

**31-23, Professional Services - Negotiations of MLB Team
PRESENTATION SCORING SUMMARY**

Rankings by Committee for 31-23, Professional Services - Negotiations of MLB Team					RANKING
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Respondents		Rank 1st, 2nd, 3rd...				
		MD	AK	JR	AVG	
1	GrayRobinson, PA	3	3	3	3	3
2	HR&A Advisors Inc	2	2	2	2	2
3	ICON Venue Group dba CAA ICON	1	1	1	1	1

Committee Members

Michael Delk, Assistant City Manager

Raymond (Art) Kader, Interim Parks & Recreation Director

Brian (Jay) Ravins, Finance Director

City of Clearwater
Presentation and Ranking Summary

Evaluator Name: DELK

FIRMS		Notes	RANKING
1	GrayRobinson, PA	<ul style="list-style-type: none"> - LAW FIRM - KNOWS CITIES - FLORIDA BASED - TAMPA - BUILT ZUCKER - 12012 ASPIRE - AIRWAY CENTER - ORLANDO - - SCOTT COOK - CONVENTION CENTER - LCF - UNIVERSITY - ATHLETE MANAGERS - TWO STRATEGIC/TWO PARKS - 60000/100K RETAIL SPACE. 	3
2	HR&A Advisors Inc	<ul style="list-style-type: none"> - DETAILED PRODUCT ANALYSIS/TIMING/ - CRITERIA FOR REDEVELOPMENT - DIRECT RELATED EXPERIENCE - DC/BIRMINGHAM/MIAMI/WOOD - MARK - SPIN UP TICKET PASSES - - SANITARY - KITCHEN & EVERYONE ALLOWED - - IGNORE - 20 (25) % TIME AVAILABLE 	2

Evaluator Signature: DELK

Date: 4/27/23

3	ICON Venue Group LLC dba CAA ICON	REGRUPED TO TAKE ON CALGARY FLAM ENT. DISTRICT 123, 55/43 U/D PUBLIC/PRIVATE CLIENTS 2019/20 FIRM DID WORK WITH CLIENT -	1
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GrayRobinson, PA

1. What makes your team uniquely qualified for this engagement?

LOCAL FILM/LOCAL SPORTS EXP (BULLS-MINGIE)

LEPT - MOST BUSINESS EXP OF TEAM

SCHEIT - ALBO SCOTT

2. What do you see as the biggest challenges the City will face in negotiating a deal, and how will you assist?

ENSURE TAXPAYERS ARE PROTECTED

3. How would you describe a "fair" deal for the City and the Phillies?

ECONOMIC VIABILITY/STABILITY

4. Please share your team members' experience in negotiating a similar deal with a professional sports franchise on behalf of a public entity.

TAMPA SPORTS / GEORGETOWN COLLEGE / PUBLIC UNIV.

5. Describe how you could help the City defend the ultimate cost of a negotiated deal to our taxpayers.

OUTLINE GOALS/STANDARD NEGOTIATOR - QUALITY OF DOCUMENTS

LOOK AT QUANTA TO COMPARE RISKS FROM CITY AND PHILLIES

6. Negotiations are an important and necessary business function. For a community and corporate partner such as the Phillies, how do you balance the need for pursuing client needs while continuing to protect a positive relationship going forward after negotiations are concluded?

STRESS LONG TERM PARTNERSHIP

FINANCE DIFFICULTIES / MAINTAIN BALANCE

7. Historically how much time does it take for negotiations similar to what the city is seeking, and what has been your experience and track record in completing negotiations in a timely manner?"

- 45-90 DAYS REASONABLE

- NONE ON BUSINESS POINTS

- " " LEGAL ISSUES

HR&A Advisors, Inc

1. What makes your team uniquely qualified for this engagement?

PUBLIC/PRIVATE/EXP
DIVERSE TEAM STAFF
RUN FIRMS SPORTS FRANCHISES - IBB/INFLUENCE
ST. PETE - GAROINTE SITE / RAYS / TAMPA BAY / SANTAGO

2. What do you see as the biggest challenges the City will face in negotiating a deal, and how will you assist?

ASSESSING PUBLIC FUNDS / PUBLIC SUPPORT / JOC #'S
SUPPORT OF ELITE / PUBLIC OPINIONS / PROVIDE SIMILAR
BUSINESS TERMS IN OTHER CITIES.

3. How would you describe a "fair" deal for the City and the Phillies?

DEDICATED PUBLIC FINANCING → VS CONVENTIONAL ECONOMIC
(PUBLIC) BENEFITS (PHILLIES)

4. Please share your team members' experience in negotiating a similar deal with a professional sports franchise on behalf of a public entity.

