

LRA-24-309

**LOCAL REDEVELOPMENT AUTHORITY  
FOR ROOSEVELT ROADS**

**AMENDED NOTICE OF AWARD**

**RFP 2024-002**

**DATE OF FILING OF RECORD**

**September 3<sup>rd</sup>, 2024**

**REQUEST FOR PROPOSALS RFP#2024-002**

**Marina Development and Operation at Roosevelt Roads, Ceiba, Puerto Rico**

The Local Redevelopment Authority for Roosevelt Roads (hereinafter, the LRA) hereby informs that it has completed the evaluation process of Request for Proposals RFP-2024-002. Pursuant to Section 26.00 of the Regulation for the Disposal of Real Estate and the Acquisition of Goods and Services for the Implementation of the Master Development Plan of the LRA (hereinafter the "Regulation") (RE: LRA 2024-001), the LRA provides the following information to the parties who submitted proposals for Request for Proposals RFP-2024-002 **Marina Development and Operation at Roosevelt Roads, Ceiba, Puerto Rico** issued March 4, 2024.

Details of the selected proponent and corresponding process are as follows:

**Name of the selected Proponent:**

- PRISA Group

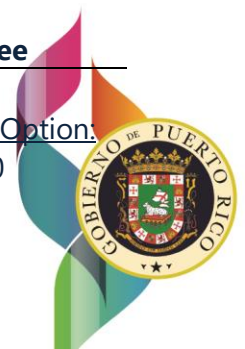
**Award Date:** August 7, 2024.

**Respondents/Proponents:**

- PRISA Group ("PG")
- Beyond Group ("BG")
- Marina Views LLC ("MV")

**Summary of Submitted Proposals:**

<b>Respondent</b>	<b>Proposal Summary</b>	<b>Proposed Fee</b>
PRISA Group	PG submitted its proposal for the Ensenada Yacht Club development in response to Request	<u>Purchase and Sale Option</u> \$3,100,000



for Proposals #2024-002. The project aims to create a world-class, highly amenitized commercial marina that will integrate restaurants, short-term rental villas, and various related retail and commercial offerings, transforming Roosevelt Roads in the Ceiba District into a thriving, ocean-oriented community. The development includes well-planned infrastructure, landscaping, contemporary facilities, exceptional service, and advanced technology. The development team, a joint venture led by PRISA Group, headquartered in Dorado, Puerto Rico has a strong track record, with nearly 4,000 employees and over \$1.5 billion in developments across various sectors. Their work in Dorado over the past 20 years has significantly boosted the local economy, quadrupling the municipality's budget and reducing poverty. For this project, PG is partnering with SW Puerto Beach, a company with a 30+ year history of major real estate investments and Safe Harbor Marinas, the operator of the World's largest marina network. The project is intended to create a premier destination and a catalyst for economic growth in the region.

Long Term Lease Option:

- During construction (2 years): \$75,000 annually.
- During operating period:
  - \$100,000 year 1
  - \$125,000 year 2
  - \$150,000 year 3
- 5% escalator every 3 years.
- 2% percentage rent to be set-off against \$1,500,000 public infrastructure improvement credit, to the extent same are required.

Beyond Group

BG's proposal, presents a fusion of innovative concepts, meticulous planning, and a commitment to excellence. BG's vision for the Project is named Pelican Bay Resort & Marina. The proposal emphasizes sustainability, community engagement, and economic growth, aiming to provide lasting value for the Naguabo, Ceiba, and Roosevelt Roads communities. The project will include a hotel complex with 120 rooms, 40 of which will be Condo-Hotel units. The proposed facilities will offer dry storage for up to 100 marine vessels and provide 1,384 parking spaces to accommodate visitors, members and guests. Additionally, the hotel features a 30,000 square feet conference center including ballrooms,

Purchase and Sale Option:

Fair Market Value (per appraisal)

Long Term Lease Option:

- During construction (2 years): \$48,000 annually
- During stabilization period (1 year): \$72,000 annually.
- During the remainder of term of the lease: \$96,000 annually.
- 2% percentage rent.

conference rooms and meeting areas. Current tenants will have priority access to the updated facilities and the opportunity to enter into new lease agreements.

