



ROLLING REQUEST FOR EXPRESSIONS OF INTEREST

FLORIDA CORRIDOR PLAN DEVELOPMENT PROJECTS



July 18, 2025

PUBLIC NOTICE

Notice is hereby given that Build Baton Rouge (BBR), the East Baton Rouge Redevelopment Authority, is seeking proposals from interested parties for the development of site(s) along or near Florida Corridor and adjacent communities. Proposals can be submitted to info@buildbatonrouge.org.

Copies of the Request for Qualifications & Proposals may be obtained online from www.buildbatonrouge.org.

DEADLINE FOR SUBMISSION:

THIS RFEI ACCEPTS ROLLING SUBMISSIONS

BBR RESERVES THE RIGHT TO CANCEL ANY AND ALL SOLICITATIONS AND TO ACCEPT OR REJECT, IN WHOLE OR IN PART, ANY AND ALL PROPOSALS FOR ANY REASON OR TO REDEVELOP THE PROJECT BY OTHER MEANS AT BBR'S SOLE DISCRETION. BBR IS NOT RESPONSIBLE FOR ANY COSTS INCURRED IN THE DRAFTING OR DEVELOPMENT OF THIS PROPOSAL, INCLUDING BUT NOT LIMITED TO ANY PROFESSIONAL OR MATERIAL COSTS INCURRED.

EXECUTIVE SUMMARY

Issuing Agency: Build Baton Rouge (BBR)
RFEI Release Date: July 18, 2025
Proposal Due Date: N/A – Rolling Submission

Development Goals:

- Deliver high-quality, equitable redevelopment aligned with the *Florida Corridor Master Plan*
- Support transit-oriented development and long-term affordability
- Activate vacant land for housing, services, or local economic development
- Complement planned BRT, MOVEBR and other infrastructure investments

Available Incentives (if applicable):

- Land or ground lease, or in limited situations, sale
- Predevelopment coordination
- Technical assistance
- Potential access to local/state/federal funds

Selection Process:

Competitive evaluation based on experience, financial readiness, community impact, and alignment with corridor plans. Finalists may be invited to interviews or presentations.

Contact:

Marlee P. Miller
Executive Vice President and COO
Build Baton Rouge
mmiller@buildbatonrouge.org

Kendra Hendricks
Sr. Planning Coordinator
Build Baton Rouge
khendricks@buildbatonrouge.org

TABLE OF CONTENTS

1	Introduction	8
1.1	About Build Baton Rouge	8
1.1.1	Legal Authority and Governance.....	8
1.2	Project Overview	8
1.3	Alignment with Corridor Plans.....	9
1.4	Enabling Legislation	10
1.5	Geographic and Site Flexibility	11
2	Neighborhood and Market Context.....	12
2.1	City-Parish Overview	12
2.1.1	Population.....	12
2.1.2	Community Assets.....	12
2.2	Neighborhood Overview: Florida Road Corridor.....	12
2.2.1	History of Florida Road.....	13
2.2.2	Transportation Access.....	13
2.2.3	Recent or Future Investments.....	13
2.3	Conclusion Economic Opportunity	17
3	Program Objectives.....	18
3.1	Historical Context.....	18
3.2	BBR Project Goals.....	18
3.3	Community Vision and Priorities.....	20
3.4	Florida Corridor MAster Plan	21
4	Incentives and Financing Opportunities.....	22
5	Proposal Submission	23
5.1	Submission Requirements	23