- TAMPA / ST. PETE / RAYS REDEVELOPMENT PROJECT
- CAPITAL REDEVELOPMENT - BASEBALL PARK/CRA

5. Describe how you could help the City defend the ultimate cost of a negotiated deal to our taxpayers.

FAIR

6. Negotiations are an important and necessary business function. For a community and corporate partner such as the Phillies, how do you balance the need for pursuing client needs while continuing to protect a positive relationship going forward after negotiations are concluded?

- TRANSPARENCY / REGULAR COMMUNICATION

7. Historically how much time does it take for negotiations similar to what the city is seeking, and what has been your experience and track record in completing negotiations in a timely manner?"

3-6 MONTHS

COOPERATION AMONG PARTIES

ART PHILLIES - DIV. 1 BW 1/26/13
CONNECTION - 13/1/13
ICON Venue Group, LLC dba CAA ICON

1. What makes your team uniquely qualified for this engagement?

PHILLIES/CAA ICON ART
MEMBER OF 13 MILLION SPORTS GROUP 2013

2. What do you see as the biggest challenges the City will face in negotiating a deal, and how will you assist?

PHILLIES DEFINITION / FINANCIAL SOURCES / MAINTAINING
PHILLIES RESPONSIBILITY WITH PHILLIES.

3. How would you describe a "fair" deal for the City and the Phillies?

CAN HELP TO OBSERVE POSITIVE BENEFIT TO DEAL
AVOID ZERO SUM APPROACH / ADVANCE MUTUAL GOALS

4. Please share your team members' experience in negotiating a similar deal with a professional sports franchise on behalf of a public entity.

5. Describe how you could help the City defend the ultimate cost of a negotiated deal to our taxpayers.

6. Negotiations are an important and necessary business function. For a community and corporate partner such as the Phillies, how do you balance the need for pursuing client needs while continuing to protect a positive relationship going forward after negotiations are concluded?

EXPENSIVE / COLLABORATION / CONVOY CITY GOALS / DEAL
MUST WORK FOR BOTH PARTIES / CAA ICON REPUTATION
IN INDUSTRY

7. Historically how much time does it take for negotiations similar to what the city is seeking, and what has been your experience and track record in completing negotiations in a timely manner?"

NOT ABOUT TO TAKE POSITION - TWO MONTHS
FOR DUE DILIGENCE - THEN NEG. PLAN FOR BOUND
FORWARD.

AK

City of Clearwater
Presentation and Ranking Summary

Evaluator Name: Art Kach

	Notes	RANKING
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FIRMS		
1 GrayRobinson, PA	<p><i>Uniquely qualified - Local firm, focused of Florida. Strong team, short negotiation time, available, A focus was on history of Clearwater to include in negotiations, Scott has experience with MLB, Special Events component of project.</i></p>	3
2 HR&A Advisors Inc	<p><i>Focus on more development - public/private partnerships Very little MLB experience & negotiations with Major League teams. Good fair deal balancing economic cost with benefits of Phillies. Negotiations a balance of respect & rigor.</i></p>	2

Evaluator Signature: _____

Date: _____

Experience in neg
Do have MLB Scott

AK

GrayRobinson, PA

How busy

Uniquely Qualified Government work, FL based local

1. What makes your team uniquely qualified for this engagement?
firm.

Focused on representation, lobbying firm. Julie Mandell Attorney -
Michael B. been part of Clu? committees plans. Real Estate Law -
Chris - Tallahassee Orlando the Magic, Miami Amway Center / Scott Cole - UCF council athletic matters -

2. What do you see as the biggest challenges the City will face in negotiating a deal, and how will you assist?
assist?

Taxpayers protected
Agreement is clear and understandable -
Represents City goals -

Mullins

Accountable for public funds.
Brian - finance
Julie deals -
Tampa Sports Authority -
agreements sports + events

3. How would you describe a "fair" deal for the City and the Phillies?

eyes of the beholder - Clearwater History & value of Clu.
Protect & benefit citizens

4. Please share your team members' experience in negotiating a similar deal with a professional sports franchise on behalf of a public entity.

5. Describe how you could help the City defend the ultimate cost of a negotiated deal to our taxpayers.

Preparation -
Experience in Communication -
Public understands why outside help needed.

6. Negotiations are an important and necessary business function. For a community and corporate partner such as the Phillies, how do you balance the need for pursuing client needs while continuing to protect a positive relationship going forward after negotiations are concluded?

