

FLORIDA MUSIC HALL OF FAME

RESPONSE TO

INVITATION TO NEGOTIATE: DOSD-230051-GD

**Redevelopment of Old RTS
Administration And Maintenance Facility**

PREPARED FOR:

CITY OF GAINESVILLE, FLORIDA (CITY)

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Response to Invitation to Negotiate: DOSD-230051-GD
Redevelopment of Old RTS Administration and Maintenance Facility
 Gainesville, Alachua County, Florida
 FMHF Reference No. 2023-001

The Florida Music Hall of Fame, Inc. (FMHF) is excited to share our vision for redeveloping the Old RTS Administration and Maintenance Facility (Old RTS Site) in the Depot Park area of Gainesville, Alachua County, Florida.

The FMHF wants Gainesville to be its permanent home. The City is known across the State for its musical roots, contributions, and history. In addition to homegrown talent (Tom Petty, Bernie Leadon, Bo Diddley, Sister Hazel, Less than Jake, etc.), State renown talent also regularly performed and honed their craft in Gainesville over the years.

The Old RTS site is the perfect FMHF location. The development is consistent with the adopted *Downtown Gainesville Strategic Plan* site designation as a “*Potential Cultural Amenities*” site. It directly compliments the Cade Museum, Cotton Club Museum, and Matheson Historical Museum, and SoMa music district (Heartwood, High Dive). The FMHF represents continued development and enhancement of the City cultural center area.

In addition to constructing the FMHF, we propose to partner with City to also build an amphitheater or suitable enclosed musical venue on the site. We envision this as a world renowned *State-of-the-Art* acoustical venue and musical talent attractor. The FMHF will serve as a catalyst for re-purposing and re-development of the adjoining and nearby industrial areas (including the Power District).

The Depot Park and adjoining the Hawthorne Trail district truly represents our cross roads where “*culture meets nature*”. The FMHF and musical venue will include an art themed park and cultural public gathering areas to further this connection.

The FMHF mission is dedicated to diversity, equity, and inclusion. All Florida musical forms are recognized, honored, and celebrated. The FMHF represents a safe, collaborative, inspirational space for all to explore, create, learn, thrive, and enjoy all that music offers. FMHF will support and help lead programs to bring the possibilities in the music industry to K-12 school aged children.

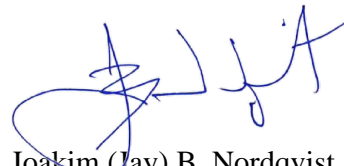
The FMHF looks forward to partnering with the City and all citizens, and seize this moment and opportunity to bring this vision and another Crown Jewel to our Community.

Sincerely,

Florida Music Hall of Fame, Inc.



Doug E. Cifers
 President/Chairman of the Board



Joakim (Jay) B. Nordqvist, P.E.
 Director/Project Manager

dec/jbn:vk

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EXECUTIVE SUMMARY

The Florida Music Hall of Fame (FMHF) wants Gainesville to be its permanent home. The FMHF vision is a collaborative, diverse, inclusive, equitable partnership with the City and Community to secure and promote the legacy of Gainesville as THE MUSIC CITY in Florida. In addition to establishing the FMHF, we propose to partner with City to build an amphitheater or suitable enclosed musical venue on the site. We envision this as a world renowned *State-of-the-Art* acoustical venue and musical talent attractor.

The Old RTS site is the perfect location as will be clearly demonstrated by this Invitation to Negotiate (ITN) response. The Depot Park and adjoining the Hawthorne Trail district truly represents our cross roads where “*culture meets nature*”. The site represents a natural extension opportunity to Depot Park and the Hawthorne Trail. The FMHF and musical venue will include an art themed park and cultural public gathering areas to further this connection.

The development is consistent with the adopted *Downtown Gainesville Strategic Plan* site designation as a “*Potential Cultural Amenities*” site. It directly compliments the Cade Museum, Cotton Club Museum, Matheson Historical Museum, and SoMa music district (Heartwood).

The FMHF is expected to spawn nearby repurposing and redevelopment of adjoining and nearby industrial areas, further enhancing the Downtown area. This is envisioned to include homegrown small businesses, restaurants, art and music studios, and retail stores. Area musical venue and entertainment expansion could result as well. Furthermore, existing development and businesses will be enhanced and directly benefit from this project. This is also expected to afford the opportunity for additional Cultural Center resources to locate to the area.

FMHF Old RTS Site Development

The FMHF will initially include approximately 30,000 square feet of space to house and display artist memorabilia, organizations, venues, gift, snack bar, rooms for aspiring musicians to visit with music legends for lessons and lectures, and seating for induction ceremonies, lectures and performances. It will honor ALL aspects of the statewide Florida music industry. The facility will host traveling exhibits and shows. It will be an immersive experience with opportunity for deep dives into artists, producers, and all aspects of music. Annual induction ceremonies are envisioned.

The conceptual concept is for the building to conceivably have a shape that when seen from above represents Bo Diddley’s signature rectangular guitar. The music venue could have drum or bongo type overall shape and architectural feel. This intersection of a traditional ancient drum and modern electric guitar provides for a direct connection and bridge between the ages of music. Music and other Community art is envisioned for the park setting areas that will surround the FMHF and music venue.

Sustainability, energy efficiency, and resilience represent key factors in both owning and operating (occupying) a building. In addition to directly benefitting the environment, reduced energy use and efficiency directly contributes to the building occupant financial success. We envision solar power generation, energy efficient equipment, insulation, LED lighting, passive measures (including building material choices), and landscaping choices will be incorporated into the design. The entire parking lot

area will be covered by a solar panel field. This will provide for parking in the shade and installation of electrical vehicle charging stations. In addition to being a Music City we are also a Tree City USA. Heritage trees and native vegetation will be incorporated into the proposed development design.

The site is a former vehicular maintenance facility and operation. This included a vehicle fueling area. There are perceived and possibly actual environmental conditions that may need to be addressed as part of site development. Based on a preliminary review through the Florida Department of Environmental Protection (FDEP) Contamination Locator Map database, no known contamination appears to be associated with the former operation. The FMHF team has experience in redeveloping property with residual environmental impacts related to historical site use. This experience will be helpful in addressing actual impacts (should they exist) and/or Community concerns/perceptions related to the environmental conditions of the site.

The FMHF is requested the City enter into an 18-month due diligence and Conceptual Plan Development agreement. This allows for careful consideration of development alternatives and opportunities for the site. The FMHF will assemble a local team comprised of a construction manager and providers of professional services (urban planner, architect, engineer, landscape architect). The team will incorporate direct City of Gainesville development experience. Potential partners have already been approached and are eager to assist with making this vision a reality.

The final design and construction negotiations will require an additional 6 months. Construction is expected to start within 2 years of signing the agreement with the City. The construction is expected to be completed within 2 years. Certificate of Occupancy is expected within 4 years of entering into the agreement with the City.

Recognizing Federal Transit Administration (FTA) funds allowed for the original property purchase, the FMHF would like to incorporate transit and multi-modal transportation components into the project as desired amenities, while hopefully off-setting or reducing the implications of federal fund recovery efforts. In addition, the planned electric vehicle charging stations may offer similar opportunities. The FMHF wants to work with the City to develop an innovative and feasible approach in addressing this original FTA site acquisition issue.

The construction is envisioned to be structured as a design build or similar contracting mechanism. This will provide the benefit of incorporating cost and schedule savings during the design process, and include value engineering and construction feasibility analysis. Experienced partners will be retained to assure utmost professionalism and mutual goal of a successful development remain as the central theme from Conceptual Design through construction. Community meetings are expected to be held to solicit input and ideas.

Site improvements and construction will be funded through corporate, foundation, and individual contributions and permanent loans. Federal, State, Local grants, and partnerships programs and loans will be pursued as part of this public private partnership (P3) development. Financing options will be established as part of the due diligence project phase.