5.1.1	Project Concept and Methodology.....	23
5.1.2	Experience and Capacity:	23
5.1.3	Project Feasibility and Financial Strength.....	24
5.1.4	Timeline and Preliminary Schedule:	25
5.1.5	Community Engagement & Impact	25
5.1.6	Alignment with Community Priorities, Equity and Inclusion	25
5.2	Threshold Requirements.....	26
5.2.1	Public Benefit (Required)	26
5.2.2	Funding Compliance (Required)	26
5.2.3	Organizational Capacity and Experience (Required)	26
5.2.4	Funding Availability	26
5.3	Evaluation Criteria	27
5.3.1	Project Concept and Methodology (20 points).....	27
5.3.2	Experience and Capacity (25 points)	27
5.3.3	Project Feasibility and Financial Strength (25 points).....	27
5.3.4	Development Timeline (10 points)	28
5.3.5	Community Engagement & Impact (10 points).....	28
5.3.6	Equity, Inclusion, and Alignment with Community Priorities (10 points).....	28
5.4	Timeline and Next Steps.....	29
5.5	Submission Process and Contact Information.....	30
5.5.1	Submission Format.....	30
5.5.2	RFEI Coordinator – Contact Person.....	30
5.5.3	After Submission	30
6	Terms and Conditions.....	30
6.1	Proposal General Conditions.....	31
6.1.1	Costs of Proposal Preparation.....	31
6.1.2	Proposal Ownership and Use	31
6.1.3	Reservation of Rights.....	31
6.1.4	Proposal Validity.....	31
6.1.5	Addenda and Modifications	31
6.1.6	Communication Restrictions.....	31

6.1.7	Confidentiality and Public Records	32
6.1.8	Funding Disclaimer.....	32
6.2	Qualifications Compliance.....	32
6.2.1	Conflict of Interest.....	32
6.2.2	Non-Collusion Certification.....	32
6.2.3	Registration and Good Standing.....	32
6.2.4	Licenses and Insurance.....	33
6.2.5	Indemnification.....	33
6.2.6	Certification Regarding Lobbying	33
6.2.7	Cybersecurity & Data Privacy	33
6.3	Legal and Compliance Considerations	33
6.3.1	Public Procurement Laws.....	33
6.3.2	Public-Private Partnerships and Cooperative Endeavors.....	34
6.3.3	Regulatory Approvals and Zoning.....	34
6.3.4	Ethics and Conflict of Interest	34
6.3.5	Open Meetings and Public Records.....	34
6.4	Performance and Termination	35
6.4.1	No Obligation Without Contract.....	35
6.4.2	Survival of Terms	35
6.4.3	Payment Terms and Invoicing	35
6.4.4	Assignment	35
6.4.5	Dispute Resolution	35
6.4.6	Force Majeure.....	36
6.4.7	Subcontractors.....	36
6.4.8	Deliverables and Ownership of Work Product.....	36
6.5	Federal Terms and Conditions	36
6.5.1	Equal Employment Opportunity	36
6.5.2	Davis-Bacon and Related Acts	36
6.5.3	Section 3 Compliance	36
6.5.4	Clean Air Act and Federal Water Pollution Control Act.....	36
6.5.5	Contract Work Hours and Safety Standards Act (CWHSSA).....	37
6.5.6	Byrd Anti-Lobbying Amendment.....	37

6.5.7	Debarment and Suspension (2 CFR Part 180)	37
6.5.8	Access to Records and Audits.....	37
6.5.9	Domestic Preferences.....	37
6.5.10	Use of M/WBE, SEDBE, and Labor Surplus Area Firms.....	37
6.5.11	HUD Compliance Provisions.....	37
6.5.12	Uniform Relocation Act (URA)	37
6.5.13	Environmental Review and Choice-Limiting Actions.....	37
6.6	Communication Terms	38
6.6.1	Notice and Participation in Public Engagement	38
6.6.2	Recognition of BBR	38
6.6.3	Communication Approvals.....	38
6.6.4	Publication and Promotion.....	38
7	Conclusion	38

1 INTRODUCTION

1.1 ABOUT BUILD BATON ROUGE

Build Baton Rouge (BBR)'s mission is to eliminate blight, catalyze investment in disinvested neighborhoods, and promote equitable economic development across Baton Rouge. As a mission-driven public agency, BBR collaborates with public, private, and nonprofit sectors to strategically acquire and reposition underutilized properties. Through initiatives like our community land bank, planning efforts, and site-specific redevelopment strategies, BBR aligns local investment with community priorities, including affordable housing, commercial revitalization, and public infrastructure improvements.

