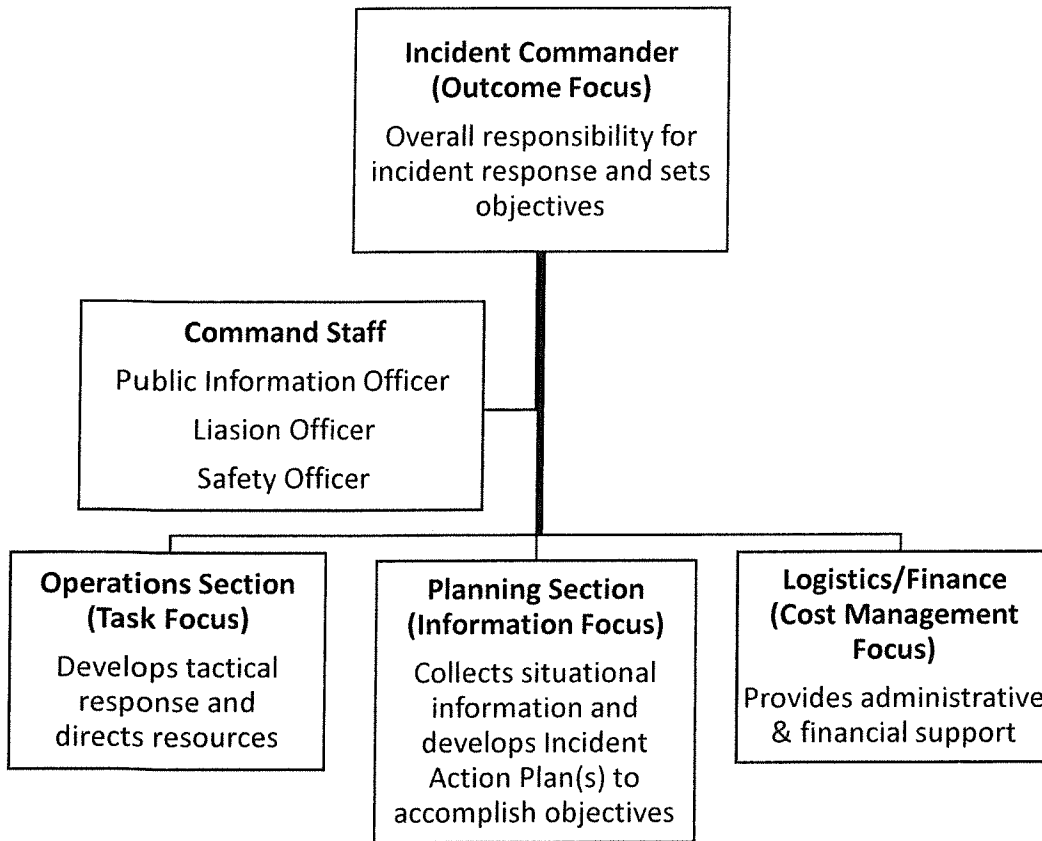
The Short Range Restoration Phase begins as soon as possible after the event and continues several days depending upon the extent of damage. Emergency management efforts focus on restoring the City to relatively normal activities. Restoration of all public utilities and public facilities will be undertaken at a high priority. More detailed surveys and damage assessment will continue, with County, State, and Federal disaster relief resources allocated and provided as necessitated to victims needing assistance emergency food, shelter, temporary housing, and other public assistance.

#### **3. Long Range Reconstruction Phase**

The Long Range Reconstruction Phase can extend from several days to several months or even years after a major disaster event until all physical property and social and economic processes return to an acceptable pre-incident level. The visible activities include demolition of partially destroyed structures, continued debris removal, as well as major reconstruction and mitigation projects.

### Incident Command Structure

During activation, the City's organizational structure shall shift to its Incident Command Structure in order to maximize efficiency throughout the recovery efforts. The City's Incident Command Structure shall be formed in accordance with the NIMS Incident Command Structure, as may be amended from time to time, in order to facilitate access to the greater resources available at the county and state levels. The Incident Command Structure is adaptable and may be fully or partially implemented dependent upon the scope and size of the emergency and other situational requirements.



When the Incident Command Structure is activated, the department-specific roles of employees during normal City operations are suspended until the Incident Command Structure is deactivated. The designated Incident Commander shall expand the ICS as needed and shall appoint section leaders with each expansion. All other City employees shall report to their predesignated locations for assignment from their supervisor.

Pursuant to the NIMS Chain of Command principle, employees are instructed to report only to their immediate supervisor in order to maintain accurate information and controlled resource requests. Employees are cautioned that communicating needs/requests to any other supervisor could jeopardize the availability of resources or entitlement thereto.

Upon initial activation, each supervisor shall immediately assess their available personnel and provide this information to their respective Section Manager. This information shall be consolidated by the Safety Officer and then provided to the Incident Commander and the Planning Chief as soon as possible.

## Planning & Operations

Incident objectives for each operational period shall be outlined in an Incident Action Plan (IAP), which shall serve as a roadmap for all response efforts. The purpose of the IAP is to document the current situation status, incident objectives, strategies to accomplish those objectives, resources required to accomplish those objectives, organizational elements, and other pertinent information. Detailed instructions for preparing an IAP is included in Appendix D.

The Planning Chief shall work closely with the Operations Chief, the Incident Commander, and other Command and General Staff members in the preparation of each IAP. After the IAP is approved by the Incident Commander, the Planning Manager shall then disseminate copies of the IAP to all Section Chiefs for implementation. The Operations Chief shall fully inform supervisors/team leaders of their tasks and provide any necessary instructions. Employees are expected to know the appropriate method of communication and the supervisor to whom they shall communicate their needs throughout the shift. Each team shall be briefed by their team leader at the start of their shift with the goals and objectives of the applicable IAP:

- What tasks do we need to accomplish? (Assessments, clearing access ways, etc.)
- Who is responsible for doing it?
- What resources are required to do the task?
- Are there any unmet needs?
- How will the unmet needs be communicated?

A team debriefing shall occur at the conclusion of each shift. All activities and pertinent resources information shall be documented by the supervisor in accordance with Section VI of this Plan, and provided to the Operations Chief. The Operations Chief shall then collate all of the information received and provide the collated information to the Planning Chief and the Incident Commander for evaluation.

The Incident Command shall ensure that a daily Situational Report (Sit/Rep) utilizing the most current information is provided to the EOC. Each Sit/Rep shall highlight resource requirements, unmet needs, written requests, and other relative information.

This information cycle facilitates the ongoing assessment of the situation and allows for requisite equipment and supplies to be provided. This cycle ensures that the recovery phase progresses as efficiently as possible and should fulfill unmet needs within the City.

## Communications & Coordination

During the incident briefing that takes place upon any level of activation, the Incident Commander and the Public Information Officer shall consider all available information regarding the emergency in order to determine who shall be the appropriate representative to speak on behalf of the City. The City's designated spokesperson shall issue official statements and answer media questions throughout the emergency and on-going response efforts. In order to preserve public safety and strengthen rumor control, the appointed spokesperson shall only share the coordinated and unified messages that are pre-approved by the Public Information Officer.

The Public Information Officer shall obtain the identity of other entities' spokespersons (e.g. Lee County Sheriff's Office, Bonita Springs Fire Control & Rescue District, Lee County, etc.) as early as possible so that all statements and contacts with the media can be coordinated between entities as part of a joint information system. Contact information for each representative will be shared with the City's Crisis Communication Team.

Informing the public and additional audiences during an incident is an ongoing cycle that involves four steps:

**Step 1: Gather Information.** Official information pertaining to the emergency circumstances and response efforts shall be collected from the ICS Command and General Staff, partner agencies, media outlets, elected officials, and other resources such as the National Weather Service.

**Step 2: Verify Information.** Irrespective of the source, the accuracy of all information shall be verified by consulting with the Lee County EOC, Lee County Sheriff's Office, Bonita Springs Fire Control and Rescue District, qualified technical specialists, and other PIO's in the affected jurisdictions.