- 10% share of profits of any capital event.

Marina Views  
LLC

MV proposes the development of Trópica Marine Village, a first-class marina, hospitality, and mixed-use project on the eastern coast of Puerto Rico. The project aims to create a significant economic and recreational hub in the region. The development includes state-of-the-art marina facilities with dry stack storage for 315 boats and expanded wet slips, a yacht club, 30,000 square feet of retail space, and ample parking. MV plans to construct a 50-room boutique hotel, serving as a sister property to the Trópica Beach Hotel in San Juan, and a larger, family-oriented branded hotel with 100 rooms, both designed to attract transient nautical tourists and increase foot traffic to the area. The project also features residential units, to be developed in a later phase, and a sports complex with various recreational facilities. This development aims to transform Roosevelt Roads into a premier destination for leisure, entertainment, and marine activities, significantly boosting the local economy and enhancing the quality of life for the surrounding communities.

Purchase and Sale Option:  
\$7,000,000

Long Term Lease Option:

- During Construction: \$100,000 annually.
- During Stabilization Period (3 years): \$125,000 during 1<sup>st</sup> year, \$150,000 during the 2<sup>nd</sup> year and \$175,000 during 3<sup>rd</sup> year.
- 2.5% percentage rent to be abated from infrastructure allowance.

### **Selection criteria are taken into consideration:**

- Development Concept
- Qualification and Past Performance
- Financial Capacity and Strategy
- Local Impact
- Consideration to the LRA

### **Evaluation Process:**

On April 12, 2024, three proposals were submitted. Pursuant to the provisions of the Regulation (RE: LRA 2024-001), the Evaluation Committee was composed of the following:

- Director of Development and Project Management
- Director of Facilities Management
- Director of Finance Affairs
- LRA Project Manager 1
- LRA Project Manager 2
- LRA Attorney

A meeting of the Evaluation Committee was convened and celebrated on April 15 and July 11, 2024. The Evaluation Committee proceeded with the evaluation of the proposals in accordance with Section 5.00 of the RFP document, in which the evaluation factors are established. The evaluation factors were the following:

<b>Factor 1: Development Concept</b>	<ul style="list-style-type: none"> <li>• Proposal presents financially stable, market-viable and concrete ideas for the Project; the Project is compatible with the 2014 Development Zones Master Plan and complies with the NSRR ROTFU.</li> <li>• Proposal presents a credible and viable Project Timeline, with clear milestones that complies with the Conditions Precedent Period, the Construction Schedule and the Operational Phase of the Project.             <ul style="list-style-type: none"> <li>○ If the Proposal presents a construction period beginning (after receiving all the construction permits) within twelve (12) months from the signing of the Development Agreement, it will receive a 5% bonus.</li> <li>○ If the Proposal presents a construction period beginning (after receiving all the construction permits) within twenty-four (24) months from the signing of the Development Agreement, it will receive a 3% bonus.</li> <li>○ Additional 5% bonus will be awarded to each proponent who includes in its proposal the relocation within their project of our existing tenants Fura and DRNA, which at the time share a building within the project site.</li> </ul> </li> <li>• The Proposal presents developments aligned with LRA’s best interest.</li> <li>• Proposal considers and includes current LRA tenants within the Premises.</li> <li>• The Proposal identifies prospective tenants, and a clear plan is presented for how to engage existing and prospective tenants to demonstrate an optimal occupancy level for the project.</li> <li>• Proposal’s executive summary and conceptual plans demonstrate an understanding of the LRA’s goals (as established in Section 3.3) and present a clear plan for implementation, including an indubitable understanding of the principles of Universal Design.</li> <li>• Environmental considerations:             <ul style="list-style-type: none"> <li>○ Proposal demonstrates a thorough understanding of the Management of Environmental Restrictions per <u>Exhibit A-6</u> and <u>Exhibits E-1 through E-4</u>. Conceptual Plans shows understanding of the environmental restrictions on the site.</li> <li>○ Proposal includes a sustainable design approach that considers the development and the operational phase of the project.</li> <li>○ Proposal includes considerations on Best Practices for “green boating” and sustainable marina operation per <u>Exhibit K-1 and K-2</u></li> </ul> </li> </ul>	<b>25%</b>
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<p><b>Factor 2: Qualification and Past Performance</b></p>	<ul style="list-style-type: none"> <li>• Proposal demonstrates, through the experience and expertise of proposed key personnel and past projects, that the Project team proposed by Proponent is qualified to execute the proposed development plan.</li> <li>• Proposal demonstrates that the Project team members have successfully completed, within their respective disciplines, projects of a similar scale and scope to the proposed Project.</li> <li>• Proposal provides evidence of the Project team’s organizational and financial capability to ensure successful and timely delivery of the Project.</li> <li>• Proposal shows that the Project team is well-organized, has a clear management structure and has experience working together on similar projects.</li> </ul>	<p><b>20%</b></p>
<p><b>Factor 3: Financial Capability and Strategy</b></p>	<ul style="list-style-type: none"> <li>• Proposal demonstrates that the proposed Project is financially viable. The financial information demonstrates that the development costs of the project will inject a significant amount of money into the region and the municipality of Ceiba.</li> <li>• Proposal demonstrates that Proponent has the financial means to finance the development and operation of the Project.</li> <li>• Proposal includes evidence of Proponent’s financial resources (capital) and commitments to execute the Project.</li> <li>• Proposal demonstrates that Proponent has access to, or has available, liquid assets, unencumbered real assets, lines of credit and other financial means sufficient to meet construction cash flow requirements for a minimal amount of \$5,000,000.</li> <li>• Proposal includes a letter from Proponent’s surety company (or agent) confirming that the Proponent can meet the minimum \$50,000,000 performance and payment bond requirement.</li> <li>• Proponent’s surety company appears on the current list of Companies Holding Certificates of Authority as Acceptable Sureties on Federal Bonds and as Acceptable Reinsuring Companies.</li> <li>• Proformas required are included and completed.</li> <li>• Proposal Certification Form and Proposed Consideration Certificate are signed and included.</li> <li>• Proposal acknowledges and includes a No Financing Contingency.</li> </ul>	<p><b>25%</b></p>
<p><b>Factor 4: Local Impact</b></p>	<ul style="list-style-type: none"> <li>• Proposal demonstrates how the proposed components of the Project will improve the quality of life for the surrounding communities of Ceiba and the region.</li> <li>• Proposal includes a solid Communication and Outreach Plan that involves community members and responds to communities’ concerns through the development and operational period.</li> <li>• Proposal includes detailed information regarding job creation:             <ul style="list-style-type: none"> <li>○ Forecasted direct jobs</li> <li>○ Forecasted indirect jobs</li> <li>○ Forecasted induced jobs</li> </ul> </li> </ul>	<p><b>15%</b></p>

<b>Factor 5: Consideration to the LRA</b>	<ul style="list-style-type: none"> <li>• <i>Economic Consideration to the LRA:</i> <ul style="list-style-type: none"> <li>○ For long-term lease alternatives, if applicable:               <ul style="list-style-type: none"> <li>▪ Interim Rent</li> <li>▪ Stabilization Period Rent</li> <li>▪ Operational Period Rent</li> <li>▪ Percentage Rent</li> <li>▪ Percentage Participation in Capital Events</li> </ul> </li> <li>○ For purchase and sale alternatives, if applicable:               <ul style="list-style-type: none"> <li>▪ Purchase Price</li> <li>▪ Timing and other Terms of Payment</li> <li>▪ Interest on Future Installments</li> <li>▪ Percentage Participation in Capital Events</li> <li>▪ Preemptive Rights, Rights of First Refusal or Similar Repurchase Rights</li> </ul> </li> </ul> </li> </ul>	<b>15%</b>
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The Evaluation Committee then proceeded to score respondents, in accordance with the provisions of Section 23.00 of the Regulation. The score for the evaluation resulted as follows:

<b>Respondent</b>	<b>PRISA GROUP</b>	<b>BEYOND GROUP</b>	<b>MARINA VIEWS LLC</b>
Total Factors	83.09	83.75	83.97

Due to the virtual tie in the scores of the initial evaluation of the proposals, and in accordance with Section 22 of the Regulation for the Disposal of Real Estate and the Acquisition of Goods and Services for the Implementation of the Master Development Plan of the LRA (REG LRA 2024-001), the LRA requested that each respondent prepare and deliver an oral presentation before the Board of Directors of the LRA to elaborate on their respective qualifications, past performance, financial capability and strategy. Such oral presentations took place on August 7, 2024, in the LRA offices.