1.1.1 Legal Authority and Governance

BBR is the official redevelopment authority for East Baton Rouge Parish, established under Louisiana Revised Statute 33:4720.151. As a political subdivision of the state, BBR has the legal authority to acquire, develop, and dispose of property to support equitable redevelopment and neighborhood revitalization. This RFEI is issued pursuant to BBR's statutory powers to solicit proposals and engage in real estate transactions on behalf of the public interest.

BBR is governed by a five-member Board of Commissioners appointed by the Baton Rouge Area Foundation (BRAf), Baton Rouge Area Chamber (BRAC), and the Mayor-President whose appointees are confirmed by the Metropolitan Council. The Board provides strategic and fiduciary oversight of BBR's activities. The Mayor-President and Council also provide broader public accountability as representatives of the consolidated City-Parish government.

1.2 PROJECT OVERVIEW

The East Baton Rouge Redevelopment Authority, also known as Build Baton Rouge (BBR), and the Cortana Corridor Economic Development District (CCEDD) are committed to fostering redevelopment and revitalization within the Florida Boulevard/Cortana Corridor area. BBR's mission is to bring people and resources together to promote equitable investment and innovative development across Baton Rouge. Similarly, the CCEDD was established to leverage new investments (such as the Amazon Fulfillment Center) and deliver projects that enhance the surrounding communities and attract jobs to the district. Consistent with their enabling legislation and purpose, both agencies seek to transform blighted, underutilized areas into thriving economic corridors that benefit the public welfare.

This Request for Expressions of Interest (RFEI) invites property owners and qualified developers to submit their interest in implementing key development projects identified in the Florida Corridor Plan (the "Plan")—the guiding master plan for the corridor's redevelopment. The Florida Corridor Plan provides a roadmap for economic development projects in the district, addressing transportation, land use, urban design, and community development through a lens of equitable

investment. The purpose of this RFEI is to gather innovative ideas and gauge property owner and developer interest in partnering with BBR and CCEDD to realize the Plan’s vision. Importantly, this process is being conducted in compliance with Louisiana’s public procurement guidelines and all applicable laws governing public agencies. By issuing an RFEI (a preliminary, non-binding step), BBR and CCEDD ensure an open, fair opportunity for interested parties to be considered, consistent with state requirements for competitive selection and transparency in public-private partnerships. Interested parties are invited to pursue at their own cost and expense. BBR and CCEDD shall not be bound for any cost and expense until such time as final definitive agreements are entered into on a give project.

Through this RFEI, BBR and CCEDD seek to identify property owner and development partners who share our mission of revitalization and who can help implement transformative projects along the Florida Corridor. The ultimate goal is to advance the Corridor’s redevelopment in a manner that aligns with all legal standards and maximizes public benefit.

1.3 ALIGNMENT WITH CORRIDOR PLANS

The Florida Corridor Plan – Vision and Goals: The Florida Corridor Plan is a comprehensive small-area master plan focusing on the 12-mile stretch of Florida Street/Florida Boulevard and adjacent areas. It was initiated as the first priority project of the CCEDD upon the district’s formation and was formally approved in 2024 as a blueprint for revitalizing one of East Baton Rouge Parish’s most important economic corridors. The Plan envisions a **vibrant, resilient Florida Corridor** that overcomes decades of decline by attracting new amenities and employers, improving infrastructure, and encouraging housing and population growth in a sustainable way. It outlines a unifying vision for north and south Baton Rouge, capitalizing on catalytic investments (like the new Amazon facility) and guiding development in key nodes along the corridor. Key goals of the Plan include enhancing transportation and streetscapes, promoting mixed-use development, expanding affordable housing options, improving environmental resilience, and spurring job creation through private-sector projects. Overall, the Florida Corridor Plan is a strategic roadmap intended to stimulate equitable economic growth and improve quality of life for the 85,000 residents in the 17 neighborhoods bordering the corridor.

