

**31-23, Professional Services - Negotiations with MLB Team
EVALUATION SCORING SUMMARY**

		Demonstrated Experience for Firm and Project Personnel				Project Methodology, Approach and Timeline				References				Cost of Services				TOTAL	RANKING
Respondents		30 points				30 points				30 points				10 points				100	
		MD	AK	JR	AVG	MD	AK	JR	AVG	MD	AK	JR	AVG	MD	AK	JR	AVG	points	
1	GrayRobinson, PA	15	20	25	20	20	20	25	21.667	15	30	26	23.667	6	5	10	7	72.33	3
2	HR&A Advisors Inc	25	18	25	22.667	25	30	25	26.667	20	20	25	21.667	6	10	8	8	79.00	2
3	ICON Venue Group LLC dba CAA ICON	25	25	28	26	20	25	28	24.333	25	20	23	22.667	7	10	8	8.3333	81.33	1
4	Sports Venue Consulting, LLC	20	20	20	20	25	30	20	25	20	10	15	15	5	5	8	6	66.00	4

Committee Members

Delk, Michael
 Kader, Raymond (Art)
 Margolis, David
 Ravins, Jay

Evaluator Name: DELK

	Demonstrated Experience for Firm and Project Personnel (Tab 2)	Project Methodology, Approach and Timeline (Tab 3)	References (Tab 4)	Cost of Services (Tab 5)	TOTAL	RANKING
Respondents	30 points	30 points	30 points	10 points	100 points	
1 GrayRobinson, PA	75	20	15	6	86	1
2 HR&A Advisors, Inc	25	25	20	11.2K 6	76	2
3 ICON Venue Group, LLC dba CAA ICON	25	20 NO TIMELINE	25	7	77	3
4 Sports Value Consulting LLC	20	25	20	5	70	4

Evaluator Signature:  4/6/23

Evaluator Name: Art Kader

	Demonstrated Experience for Firm and Project Personnel (Tab 2)	Project Methodology, Approach and Timeline (Tab 3)	References (Tab 4)	Cost of Services (Tab 5)	TOTAL	RANKING
Respondents	30 points	30 points	30 points	10 points	100 points	
1 GrayRobinson, PA	20 <i>general council lobbyist</i>	20 <i>no timeline</i>	30 <i>all three</i>	5 <i>no detail total</i>	75	3
2 HR&A Advisors, Inc	18	30	20 <i>only 2 within 5</i>	10 <i>\$100,000</i>	78	2

Evaluator Signature: Art Kader

Date: 4/1/23

3	ICON Venue Group, LLC dba CAA ICON	25	25	20 <i>2 of 3</i>	10 <i>#135,000</i>	80 ⁰	1
4	Sports Value Consulting LLC	20 <i>advisors</i>	30	10 <i>Baseball valuations</i>	5	65 ⁰	4

Evaluator Signature: Art Kader

Date: 4/1/23

Evaluator Name: Jay Ravins

	Demonstrated Experience for Firm and Project Personnel (Tab 2)	Project Methodology, Approach and Timeline (Tab 3)	References (Tab 4)	Cost of Services (Tab 5)	TOTAL	RANKING
Respondents	30 points	30 points	30 points	10 points	100 points	
1 GrayRobinson, PA	25	25	26	10	86	2
2 HR&A Advisors, Inc	25	25	25	8	83	3
3 ICON Venue Group, LLC dba CAA ICON	28	28	23	8	87	1
4 Sports Value Consulting LLC	20	20	15	8	63	4

Evaluator Signature: 

