



Downtown Auburndale Market Analysis

REQUEST FOR PROPOSALS

DELIVER RESPONSES TO:

City Manager's Office
Attn: Downtown Auburndale Market Analysis
1 Bobby Green Plaza
Or
PO Box 186
Auburndale FL 33823

DEADLINE: June 26, 2026

Contact

Amy Palmer, Deputy City Manager/CRA Manager
City of Auburndale
apalmer@auburndalefl.com
(863) 965-5530

The Auburndale Community Redevelopment Agency will receive sealed bids in the City Manager's Office, Auburndale City Hall, 1 Bobby Green Plaza, Auburndale Florida up until 2:00 p.m. Friday, June 26, 2026 for a Downtown Auburndale Economic Market Analysis. All bids must be submitted in a sealed envelope plainly marked on the outside "Downtown Auburndale Market Analysis".

Bid packages may be picked up Monday thru Friday 8:00 a.m. – 5:00 p.m. at Auburndale City Hall, City Manager's Office, 1 Bobby Green Plaza, Auburndale Florida, or online at www.auburndalefl.com.

It is the responsibility of the bidder to deliver their bid to Auburndale City Hall, City Manager's Office, 1 Bobby Green Plaza, Auburndale, Florida on or before the specified date and time.

Bidders are required to submit the following fully executed documents:

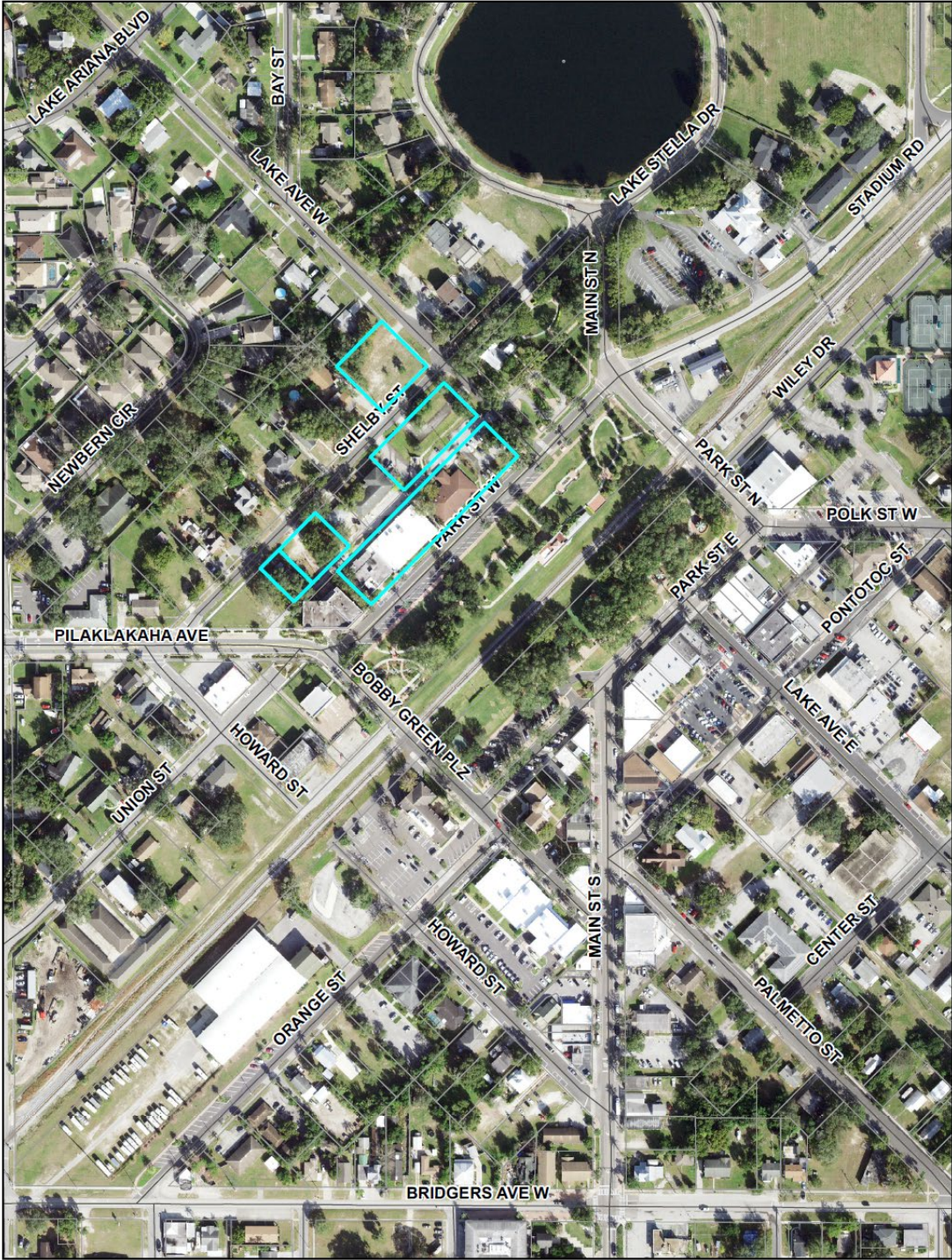
- a. Proposal
- b. Certificate as to Corporation
- c. Affidavit as to Non-collusion and Certification of Material Conformance with Specifications