Alignment with BBR and CCEDD Objectives: The vision of the Florida Corridor Plan closely aligns with the statutory objectives of both BBR and CCEDD. BBR was created by the Louisiana Legislature in 2007 (per the “East Baton Rouge Redevelopment Act,” La. R.S. 33:4720.151 *et seq.*) to eliminate blight and distressed conditions and to spur housing, economic development, and job creation in East Baton Rouge Parish. By targeting the Florida Boulevard corridor – an area historically challenged by blight and economic stagnation – the Plan advances BBR’s core purpose of renewing distressed areas to promote public health, safety, and welfare. Notably, one of BBR’s legislatively mandated goals is to encourage activities that create or retain jobs and expand the tax base through commercial, residential, and industrial development. The Florida Corridor Plan explicitly aims to **stimulate job creation and catalyze development** in underinvested parts of the corridor, directly supporting this objective. It also calls for **new affordable housing and rehabilitation** – echoing the urgent need for housing that BBR is charged with addressing

(especially in the wake of past disasters). In short, implementing the Plan's projects will fulfill BBR's public mandate to combat slum and blight, provide healthful homes, and foster economic growth for the parish's benefit.

The CCEDD, for its part, was established in 2021 pursuant to Louisiana's economic development district laws (La. R.S. 33:9038.31 *et seq.*) as a special economic development district dedicated to the Florida/Cortana corridor. Created in cooperation with the City-Parish and administered by BBR (Build Baton Rouge), the CCEDD's mission is to reinvest incremental tax revenues into projects that revitalize the corridor and surrounding communities. The Florida Corridor Plan is the cornerstone of that mission – it was funded by CCEDD and partners to identify strategic investments for reversing decline and attracting growth. By focusing on infrastructure upgrades, commercial redevelopment, and community amenities, the Plan provides a framework for spending CCEDD's resources on projects that **enhance the district and spur economic activity** in accordance with the CCEDD's purpose. In summary, the Plan is fully consistent with and instrumental to the enabling purposes of both agencies: **it operationalizes BBR's redevelopment mandate and CCEDD's economic development/tax increment objectives in the Florida Boulevard corridor.**

All submissions must demonstrate both vision and feasibility, incorporating principles of equitable development, financial sustainability, and design excellence.

1.4 ENABLING LEGISLATION

BBR: The East Baton Rouge Redevelopment Authority (d/b/a Build Baton Rouge) is enabled by Louisiana Revised Statutes Title 33, Chapter 13-I (the East Baton Rouge Redevelopment Act). This law declares the remediation of slums and blight a public purpose and empowers BBR to undertake housing, commercial, infrastructure, and other projects to improve economic and social conditions. Under this authority, BBR is a special district and political subdivision with parish-wide jurisdiction to carry out redevelopment plans and enter partnerships in pursuit of these goals.

CCEDD: The Cortana Corridor Economic Development District was created by ordinance of the East Baton Rouge Metropolitan Council in 2021, under the authority of Louisiana's statutes for local economic development districts (*e.g.* La. R.S. 33:9038.32). The CCEDD is a political subdivision of the state and a special taxing district: all sales tax revenues above an established baseline within the district are captured as "tax increments" to finance improvements in the area. The CCEDD is governed by a five-member board and operates in partnership with BBR. Its enabling purpose is to encourage investment and redevelopment in the Florida Corridor area, leveraging the major economic catalyst at the former Cortana Mall site (now an Amazon distribution center) and related development opportunities.

The Florida Corridor Plan serves as the officially adopted district plan guiding how CCEDD funds and efforts are directed toward the statutory goal of economic revitalization within the defined corridor.