FMHF Facility Operations

The FMHF operational financial model was developed in part considering the *2022 Annual Report for the Country Music Hall of Fame* in Nashville. A comparison was made and a ratio developed of the number of visitors to Nashville and Gainesville in an effort to estimate the number of patrons per year. The Visit Gainesville organization represented the source of the visitor data.

For perspective, the Country Music Hall of Fame represents a \$55+ million per year enterprise.

Operating expenses last year were 38+ million. Forty (40) percent of the Country Music Hall of Fame income comes through visits. They had 1.5+ million visitors in 2022. Nashville had 14.5 million visitors.

The *2022 Visit Gainesville Economic Impact Report* confirms that Alachua County had approximately 1.4 million visitors last year (overnight stays). These are visitors to the County who stayed in paid overnight accommodations. The report estimates this represent 45 percent of all visitors. Using this data, it is estimated that there were 3+ million visitors to Alachua County in 2022.

Using the approximate 10 percent of total overnight visits ratio of Nashville, on the order of 140,000 visitors would potentially attend the FMHF. Conservatively reducing this by more than 50 percent, at least 60,000 visitors to the FMHF would be expected based on the Nashville data. Our financial analysis is based on this conservative number of visitors.

It is expected that visitors that are not currently being captured by Alachua County will be attracted to the FMHF. Gainesville is strategically situated about midway between Miami and Atlanta regions. This and the FMHF should represent an advantage to attract and retain motoring tourists to stop, eat, visit, and possibly stay overnight in Gainesville.

Closing

In September 2021, a diverse group of 15+ citizens of the Community assembled at the Cade Museum Garage to participate in preliminary discussion about bringing the FMHF to Gainesville. Preliminary discussions centered around the concept of a diverse, inclusive, equitable group of Community representatives having input from the very beginning of the idea through the opening and operation of the future FMHF.

Additional discussions and ideas have circulated over the last couple of years. The word has and continues to spread organically through the Community. The question is always being asked “*so... what’s going on with the FMHF*”. The Community enthusiasm has been unanimous and unwavering. Here we are two years later asking the City of Gainesville to partner with the FMHF to bring this vision forward to the entire community and bring this from an idea to reality.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	ii
TABLE OF CONTENTS	v
1.0 TECHNICAL PROPOSAL.....	1
1.1 Florida Music Hall of Fame Concept.....	1
1.2 FMHF Site Control and Disposition Arrangement	2
1.3 FMHF & Musical Venue Conceptual Plan	2
1.4 FMHF Sustainability and Energy Efficiency	6
1.6 FMHF Development Plan	7
1.7 FMHF Project Management Approach.....	10
1.8 FMHF Vision to Reality Schedule.....	10
2.0 PRICE PROPOSAL.....	12
2.1 Facility Construction Preliminary Cost Estimate.....	13
2.2 FMHF Facility Operational Costs Estimate.....	14
2.3 FMHF Job Creation Summary	15
3.0 FMHF TEAM QUALIFICATIONS & DIVERSITY	16
4.0 REQUIRED FORMS	21

1.0 TECHNICAL PROPOSAL

This section summarizes the technical approach and steps to developing the Florida Music Hall of Fame (FMHF).

The FLORIDA MUSIC HALL OF FAME, INC. is a State of Florida registered Not-for-Profit organization (Document No. N21000011875, FEI/EIN Number 87-3012540).

The FMHF is presenting this vision for the City and ALL citizens to consider. Our vision is a collaborative, diverse, inclusive, equitable partnership to secure and promote the legacy of Gainesville as THE MUSIC CITY in Florida. The FMHF will be a state-of-the art interactive museum and hall to honor ALL FLORIDA's musical heritage. It will be a safe space to explore, learn, be inspired, create, collaborate, and produce music.

The FMHF mission is non-partisan. In this time of division, the FMHF represents an opportunity for a space where race, creed, and diversity are honored and respected. Statewide Educational programs and opportunities will focus on all K-12 primary school aged children. Opportunities for and inclusion of socio-economically challenged populace is at the center of providing for diversity, equity, and conclusion. Partnerships with groups representing these groups will be the centerpiece to allow for access for all. The FMHF intends to partner with local organizations dedicated to addressing these challenges.

1.1 Florida Music Hall of Fame Concept

In September 2021, a diverse group of 15+ citizens of the Community assembled at the Cade Museum Garage to participate in preliminary discussion about bringing the FMHF to Gainesville. What a fitting first meeting venue, as a garage is where many bands began their journey! Preliminary discussions centered around the concept of a diverse, inclusive, equitable group of Community representatives having input from the very beginning of the idea through the opening and operation of the future Hall of Fame. It was agreed the FMHF must represent, include and respect **all** aspects of not only the Gainesville, but the entirety of Florida cultural heritages and diversity.

Additional discussions and ideas have circulated over the last couple of years. The word has and continues to spread organically. The question is always being asked “*so...what's going on with the FMHF*”. The Community enthusiasm has been unanimous and unwavering. That September day represents the beginning of the journey that has led to this moment in time and development of the FMHF response to this Invitation to Negotiate (ITN).

Musical roots in Florida run deep. The diversity of musical contributions is easily demonstrated by dropping just a few names...like...*Stepen Foster, Tom Petty, Ray Charles, Gloria Estefan, Pitbull, Glen Campbell, Jimmy Buffet, Jake Owen*...but the roots run even deeper and wider stretching back to *Native American, African, Latin, European*, and other influences. Our rich and often complicated history allowed Florida's unique musical expression to thrive.

The FMHF will have space to house and display artist memorabilia, organizations, venues, gift, snack bar, rooms for aspiring musicians to visit with music legends for lessons and lectures, and seating for induction ceremonies, lectures and performances. It will honor ALL aspects of the music industry. The facility will host traveling exhibits and shows. It will be an immersive experience with opportunity for deep dives into artists, producers, and all aspects of music. Annual induction ceremonies are envisioned. The concept and operation will incorporate successful business and operational models and aspects of the Country Music Hall

of Fame (Nashville) and Rock and Roll Music Hall of Fame (Cleveland).

The FMHF is expected to spawn nearby repurposing and redevelopment of adjoining and nearby industrial areas, further enhancing the Downtown area. This is expected to include homegrown small businesses, restaurants, art and music studios, and retail stores. Area musical venue and entertainment expansion could result as well. Furthermore, existing development and businesses will be enhanced and directly benefit from this project. This is also expected to afford the opportunity for additional Cultural Center resources to locate to the area.

1.2 FMHF Site Control and Disposition Arrangement

The agreement would be modeled after and be similar to that of the City and Cade Museum relationship. FMHF will construct, maintain, operate, and own the building and associated site improvements. FMHF believes it is in the City's best interest to maintain overall control over the future of Cultural Resource and Depot Park area property. The FMHF proposes to enter into a long-term lease for the site. This assures the property is developed and remains in use consistent with that envisioned by the adopted *Downtown Gainesville Strategic Plan*. This project represents a public private partnership (P3).

FMHF also envisions a partnership with the City to develop a musical venue on the property. Having both a museum and venue would enhance the success of both ventures. The musical venue could be modeled similar to the St. Augustine Amphitheater, which represents one of the most successful medium sized musical venues in the US. The Community will need to be directly involved in determining if this should be an open or enclosed facility. In any case, this must be a State-of-the-Art acoustically superior (world class) venue to attract talent from all over the world. FMHF proposes to partner with the City and Community to identify an entity with direct musical venue development experience to move this concept forward and make it a reality. The FMHF and musical venue are clearly compatible and complimentary of one another.

