




## MEMORANDUM

---

**Date:** July 13, 2023

**To:** Honorable Mayor and Commissioners

**Via:** Albert P. Childress  
City Manager 

**From:** Katie P. Halloran  
Planning Director

**Subject:** Modification of the City's contract agreement with Sasaki for professional services for Sunset Celebration/ Mallory Square Master Plan for a Revenue Generation Study.

---

### **Introduction**

The City Manager's Office recommends modifications to the City's contract agreement with Sasaki, for a Revenue Generation Study for Mallory Square in the amount of \$49,950.00.

### **Background**

On March 22, 2022, the city awarded the Request for Qualifications (RFQ) No. 22-002 for professional services to develop a Master Plan for the Sunset Celebration/ Mallory Square area to the firm Sasaki. On July 10, 2022, a contract for professional services was executed by the City Manager with the consent of the City Attorney. The City Manager's Office and Finance Director have reviewed preliminary results of the Mallory Square master plan which included extensive public involvement and design solutions. The City Manager's Office and Finance Director have requested information regarding revenue impacts of certain proposed design features, including the reduction of a portion of existing on-site parking.

It is necessary to expand Sasaki's professional services contract to provide financial impacts associated with the implementation of the master plan as requested by the City Manager, City Financial Director, and other stakeholders. The RFQ No. 22-002 contract with Sasaki requires this vendor to present a final master plan to the City Commission for approval. The Revenue Generation Study for Mallory Square is required by the City Manager for this master plan to advance to City Commission. On May 18, 2023, Sasaki submitted a proposal for a Revenue Generation Study and was recommended by staff for approval to City Manager.

**Next steps:** Pending approval of the Master Plan by City Commission, City Staff will begin implementation of the Master Plan. This will include efforts to acquire state and federal grant funding, in addition to a potential request for infrastructure funding from the Tourist Development Council. Other capital funding sources could include private partners or participation in a municipal bond program.

Staff will also advance two associated studies to support the long-term success of Mallory Square: 1) a governance structure analysis to include long-term funding for maintenance and programming, and 2) a downtown parking analysis, in conjunction with the Duval Street Plan, to ensure safe, multimodal access throughout the most heavily visited historic district destinations.

Initial capital costs to construct new restrooms with shade features and to implement early phases of the project, such as possible relocation of the Hospitality House, will be considered during FY 23/24 discussions.

**Procurement**

The task order will be funded from Account Number 101-4302-543-63-00, Project Number IS43022101.

**Recommendation**

The City Manager's Office recommends authorizing the task order for \$49,950.00 to Sasaki Associates, Inc.