

Naomi Atkinson

From: Mathew Hill
Sent: Tuesday, March 27, 2018 11:00 AM
To: Naomi Atkinson
Subject: FW: Proposal for Consulting Services
Attachments: BC BURA Consulting Proposal 032418.pdf; RHC Rez 0916.pdf

Sent from my Xperia™ by Sony smartphone

----- Original Message -----

Subject: Proposal for Consulting Services

Sent: Mar 26, 2018 12:25 PM

From: "LaRon D. Bennett Sr. (Office Unit)" <ldbennett@comcast.net>

To: Mathew Hill <mhill@cityofbrunswick-ga.gov>

Cc:

Good Afternoon Mathew,

Attached is a proposal from Mr. Bob Coffey to provide the financial information being requested on the conference center. I have gotten the City Manager's consent to move forward with the proposal, so I ask that you provide the URA board members a copy of the attached information today enabling them to have an opportunity to review it in advance of tomorrow's meeting. Assuming the board approves the request, I will also bring the proposal to the City Commission on the 4th, for their approval. Please contact the City Clerk to ensure that I am on the agenda for that meeting, should the board give their approval.

LaRon

From The Desk Of
Dr. LaRon D. Bennett Sr., D.D.
Urban Redevelopment Agency
ldbennett@comcast.net
[912-399-1339](tel:912-399-1339)

SideView Concepts/ B.B.F.C.S.
LaRon D. Bennett Sr. DD
ldbennett@comcast.net
[\(912\) 399-1339](tel:912-399-1339)

Robert H. Coffey
Hospitality Consulting and Specialty Services
1109 E. 51st Street
Savannah, GA 31404
Bobc0944@gmail.com, 912-695-8001

Via Email

March 24, 2018

Dr. LaRon D. Bennett, Sr.
Chairman, Brunswick Urban Redevelopment Agency

Subject: Proposal for Consulting Services

Dear Dr. Bennett:

Thanks for meeting with me on March 23 about the City's proposed Oglethorpe Conference Center ('Project'). As you explained it, the project seems an appropriate use of public resources to help spur redevelopment and economic growth in the Old Town Historic District. Along with other plans (the Brunswick RSVP, Downtown Master Plan, Mary Ross Waterfront Park), it's easy to envision a busy, thriving area of downtown, anchored by this attractive facility.

You have asked for a Feasibility Analysis for the conference center, focused on its prospects for success. In our experience, success for a venue like this is expressed mainly as the economic activity that occurs outside its walls—in new or returning visitation, overnight stays, retail, nightlife and restaurant-related spending by those attending events at the facility.

Direct event rental, food and beverage and ancillary revenues generated by the facility are essential to support its operations; but cannot typically be relied on to meet both operating expenses and debt service (if any). That's to say, the facility mainly exists and functions to generate those larger tiers of visitor spending in the surrounding area.

A feasibility analysis responding to your request would rest on several key assumptions:

- 1) the conference center would be a free-standing new facility, located on the Oglethorpe site, and configured as the City's design firm has proposed, and City and URA have accepted: ie, a 20,000-sf multipurpose event and meeting facility with appropriate features and capacities;

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2) necessary financial support would be available during a stabilization period, to include marketing support from the City and entities such as the Convention and Visitors Bureau.

3) concurrent development of a hotel of appropriate size and features would occur, sited in reasonable proximity—ideally, physically connected—to the center.

Note: URA asks that the analysis consider scenarios with, and without, accompanying hotel development. In our experience, community expectations for the center—mainly, to generate new economic activity and visitation and secondly, to provide a local events venue—can be realized under either scenario; but with more front-end investment, a longer path to returns, and a lessened ability to induce other economic development—if launched as a lone entity.

The Study.

Phase I of the feasibility study will consist of:

1) an economic impact analysis—with and without a hotel—to focus mainly on the conference center's ability to induce new/increased economic activity, including incremental tax revenue, in the project area (defined as the Central Business District Enterprise Zone);

2) a five-year operating expense proforma, again under both options. (Proforma will not include revenues, as revenue-allocation factors relating to a hotel, if any, would greatly affect results.)

Per your request, and under the terms of an appropriate Contract for Services TBD, Contractor will commit to delivering both Phase I elements in preliminary, draft form to URA by Thursday, April 26, 2018. Estimated Fee: 40-50 hrs@\$140/hr, not to exceed \$6,000.

Phase II will audit and modify Phase I elements as necessary; expand on that base to include case studies of comparable developments; and investigate Project synergies with other elements including Ritz Theater, Mary Ross Park and nearby public and private enterprises. Completion: Thursday, May 24, 2018. Fee Estimate: 30-40 hrs@\$140/hr, not to exceed \$5,000.

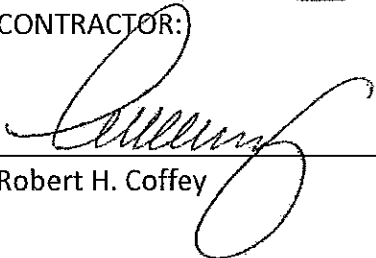
Phase III (optional, on request) will investigate financing resources and structures for the project. Estimated completion: June 28, 2018. Fee: 20 hrs@\$140/hr, not to exceed \$2,500.

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Total Fees (Phase I and II): \$11,000. Payable on delivery of the respective Phase I and II product(s) and Contractor's related time sheets.

In presenting this Proposal for Services, Contractor relies on the understanding that URA and the City (together, "Client") intend to proceed with developing the Project, with or without concurrent hotel development; and may accept, reject or set aside the results or conclusions of this or other proposed Feasibility Analysis related to the project.