1.3 FMHF & Musical Venue Conceptual Plan

The site incorporates Alachua County Property Appraiser (ACPA) Parcel No. 16005-000-000 and portion of 16004-000-000.



Google Earth Image Showing Site Boundary and Existing Improvements

In total the property is approximately 5.2 acres. The site is developed with the former Regional Transit System Vehicular Maintenance Facility. Buildings, asphalt pavement, and limited landscaped and open areas cover the site. The site is located within an established industrial area.



The photos above include representative images of the proposed general area for the FMHF. It is expected that vehicular maintenance activities were conducted on the site. In addition, a recent site visit confirmed fuel dispensers and underground storage tanks remain at the site. Based on a preliminary review through the Florida Department of Environmental Protection (FDEP) Contamination Locator Map database, no known contamination appears to be associated with the former operation.

Industrial use and impact to soil and/or groundwater in the surrounding area has been documented. A large-scale remedial program was implemented during the development of the adjoining Depot Park. This was designated as a Brownfield area and addressed as part of being converted to the recreational park. This was a transformational project. We envision the FMHF and musical venue as being the next step in repurposing the area.

The FMHF team has experience in redeveloping property with residual environmental impacts related to historical site use. This experience will be helpful in addressing actual impacts (should they exist) and/or Community concerns/perceptions related to the environmental conditions of the site.



Google Earth Image with Depot Park, Hawthorne Trail, Cade Museum, FMHF and Music Venue

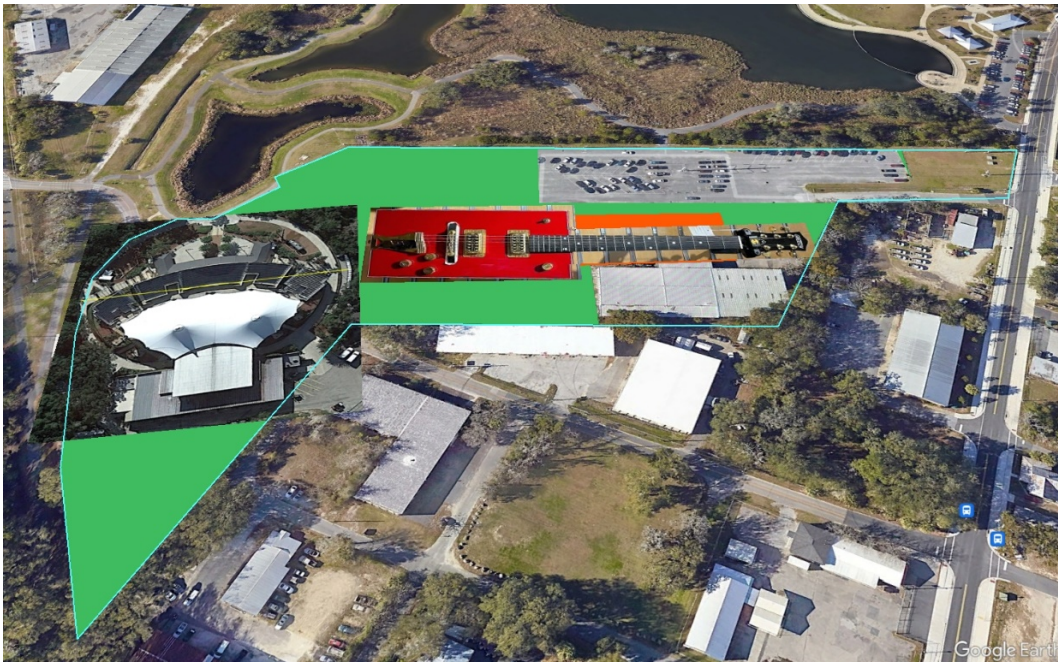
The FMHF sees the site as a natural extension to Depot Park and the Hawthorne Trail. The Cade Museum located across the stormwater pond directly compliments the FMHF and vice versa. As Phoebe Miles will tell you, Dr. Cade was a musician that became a scientist. Thus, the FMHF & Cade Museum represent the wonder and promise of music and science.

The FMHF & Cade Museum truly embody our Community theme “*Where Culture and Nature Meet*”. With the FMHF, the Depot Park area can become further framed and solidified as Gainesville’s Cultural Hub. This vision is consistent with other thriving cities where focal point Community parks are integrated into and surrounded by culture and the arts.

The existing GRU easement parking as it currently exists, would impose restrictions on future use opportunities of this area. This area is therefore envisioned to become a park area, transportation hub, and trail head. The parking area will be enhanced with a park element incorporating non-vehicular and transit access components. Solar panel shading across the entire parking area and electrical car charging stations are planned.

This is envisioned as a cultural gathering area with dispersed park seating and public art displays. The existing stormwater feature west of the site should be worked into and serve as a point of interest for park related improvements. This could conceivably include a deck area in the shape of a musical instrument extending into the pond. Artistic fencing and other features could feature the sheet music scale, notes, and notations adding to the musical theme.

Portions of the surface parking would likely remain to accommodate the public visiting the FMHF and possibly serve as a trailhead. Actual parking requirements and transportation related components need to be considered in the context of the larger Depot Park and Power District current and future use planning effort. Actual elements will be established during conceptual planning for the site with City staff and Community input.



Google Earth Image Showing the Florida Music Hall of Fame and Music Venue

Initial concepts include an overhead roof view resembling a replica of Bo Diddley's signature rectangular electric guitar. The adjoining musical venue could also have an architectural theme of a drum, bongos, or other instrument(s), honoring the Florida musical heritage.

The initial ground floor building footprint will be on the order of 30,000 square feet. The building will be built with the ability to expand vertically to two (2) or more stories. The building will be architecturally appealing with a musical theme. The orange area above reflects potential for future building expansion under the elevated neck of the guitar. This expansion could potentially house another cultural amenity or other organization(s). It could also house studios, retail, or restaurant. The existing warehouse structure could conceivably remain and represent additional space for various uses.



The building will include exhibits celebrating musicians and the industry. Every aspect of the displays will be highly interactive and provide opportunities for “deep dives” into the subject matter. This will include both QR code and touchscreen displays. Headphones and tablet device will be available for all patrons. Also, personal devices could also be used as an alternative if patrons so chose.



*Photographs from personal collection from Country Music Hall of Fame & Musicians Music Hall of Fame

In addition to exhibition space, the building will include space to accommodate events and programming. The building will have areas for musical assembly and exploration. The intent is to allow patrons to enjoy the music history, but also have the opportunity to write the next chapter.

The FMHF envisions collaborating with and seeking input from Community stakeholders and partners, including but not limited to the Cade Museum, SoMa (Heartwood), Hippodrome, Cotton Club, area Hotels (among others) to compliment, support, and take advantage of existing downtown space for hosting music related events (including an Annual Hall of Fame induction ceremony). We envision downtown business stakeholder involvement and collaboration in the conceptual planning of the space needs within the FMHF building. The FMHF serves as a component in moving the recently adopted *Downtown Gainesville Strategic Plan* forward.

The existing warehouse building may remain. The other buildings will likely need to be demolished to make room for the FMHF and musical venue. It is also conceivable elements of the other building could remain and be repurposed. The actual fate of on-site improvements will be determined as part of the site plan and architectural conceptual planning project phase. This would incorporate a cost benefit analysis. Depending on site development layout and alternatives developed with Community input, the fate of the buildings will be part of conceptual plan development.

1.4 FMHF Sustainability and Energy Efficiency

Sustainability, energy efficiency, and resilience represent key factors in both owning and operating (occupying) a building. In addition to directly benefitting the environment, reduced energy use and efficiency directly contributes to the building occupant financial success. We envision solar power generation, energy efficient equipment, insulation, LED lighting, passive measures (including building material choices), and landscaping choices will be incorporated into the design. The FMHF team has direct experience in constructing energy efficient and sustainable material buildings. As an owner/occupant, there is a direct economic benefit.