**Step 3: Internal Coordination of Information.** Coordination includes, but is not limited to:

- coordinating between ICS Command and General Staff;
- coordinating between EOC participants; and
- obtaining approval from appropriate authorities before information is disseminated.

Initial information messaging should include actions that the public and local businesses should take, the impact of the incident, and responsive actions currently being undertaken by the City and partner agencies.

**Step 4: External Dissemination of Information.** Information should be disseminated to disaster victims, the general public, affected jurisdictions, partner agencies, community leaders, private sector entities, the media, nongovernmental organizations (NGOs) (e.g., American Red Cross), volunteer groups (e.g., Community Emergency Response Team – CERT, Voluntary Organizations Active in Disasters – VOAD), and any other affected groups.

Dissemination may be done through multiple media outlets or alternatives, including: mass emails, press releases, radio and television broadcastings, website postings, social media posts (e.g. Facebook, Twitter, Nextdoor, etc.), press conferences, public service announcements, AlertLee notifications, staff briefings, and community meetings.

The Public Information Officer shall continuously monitor the media to verify that the public and elected officials are getting accurate and complete information through the media in a timely manner. Inaccuracies and rumors that affect health and safety shall be addressed immediately with the media and correct information distributed through the media or other means.

## **VI. ADMINISTRATION, FINANCE, AND LOGISTICS**

### Financial Management

During an emergency, the Finance/Admin Section Chief is responsible for complying with all fiscal policies and regulations, coordinating funding, approving all incident expenses, and briefing the Incident Commander on all incident related issues/expenses. In major or catastrophic disaster, a separate project code (budget item) may be established to manage disaster related costs. These costs include labor, materials, equipment, supplies, and contracts. Fund numbers, department numbers, and object codes normally used for related costs remain the same.

Mutual Aid agreements within the jurisdiction shall be maintained in an accessible format at all times.

### Resource Procurement and Documentation

Persons directing and supervising emergency work must document personnel, equipment, and supplies expended daily. Every reasonable effort should be made to foster competition for work. Persons responsible for procurement and supply ordering should solicit quotes by phone or other means from more than one vendor, if possible. Written documentation of these efforts shall be provided to the Finance/Administration Section.

Complete and accurate documentation and the proper maintenance thereof is essential in order to qualify for State and Federal Disaster Assistance and to receive reimbursement for eligible expenses. In order to apply for and receive Federal Disaster Recovery Assistance, the City must document all labor and materials/supplies and contractual costs by damage category and by site.

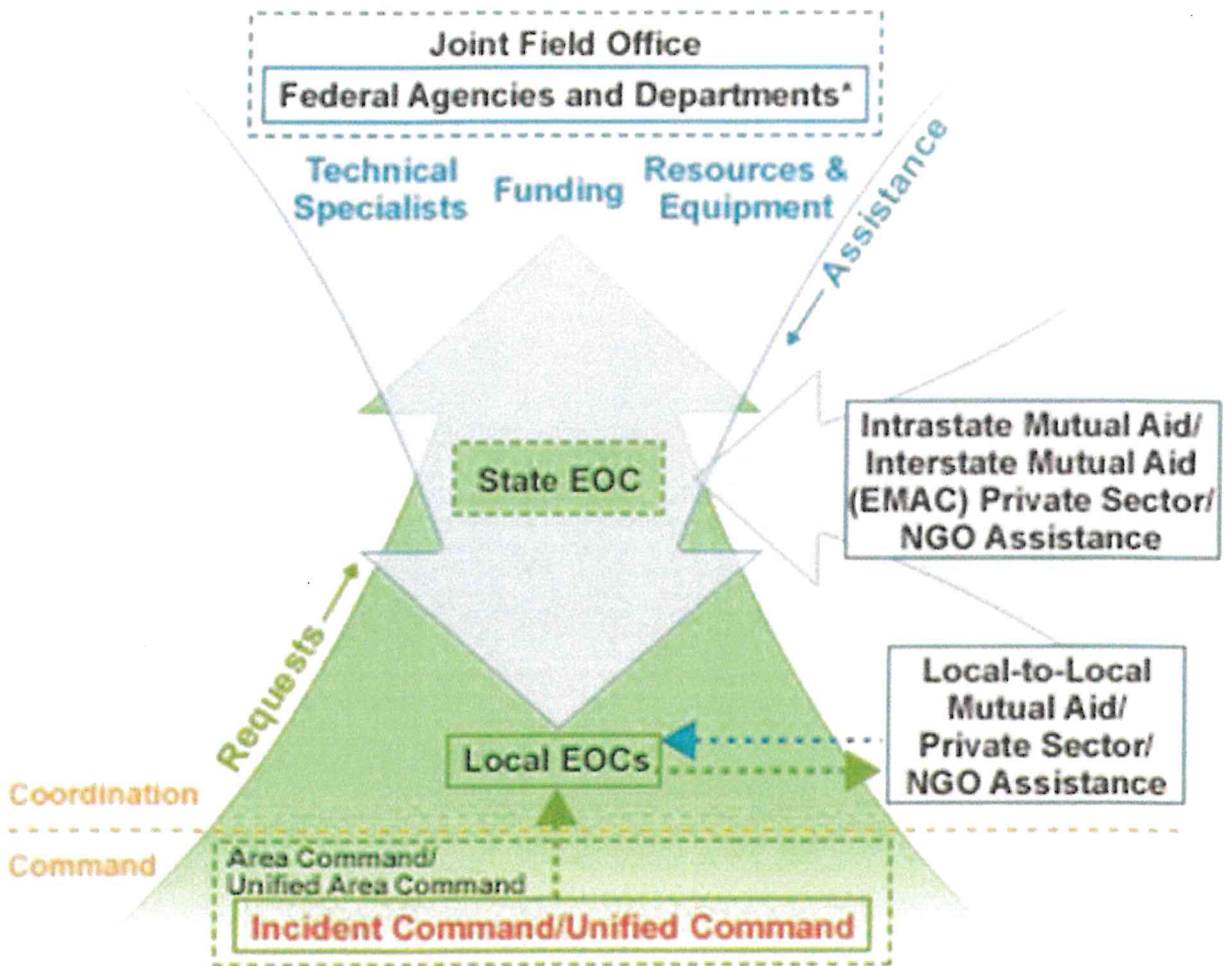
After demobilization, the Finance/Admin Section Chief shall submit a summary of all financial costs of the incident to the City Manager.

### Resource Request Process

When planning for an emergency, it is important to have a thorough understanding of available resources for use when needed. It is the responsibility of the City departments to manage resources under their own authority. Additional resources beyond the City's capabilities will come from a variety of partner agencies through interlocal agreements, mutual aid agreements, and coordination through the EOC.

The Logistics Chief shall coordinate with the EOC to fulfill resource gaps and other unmet needs following a disaster. All procedures shall remain consistent with sound purchasing and cost-accounting practices, but with consideration of the need to expedite the purchasing process during emergency response operations. All staff involved with resources ordering should maintain accurate documentation in a manner consistent with local, state, and federal requirements for disaster-related reimbursement.

If notice is given prior to a disaster, the County may be able to mobilize or pre-stage resources as appropriate for the disaster. Resources mobilized prior to an impending disaster would depend on the event and its expected impacts.



Resource requests must include the following details in a written request:

1. Overall priority of the mission for which the resource/aid is being requested.
2. Type of equipment or personnel required.
3. Location(s) and duration of the mission.
4. Transportation coordination details (access ways, means of communication, etc.)
5. Arrival instructions (reporting location, check-in instructions, point of contact)

The requesting party shall route the request, with the above information included, through their Section Chief to the Logistics Section to document that sufficient resources are not available locally and mutual aid is required to complete the mission. The Logistics/Finance staff must determine the costs associated with filling the mutual aid request. The Logistics Section Chief shall ensure that the request is provided to the Planning Chief to be included in the daily Sit/Rep.