Date: 4/6/23

Respondents		28 30 points	28 30 points	23 30 points	8 10 points	87 100 points
1	Demonstrated Experience for Firm and Project Personnel (Tab 2)	<p>Project manager, team members & resumes; exp w/ similar projects for each team member, also education & specific involvement; org of project team, level of involvement, field of expertise, and estimated hours for each member.</p> <p>Large list of public clients. Includes Sarasota & Sarasota County, 9 states, Clearwater, Phoenix, San Diego, Dallas. Dan Barrett, President; Art Aaron - Managing Director of New Ventures; Josh Cohen - VP; Bryan Slater - Senior Director. Dan - Lead Negotiator - 50%; negotiation support: Art 10%; Josh 20%; Bryan 20%. Dan 30 yrs exp, BA U of CA, LA, MBA same. Extensive experience. Art 30 yrs exp, CAA ICON 20 yrs, Harvard Law School grad, Masters in Public Ed, BS from MIT. Josh - Scottsdale office, 20 yrs exp, CAA ICON since 2017, Barrett Sports Group prior, MBA. Bryan, CAA ICON since 2018, MBA, taught Sports Facility Development & Mgmt @ George Washington U. Not able to estimate hours due to nature of negotiations, but percentages provided.</p>				
2	Project Methodology, Approach and Timeline (Tab 3)	<p>Describe approach to scope of services; detailed timeline of tasks described in Scope of Services</p> <p>Due Diligence - very good; Negotiation Strategy Development - good list of key considerations, detailed comparisons of other MLB spring training deals; above-market, below-market, or market rate. Good detail on financial considerations. Alternative approaches.</p>				
3	References (Tab 4)	<p>Minimum of 3, preferably public entities for similar services within past 5 years. Entity, date of services, description, address, contact name, number, email</p> <p>Clearwater (excellent reference!); Centennial Authority - Carolina Hurricanes; Sacramento - Kings; Wisconsin Center District - Fiserv Forum, Deer District - Milwaukee Bucks. Only two within five years, but great quality of references, especially Clearwater.</p>				
4	Cost of Services (Tab 5)	<p>Detailed by tasks to include hourly rates by type of work (negotiations, research). Additional costs plus markup. Cost structure on one or more hourly rates, with description of services for each rate.</p> <p>\$595 / \$550 / \$450 / \$400</p>				

Respondents		25 30 points	25 30 points	26 30 points	10 10 points	86 100 points
1	Demonstrated Experience for Firm and Project Personnel (Tab 2)	<p>Project manager, team members & resumes; exp w/ similar projects for each team member, also education & specific involvement; org of project team, level of involvement, field of expertise, and estimated hours for each member.</p> <p>Julia Mandell, Team Lead - Tampa Bay area lawyer, government law and public policy, General Counsel to Tampa Sports Authority - XFL contract, renegotiated Super Bowl LV. Regularly interfaces with Bucs, Yankees, and Lightning. Major redevelopment projects including Water Street. Michael Boutzoukas, commercial real estate transactions, Clearwater resident, CDB; Chris Carmody, government relations lawyer and professional lobbyist, MLS soccer - Orlando, General Counsel to Greater Orlando Sports Commission; worked for Orlando Magic to lobby Orange County for Amway Center; Scott Cole, UCF & UF, negotiated minor league to college baseball stadium, exit of university from major conference, entrance into major conference, and head coaching contracts for football, basketball, & baseball. Brian Fender, bond deals for Tampa Sports Authority, underwriter for Blue Jays financing. Jeffrey Schlerf, part owner of minor league team, pursuing graduate degree in sports management. No hours or percentage of time of team members provided. No proven experience in leading negotiations with an MLB or other professional sports franchise, other than renegotiating Super Bowl LV. Possibly XFL team, minor league team move to college stadium.</p>				
2	Project Methodology, Approach and Timeline (Tab 3)	<p>Describe approach to scope of services; detailed timeline of tasks described in Scope of Services</p> <p>Good project methodology and approach. Included reaching to TDS and Amplify Clearwater. Utilizing technology to get message to key stakeholders. Good emphasis on communications in selling the deal.</p>				
3	References (Tab 4)	<p>Minimum of 3, preferably public entities for similar services within past 5 years. Entity, date of services, description, address, contact name, number, email</p> <p>Tampa Sports Authority - General Counsel; Greater Orlando Sports Commission - General Counsel; Hillsborough County - Outside General & Real Estate Counsel. General Counsel rather than specific to negotiation terms of stadium deal, but strong references none the less.</p>				
4	Cost of Services (Tab 5)	<p>Detailed by tasks to include hourly rates by type of work (negotiations, research). Additional costs plus markup. Cost structure on one or more hourly rates, with description of services for each rate.</p> <p>\$500 / \$250 for Associate / \$200 Paralegal. Travel, document reproduction, other out of pocket including computerized research and other technology services.</p>				