The entire parking lot area will be covered by a solar panel field. This will provide for parking in the shade and installation of electrical vehicle charging stations.

Sustainable long lasting “maintenance free” building products are essential to reducing on-going and long-term operating costs. There is direct incentive to reduce all these long-term costs as a building owner and occupant. Heritage trees and native vegetation will be incorporated into the proposed development design. In addition to being a Music City we are also a Tree City USA.

Although various accolades and awards may be and are expected to be received related to these measures and the proposed development, it is truly the long-term operational costs that need to be at the center of the choices made. Awards come from doing the right thing and making the right choices.

The conceptual concept is for the building to from above be seen as Bo Diddley’s signature rectangular guitar. As discussed above, the building could conceivably be built in the shape of a rectangular guitar. Under this concept, the “neck” (fret) portion could be constructed in such a way that additional building components could be constructed underneath. As previously mentioned, it is conceivable that additional cultural amenities or other occupants could locate to the area.

The music venue could have drum or bongo type overall shape and architectural feel. This intersection of a traditional ancient drum and modern electric guitar provides for a direct connection and bridge between the ages of music. Music and other Community art is envisioned for the park setting areas that will surround the FMHF and music venue. The FMHF is envisioned as another Community Jewel that will be worthy of efficiency, sustainability, and architectural wonder awards on its own merits.

A preliminary estimate of the FMHF development components, planned use, and intended square footage is summarized in the Table below. These are subject to change to meet City requirements and incorporate stakeholder and Community ideas developed during conceptual planning process.

Project Component	Size	Planned Use
Hall of Fame	30,000 sq ft	Exhibition, Education, Gift Shop, Snack Bar
Musical Venue	5,000 +/- seats	Music, Theater, Other Compatible Uses
Plaza/Park Area	TBD	Park, Art Display, Intimate Seating, Collaborative Space
Parking	TBD	FMHF, Music Venue, & Trail Head Parking

1.6 FMHF Development Plan

The FMHF is a unique development. It shares commonalities with museums and event spaces. However, it is more comparable to other similar venues. As part of the FMHF visioning and planning process, research has been conducted related to the success of similar operations. The *Country Music Hall of Fame* in Nashville represents an example that was studied in detail. This included review of their *2022 Annual Report* which outlines the various programs and events. The report also provides financial details related to the number of visitors and various revenue streams, and operational expenses. This is discussed in further detail in the Price Proposal.

The FMHF development, fundraising, and operational team is actively being assembled. The Board has entered into preliminary discussion with multiple interested partners (including developers, construction managers, facility operators, business owners, and museums) to assemble the team to successfully move this legacy project forward. These three teams will be fully assembled within 3 months of entering into the agreement with the City.

Frankly, the site has caused hesitancy on part of the development community due to the ownership complexity, coupled with the level of project detail being requested under this ITN. As you can appreciate, significant financial commitment is needed to develop the conceptual site plan and details related to construction and operation of the facility. As a result, until there is actual interest to move forward with the FMHF concept, there is reluctance from the development community to invest the needed resources to explore and develop site specific development plans at the level of detail requested by this ITN.

This also extends into the ability to fundraise for the facility construction. Fundraising for the FMHF is not possible for an abstract building concept. In order for the FMHF to become a reality for this site, the first step required is a City and FMHF commitment to move forward. Once an agreement has been reached, due diligence, Conceptual Site Plan development, and fundraising will be initiated immediately.

The positive response to the FMHF proposal for Gainesville has been overwhelming. The support has been non-partisan and embraced by all walks of life, which can be directly attributed to the universal love for music. It is expected that this fundraising effort will in many ways be easier than for other not-for-profit endeavors.

For the above reasons, the FMHF is requested the City enter into an initial 18-month due diligence and Conceptual Plan Development agreement. This allows for careful consideration of development alternatives and opportunities for the site. The FMHF will assemble a local team comprised of a construction manager and providers of professional services (urban planner, architect, engineer, landscape architect). The team will incorporate direct City of Gainesville development experience. The ability to understand, include, address, and incorporate local development practices cannot be overstated in attempting to make this or any project viable and successful.

FMHF Board Member Jay Nordqvist, P.E. will lead the assembly of the development team. Jay is an active well respected Gainesville Community member and participant. He has ownership in a geotechnical, structural, and environmental engineering firm, and has been directly involved in site development and construction for 35+ years. He brings direct experience and relationships with all necessary site development partners.

In addition, an Advisory Council will be assembled to develop the Operational Business Plan for the FMHF. This will include partners familiar with operating museum and entertainment venues. Conversations with local venue and museum partners have already begun. Local, regional, and national partnerships will also be pursued. Phoebe Cade Miles with the Cade Museum has agreed to serve as an advisor to this effort. Phoebe brought the Cade Museum to the City and has direct experience with and understands operational and programming aspects of this type of facility.

Fundraising will begin concurrently with a Press Release announcing the future FMHF immediately upon having a signed agreement with the City. The Fundraising Advisory Council will be led by FMHF Chairman Doug Cifers. He brings decades of direct media and publishing experience and relationships. The program will include reaching out to State and Nationwide artists foundations and organizations. In addition, corporate sponsors will be sought. Preliminary discussions have been held in an effort to possibly attract a music themed restaurant. Other Florida corporations will be pursued for donations.

Each of these Advisory Councils will include broad diverse representation to maximize effectiveness, while always maintaining inclusiveness and equity. We envision that City staff will be direct partners in many of these efforts truly representative of a P3 endeavor. This represents a visionary Community enhancement project that must consider and include all stakeholders.

The project meets the *Downtown Gainesville Strategic Plan* site designation as “*Potential Cultural Amenities*”. The proposed use is consistent with the City adopted vision for this site and area. Actual

zoning requirements and changes will be established and addressed during the conceptual planning phase of the project.

The FMHF represents environmentally friendly conventional construction that will meet applicable City and State development regulations and requirements. Recognizing Federal Transit Administration (FTA) funds allowed for the original property purchase, the FMHF would like to incorporate transit and multi-modal transportation components into the project as desired amenities, while hopefully off-setting or reducing the implications of federal fund recovery efforts. In addition, the planned electric vehicle charging stations may offer similar opportunities. The FMHF wants to work with the City to develop an innovative and feasible approach in addressing this original FTA site acquisition issue.

The site is a former vehicular maintenance facility and operation. This included a vehicle fueling area. There are perceived and possibly actual environmental conditions that may need to be addressed as part of site development. In order to limit the financial liability related to these elements, FMHF may propose the City formally designate the site a Brownfields Site consistent with Florida Statutes. The Brownfields designation would be named something like “*Gainesville Cultural Improvement District*”. The Brownfields designation would allow for the site to be eligible for up to 75 percent in voluntary cleanup tax credits (VCTC) for all assessment and remediation activities that may be necessary as part of site development. In addition, lending partners are more likely to be willing to lend knowing the site is afforded the lender liability protections that are part of Brownfields to encourage site redevelopment of underutilized former industrial areas.

The GRU utility easement needs to be considered and incorporated into the site redevelopment. Discussions should include potentially rerouting or going underground along this corridor. FMHF recognizes there are significant economic costs and challenges to modifying the alignment. However, feasibility and Federal, State, and other funding options should be explored as part of site redevelopment. This development represents an opportunity to consider and make the most appropriate decision related to the existing utility corridor.

The FMHF concept includes complimentary construction of a music venue (Amphitheater or Enclosed). The Gainesville Community has expressed interest in this idea over the years. This is expected to be a City or public private partnership project. A music experienced entity may actually be retained to operate the facility, similar to the Alachua County Event Center. FMHF intends to actively engage in and attract an entity to undertake this portion of the development. Other communities should be explored for viable financially sound ideas for this concept. Ideally, it would be developed concurrently with the FMHF. Although not vital to the success of the FMHF, as previously stated, there would be a symbiotic benefit resulting from having both facilities.