Negotiations build a team as well as a set of requirements. Long term partnership -

7. Historically how much time does it take for negotiations similar to what the city is seeking, and what has been your experience and track record in completing negotiations in a timely manner?"

45-90 day -
Agreed business points first
Legal issues at the same time.

negotiation points

Innovative Counsel. - need people understand what you do. -
Excited looking forward.

1. What makes your team uniquely qualified for this engagement?

Working with city 10 years - former city officials/planners etc
New York office Cary - various sports teams - Ignacio, Alex, Santiago.
US, 19 corridors. They know + understand Clearwater -
Navigate the public sectors - / Develop sports mix use development

2. What do you see as the biggest challenges the City will face in negotiating a deal, and how will you assist?

align public sector and general public for fair deal.

more development not oriented arena - private/public partnerships negotiations with Phillies.

Comm. benefits for city of

3. How would you describe a "fair" deal for the City and the Phillies?

Communiting benefits

economic cost of City = benefits of the Phillies

4. Please share your team members' experience in negotiating a similar deal with a professional sports franchise on behalf of a public entity.

see #1 Downtown Civ, Sarasota Bayfront, Corner Innovative District.
Downtown St. Pete.

Balancing Priorities -

Development Projects - Bus Terminal, Transit Center, Port Authority NY NJ
Cary working with St. Pete - advising on mix use development portion around stadium

5. Describe how you could help the City defend the ultimate cost of a negotiated deal to our taxpayers.

Frame public Benefit | Quantify Impact
Clear economic benefits to public in simple terms

lease agree with mbs in New York - development agreement.

6. Negotiations are an important and necessary business function. For a community and corporate partner such as the Phillies, how do you balance the need for pursuing client needs while continuing to protect a positive relationship going forward after negotiations are concluded?

respect and rigor / informed community.

MLB in Native American

7. Historically how much time does it take for negotiations similar to what the city is seeking, and what has been your experience and track record in completing negotiations in a timely manner?"

3 to 6 months - Cooperation among the parties -

Planning -> Coordinations -> Due Diligence -> Communication

CAA ICON worked with Phillies -

ICON Venue Group, LLC dba CAA ICON

1. What makes your team uniquely qualified for this engagement?
Josh Cohen - helpful, 20 year old firms. Start as owners representative, CAA. -
Dan Barrett - cannot attend, another appt. ^{Managing Partners -} Art Aaron - CEO.

2. What do you see as the biggest challenges the City will face in negotiating a deal, and how will you assist?
Define project.
Identify financial sources structure for both. Spring Training
Maintaining positive relationship with Phillies & City.

focused on Spring training not minor team - Retain an experienced third party to handle negotiations.

3. How would you describe a "fair" deal for the City and the Phillies?
Cooperative problem solving

* Minor League team training facility proposal Calgary to must - Why work not get a deal with CAA.

Goals of all parties -
Financial Commitments for spring training
Have all of the data basis already for M.L.B.
Contributes to the vibrancy of the Community -

4. Please share your team members' experience in negotiating a similar deal with a professional sports franchise on behalf of a public entity.
extensive experience, working with Clearwater -

5. Describe how you could help the City defend the ultimate cost of a negotiated deal to our taxpayers.

6. Negotiations are an important and necessary business function. For a community and corporate partner such as the Phillies, how do you balance the need for pursuing client needs while continuing to protect a positive relationship going forward after negotiations are concluded?
Negotiations were all done by ICON - Key terms & not dealing with run up items.
Collaborative approach - clear lines of communication -

7. Historically how much time does it take for negotiations similar to what the city is seeking, and what has been your experience and track record in completing negotiations in a timely manner?"

Major League teams -

Can't put a timeline on negotiations - due diligence

Welcome ICON into negotiations with Phillies.

City of Clearwater
Presentation and Ranking Summary

Evaluator Name: *Jay Ravin*

FIRMS		Notes	RANKING
1	GrayRobinson, PA	<i>Previously over-rated sports experience - Appeared to be focused on legal form of development agreement.</i>	<i>3</i>
2	HR&A Advisors Inc	<i>Impressed with quantitative approach and making deal equitable, optimal, and fair.</i>	<i>2</i>

Evaluator Signature: _____

Date: _____

3	ICON Venue Group LLC dba CAA ICON	Emphasis on negotiating a deal and know the MLB financials and business case. Very strong relevant experience	1
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Evaluator Signature: _____

Jay Rawlin

Date: _____

4/27/2023