## Points of Distribution

Points of Distribution (PODs) are locations where members of the public are able to receive life sustaining commodities, such as food and water, following a disaster. These operations are a joint City and County effort. As such, the City shall provide the County with a list of potential sites to be used in the aftermath of a local emergency or natural disaster. Post-disaster adjustments to POD locations can be made as the post-disaster situation dictates.

POD selections are made based on distribution, activation, and resource needs. Site selection for POD locations and types include, but are not limited to, the following considerations:

- Hazardous conditions
- Needs analysis
- Population density
- Current methods of commodity distribution
- Ingress and egress concerns
- Traffic flow
- Delivery options
- Site geography
- Proximity to local businesses and grocery stores

POD activation will be determined by the existing weather conditions, actual public need, types of resources needed, infrastructure capabilities, and availability of resources through other means within the City. The City shall coordinate with the County and other partner agencies to determine where POD activation is most warranted. Pursuant to the County's Emergency Management Plan, the City will be responsible for providing logistical support and staffing for the PODs within our boundaries. The City may also need to provide staff to augment the Florida National Guard, security, and local logistical supplies requested by the State. Resources are allocated to each POD based upon type and quantity of resources to be distributed as well as POD material and equipment required at each site.

## Fuel Supply

Fuel shortages can often occur during disasters leading to significant challenges within the community. Fuel shortages could occur due to high evacuation traffic, emergency preparedness and response activities, and the inability of fuel supplies to reach our geographic region.

For daily operations, governmental agencies should maintain fuel levels to endure possible power outages caused by manmade or weather-related incidents. Best practices indicate that, outside of hurricane season, a 24-hour supply of fuel should be available. During hurricane season, at least a 48-hour supply of fuel should be available. During activation due to a pending hurricane, fuel tanks shall be filled if the facility is not in the forecasted surge zone.

During response and recovery operations, it is imperative that accurate information regarding fuel supply is documented in each team's debriefing reports and transmitted to the County in the City's daily Sit/Reps.

## **VII. PLAN DEVELOPMENT & MAINTENANCE**

### After Action Reports

After every incident requiring activation, the City Manager shall conduct a meeting, or a series of meetings, to evaluate and critique the effectiveness of this EOP. The findings of these meetings shall be compiled into an After Action Report, which shall thoroughly address, at a minimum, the following items:

1. Functionality and effectiveness of the warning system;
2. Practicality in the application of this EOP;
3. Effectiveness of communications equipment;
4. Coordination with the County;
5. Efficiency of mutual aid agreements.

### Annual Review Cycle

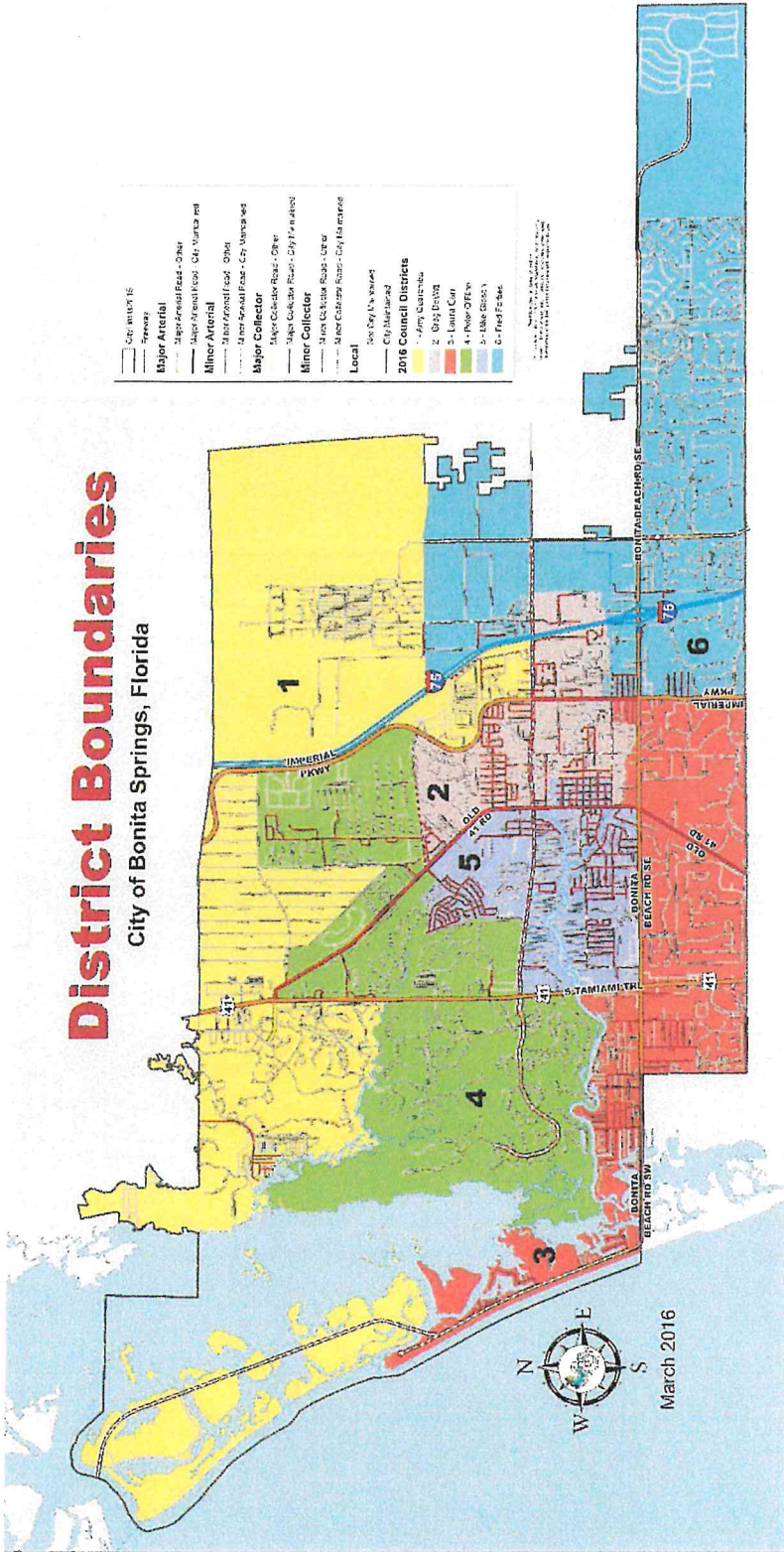
Annually, prior to March 15, all members of City leadership, including department directors and members of senior management, shall review the EOP, as well as internal Standard Operating Procedures, for currency, accuracy, and feasibility. This review shall include without limitation:

- Basic EOP guidelines
- Departmental Annexes
- EOP Appendices
- Memoranda of Understanding (MOU)
- Memoranda of Agreement (MOA)
- Mutual Aid Agreements (MAA)
- Standard Operating Procedures (SOP)
- Vendor Contracts
- Lee County's CEMP
- Applicable Laws, Statutes, and Ordinances
- Any other applicable documents and agreements

Upon completion of this review, any questions, comments, or revisions shall be provided in writing to the Neighborhood Services Manager for review and action. Once consolidated and correlated, a written summary will be forwarded to the City Manager for final approval and incorporation.

