



**December 19, 2016**

**CITY OF PLANT CITY  
Purchasing Division  
(813) 659-4270**

**ADDENDUM 2**

**RFQ 17-001CM-MH  
Midtown District Development**

**\*Proposers are required to acknowledge this addendum in their proposal response**

The following is additional information, clarifications, questions and responses related to the above referenced RFQ.

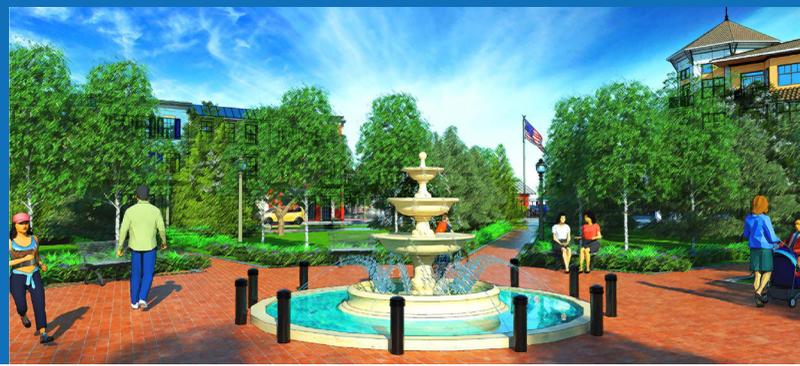
**Additional Information:**

Attached below is a one page information sheet for the Midtown District Development project.

**All other terms and conditions of the Bid Document remain unchanged.**



# PLANT CITY Midtown Redevelopment Project



## ABOUT THE PROJECT

Located less than 2 miles from I-4 and adjacent to beautiful historic downtown Plant City, the Midtown District is ready for development. The vision for Midtown is a pedestrian friendly, mixed-use community. The 15-plus acre area will offer commercial, retail and residential opportunities where residents can live, work, and play. The City of Plant City has invested more than \$4.5 million in improvements to prepare this land for immediate development.

## INFRASTRUCTURE INVESTMENTS

- Acquired and Prepared 15 Acres for Development
- Performed Environmental Remediation
- Received 20-Year Conceptual Permit from South West Florida Water Management District
- Completed Corridor Study For Collins Street. Obtained \$700,000 Grant to Construct Complete Street Enhancements from Laura Street to Alabama Street
- Opened Village Green Park
- Improved Wheeler Street Traffic Flow
- Implementing Quiet Zones Along CSX Rail Lines
- Flexible Land Use Tools Available Facilitating Creative Development Opportunities

## LOCAL DEMOGRAPHICS AND SPENDING PATTERNS

The data below details the population, income and consumer spending within a 5-mile radius of the Midtown District and projected growth over the next 5 years.

### DEMOGRAPHICS

	2016	2021
<b>Total Population</b>	65,384	72,916
<b>Income &gt; \$50,000 A Year*</b>	47.5%	52%

\*Percentage based on total population numbers above.

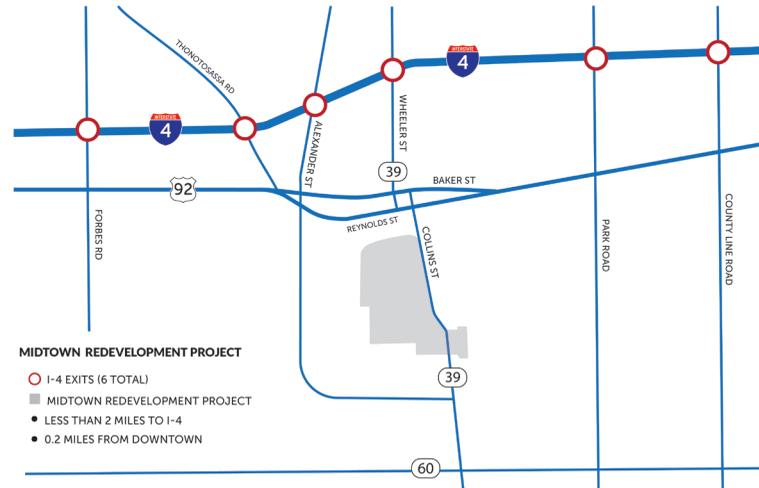
### CONSUMER SPENDING

	2016	2021
<b>Food &amp; Beverage</b>	\$174,402,000	\$205,717,000
<b>Shelter</b>	\$240,926,000	\$287,294,000
<b>Health Care</b>	\$95,558,000	\$111,412,000

### RETAIL POTENTIAL

**Retail Potential (2016)\*** \$616,515,000

\*Includes Grocery, Restaurants, Food Markets, Pharmacy, and other Miscellaneous Retail



## CONTACT INFORMATION

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