In the presented conceptual layout, a portion of SE 10th Avenue would be permanently closed to accommodate the musical venue. Under the presented concept, access to existing private properties would remain through the existing connection to SE 4th Street. Visits to the area have confirmed low traffic volumes along this road.

Closing of this portion provides for the added benefit of removing the traffic conflict with the Hawthorne Trail in this area. Opportunity for expanded park and trailhead amenities (including transit component) would result from this concept. In the absence of a music venue, this concept should still be considered to provide for a direct connection between the Hawthorne Trail, Depot Park, and area developing businesses and redevelopment.

The FMHF is consistent with the adopted *Downtown Gainesville Strategic Plan* vision. The FMHF development will serve as an accelerating factor in moving forward and achieving the goals of the plan.

The immediate area around the site includes industrial property to the east, north, and south. The development would not negatively affect nearby residential areas. In fact, it would provide another accessible Community asset.

This is also the reason the site is ideal for a musical venue, as it is located within an industrial area. We understand that sound has been a neighborhood concern when a music venue has been discussed and contemplated for the area. It should be designed to direct sound away from nearby housing or build as in indoor facility. This location should reduce and possibly accommodate these concerns.

The proposed development would likely result in repurposing of the adjoining and nearby industrial areas (including the Power District). This transformation has already begun and can be seen along the S. Main Street Corridor. The First Magnitude Brewery represents an example of the closest such re-use. The hope and expectation are that local entrepreneurial businesses including restaurants, retail shops, and art & musical studios will locate in the area.

The FMHF will represent an additional attractor and serve as a direct draw for visits to Downtown Gainesville. This will compliment and highlight other entertainment opportunities downtown. As an example, the annual Fest musical festival brings fans worldwide to Gainesville and has been doing so for 20 years. The FMHF would gain attention and world-wide buzz as these fans return home. The Florida Music City designation and reputation would grab hold resulting in new and return visits.

The FMHF will compliment and diversify current Gainesville entertainment options that are afforded by University of Florida (Gator) athletic events, Alachua County Event Center events, Gator Nationals, Art Shows, and other annual events. The FMHF will receive a direct draw from the Interstate I-75 Highway traffic. This would represent visitors that would not otherwise visit Gainesville. The FMHF will have a direct increased economic impact for area hotels, restaurants, and other businesses.

1.7 FMHF Project Management Approach

The development team is led by Jay Nordqvist. The construction manager, planner, architect, landscape architect, and engineering team will report directly to Jay. The reporting and regularly scheduled meetings will be held on an as needed basis. There will be a standing monthly meeting for the project team. City, Community partners, and other stakeholders will be invited to participate in these meetings. The concept is to maintain open communication, dialogue, and inclusion.

The construction is envisioned to be structured as a design build or similar contracting mechanism. This will provide the benefit of incorporating cost and schedule savings during the design process, and include value engineering and construction feasibility analysis. This allows for the budget to be developed in real time during the design. Experienced partners will be retained to assure utmost professionalism and mutual goal of a successful development remain as the central theme from Conceptual Design through construction.

Community meetings are expected to be held to solicit input and ideas.

1.8 FMHF Vision to Reality Schedule

The real estate/financial due diligence and Conceptual Plan Phase are expected to be completed within 18 months. This includes the due diligence environmental site assessment. The final design and construction negotiations will require an additional 6 months. Construction is expected to take up to 2 years to complete. This represents an up to 4-year project.

Construction is expected to start within 2 years of signing the agreement with the City. The construction is expected to be completed within 2 years. Certificate of Occupancy is expected within 4 years of entering

into the agreement with the City. Environmental restoration or remediation that may be required is expected to be conducted as part of or prior to construction. It is conceivable that environmental conditions could result in delays as a result of regulatory approvals and requirements.

2.0 PRICE PROPOSAL

This section provides the requested pro forma analysis for the Construction and Post Construction FMHF Operation. At this preliminary stage, the pro forma analysis is focused on estimated construction and facility operational costs. There are additional aspects of the FMHF involving State Wide music educational and engagement programs that will be developed through partnership to art, music, and cultural organizations throughout the State.

Site improvements and construction will be funded through corporate, foundation, and individual contributions and permanent loans. Federal, State, Local grants, and partnerships programs and loans will be pursued as part of this public private partnership (P3) development. Financing options will be determined as part of the due diligence project phase.

The operational financial model was developed in part considering the *2022 Annual Report for the Country Music Hall of Fame* in Nashville. A comparison was made and a ratio developed of the number of visitors to Nashville and Gainesville in an effort to estimate the number of patrons per year. The Visit Gainesville organization represented the source of the visitor data.

For perspective, the Country Music Hall of Fame represents a \$55+ million per year enterprise. Operating expenses last year were 38+ million. Forty (40) percent of the Country Music Hall of Fame income comes through visits. They had 1.5+ million visitors in 2022. Nashville had 14.5 million visitors.

The *2022 Visit Gainesville Economic Impact Report* confirms that Alachua County had approximately 1.4 million visitors last year (overnight stays). These are visitors to the County who stayed in paid overnight accommodations. The report estimates this represent 45 percent of all visitors. Using this data, it is estimated that there were 3+ million visitors to Alachua County in 2022.

Using the approximate 10 percent of total overnight visits ratio of Nashville, on the order of 140,000 visitors would potentially attend the FMHF. Conservatively reducing this by more than 50 percent, at least 60,000 visitors to the FMHF would be expected based on the Nashville data. Our financial analysis is based on this conservative number of visitors.

It is expected that visitors that are not currently being captured by Alachua County will be attracted to the FMHF. Gainesville is strategically situated about midway between Miami and Atlanta regions. This and the FMHF should represent an advantage to attract and retain motoring tourists to stop, eat, visit, and possibly stay overnight in Gainesville.

The following Tables outline the construction and operational pro-forma analysis. These should be considered in the context of order of magnitude costs that will be refined during the conceptual design and operational plan development.

2.1 Facility Construction Preliminary Cost Estimate

<u>Item</u>	<u>Cost</u>
Land Cost (99 Year Lease)	\$ 1
Due Diligence & Conceptual Plan	\$ 250,000
Final Design	\$ 150,000
Permits & Fees (TBD - Allowance)	\$ 150,000
Building Demolition (20,000 +/- square feet)	\$ 60,000
Building Construction (30,000 +/- square feet)	\$ 7,500,000
Interior Furnishings & Exhibits	\$ 2,000,000
Park & Street Scape	\$ 1,500,000
Parking/Landscaping	\$ 1,000,000
Environmental Restoration	\$ 250,000
Total Cost	\$ 12,860,001
Cost Contingency 10%	\$ 1,286,000
Estimated Due Dilligence, Design & Construction Cost	\$ 14,146,001
<u>Construction Finanancing Plan</u>	
Estimated Project Cost	\$ 14,146,001
Grants, Federal, State, County, Local Partnership Cost	\$ 2,500,000
FMHF Construction Cost Contribution	\$ 11,646,001
Donations	\$ 2,500,000
FMHF Remaining Financing	\$ 9,146,001
20 Year Term, 7 Percent Interest Rate	\$ 71,000
Monthly Payment	