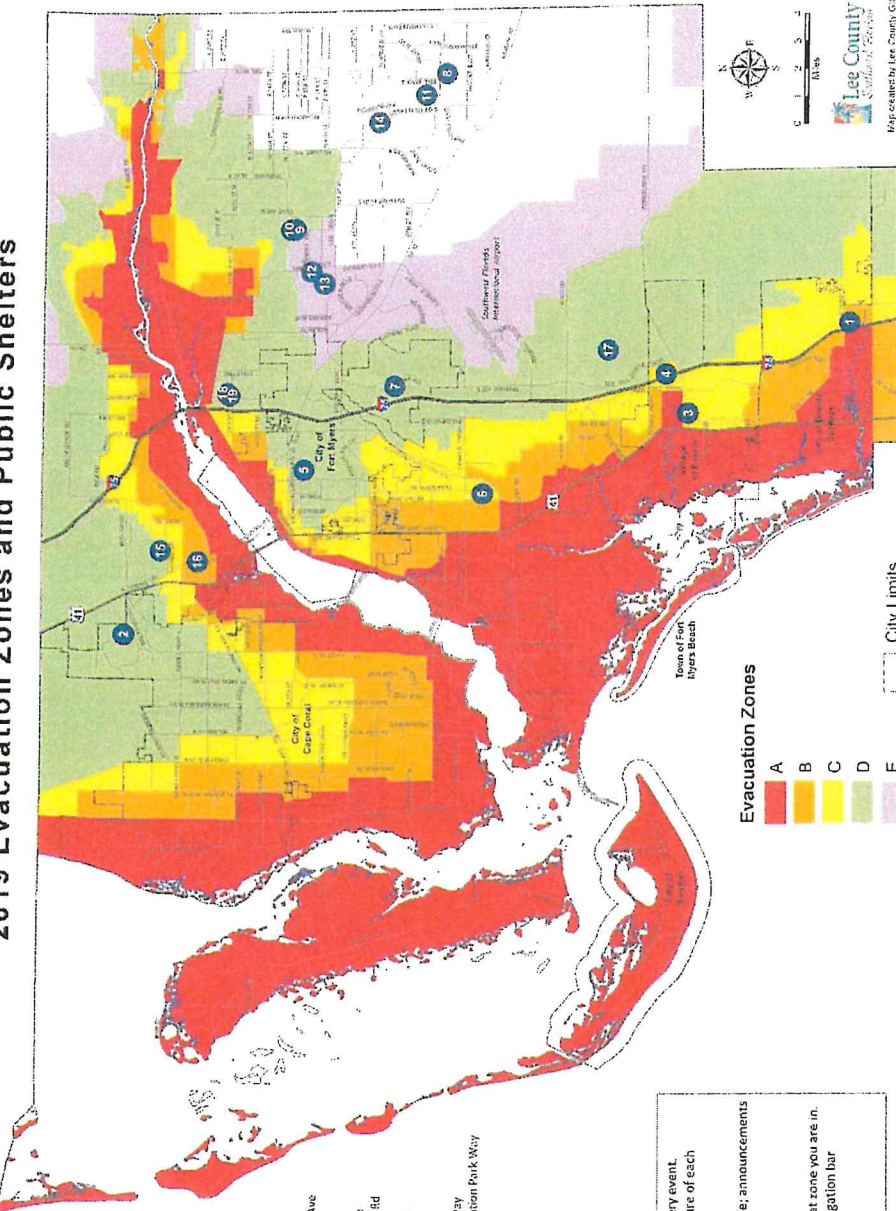
# APPENDIX A

## City of Bonita Springs Boundary Map



# APPENDIX B Lee County Evacuation Zone Map

## 2019 Evacuation Zones and Public Shelters



**EMERGENCY PUBLIC SHELTERS**

- Bonita Springs**
- 1. Bonita Springs YMCA - 27200 Kent Rd
- Cape Coral**
- 2. Island Coast High School - 7125 Dockwards Pkwy
- Estero**
- 3. Estero Recreation Center - 9200 Coliseum Palm Blvd
- 4. Herd Arena - 11000 Everblades Pkwy
- Fort Myers**
- 5. Dunbar High School - 3900 Edison Ave
- 6. South Fort Myers High School - 14020 Plantation Blvd
- 7. Treeline Elementary School - 10900 Treeline Ave
- Lehigh Acres**
- 8. East Lee County High School - 715 Thomas Shrovin Ave
- 9. Harris Marsh Elementary School - 4900 Justice Ave N
- 10. Harris Marsh Middle School - 16000 Old Lee Ave N
- 11. Mirror Lakes Elementary School - 625 Old Lee Ave N
- 12. Torinus Presence Elementary School - 1711 Gentry Rd
- 13. Varsity Lakes Middle School - 801 Gentry Rd
- 14. Veterans Park Recreation Center - 49 Homestead Rd
- North Fort Myers**
- 15. North Fort Myers Academy of the Arts - 1856 Arts Way
- 16. North Fort Myers Recreation Center - 2005 N Recreation Park Way
- San Carlos**
- 17. Allico Arena - 12261 FGCU Lake Pkwy
- Tice**
- 18. Manatee Elementary School - 5301 Tice St
- 19. Oak Hammock Middle School - 5321 Tice St

**Be Advised:** NOT all shelters will be open for every event. The opening of shelters is dependent upon the nature of each specific event.

Please Note: Pet-friendly sheltering will be available; announcements will be made at the time.

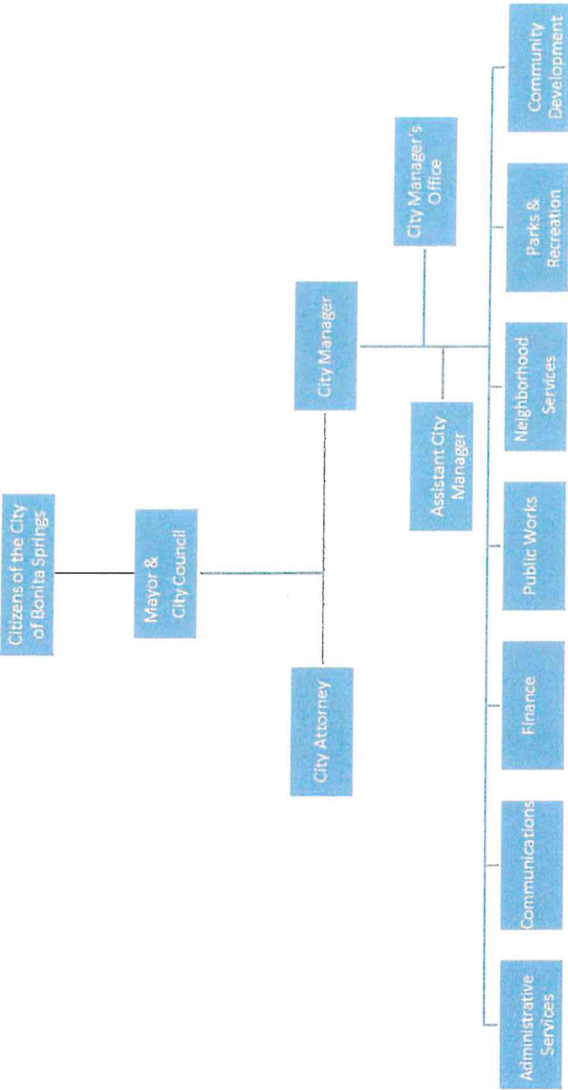
**Know Your Evacuation Zone:**  
Visit our website [www.leeec.com](http://www.leeec.com) to find out what zone you are in.  
1. Click on "Know My Evacuation Zone" in the navigation bar  
2. Click the "Find My Evacuation Zone" link  
3. Enter your address in the search bar

Source: Lee County Emergency Management

Map created by Lee County GIS  
June 2019

# APPENDIX C

## City of Bonita Springs Organizational Chart



## **APPENDIX D**

### **The Incident Action Planning Process**

The Incident Action Plan (IAP) is the vehicle by which senior leadership of an incident can communicate their expectations and provide clear guidance to those managing an incident. The incident action planning process requires collaboration and participation among all incident management leaders and staff members across the whole community. This guide is intended to serve as a reference for incident personnel, and compliance herewith ensures coordinated incident response among all levels of government, NGOs, and the private sector.

A well-conceived complete IAP facilitates successful incident operations by identifying incident objectives and providing essential information regarding incident organization, resource allocation, work assignments, safety, and weather. The incident action planning process is built on the following phases.

