



Cover Memorandum/Staff Report

File #: 25-205 CRA

Agenda Date: 11/20/2025

Item #: 8B.

TO: CRA Board of Commissioners
FROM: Christine Tibbs, Assistant Director
THROUGH: Renee Jadusingh, Executive Director
DATE: November 20, 2025

UPDATE ON PROFESSIONAL COMMERCIAL PROPERTY REAL ESTATE MARKETING SERVICES SOLICITATION

Recommended Action:

Discussion and direction.

Background:

At the October 8, 2024, CRA Board Workshop, it was discussed that the CRA would issue a Request for Qualifications (RFQ) for Professional Commercial Real Estate Marketing Services (Services). The purpose of issuing such an RFQ would be to solicit qualified real estate firms that have the specific qualifications and ability to provide the Services and experience developing and implementing strategic marketing methods and plans that target potential tenants and/or commercial developers in the grocery, medical (e.g. doctors, clinics, etc.), pharmacy, and financial sectors for CRA-owned vacant land properties along West Atlantic Avenue, and CRA-owned properties along the Historic NW/ SW 5th Avenue.

The RFQ was issued on Monday November 25, 2024, and had an extended Proposal Submission Due Date of January 16, 2025.

There were two (2) Proposers who submitted a timely Proposal (See Exhibit B). At the March 25, 2025, CRA Board Meeting, the CRA Board accepted the Evaluation Committee recommended the CRA award Agreements to the two (2) Proposers to provide the required Services, creating a continuing contract pool for a period of two (2) years, with an option for up to one (1), one (1) year extension.

Proposals Received (listed in alphabetical order):

1. CBRE, Inc. (CBRE)
2. Jones Lang LaSalle Americas, Inc. (JLL)

After the March 25, 2025, CRA Board Meeting, CRA Staff entered into negotiations with CBRE and JLL. Both companies provided proposals to CRA Staff in April 2025 (See Exhibit C).

JLL:

At the May 29, 2025, CRA Board Meeting, the CRA Board approve an Agreement for Professional Commercial Property Real Estate Marketing Services with JLL based on hourly rate for services of \$175.00-\$495.00 per hour based on personnel. The services that may be provided, based on work assignment, include: data collection and site analysis, market analysis, property marketing, solicitation management/support, and negotiation support.

Thereafter, CRA Staff requested various service proposal options to assist with market analysis and feasibility and solicitation support for the SW 600 Block of West Atlantic Avenue ranging from approximately \$218,000-\$440,000 (See Exhibit D).

CRA Staff continued to have discussions with JLL about targeted market analysis as it relates to the CRA-owned vacant land along West Atlantic Avenue to develop an appropriate scope of services. The latest proposal from JLL involves a “market sounding” which should give us a sense of interest from the tenant (grocer) perspective, rather than a developer perspective, on opening a grocery store on West Atlantic Avenue. The fee for the market sounding would be \$25,000 (See Exhibit E).

Under this market sounding scope of services, JLL will engage with local, regional, and national grocery chains to gauge industry interest in the CRA-owned vacant land on West Atlantic Avenue and grocer engagement activities will include:

- **Development of Industry Outreach Materials:**
JLL will prepare materials for industry outreach, including Non-Disclosure Agreement, and a site overview and background presentation in PowerPoint format.
- **Create Target List of Industry Stakeholders:**
JLL will create a list of local, regional, and national industry stakeholders to invite for a market outreach session.
- **Facilitate Market Engagement Meetings:**
JLL will arrange and facilitate up to four (4) individual meetings with industry stakeholders. Each session will be approximately 60 to 90 minutes.
- **Preparation of Meeting Minutes:**
JLL will prepare meeting minutes summarizing each market engagement meeting in addition to preparing a macro-level summary of the engagements for client review.
- **Summarize Stakeholder Feedback:**
JLL will summarize feedback from industry participants on crucial commercial, development, and financial considerations related to the local grocery market. The summary will be presented to the CRA in report format.

CBRE:

CBRE is accepted as an option for the CRA to utilize service, however, the CRA did not execute an agreement with this entity. Attached is their initial response to the RFQ (See Exhibit F).

September 30, 2025 CRA Board Meeting:

At the September 30, 2025, CRA Board Meeting, the CRA Board discussed conducting a market analysis prior to issuing a request for proposals to develop a grocery store on West Atlantic Avenue to assess the interest from the grocery market sector. CRA Staff stated that an agenda item would be prepared to discuss the same.

At this time, CRA Staff is seeking Board input on issuing a work assignment to conduct a market analysis or market sounding prior to issuing a request for proposals to develop a grocery store on West Atlantic Avenue to assess the interest from the grocery market sector.

Attachment(s): Exhibit A - RFQ CRA No. 2024-09; Exhibit B - RFQ Responses; Exhibit C - April 2025 Proposals; Exhibit D - JLL Agreement and Work Assignment Scopes; Exhibit E - JLL Market Sounding Work Assignment Scope; Exhibit F - CBRE Scope of Services Proposal

CRA Attorney Review:

N/A

Finance Review:

N/A

Funding Source/Financial Impact:

N/A

Overall need within the Community Redevelopment Area from Delray Beach CRA

Redevelopment Plan:

Removal of Slum and Blight

Land Use

Economic Development

Affordable Housing

Downtown Housing

Infrastructure

Recreation and Cultural Facilities