2.2 FMHF Facility Operational Costs Estimate

<u>Income</u>	Monthly	Annual	Daily	<u>Admissions</u>		
				<u>Day</u>	<u>Week</u>	<u>Monthly</u>
				167	1154	5000
Admissions	\$ 208,333	\$ 1,500,000	\$ 6,720			
Merchandise Sales	\$ 6,250	\$ 75,000	\$ 202			
Food Sales	\$ 6,250	\$ 75,000	\$ 202			
Events	\$ 8,333	\$ 100,000	\$ 269			
Memberships	\$ 14,167	\$ 170,000	\$ 457			
Advertising	\$ 5,000	\$ 60,000	\$ 161			
Other Revenue	\$ 6,250	\$ 75,000	\$ 202			
Total Revenue	\$ 254,583	\$ 2,055,000	\$ 8,212			
<u>Facility Expenses</u>						
Mortgage	\$ 71,000	\$ 852,000				
Property Taxes	\$ -	\$ -				
Insurance	\$ 4,000	\$ 48,000				
Power	\$ 2,500	\$ 30,000				
Website Manager & Branding	\$ 1,000	\$ 12,000				
ISP	\$ 500	\$ 6,000				
Landscape Maintenance	\$ 600	\$ 7,200				
Cleaning Crew	\$ 5,000	\$ 60,000				
Security	\$ 500	\$ 6,000				
General Maintenance	\$ 1,000	\$ 12,000				
Pest Control	\$ 150	\$ 1,800				
Miscellaneous Expenses	\$ 950	\$ 11,400				
Total Facility Expenses	\$ 87,200	\$ 1,046,400				
<u>Labor Expenses</u>						
Executive Director	\$ 8,333	\$ 100,000				
Assistant Director	\$ 5,000	\$ 60,000				
Marketing	\$ 4,583	\$ 55,000				
General	\$ 3,750	\$ 45,000				
General	\$ 3,750	\$ 45,000				
General	\$ 3,750	\$ 45,000				
Junior Staff	\$ 2,917	\$ 35,000				
Junior Staff	\$ 2,917	\$ 35,000				
Junior Staff	\$ 2,917	\$ 35,000				
Junior Staff	\$ 2,917	\$ 35,000				
Benefits & Taxes	\$ 14,292	\$ 171,500				
Total Staff Expense	\$ 55,125	\$ 661,500				
Travelling Exhibits	\$ 10,000	\$ 120,000				
Total Expenses	\$ 152,325	\$ 1,827,900				
<u>Income Input Parameters</u>						
	<u>Units</u>	<u>Cost</u>				
Yearly Admissions	60000	\$ 25				
Yearly Memberships	2000	\$ 85				
Events	Yearly	\$ 100,000				
Advertising	Monthly	\$ 5,000				
Merchandise Sales*	5%					
Food Sales*	5%					
Other Revenue*	5%					

* Percentage of Total Admissions

2.3 FMHF Job Creation Summary

The due diligence and plan development phase generates temporary construction and associated jobs. Considering the size of construction, on the order of 100 to 150 temporary jobs are estimated to be generated as part of planning and construction over the up to four-year site development and construction period. A full economic analysis would be required to fully evaluate the direct and indirect jobs implication of the FMHF construction.

The long-term jobs implications of the development are initially estimated to be 10 to 15 full time and 5 to 10 part time jobs. In addition, a large number of volunteers are expected to be included as non-compensated workforce.

In addition to the indirect jobs created by the FMHF facility operation and staff, conservatively, 60,000 visitors per year will come to Gainesville creating additional indirect jobs. A full economic analysis would be required to fully evaluate the direct and indirect jobs implication of the FMHF construction.

The above preliminary estimates were developed using research publications and readily available on the internet. The FMHF commits to provide a more detailed economic analysis should we be selected to make a formal presentation to the selection committee.

3.0 FMHF TEAM QUALIFICATIONS & DIVERSITY

The FMHF Board is supported by a diverse group of local Gainesville Community members that have served as an advisory council during the preliminary planning stages for the project. This diverse group of individuals have direct ties to the construction, operational, artistic, and philanthropic aspects of this project to bring the FMHF and a musical venue to Gainesville. This is an exciting vision that requires this diversity. Media and marketing experience is a strong suit and vital component of the group.

As mentioned, an initial meeting was held in September 2021...beginning the process of bringing many voices into the conversation and room...and thus starting on this incredible journey of a diverse, inclusive and equitable dream to honor Florida's Statewide rich musical history.

The project development team is led by Jay Nordqvist. He is the City point of contact. He serves as a Director on the FMHF Board. Jay is surrounded and directly supported by effective, experienced, innovative, and dedicated (1) site development, (2) operational, exhibit, and programming, and (3) financial management teams. The following is a summary of FMHF Board and Advisors.

FMHF BOARD of DIRECTORS

Doug Cifers is the FMHF Chairman & Founding Board Member. He is publisher of Florida Monthly and other Florida publications – Florida Parks & Wildlife, Florida Homes & Lifestyles, Florida Fishing & Boating, Florida Spring Training Guide, Florida Value Guide, Florida Living, Travel Florida Highways, Florida Retirement Buyer's Guide, Our Florida Heritage, Concrete Today magazine, and Florida Transportation Map, among others.

He has published a half-dozen books. Doug has served, or currently serves, on the boards of Florida State Parks CSO, Save the Manatee Club, The Florida Audubon Society, The Cris Collinsworth Foundation, Very Special Arts Florida, PBS Radio at San Diego State University, Make A Wish Foundation, Continental Airlines and Continental Air Micronesia. He is recipient of the President's Point of Light Award and is recognized as a business leader and entrepreneur by the US Small Business Administration and the Service Corps of Retired Executives. He received the Florida Magazine Association's first -ever "Publisher of the Year" award and served as President of the Society of Professional Journalists.

The Orlando Business Journal named him one of Florida's Top 100 Most Influential People in 2000, and the Wall Journal featured him in 1997 as a "hard-charging entrepreneur with a flair for promotion" after taking his magazine company to the largest in Florida.

Doug lived and ran the publishing company out of Gainesville. In 2005 he published *Florida's Famous & Forgotten*, an illustrated encyclopedia of Florida Rock/Soul & Dance Music spanning from 1955-1985. He has an incredible affinity for the music and publishing industry. His contributions and impact to the FMHF effort cannot be overstated.

Charlie Souza is a FMHF Director & Founding Board Member. He is a musician, songwriter & vocalist and was in The Tropics, and later became the bass player with Tom Petty-Mudcrutch, and then Bassist/Vocalist for the New Rascals. Charlie regularly visited Gainesville on a regular basis in the 1960s and 1970s. Charlie is also the author of LiveYourDreamBook.com. He has deep roots in

the Florida Music History and Industry. He is an incredibly warm giving human being and founding member of the FMHF. His vision includes recognizing and honoring all that have contributed to the rich Florida music history. Charlie maintains and regularly updates the FMHF Website.

Jay Nordqvist is a FMHF Director. He originally came to Gainesville in 1979 to attend UF. After a decade away, and love for the Community he returned in 1994. As a Florida licensed engineer, Jay has been directly involved in site development on complex projects for the past 35+ years. As CEO he has established and built a respected local engineering company over the last 15+ years. Jay has a comprehensive understanding of the construction process from the ground up. He has both construction and environmental remediation contract and project management experience.

He participated in the original Charette for Depot Park in the early 2000s. He served on and chaired the Alachua County Economic Development Advisory Board. He is currently vice-chair for the Gainesville Community Reinvestment Area Advisory Board. Jay recently served on the Rotary Club board of directors, and served as chair for the 2022 Rotary Annual Wild Game Feast and Rotary Clubs of Gainesville Foundation. He has held multiple additional leadership roles throughout his career.

He planted the seed for this wild and awesome vision for the Old RTS site. He plays guitar, and has loved music since being introduced to the Beatles by his aunt in the 1960s. Jay can often be seen out taking in the local music scene.