#### Phase I: Understand the Situation

While many important things are accomplished during this initial period, efforts focus on gaining an understanding of the situation and establishing initial incident priorities. Gaining an understanding of the situation includes gathering, recording, analyzing, and displaying information regarding the scale, scope, complexity, and potential incident impacts. Comprehensive situational awareness is essential to developing and implementing an effective IAP.

An Initial Incident Briefing must be coordinated as soon as possible to prepare for successful incident management. At this meeting, Command and General Staff should be presented with the following situational information:

- Boundaries and scope of the incident
- Number of displaced survivors
- Sheltering information
- Critical infrastructure damage assessment, locations, and types
- Status of communications and other utilities
- Incident facilities, types, and location
- Resources on hand, en route, and on order
- Life-saving operations
- Pertinent deliberate plans
- Maps of incident area
- Preliminary damage assessment
- Geospatial information systems (GIS) products and satellite imagery
- Emergency contact information for partner agencies, EOC, and other incident facilities

This briefing should result in Command & General Staff having the requisite situational information to make informed decisions, including information regarding constraints and limitations.

## Phase II: Establish Incident Objectives

Incident objectives drive the incident organization as it conducts response, recovery, and mitigation activities. Incident priorities established by leadership during Phase I are reviewed and modified as required during each operational period, which helps to clarify the order of importance of incident objectives. While incident objectives are based on requirements, priorities guide the allocation of resources to objectives.

Incident objectives, per NIMS, are “statements of guidance and direction necessary for the selection of appropriate strategies and the tactical direction of resources. Incident objectives are based on realistic expectations of what can be accomplished when all allocated resources have been effectively deployed.”

Incident objectives are based on several factors: incident priorities and other direction from a higher authority, the situation, and members’ professional judgment and experience. Incident objectives should be clear, measurable, achievable, and flexible. Incident objectives set guidance and strategic direction, but do not specify tactics. They include sufficient detail to ensure understanding, but are not be so prescriptive as to preclude innovation.

The following guidelines have been established ensure that incident objectives are handled consistently:

- Incident objectives are displayed on the Incident Objectives (ICS Form 202). They are numbered sequentially from the beginning of the incident to its conclusion and are not renumbered for each operational period.
- Once achieved, incident objectives are not included on the Incident Objectives (ICS Form 202) for subsequent IAPs.
- Incident objectives can be modified and maintain the same tracking number as long as the intent of the objective does not change.
- If an objective is modified, it is assigned a new sub-letter under the same objective number, and the old objective is retired. For example, if objective 2 is modified, it becomes 2a, and objective 2 is retired. If this objective is modified again, it becomes 2b, and 2a is retired.
- Incident objectives are prioritized as operational period requirements dictate. Incident objectives are listed on the Incident Objectives (ICS 202) in order of priority, regardless of their tracking number. The first listed objective is therefore the highest priority. The last listed objective is the lowest priority.

## Phase III: Develop the Plan

The Operations Section develops strategies to meet incident objectives and tactics to accomplish the strategies. Operations Section staff match the work required to execute the tactics to resources in order to create work assignments which are documented on the Operational Planning Worksheets (ICS Form 215). As work assignments are developed, the Safety Officer, Logistics Section Chief, and others review the work assignments and provide input.

Strategies describe what actions and resources are required to achieve specific objectives. Strategies may be developed during all phases of an operation and by all elements involved in the operation and are not restricted to specific, short or long-term operational periods. Tactics specify who, what, where, and when for implementing strategies to achieve incident objectives. Tactics describe the deployment and direction of resources, based on the strategy to accomplish the incident objectives. A strategy describes how things work; tactics describe what must be done.

### *Determining Tactics*

Once the kind, type, and qualification of available resources are known and any constraints or limitations are identified, the tactical plan can be developed. The following activities are used to develop the tactical plan:

1. Determine what has to be done to implement a strategy and what method(s) are likely to achieve success.
2. Develop a list of required resources (personnel, teams, equipment, supplies, and facilities).
3. Provide a list of resources available.
4. Compare the resources required with resources available and discuss the findings with the Operations Section Chief prior to the Operations Tactics Meeting.
5. Draft the tactical plan based on this analysis.

### *Assigning Resources and Tasks*

Once the tactical plan is drafted, assign resources to operations and write specific work assignments for each assigned resource. This information should be clear and concise and include the following:

- Task to be accomplished
- Reporting time and location
- Level of effort required to accomplish the task
- Any special equipment required
- Logistical support needs
- Any contact information
- Any constraints or limitations

### *Identify the Reporting Location*

The reporting location is the physical location where the assigned resource reports at the beginning of the operational period. The reporting location should not be presumed. Sometimes a specific time for arrival may also be necessary as part of the work location. This could be a direction to not arrive before or after a certain time or a time-frame in which the work assignment needs to be initiated. This information should be included with the reporting location when relevant.

*Determine Logistical Support Needs to Complete the Assignment*

Work assignments often require specific logistical support—requirements that the functional branches and groups are responsible for identifying. The Logistics Section receives these requirements and acts to meet them.

*The Operations Tactics Meeting*

The purpose of this meeting is to review and finalize the draft Operational Planning Worksheet (ICS Form 215). This worksheet aids Operations personnel in capturing their tactics and in identifying resource assignments prior to the operations tactics meeting. During the operations tactics meeting, the Operations Section Chief leads participants in reviewing the work assignment drafts to determine whether they are complete and whether they support the incident objectives and strategies. Participants also identify gaps and duplication in work assignments, resolve any conflicts or coordination issues, and identify logistical issues shortfalls, excesses, safety issues, and the accuracy of the incident map.

**Phase IV: Prepare and Disseminate the Plan**

Phase IV begins when the Planning Section receives the approved Operational Planning Worksheets (ICS Form 215) after the operations tactics meeting. The Planning Section is responsible for completing the appropriate IAP forms and assembling the IAP during the time between the operations tactics meeting and the planning meeting. Other sections also contribute key information and supporting documents.

<b>IAP Components and Sequence of Assembly</b>				
Order	ICS Form	Title	Required	Prepared By
1	200	Cover Sheet	Always	Planning
2	202	Incident Objectives	Always	Planning
3	205	Incident Radio Communications Plan	As needed	Logistics
4	205A	Telephone Communications Plan	Always	Logistics
5	207	Incident Organization Chart	Always	Planning
6		Incident Map	Always	Operations
7	204	Assignment List	Always	Planning
8	206	Medical Plan	Always	Safety Officer
10	230	Meeting Schedule	Always	Planning
11	213	General Message	Optional	Message Originator
12		Other Components As Needed	Optional	Planning

## *Planning Section Responsibilities*

- **IAP Cover Sheet (ICS Form 200).** The IAP cover sheet provides specific information about the IAP and must be consistent with and reflect FEMA standards. Logos may be used on cover sheets, but must be produced in black and white. IAP cover sheets must contain the following information:
  - Title
  - Plan number (the first IAP is 01; subsequent IAPs are numbered sequentially)
  - Incident name that identifies the nature of the disaster
  - Declaration numbers for Stafford Act incidents, local emergencies, or any other organization declaration.
  - Operational period (date and time)
  - Signature blocks
- **Incident Objectives (ICS Form 202).** The first page after the cover sheet is the Incident Objectives. In addition to the objectives, this page also provides weather and safety information. Safety messages are prepared by the Safety Officer. Important considerations include the following:
  - Include only incident objective in Block 5.
  - Number objectives sequentially from the beginning of the incident. ***Do not renumber objectives for each operational period.***
  - List the incident objectives in order of priority regardless of their tracking number.
  - Cross out or remove incident objectives that have been achieved.
  - Do not include items of guidance labeled “goals” or “priorities.”
  - Focus the weather message on weather predicted for the operational period that may affect operations.
  - Focus the safety message on information that is relevant and actionable for field personnel.
- **Incident Telephone Communications Plans (ICS Form 205a).** These are radio communications plans and a telephone contact list of key staff and staff agencies prepared and maintained by the Planning Section. The information on this plan must be consistent with the Incident Organization Chart (ICS Form 207).
- **Assignments Lists (ICS Form 204).** The Planning Section prepares the Assignments Lists using data provided in the Operational Planning Worksheets (ICS Form 215). It is the heart of the IAP and must be organized in a way that enables staff to clearly understand their work assignments. Sequence the assignments according to (1) the Operations Section organizational chart, (2) geographically, or (3) functionally. Specify exactly which resource is responsible for each work assignment, and ensure that names, contact numbers, and resource identifiers are correct.

