



Cover Memorandum/Staff Report

File #: 25-047 CRA

Agenda Date: 3/25/2025

Item #: 7H.

TO: CRA Board of Commissioners
FROM: Christine Tibbs, Assistant Director
THROUGH: Renee Jadusingh, Executive Director
DATE: March 25, 2025

AWARD REQUEST FOR QUALIFICATIONS CRA NO. 2024-09 - PROFESSIONAL COMMERCIAL PROPERTY REAL ESTATE MARKETING SERVICES

Recommended Action:

Award the Request for Qualifications (RFQ) CRA No. 2024-09 - Professional Commercial Property Real Estate Marketing Services to CBRE, Inc., and Jones Lang LaSalle Americas, Inc., for the provision of commercial property real estate marketing services on a continuing contract basis and authorize CRA staff to enter into contract negotiations accordingly.

Background:

At the October 8, 2024, CRA Board Workshop, it was discussed that the CRA would issue an 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. Proposals are available for review upon request.

Proposals Received (listed in alphabetical order):

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

The two (2) Proposals were deemed responsive and on March 3, 2025, the Evaluation Committee, consisting of three (3) CRA staff members, met, reviewed, and scored both Proposals based on the criteria stated within the RFQ and provided below.

REQUIREMENTS	POINTS
Experience of the Proposer: Previous Campaigns	30 Points
Experience of the Proposer: Previous Client and Results	30 Points
Capabilities and Approach Statement	30 Points
Qualifications	10 Points
	100 Total Points

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.

At this time, CRA staff is requesting the CRA Board accept the Evaluation Committee's recommendation and award the Request for Qualifications (RFQ) CRA No. 2024-09 - Professional Commercial Property Real Estate Marketing Services to CBRE, Inc. and Jones Lang LaSalle Americas, Inc., for the provision of commercial property real estate marketing services on a continuing contract basis and authorize CRA staff to enter into contract negotiations accordingly. The negotiated agreements will be brought before the CRA Board for approval.

Attachment(s): Exhibit A - Evaluation Committee Composite Scores; Exhibit B - RFQ CRA No. 2024-09

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