Vance Kidder is a FMHF Director and an attorney with 50+ years of Florida environmental law experience. He has worked in both public and private industry. Vance worked for the Florida Department of Environmental Regulation (predecessor to FDEP) and water management district. An uninspired piano and French horn student in his youth, as an adult he has an avid interest in music and is a collector of old records, especially jazz records.

Chris Cifers is a FMHF Director and University of Florida graduate with a degree in business management from the Warrington Business College. Cris brings energy and a fresh, young perspective to the project team. He is well versed in social media and outreach, and has a keen understanding of the virtual new world. He lives in Pinellas County and works for the country's largest residential electrical contractor.

FMHF Advisors

The following represent some of the FMHF Advisors who are key to the success of the project.

Phoebe Cade Miles is co-founder of the Cade Museum for Creativity and Invention. In 2004, she helped her father, Dr. James Robert Cade (lead inventor of Gatorade) to establish the museum. The Cade is inspiring the next generation of inventors, entrepreneurs, and visionaries. The museum is dedicated to the mission of providing access to all including the socially and economically challenged.

Phoebe is always contributing and making Gainesville better. In 2015 she received the Santa Fe College Woman of Distinction Award. Her love for Gainesville cannot be overstated. She was the inspiration and leader for the recent Thriving Cities effort planning and putting on Sarah's Sweetwater Greenway Loop Festival. This was a local celebration of Gainesville's unique artistic, environmental, and civic heritage and an acknowledgement of the need for greater collaboration

throughout our historic neighborhoods.

She often shares that her father often referred to himself as a musician first and scientist second. Phoebe will also tell you that music was always a part of the Cade family. Phoebe carries on this incredible legacy. She frequently gives inspirational talks to large and small audiences. She loves sharing incredible tidbits that most of us would otherwise never be exposed to or awed by. She recently brought the Tom Petty Wildflower Exhibit to the Cade from the Rock and Roll Hall of Fame. This is currently on display at the museum to inspire the next music industry generation.

Hoch Shitama is a local successful entrepreneur. He owns the Heartwood Sound Stage and SoMa. Hoch has invested an incredible time, effort, and resources into Downtown Gainesville. He has brought real change to Downtown and SoMa District. Hoch has promoted and hosted countless musical shows and festivals at Heartwood over the years, including last year's Tom Petty's Birthday Celebration which featured music, lectures, food, and vending. Local and world-renowned artists alike have been welcomed on the stage. Heartwood also hosts a weekly market on Thursday evenings.

Hoch is also a musician often seen performing with the Shambles. He has deep ties to and roots within the music industry. He also owns and operates Akira Wood a renowned high-quality cabinet and woodwork craftsman. His transformational contribution to and love for Downtown Gainesville cannot be overstated.

Doug Wilcox is the CEO of Scherer Construction. He has been involved in site development and construction in Gainesville for 25+ years after earning his degree at UF School of Construction Management. Doug is a community leader with deep Gainesville roots. In addition to having completed countless construction projects throughout our region, he has been actively committed to and served multiple not-for-profit organizations for the less fortunate. Doug is practical and realistic when it comes to development and construction. Doug listens to classic rock.

Harley O'Neil is a local artist entrepreneur and founder of Spatially Fed. She organizes Community events mobilizing local artists. She recently worked with Phoebe to plan and organize the Sarah's Sweetwater Greenway Loop 5-day festival celebrating each of five neighborhoods in the downtown Gainesville area. This collaborative project provided residents who live and work along the proposed route of a greenway already approved by the City of Gainesville's Strategic Plan the opportunity to come together as neighbors and strengthen their bonds of Community, and to contribute their voices and their ideas to the visioning process.

Bill Bryson is a local music venue owner and entrepreneur. He has been involved in multiple musical venues in Gainesville, including the former Common Grounds. He has been referred to as Gainesville's 'musical godfather'. There is a difference between living in Gainesville and having a hand in shaping Gainesville. Mostly behind the scene and out of the spotlight, Bill is responsible for literally thousands of concerts, art exhibits, radio and TV shows. His musical roots extend deep through and beyond Gainesville.

Elio Piedra is a local DJ and musical entertainer born in Cuba who began his musical career at the age of ten at the Arts Conservatory Raul Sanchez. At fifteen, he gained entry into the National Conservatory of Music Carlos Hidalgo where he continued to hone his craft, even touring Cuba with the symphony orchestra. He moved to the US in 2010 and ended up in Gainesville to attend UF. His

passion is Latin music and is heavily involved in the Gainesville music scene.

Elio established the first Spanish radio station in Gainesville (Tu Fiesta Radio) and is a radio host. During his first years in the country, he traveled to over 25 states and worked with different production companies, such as Arts Management Associate. He was also a voting member of the Latin Grammys from 2015 to 2018 and met musicians and other industry professionals, including producer Rudy Pérez, the co-founder of the Latin Grammys, Oscar D'León, Gilberto Santa Rosa, Rubén Blades, among others.

Queen Mother Mangye Naa Amiami Osuowaa Okropong (Vivian Filer) is the director for the Cotton Club Museum. The Cotton Club has a long and culturally rich musical history which will be woven into and become part of the fabric of the FMHF. She is a highly respected Community leader with a passion for equality, justice, healthcare, preserving the history of Alachua County, including Black culture and history. Recently, Vivian Filer transitioned into Queen Motherhood with a celebration attended by many from the Community. An enstoolment is an African and African Diaspora tradition of bestowing the title of Queen Mother upon esteemed women as a recognition of past, present and future service to the community. She was honored with a royal stool and bestowed the honorary title of Queen Mother Mangye Naa Amiami Osuowaa Okropong I.

Queen Mother worked at Santa Fe College for 27 years as a professor of nursing, assistant director of nursing and interim director of health sciences. She chaired the Gainesville Women for Equal Rights healthcare committee to integrate Alachua General Hospital. Queen Mother was the first president and co-founder of the Greater Gainesville Black Nurses Association with Voncea Brusha. In 2022, the Matheson History Museum honored her with the Sarah Matheson Award, awarded to individuals and organizations that have made significant contributions to the history and preservation of the history of Alachua County and surrounding areas. Her Gainesville roots, passion, and love for our Community run as deep as they come.

David Melosh is a recording engineer and co-owner and managing partner of the local recording studio and venue Heartwood Soundstage. He has direct ties to the music industry and direct experience in managing music venues. Dave is passionate about the local Gainesville music scene. Through his leadership world class acts regularly frequent the Heartwood Sound Stage. He is an incredible musical resource to this Community. The Heartwood would not be the premier venue without its deep held commitment and love for the Gainesville Music Scene.

Mike Boulware is a musician with local Gainesville roots. His family dates back generations and the namesake of the Boulware Springs. Mike Boulware started playing music when he was five-years-old. He spent more than 40 years teaching and mentoring musicians, and supported local causes through organizing benefit concerts. He has deep musical ties and still performs locally. If you get a chance to see him pick up a guitar...do not miss the opportunity! Mike had B-Side Vintage, a musical instrument store in Downtown Gainesville. He had some incredibly rare instruments come through his shop.

As a way to say thank you for keeping local music alive, Gainesville City Commission declared May 8th as *Mike Boulware Day*. May 8th was the original date that Boulware was supposed to play at one of his benefit concerts, but with it canceled due to COVID-19, the date is now special every year.

Richard Allen is a local successful entrepreneur. Richard has been involved in multiple successful start-up businesses. He has served on the Cade Museum Board of Directors. He and his wife Susan have developed Sustainable Cambodia as a world-wide Rotary initiative. Richard is often behind the scenes making things happen. He loves and is deeply committed to the Community. You will often find him enjoying music at the Heartwood.

Danny Roberts was a member of Mudcrutch. He is a local musician with deep Gainesville roots. What more needs to be said...he is awesome!

Jeff Sims is musician with deep Gainesville roots. He is a founding member of the Dixie Desperados. He has direct ties with former member of the Heartbreakers and other musicians. He owned a musical store in Gainesville for years.