- **Incident Map.** The incident map is an essential IAP component that identifies key incident facilities and operational boundaries. The Planning staff provides information and coordinates with the GIS Coordinator to produce the map. The Operations Section Chief is responsible for ensuring that map content is current and appropriate.
- **Meeting Schedule (ICS Form 230).** This schedule describes the important incident meetings that will take place during the operational period and indicates where and when they will be held. Incident Action Planning meetings and briefings will always be included to ensure that no other meeting conflicts with the planning meetings.
- **Incident Organization Chart (ICS Form 207).** The Incident Organization Chart is important to inform staff not only how staff is organized, but also what positions are filled and who is assigned to key positions. Show deputy positions in the same box as the primary position. Deputies do not have separate organizations under them. Ensure that position titles and names on the organization chart are consistent with the position titles and names on the Incident Telephone Communications Plan.

### *Safety Officer Responsibilities*

- **General Safety Message on ICS Form 202.** The general safety message is included on the Incident Objectives page (ICS Form 202) for each IAP, and should focus on relevant information that is actionable to field personnel for operations during the operational period. The message may be changed for each operational period based on conditions.
- **Medical Plan (ICS Form 206).** The medical plan is key to the welfare of incident personnel and is included in all IAPs. The medical plan provides important information on medical emergency procedures and the locations and phone numbers of medical aid facilities, emergency medical transportation, and hospitals in the incident area. Important considerations when preparing the Medical Plan are as follows:
  - List urgent care and hospital emergency rooms as well as established incident aid stations and incident camps in Block 5, “Incident Medical Aid Stations.”
  - Indicate the emergency phone number in Block 6, “Transportation.” If an ambulance is assigned to the incident, include the location and phone number in Block 6.
  - List in Block 7, “Hospitals,” list all hospitals located throughout the incident area.
  - Include sufficient information in Block 8, “Emergency Medical Procedures,” to enable incident employees to know what to do and whom to notify in the event of a medical emergency.
- **Safety Analysis (ICS Form 215a).** The Safety Officer reviews the Operational Planning Worksheets (ICS Form 215) and develops the Safety Analysis in coordination with Operations Section staff as they develop the worksheets. The Safety Analysis contains the results of a systematic analysis of risks associated with each work assignment. This analysis assists the Operations Section personnel in altering tactics, if necessary, to promote the safety of field personnel.

### *Logistics Section Responsibilities*

- **Incident Radio Communications Plan (ICS Form 205).** The Communications staff within the Logistics Section are responsible for preparing the Incident Radio Communications Plan during incidents where radios are a significant part of operations communications to provide specific incident radio frequency assignments for the operational period. The Plan should identify all assigned radio frequencies, trunked radio systems, and talk group assignments for the operation elements identified on the Incident Organization Chart (ICS Form 207) and the Incident Organization Assignment List (ICS Form 203).
- **Traffic Plan.** The traffic plan is included in the IAP, when required, but does not have an ICS Form number. A traffic plan will be prepared when incident personnel must be informed of special traffic requirements, including required routes of travel, missing directional signage on incident transportation routes, and special driving conditions.

### *The Planning Meeting*

The Planning Meeting is facilitated by the Planning Section Chief for the purpose of finalizing and approving the IAP for the next operational period. The meeting provides the opportunity for the Command & General Staff, as well as other incident management personnel, agency officials, and partner agencies and organizations to discuss and resolve any outstanding issues before assembling the IAP. After the review has been completed and updates have been made, Command and General Staff affirm their commitment to support the plan.

After the planning meeting, the Planning Section Chief is responsible for making changes to the IAP that were agreed upon during the planning meeting and ensuring that the final IAP is signed by the appropriate Chiefs and Officers. Once all signatures are gathered, the IAP is ready to be printed and distributed.

### Phase V: Execute, Evaluate, and Revise the Plan

Phase V begins with the operations briefing and continues as the IAP is executed and evaluated in preparation for it to be revised during the next operational period. Once the IAP has been distributed and the operations briefing has been held, the IAP is executed.

Changes are often required to reassign resources or modify work assignments during the operational period. These changes must be communicated to the Operations Section Chief, who in turn communicates the changes to the Planning Section.

As the work assignments are performed, field personnel and supervisors assess the progress and the effectiveness of the work. Individuals, crews, and task forces inform their supervisors of the status of assignments, and the Operations Section personnel keep the Planning Section apprised of all developments and status reports.

## Final Quality Assurance Checklist

The checklist below is intended to serve as a tool that the Planning Section Chief uses before granting final approval to the IAP.

- Do the tasks listed on the Assignment Lists (ICS Form 204) support the Incident Objectives (ICS Form 202)?
- Does the incident map reflect the operation elements identified on the Incident Organization Chart (ICS Form 207) or the Assignment Lists (ICS Form 204)?
- Does the Incident Telephone Communications Plan (ICS Form 205A) provide information on the operation elements identified on the Incident Organization Chart (ICS Form 207) or the Assignment List (ICS Form 204)?
- Are all assigned radio frequencies, trunked radio systems and talk group assignments identified on the Incident Radio Communications Plan (ICS Form 205) and does the information reflect the operation elements identified on the Incident Organization Chart (ICS Form 207) or the Assignment Lists (ICS Form 204)?
- Does the information on the Medical Plan (ICS Form 206) identify the closest medical facility to each operation element identified on the incident map, the Incident Organization Chart (ICS Form 207) or the Assignment List (ICS Form 204)? Does it identify what should be done if someone is injured or becomes seriously ill?
- Does the IAP use common ICS terminology throughout the whole document?
- Does the Meeting Schedule (ICS Form 230) contain at a minimum, the following:
  - Appropriate incident action planning meetings
  - Strategy meetings
  - Team meetings
  - Public meetings

**CITY COUNCIL  
CITY OF BONITA SPRINGS  
WEDNESDAY, MARCH 24, 2021**

**9:00 A.M.**

**CITY COUNCIL MEETING  
BONITA SPRINGS RECREATION CENTER  
26740 PINE AVENUE  
BONITA SPRINGS, FLORIDA 34135  
MINUTES**

1. Call to order:

Mayor Rick Steinmeyer called the meeting to order at 9:00 A.M.

2. Invocation:

Reverend Patrick Womack, with Bay Presbyterian Church, furnished the invocation.

3. Pledge of Allegiance

Council Member Fred Forbes led in the Pledge of Allegiance.

4. Roll Call:

Mayor Steinmeyer and all Council Members were in attendance.

5. Approval of Agenda

6. Mayor's Welcome

Lee County Commissioner Kevin Ruane was in attendance to

At the request of Mayor Steinmeyer, Agenda Item 10 A., regarding the presentation by Lee County Commissioner Kevin Ruane, was moved up on the agenda with the consensus of City Council.

Lee County Commissioner Kevin Ruane was in attendance to address a several items on the agenda. He began by addressing Lee County's requested support from the City of Bonita Springs of the LOSOM which includes three asks, which he addressed. The reason for the letter is to keep the lake down, to ensure appropriate discharges, and to make sure the projects come on-line.

Council Member Amy Quaremba stated that she supports signing of the letter.

No public comments were made.

Council Member Fred Forbes motioned to sign the letter. City Attorney Derek Rooney explained that Commissioner Ruane was present to address three items.

Commissioner Ruane next addressed the second letter Council is being asked to sign, which relates to the Big Cypress Basin, which he expanded on. He next addressed the Resiliency Compact MOU, which covers three items – 1) climate change, 2) sea level rise, and 3) flood mitigation.