The Board of Directors of LRA convened a special meeting on August 7, 2024, to discuss and evaluate the oral presentations. During this meeting, the Board conducted a final evaluation and selection through a vote. Each board member considered the Evaluation Committee’s assessment of the three proposals and, independently and objectively, assessed the proposals and the oral presentations, ensuring that all proposals and respondents were evaluated under the same parameters. The Board of Directors voted on the proposals and responses with the following results:

<b>Respondent</b>	<b>PRISA GROUP</b>	<b>BEYOND GROUP</b>	<b>MARINA VIEWS LLC</b>
<b>Total Votes</b>	6	3	0

PG was selected upon receiving six (6) of the total nine (9) votes. BG came in second place with three (3) votes. MV did not receive any votes in favor. Although all three proposals were highly competitive and comprehensive, the Board of Directors determined that PG presented the most sound proposal, particularly from a finance perspective, and supported by an extensive record of experience in the field. The PG proposal aligns most closely with the objectives, evaluated aspects, and budget of RFP-2024-002.

## **Award**

Upon evaluating the proposals, the Evaluation Committee's recommendation and the final presentation, the LRA Board of Directors resolved, during a special meeting held at the LRA's offices on August 7, 2024, to award the **RFP-2024-002 Marina Development and Operation at Roosevelt Roads, Ceiba, Puerto Rico** to PRISA Group.

This award grants authorization to the LRA to initiate a negotiation process with PRISA Group for the development of the project.

## **REVIEW AND RECONSIDERATION PROCEDURE**

In accordance with Article 30 of the *Regulation for the Disposal of Real Estate and the Acquisition of Goods and Services for the Implementation of the Master Development Plan of the Local Redevelopment Authority for Roosevelt Roads*, Reg\_LRA\_2024-001, issued on February 22, 2024, the party adversely affected by a decision of the LRA may file a motion for reconsideration with the Board of Directors within twenty (20) days from the date notice of the award is deposited in the federal mail or notified by email, whichever occurs first. This motion shall be submitted at LRA offices, with an electronic copy sent to [lradevelopment@lra.gov](mailto:lradevelopment@lra.gov). The Board of Directors must consider the motion for reconsideration within thirty (30) days of its submission. This period may be extended only once by an additional fifteen (15) days.

Should any determination be made during this period, the deadline to file for judicial review will begin from the date the Board of Directors' decision is deposited in the federal mail or sent via email. If the Board of Directors fails to act within the specified period, the motion for reconsideration will be considered denied, and the time allotted for judicial review will commence from the date of expiration of the period.

Pursuant to Article 4.2 of Act 38-2017, known as the *Uniform Administrative Procedure Act*, any aggrieved party may file a request for review with the Court of Appeals within a period of thirty (30) days, from the date the Board of Directors' determination is notified, or from expiration of the period prescribed for consideration by the Board of Directors if no action is taken, whichever is applicable. The mere filing of a review request shall not have the effect of suspending this award.

## NOTICE OF AWARD CERTIFICATION

I, hereby certify, that a copy of this Amended Notice of Award was registered today in the administrative record and notified today to the following individuals, at the addresses indicated in their proposals:

Federico Stubbe  
PRISA Group  
E-mail: [fstubbe@prisagroup.com](mailto:fstubbe@prisagroup.com)

Harry Negrón  
Beyond Group  
E-mail: [drharrynegron@gmail.com](mailto:drharrynegron@gmail.com)

Manuel Batlle  
Marina Views, LLC  
E-mail: [manuelbatlle@yahoo.com](mailto:manuelbatlle@yahoo.com)

Evidence of having notified the Amended Notice of Award was also registered in the administrative record.

This Amended Notice of Award repeals and nullifies the Notice of Award issued on August 9, 2024.

In San Juan, Puerto Rico, September 3rd, 2024.



Joel Pizá Batiz  
Executive Director