Grace Horvath is a local celebrating leader. She was instrumental in attracting tenants to the Town of Tioga during development. Grace knew fewer than five people when she moved to Gainesville from Miami in 1995, but that did not stop her from getting involved in our community. She has developed deep roots, relationships, and love for Gainesville. In 2016 she received the Santa Fe College Woman of Distinction Award. She has served as President for the Rotary Club of Gainesville and Girls Place. She is currently President of a professional trade association for certified public accounting firms based in Gainesville.

Greg Young is a local physical therapist who helps rehabilitate and give people back their lives. His commitment to the Community is unwavering. He recently served as President of the Rotary Club of Gainesville. Greg was the chair for the Matheson Historical Museum board. He has led, participated, and contributed to countless not-for-profit organizations including Habitat for Humanities and the Bread of the Mighty Food Bank. He is always out giving a helping hand. Greg can often be found at Heartwood supporting and enjoying the local music scene.

Our Advisory Community continues to grow organically...through on-going conversation...and excitement...we will continue to diversify and bring in additional voices in moving this effort forward.

4.0 REQUIRED FORMS

The following forms are provided in this section:

REQUIRED FORM A - Respondent Verification Form

REQUIRED FORM B - Drug-Free Workplace Form

REQUIRED FORM C - Reference Form

REQUIRED FORM D - Pricing Page

RESPONDENT VERIFICATION FORM

INVITATION TO NEGOTIATE

DOSD-230051-GD

REDEVELOPMENT OF OLD RTS ADMINISTRATION AND MAINTENANCE FACILITY

1. RESPONDENT CONTACT INFORMATION

Legal Name of Respondent's Company (as reported to IRS): FLORIDA Music HALL of Fame IncDBA: EMHFAuthorized Representative Name/Title: Doug Cifers, ChairmanE-mail Address: Publisher@FLORIDAMAGAZINE.comStreet Address: 1268 Bent Oak TrailCity, State, Zip: Altamonte Springs, FL 32714

Mailing Address (if different): _____

City, State, Zip: _____

Telephone: (407) 576-5562 Fax: (____) _____

2. DECLARATIONS OF DEBT AND DEFAULT

a. Respondent is not in arrears to City upon any debt, fee, tax or contract:☒ Respondent is NOT in arrears☐ Respondent IS in arrears

b. Respondent is not a defaulter, as surety or otherwise, upon any obligation to City:

☒ Respondent is NOT in default☐ Respondent IS in default

3. ACKNOWLEDGEMENT OF ADDENDA

Respondents who receive this bid from sources other than City of Gainesville Procurement Division or DemandStar.com MUST contact the Procurement Division prior to the due date to ensure any addenda are received in order to submit a responsible and responsive offer. Uploading an incomplete document may deem the offer non-responsive, causing rejection.

ADDENDA ACKNOWLEDGMENT: Prior to submitting this offer, I have verified that all addenda issued to date are considered as part of my offer.

Addenda received (list all) # _____

4. LOCAL PREFERENCE (Refer to 8.2 for qualifying information)

Local Preference requested:

☐ YES

☐ NO

A copy of your *Business Tax Receipt* must be included in your submission if you are requesting Local Preference:

5. QUALIFIED SMALL BUSINESS AND/OR SERVICE DISABLED VETERAN BUSINESS STATUS

(Refer to 8.3 for qualifying information)

a. Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Small Business? ☐ YES ☒ NO

b. Is your business qualified, in accordance with the City of Gainesville's Small Business Procurement Program, as a local Service-Disabled Veteran Business? ☒ YES ☐ NO

6. FEDERAL EMPLOYMENT IDENTIFICATION NUMBER

FEIN: 87-3012540

CHAIRMAN IS SERVICE-DISABLED VETERAN

7. REGISTERED TO DO BUSINESS IN THE STATE OF FLORIDA

Is Respondent registered with Florida Department of State's, Division of Corporations, to do business in the State of Florida? ☒ YES ☐ NO (refer to Part 1, 1.6, last paragraph)

If the answer is "YES", provide a copy of SunBiz registration or SunBiz Document Number (# N21000011879)

If the answer is "NO", please state reason why: _____

8. DIVERSITY AND INCLUSION

Does your company have a policy on diversity and inclusion? ☒ YES ☐ NO

If yes, please attach a copy of the policy to your submittal.

Note: Possessing a diversity and inclusion policy will have no effect on the City's consideration of your submittal, but is simply being requested for information gathering purposes.

By signing this form, I acknowledge I have read and understand, and my firm complies with all General Conditions and requirements set forth herein; and,

☐ Proposal is in full compliance with the Specifications.

☐ Proposal is in full compliance with the Specifications except as specifically stated and attached hereto.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

Doug Cifers

SIGNER'S PRINTED NAME: _____

Doug Cifers

DATE: 08/10/2023

REQUIRED FORM B
DRUG-FREE WORKPLACE

2023-992E

The undersigned respondent in accordance with Florida Statute 287.087 hereby certifies that

Doug Cifers does:
Name of Respondent

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Doug Cifers
Respondent's Signature

08/10/2023
Date

REQUIRED FORM C

REFERENCES

Name of Respondent: FLORIDA MUSIC HALL OF FAME, INC.

Provide information for two (2) references of similar scope performed within the past three (3) years. You may include photos or other pertinent information.

#1 Year(s) services provided (i.e. 1/2015 to 12/2018): 2014 - PRESENT

Company Name: INTERNATIONAL COMMODITIES BROKER

Address: _____

City, State Zip: NEW YORK, NY

Contact Name: STEVE LALINO

Phone Number: 718.570.2727 Fax Number: _____

Email Address: slalinony@gmail.com

#2 Year(s) services provided (i.e. 1/2015 to 12/2018): 2013 - PRESENT

Company Name: CONCEPT DEVELOPMENT, INC.

Address: 1449 SW 79TH DRIVE, SUITE 200

City, State Zip: GAINESVILLE, FL 32607

Contact Name: MATT CASON, PRESIDENT

Phone Number: 352.333.3233 Fax Number: _____

Email Address: matt@conceptcompanies.net

#3 Year(s) services provided (i.e. 1/2015 to 12/2018): 2010 - PRESENT

Company Name: SCHERER CONSTRUCTION

Address: 2504 NW 71ST PLACE 32653

City, State Zip: GAINESVILLE, FL 32653

Contact Name: DOUG WILCOX, CEO

Phone Number: 352.538.0240 Fax Number: _____

Email Address: dougwilcox@schererfl.com

REQUIRED FORM D

PRICING PAGE

2023-992E

Provide a detailed financial pro forma analysis for the proposed project.

Pricing Page should be signed by an officer of the company who is authorized to commit the company to the pricing presented and/or negotiate pricing based on the initial price presented.


Authorized Signature

Title: Chairman

Name of Company: Florida Music Hall of Fame Inc

Date: 08/10/2023

Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

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

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
2 Business name/disregarded entity name, if different from above Florida Music Hall of Fame Inc	
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <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) ► _____ Note: 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 not 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. <input type="checkbox"/> Other (see instructions) ► _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <u>5</u> Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
5 Address (number, street, and apt. or suite no.) See instructions. 1268 Bent Oak Trail	Requester's name and address (optional)
6 City, state, and ZIP code Altamonte Springs Florida 32714	
7 List account number(s) here (optional)	

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									
[]	[]	[]	-	[]	[]	-	[]	[]	[]
or									
Employer identification number									
8	7	-	3	0	1	2	5	4	0

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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.

Sign Here	Signature of U.S. person ► <i>Dan Cifer</i>	Date ► <u>08/11/2023</u>
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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.

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-INT (interest earned or paid)

- 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.