CONTRACTOR:



Robert H. Coffey

ACCEPTED:

Client

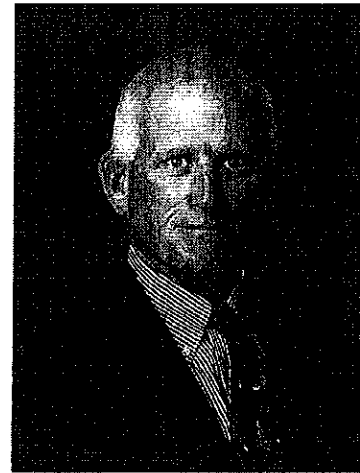
ATCH:

Relevant Contractor Experience

Bob Coffey

Relevant Contractor Experience

In roles as—



Hotel General Manager

- Prepared 4 Annual Operating Budgets for Owner approval
- Prepared major renovation schedules and budget for Owner approval

Vice-President, Marketing, Hotel Company

- Reviewed, assisted preparation of 6 individual hotel operating and marketing budgets

District Director of Sales, Hotel Company

- Reviewed, assisted preparation of 18 individual hotel operating and marketing budgets

Convention Center General Manager

- Prepared 15 Annual Facility and Client Operating, Capital and Water Ferry Budgets
- Prepared expansion scenarios for convention center
- Wrote and pursued various grants at State of GA and Federal levels
- Negotiated numerous F&B, Provider and Services agreements
- Wrote, Managed RFP process for Hotel Developer, Operator and Financial Underwriter
- Negotiated (as Client) 4 major hotel feasibility and economic impact studies
- Obtained State bond funding for infrastructure and redevelopment projects
- Researched, part of negotiations to win facility management contracts in 5 markets

Robert H. Coffey
1109 E. 51st Street
Savannah, GA 31404

Home (912) 692-1205, Cell 912-695-8001, bobco944@gmail.com

Experienced, Successful Public Venue Manager and Marketer
Hospitality and Venue Management Consultant

PROFESSIONAL EXPERIENCE

GEORGIA WORLD CONGRESS CENTER AUTHORITY ATLANTA & SAVANNAH, GA
MANAGEMENT-OPERATIONS CONSULTANT JAN 2016--JUNE 2017

Assisted in transitioning the Savannah International Trade & Convention Center from private (SMG) to public (State Authority) management. Advised the Authority in its own senior management realignment.

SAVANNAH INTERNATIONAL TRADE & CONVENTION CENTER SAVANNAH, GA
GENERAL MANAGER FEB 2002--JAN 2016

Responsible for the operations and performance of this 350,000-sf convention and exposition facility on Savannah's historic riverfront, site of the 2004 *G-8 Summit*.

- Exceeded financial and booking objectives for 14 of 15 budget years.
- Conceived and realized convention transportation program for Savannah.
- Team earned multiple convention industry awards for service excellence.
- Frequent direct coordination with City, County, State and Federal agencies.
- Guided client master-planning of adjacent maritime & development tracts.
- Only convention center in US to operate its own water ferry system.
- Quality F&B reputation generated profitable off-premise catering accounts.

JACKSONVILLE SPORTS, ENTERTAINMENT AND CONVENTION FACILITIES--SMG
DIRECTOR and ASSISTANT GENERAL MANAGER MARCH 1997--FEB 2002

Responsible for operations and performance of the 296,000-sf Jacksonville Prime F. Osborn III Convention Center and the multi-venue Times-Union Center for the Performing Arts, home to *Jacksonville Symphony Orchestra* and *FCCJ Broadway Artists' Series*.

- Exceeded convention center financial, operating objectives, 1997 through 2001.
- Planned, oversaw critical acoustic/HVAC refit of the Jacoby Symphony Hall.
- Team's Emergency Plan, Employee & Contractor Handbooks benchmarked by SMG.
- Significantly strengthened relationships with TDC, CVB and local hotel partners.

ADDITIONAL PROFESSIONAL EXPERIENCE

Jacksonville Zoological Society Jacksonville FL Sep 1995--Aug 1996
Contracted to create marketing and communications programs for Jacksonville's Zoo

Richfield Hospitality Services Jacksonville, FL June 1993--Aug 1995
General Manager for the 325-room Marina Hotel & Conference Center at St Johns Place

Swancourt Hotels-Posadas North America Dallas, TX Feb 1991--Jan 1992
Vice President, Marketing for a company operating 8 hotels in Texas and California.

Embassy Suites, Inc. Dallas, TX May 1990--Feb 1991
District Director of Sales for the 18 hotels of Embassy Suites' Southwestern District.

Sheraton Colorado Springs Hotel Colorado Springs, CO Sep 1988--May 1990
Director of Marketing for a 500-room convention hotel with 43,000 sf of meeting space.

South Padre Hilton Resort South Padre Island, TX Oct 1984--Sep 1988
Director of Marketing for a 430-unit beachfront conference-resort complex

SELECTED PROFESSIONAL ACTIVITIES

Board/Executive Committee, *Visit Savannah* (Convention and Visitors Bureau)
Vice-Chair, Savannah Visitor & Convention Mobility Board
Board, Jacksonville Historical Society
Board, Skidaway Marine Sciences Foundation
Board, Jacksonville and the Beaches Convention and Visitors Bureau
Chair, South Padre Island (TX) Convention Center Commission
Chair, Colorado Springs Convention Liaison Council
Councilman, Town of Winter Park, CO

BA, History (Russian Studies), University of Tampa, FL
US Army: 23 years Active & Reserve Service
Rower, Kayaker, Diver, Reader