Respondents		25 30 points	25 30 points	25 30 points	8 10 points	83 100 points
1	Demonstrated Experience for Firm and Project Personnel (Tab 2)	<p>Project manager, team members & resumes; exp w/ similar projects for each team member, also education & specific involvement; org of project team, level of involvement, field of expertise, and estimated hours for each member.</p> <p>Cary Hirschstein, Project Manger - Masters in Public Planning, leader for Sport & Entertainment District practice, Imagine Clearwater, development of MLS stadium, Miami, currently advisor to St Pete in negotiations for joint venture with Hines & Tampa Bay Rays for mixed use development components, econ benefits of ballpark district, KC, advised Chicago Bears ownership on stadium relocation plan. Lots of site selection, development/redevelopment review. Negotiation on behalf of Cities? Ignacio Montojo, Masters of Science in Finance & Real Estate, negotiations lead, none of his experience involved negotiations with professional sports teams, or even sports teams. Alex Stokes, technical lead, Imagine Clearwater, development advisor & redevelopment planning; Santiago Salamanca - project coordinator, main contact - Master of Science in City & Regional Planning, on-call real estate advisor, feasibility analysis, economic & financial analyses. "Supporting the City team in the negotiations of a term sheet" but not leading the negotiations of a term sheet. Big difference. No proven experience in leading negotiations with an MLB or other professional sports franchise. Economic impact studies for <u>owners</u>.</p>				
2	Project Methodology, Approach and Timeline (Tab 3)	<p>Describe approach to scope of services; detailed timeline of tasks described in Scope of Services</p> <p>Good detailed project approach with estimated timeline of 4 months.</p>				
3	References (Tab 4)	<p>Minimum of 3, preferably public entities for similar services within past 5 years. Entity, date of services, description, address, contact name, number, email</p> <p>City of St Pete - Historic Gas Plan District development, negotiation support; Chicago Bears CFO, stadium relocation plan, economic & fiscal impact analysis; GoTriangle, developer solicitation support for bus terminal.</p>				
4	Cost of Services (Tab 5)	<p>Detailed by tasks to include hourly rates by type of work (negotiations, research). Additional costs plus markup. Cost structure on one or more hourly rates, with description of services for each rate.</p> <p>Chair/CEO \$560; Senior advisor \$500-\$560; Partner \$500; Principal \$460; Director \$380; Senior Analyst \$275; \$220/\$175/\$105</p>				

Respondents		20 30 points	20 30 points	15 30 points	8 10 points	63 100 points
1	Demonstrated Experience for Firm and Project Personnel (Tab 2)	<p>Project manager, team members & resumes; exp w/ similar projects for each team member, also education & specific involvement; org of project team, level of involvement, field of expertise, and estimated hours for each member. Michael Rapkoch, Managing Director of Texas Corporate Capital Advisors, boutique investment bank/Dallas, founder & CEO of Sports Value Consulting. Accredited appraiser. Bachelor of Arts in Finance, U of N Texas. 30 years of valuations/appraisals, arena lease for NHL team, practice facility for MLB teams, lead negotiator for naming rights transaction. Floyd Jahner, Acctg & Bus Admin major, 19 years w/ Dallas Mavericks. Gregg Olson, business leader, finance departments, CFO for sports teams. No info on similar projects for team members. Rapkoch to be chief negotiator. Floyd & Gregg to be advisors, plus "staff of SVC". Jahner & Olson have experience negotiation for their respective teams/owners.</p>				
2	Project Methodology, Approach and Timeline (Tab 3)	<p>Describe approach to scope of services; detailed timeline of tasks described in Scope of Services "SVC would approach this from a team perspective, while complimenting the needs of the City" "Benefit to the team and indifferent to the City" "Local Governments often overlook items that are no added cost to them". Within 1st two weeks of reviewing data, discuss strategies with City. Advise & represent City in negotiations. Timeline not possible.</p>				
3	References (Tab 4)	<p>Minimum of 3, preferably public entities for similar services within past 5 years. Entity, date of services, description, address, contact name, number, email Baltimore Orioles, Washington Nationals, Houston Astros, KC Royals - all valuation advisory services. Not similar services and all working for sports owners, not public clients.</p>				
4	Cost of Services (Tab 5)	<p>Detailed by tasks to include hourly rates by type of work (negotiations, research). Additional costs plus markup. Cost structure on one or more hourly rates, with description of services for each rate. Rapkoch \$595; Senior Advisor \$495; Advisor \$395; Staff \$300. Billed for hours worked. Travel, research fees, 3rd party access fees, admin fees.</p>				