Mayor Steinmeyer stated that he doesn't see the science in this study and is going to vote against it.

\*\*\*Council Member Amy Quaremba asked if the effort will be directed to those two items – sea level rise and flood mitigation, to which Commissioner Ruane responded. He will be sitting on the compact itself to represent the City. City Attorney Rooney informed Council that the Compact does allow the City to appoint a member to the Governance Board as well.

Council Member Mike Gibson it says sea level rise, and Irma would be storm surge. He believes in storm surge and erosion, but not sea level rise. Commissioner Ruane responded.

Council Member Jesse Purdon addressed the compact, and stated that the reason he wanted to bring this back up as he feels the totality of the circumstances have changed, and we are the only municipality in southwest Florida that would not be on this. It is our job to put the City in the most advantageous position as possible. He further addressed.

#### 7. Public Comment on Agenda Items

Suzy Valentine was in attendance to inform City Council of a project she has been promoting – The Blue Star Memorial, whereby markers are placed on highways designating highways as blue star states. There is a dedication scheduled March 29, 2021 at 2:00 P.M.

The owner of the Survey Café and member of the Bonita Citizens Group, addressed her request to Council Member Quaremba regarding Bamboo parcel and the need for public input.

Bonnie Whittemore stated she would like to be included in the planning and discussions regarding the Bamboo parcel. She informed them of an evaluation of the property from 1970/71, that she would be happy to share with City Council. She believes the property needs to be developed with something that fits in with what's going on today with the people.

Gary Price was also in attendance to address the importance of public input in relation to the Bamboo property.

Trish Leonard the newly elected president of the Bonita Springs Downtown Alliance. They want to be involved in the planning for Bamboo, emphasizing the importance of public participation.

#### 8. Zoning and land use items:

Public hearing of the following Zoning Resolution: A Zoning Resolution of the City of Bonita Springs requesting a variance from LDC 4-926(d)(3), which requires a side and rear setback of 10 feet for commercial accessory structures, to allow a setback of 5 feet along the western side property line and a 6 foot setback along the rear property line, and from LDC 4-1732, which requires 4 parking spaces per 1,000 square feet of indoor recreation facility for the existing clubhouse, to allow for a reduction of 8 parking spaces, to permit a dumpster enclosure for an existing recreational vehicle park in bonita springs. (Greensheet No. 21-03-057)

9:40 a.m.

City Attorney Derek Rooney placed all under oath.

Mary Zizzo, Community Development, presented the Staff Report and request. Staff has recommended approval with conditions.

Bruce Dodge, representing Limetree Park, addressed their request, which is to include some new fences. They discovered they needed masonry work and cannot have gates, thus, losing one parking space. He further addressed.

Council Member Mike Gibson motioned to approve the Zoning Resolution; Council Member Laura Carr seconded.

No public comments were made.

The motion carried unanimously. **ADOPTED ZONING RESOLUTION NO. 21-02**

9. Consent Agenda: (Note: Items on the Consent Agenda will be considered as one unless a specific item is removed by a Council Member for separate discussion.)

9:47 a.m.

Council Member Gibson motioned approval of the Consent Agenda; Council Member Amy Quaremba seconded; and the motion carried unanimously.

- A. Review of January Monthly Financial Report. (Greensheet No. 21-03-050)
- B. Approve Hold Harmless Agreement between the City and Worthington Master Association to improve and maintain two (2) medians on Bonita Grande Drive in front of the entrance to Worthington. (Greensheet No. 21-03-052)
- C. Approve Resolution confirming the selection committee's recommended ranking and authorize staff to negotiate with the top ranked consultant, Kisinger Campo and Associates, for the Citrus Park/East Bonita Stormwater Improvement project (RFQ #20-29) Phase 1 design/construction improvements. (Greensheet No. 21-03-053) **ADOPTED RESOLUTION NO. 21-25**
- D. Approval of consent to hire Lisa Roberson as City of Bonita Springs Finance Director, with a start date of April 5, 2021. (Greensheet No. 21-03-060)
- E. Approve Budget Resolution to transfer budget from the Vehicle Replacement Reserve to Parks and Recreation for a replacement truck. (Greensheet No. 21-03-055) **ADOPTED RESOLUTION NO. 21-26**
- F. Approve the Caretaker's Agreement for the Bonita Nature Place. (Greensheet No. 21-03-056)

• OPPORTUNITY FOR CITY COUNCIL COMMENTS ON CONSENT AGENDA ITEMS

10. Proclamations and Presentations:

- A. Receive presentation from Commissioner Kevin Ruane regarding the Southwest Florida Regional Resiliency Compact and MOU. (Greensheet No. 21-03-064)  
Addressed above.
- B. Receive and accept update by Waldrop Engineering, agent for DeFoor Allison Trust for Bonita Preservation Trust (property owner of the Shangri-La), for their master planning efforts as identified in the compliance agreement between the property owner and the City of Bonita Springs. (Greensheet No. 21-03-054)

In attendance to address this item were Allison DeFoor, with the DeFoor Allison Trust for the Bonita Preservation Trust; Alexis Crespo, with Waldrop Engineering. Mr. DeFoor thanked City Council and City Staff for all their help with this.

Ms. Crespo furnished a PowerPoint presentation to provide an overview.

Mayor Steinmeyer motioned to accept the update presented; Council Member Laura Carr seconded; and the motion carried unanimously.

11. Mayor and Council Member Items:

- A. Ratify Mayor Steinmeyer signing of Letter to Senator Passidomo to support implementing the scientific boundary recommended in the Big Cypress Basin Boundary Delineation study. (Mayor Steinmeyer; Greensheet No. 21-04-058)

Mayor Steinmeyer furnished a brief overview.

Council Member Quaremba motioned ratification of the letter; Council Member Chris Corrie seconded; and the motion carried unanimously.

- B. **ADDENDUM:** Discussion regarding a request for support from Commissioner Ruane regarding the attached letter concerning the Lake Okeechobee System Update Manual that the US Army Corps of Engineers is undertaking. (Mayor Steinmeyer; Greensheet No. 21-03-063)

9:54 A.M.

Council Member Quaremba motioned to approve; Council Fred Forbes seconded.

Council Member Chris Corrie stated he will vote for the letter, explaining that he doesn't like the letter because it's the same three points that have been made for years about Lake "O." The impact on water flows that are being polluted are not being discussed. It doesn't talk about how we are going to know if there are improvements in the lake flow. He doesn't think it accomplishes anything, but he will support it.

The motion carried unanimously.

City Manager Hunter stated she will have a cover letter prepared to send with the letter signed by the County. She also requested direction on future requests. Council Member Quaremba stated she would like to see ahead of time what they are requesting be signed, and would rather send a separate letter from the City.

- C. Reconsider the ratification of the Southwest Florida Regional Resiliency Compact MOU. (Purdon; Greensheet No. 21-03-059)

Council Member Purdon addressed this agenda item and thanked Mayor and Council for hearing this, as he does feel the situation has changed. County has opined and is on board. He appreciates this coming up. He things that with the bio-ractor, and the relationship with FGCU we have a stellar environmental record, and we would be only municipality not on this, noting it does not cost anything to be in it. This is a good opportunity and appreciates the change to reconsider again.

Council Member Laura Carr stated she opposes anything that has "climate change" in it, so storminess works and flood mitigation, but not integrating climate change which can open us up to all sorts of environmental hits financially from different groups. If reworded, she would be interested - with no climate change in it.

Council Member Quaremba stated there are 2 bills that have references to resiliency, so it's moving in direction she feels we have to be part of it. She does agree Lee County is the ultimate responsibility here as they have staff, as we are government lite. She will support it this time, but feels there should be a time limit on our commitment - an exit date by which we review whether they are focusing on things we want, directly related to Bonita Springs. They already made the commitment there will be no financial issues for three years.

