



**LAKE WORTH**  
**COMMUNITY REDEVELOPMENT AGENCY**  
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## MEMORANDUM

**TO:** CRA Chair, Vice Chair and Members of the Board

**FROM:** Joan Oliva, Executive Director

**DATE:** April 14, 2015

**SUBJECT:** Board Appointment for Retail Feasibility and Business Recruitment Plan

### EXPLANATION

On February 20, 2015, the CRA issued a Request for Proposals (RFP) for a Retail Feasibility, Strategic Planning and Business Recruitment Plan. The goal is to complete an assessment of Dixie Highway corridor's current economic market and climate, to project its future business development potential, to analyze market sectors and shares, describe business types most appropriate for various areas and to identify opportunity sites for new business creation.

Output must include:

- A comprehensive market and retail feasibility study and gap analysis
- Development of a business strategy plan for the City – Dixie Highway in particular
- Retail analysis and strategic leasing plan
- Identification of prospects
- Execution of business leasing strategic plan

Reponses for the RFP were received on March 27, 2015. The CRA will be assembling City and CRA Staff to review the three submittals. As with other RFP proposals, we would like to include a CRA Board member on the Committee.

### RECOMMENDATION

Staff recommends the Board recognize a member of the Board interested in serving on the Retail Feasibility and Business Recruitment RFP Committee and vote to include the member they feel is most appropriate.