The City reserves the right to reject any and all proposals, to waive informalities, to advertise and to accept the proposal in the best interest of the city, not necessarily the lowest bid.

For more information, please do not hesitate to contact Amy Palmer, Assistant City Manager/CRA Manager, 863-965-5530 or apalmer@auburndalefl.com.

Background:

In January 2024, the Auburndale Community Redevelopment Agency acquired City-owned properties on West Park Street with the intention of engaging real estate developers to develop a mixed-use project. The properties total 2.3 acres and include the City’s Civic Center, Senior Center, Rec Hall, Historical Museum, and Parks and Recreation offices. The City is in the process of relocating all of these uses to other sites so that the entire 2.3 acre site can be redeveloped by private interests. A market study and economic analysis will help the CRA and private developers determine the market potential for a mixed-use project on this site, the “Civic Center site”.



Scope:

The Auburndale Community Redevelopment Agency is seeking the services of a consulting firm focused in real estate, economic development, planning, financial planning, or similar-industry to conduct a market study and economic analysis of Auburndale's downtown market.

The intent of the study is to

1. analyze the area's economic base,
2. determine the market potential for new businesses and residential uses,
3. identify opportunities to redevelop the Civic Center site, and
4. make recommendations to achieve a mixed-use project.

The economic analysis will be used by the CRA in the solicitation process to find real estate developers interested in redeveloping the downtown site.

Specifically, the market study should contain the following:

1. Identification of the market trade area for the Civic Center site and the CRA/Downtown area.
2. A demographic analysis, including population, income, and household data with an in-depth qualitative analysis of the data and its implications for downtown development.
3. An economic analysis, including a supply and demand (GAP) analysis, employment inventory, residential market, and a qualitative analysis of the data and their implications for downtown development and market opportunity.
4. A discussion of any other relevant issues addressing redevelopment of the Civic Center, such as zoning and regulatory restrictions, real estate inventory, business and residential mix and variety, infrastructure needs, impact of external forces on the downtown development area, etc.
5. Based on the above analyses, strategies for redeveloping the Civic Center site, including potential opportunities for redevelopment, code changes required, marketing strategies, business recruitment opportunities, business expansion opportunities, and opportunities for entrepreneurship.
6. The market study should focus on identification of key business/industry opportunities for the redevelopment of the Civic Center site.

Submittal Requirements:

The Consultant's proposal shall include documentation demonstrating Consultant's prior experience in completing market studies/economic analysis, as well as the experience of any personnel proposed for this engagement. Please do not exceed 15 pages.

The proposal should include a draft scope of work for the market study, incorporating all of the items listed in the RFP's Scope. The proposal should include anticipated timelines for completion and the cost to complete the study.

The submittal should also include 2 pages max. outlining the firm's consulting experience in supporting CRA's in redeveloping real estate and analyzing real estate proposals. The possibility exists for the firm hired to also consult with City Staff in the evaluation of redevelopment proposals from real estate developers.

Term of Service:

The anticipated contract start date is September 1, 2026 and will end on the date negotiated with the successful consultant approved by the CRA Board.

Proposal Evaluation Criteria and Selection Process:

Proposals will be evaluated and ranked independently by City Staff on the following criteria:

- Experience working with CRA's, specifically as it relates to real estate redevelopment.
- Firm understanding of the Scope of Work for the market study and how it relates to the Civic Center redevelopment.
- Previous experience completing market studies, demographic and economic analyses.
- Delivery schedule and fee proposal.

The review committee reserves the right to also conduct oral interviews with short-listed firms.

The top ranked firms will be presented to the CRA Board for approval. The CRA Manager will commence negotiations with the highest ranking firm. If the parties cannot reach an agreement, the CRA reserves the right to enter negotiations with the next highest ranked firm.