Council Member Gibson explained his concerns with the letter in not believing in man made climate change or sea level rise, as the science is not right. He concurs with a time limit for purposes of future Councils.

Council Member Forbes stated that there is that linkage between this and the Big Cypress Basin.

Council Member Corrie stated he shares the same concerns as Commissioner Ruane. He does believe in climate change and sea level rise, which he has seen the effect of sea level rise in Bonita Bay. What he doesn't like about the compact is to him it's going to be a group sitting and talking about ideas and what they should be doing five years from now, and not accomplishing anything that needs to be done today. He further addressed.

Commissioner Ruane informed Council that there is no financial costs for the first three years.

Passes 5-2 (Mayor Steinmeyer and Council Member Carr opposed)

ADDITIONAL ITEM:

Commissioner Ruane concluded by providing an update on COVID-19.

- D. Discussion of a potential process to allow for public input as the Council explores concepts with developers interested in the Bamboo parcel. (Quaremba; Greensheet No. 21-03-062)

10:14am

Council Member Quaremba addressed this agenda item and a letter she received from the Bonita Citizens Group on how important citizen input is on decision making and to get as much citizen input as we can. There are developers approaching city who would like to come up with an idea, etc., but we don't have a process on how this is suppose to work, as Council was to come up with a vision of what they would like to see there. She requested permission to continue conversations with the City Manager regarding input for a workshop, etc. She would also encourage developers to come forward with their conceptual ideas. She further addressed. She thinks as a Council she feels they should have a review of DPZ form-based code for that area and look at that again.

Council Member Purdon agrees with importance of public input 100%. He also supports a workshop, as last workshop heard great ideas from Council Member Corrie and Carr. He requested Staff put together something to go over the available options are - a public private partnership, protecting the water area as a park, He would ask staff to put together options on what they can do down there, and as they move forward there will be ample public input. Council Member Carr concurred with Council Member Purdon. She would like to see what comes forward and when something is concrete they can discuss further. Mayor Steinmeyer stated next meeting they will had out the blueprints Community Development will be providing to him.

Council Member Forbes feels need for public comment. He feels whatever public input we get now, needs to be refreshed when they decide to move forward. He also agrees on the need for workshops. He further addressed.

Council Member Corrie is happy to see that this group is interested in providing public input and hopes they come up with a list of priorities in terms of what they want to see. He would encourage people to organize and participate.

City Attorney Rooney addressed – Council would like Staff to bring back ideas. He further addressed the process. Council Member Quaremba would like to see a list of items from the workshop Council indicated they would like to see. Council Member Purdon would also like a report from the first workshop. City Manager will provide summary from last workshop.

ADDITIONAL ITEM:

Mayor Steinmeyer introduced Lisa Roberson, who has accepted Financial Director position for the City of Bonita Springs.

A short recess was taken from 10:35 a.m. to 10:48 a.m.

12. Public Hearing:

- A. Second public hearing to consider a home rule development agreement between the City of Bonita Springs, 9161 BBR LLC and 9171 BBR LLC for property at 9161 Bonita Beach Road and 9171 Bonita Beach Road, Bonita Springs, FL 34135. (Greensheet No. 21-03-061)

City Attorney Rooney introduced this item for interconnectivity between Spanish Wells and the post office. He also prepared a draft parking agreement, noting that in discussions with the property owner, since there is not design that would be premature. He next addressed a revision to parking agreement, which he read into record.

Neale Montgomery, representing the Applicant, briefly addressed. Per the parking agreement there are a variety of things she doesn't know.

No public comments were made.

Council Member Carr motioned approval of the development agreement; Council Member Gibson seconded; and the motion carried unanimously.

13. City Attorney's Items

City Attorney Rooney furnished an update on the Bayside CDD lawsuit on the stormwater utility. He informed Council of a mediation held to which they have come up with a positive resolution. He would like to schedule an executive session. No objections from City Council.

14. City Manager's Items

Assistant City Manager Matt Feeney provided an update on transportation efforts, including an asphalt overlay to be done to the area of Bonita Beach Road, from Arroyal Road to the area in front of City Hall. Also, Lee County will be repairing the road from Luke Street to Mango Street with a new overlay of asphalt as well. He also reported that West Terry Street is overall complete. There was also a pre-bid meeting to the remainder of Terry Street for landscaping, curb and gutter, a road overlay, and an 8-foot-wide pathway. The major traffic control for traffic congestion is the Quadrant project, which he expanded on and a brief discussion was held. There might be some communities with eagles in them, and Staff may do some outreach regarding what can be done.

City Manager Hunter welcomed Lisa Roberson, and staff will be setting up additional workshops on the CIP in May to begin prioritizing the current CIP. She also furnished a brief update on COVID-19 vaccines.

Staff is working with information being received regarding some grant funds that are being distributed to each of the cities, which has been identified for the City for \$25 million, and anticipate will be partnering with other local entities and possible RFPs on that process, and Staff will bring back more information. She also informed Council that staff has extended the extension of time for Lee Cares Act for the City's expenses, as Lee County is now permitting an extension of funds that go to December of 2021. She concluded by thanking the communication staff on their assistance with the sound system. She also provided a brief update on City Hall renovations.

#### 15. Mayor and Council Member Reports

Council Member Quaremba reported that she attended the Bonita Springs Concert Band, reporting it was very well attended. She was surprised about the amount of people who attended from Naples.

Council Member Purdon reported that he had a lot of people reaching out to him from the soccer community, noting that the City is kind of built out for facilities. They want lighting and restrooms, however, we are limited. Asked Staff to put together a list of areas the City owns to see what can be done.

Council Member Carr informed Council that she attended BSU's annual meeting and they are in great shape. She thanked those who work on the water for all their hard work. There was also a memorial for Frank Liles.

Council Member Corrie reported on a meeting he attended with Representative Botana and Lee County Commissioner Sandelli to discuss the country club property located north of Paradise to get any ideas they may have. Commissioner Sandelli suggested a request for Conservation 2020 funding for the purchase of the property. He mentioned this to residents north of Paradise. It can be used for stormwater management, or an opportunity for passive parks. His hope is to pull together some sort of proposal for a 2020 acquisition by the County using Conservation 2020 funds. City Manager Hunter stated that staff reached out to County Staff to advise them of the meeting Council Member Corrie had with Commissioner Sandelli and Representative Botana, and they are going to provide feedback which staff will bring back.

Council Member Carr reported Bonita Springs Utilities is celebrating their 50<sup>th</sup> anniversary this year!

Council Member Gibson thanked Tony Backhurst, Director of Neighborhood Services, for attending the Downtown Alliance meeting the previous evening to speak. He did a great job! Council Member Gibson also welcomed back Ms. Roberson. He also reported that he would be unable to attend the workshop, and requested a link of the audio.

Council Member Forbes addressed the need to begin holding activities in the park once again. People can wear masks and temperatures can be taken. He would highly urge the City to have real activities in the park. Council Members Gibson agreed to the need to have 4<sup>th</sup> of July. City Manager Hunter stated that special events permits are all moving forward, and Veteran's Committee had a Veteran's day service. Council Member Forbes proposed such events as Riverfest, etc. – anything that can be done. Council Member Purdon agreed to the need.

Mayor Steinmeyer addressed his reasons for voting against the compact which he stated related to Home Rule.

#### 16. Approval of Minutes: 03/03/21

Council Member Gibson motioned approval of the Minutes; Council Member Carr seconded; and the motion carried unanimously.

#### 17. Public Comment

Former Mayor Peter Simmons thanked the Mayor and City Council for their vote on the compact.

18. Adjournment

There being no further items to discuss, the meeting adjourned at 11:26 A.M.

Respectfully submitted,

\_\_\_\_\_  
Debra Filipek, City Clerk

APPROVED:  
CITY COUNCIL

Date: \_\_\_\_\_  
AUTHENTICATED:

\_\_\_\_\_  
Rick Steinmeyer, Mayor

DRAFT