1.5 GEOGRAPHIC AND SITE FLEXIBILITY

This RFEI does not designate a specific site. Instead, it invites developers to propose sites of interest within the focus area or request additional information about BBR-owned or partner-controlled parcels.¹ Upon request, BBR may share available property details or maps; however, proposers may be required to sign a Non-Disclosure Agreement (NDA) to access sensitive or preliminary site-specific data.

BBR may also facilitate introductions to potential landowners, partner agencies, or additional stakeholders to help projects move forward if aligned with strategic goals.

¹ Respondents are responsible for confirming zoning compliance with the City-Parish Planning Commission, including participating in any required public processes to amend zoning. BBR reserves the right to approve, not approve, or later rescind its approval of any request by the developer to amend the zoning if it is not aligned with community goals or does not respond adequately to community concerns.

BBR staff requests that respondents maintain open communication during any change of use or zoning process. Where possible and practicable, and where such efforts align with BBR's organizational priorities or responsibilities, BBR staff may support the applicant through this process. Developers should make every effort to include BBR staff in any meetings with City-Parish Planning and Zoning staff or other local officials related to zoning or land use changes.

2 NEIGHBORHOOD AND MARKET CONTEXT

2.1 CITY-PARISH OVERVIEW

Baton Rouge is Louisiana’s capital city and the economic and governmental center of the state. The Baton Rouge metropolitan area spans nine parishes and is anchored by East Baton Rouge Parish, the most populous in the state. The City of Baton Rouge and East Baton Rouge Parish operate under a consolidated government structure featuring a Mayor-President and Metropolitan Council, commonly referred to as City-Parish government. The parish includes four incorporated cities—Baton Rouge, Baker, Central, and Zachary—and several unincorporated areas.

2.1.1 Population

According to the US Census Bureau’s July 2024 Data:

- East Baton Rouge Parish had approximately 453,000 residents.
- East Baton Rouge Parish’s racial composition was approximately 43.4% white and 46.7% Black, 4.2% Hispanic, and 3.2% Asian.
- Median household income was approximately \$63,075.
- Approximately 20.0% of individuals in the parish lived below the poverty line.

2.1.2 Community Assets

Baton Rouge is home to several major educational institutions including Louisiana State University (LSU), Southern University, and Baton Rouge Community College. The Port of Greater Baton Rouge ranks as the 10th-largest port in the nation by tonnage, and the ExxonMobil refinery in North Baton Rouge is the fourth largest in the country and twelfth largest in the world.

These institutions contribute to a strong industrial base along the Mississippi River stretching from Baton Rouge to New Orleans. Despite the scale of the petrochemical industry, the largest regional employer is state government, followed by LSU and the healthcare industry. Together, the public sector, higher education, and industry form a robust platform for economic activity and targeted reinvestment in corridors such as Florida Corridor.

2.2 NEIGHBORHOOD OVERVIEW: FLORIDA ROAD CORRIDOR

The Florida Corridor spans approximately 12 miles through the heart of Baton Rouge, stretching from the edge of downtown to the eastern limits of the parish. Once a vibrant commercial thoroughfare, Florida Boulevard has seen decades of economic decline, fragmented land uses, and inconsistent investment. Despite this history, the corridor remains a critical east-west spine with significant potential for revitalization. Home to more than 85,000 residents across 17 adjacent neighborhoods, the Florida Corridor is uniquely positioned to serve as a bridge between north and south Baton Rouge.

In 2024, the City-Parish formally adopted the *Florida Corridor Plan*—a strategic blueprint for revitalizing the corridor through infrastructure improvements, equitable development, and community-driven investment. The plan is centered on transforming Florida Boulevard into a more connected, resilient, and opportunity-rich corridor. It outlines clear priorities for housing, employment, mobility, placemaking, and quality-of-life improvements.

2.2.1 History of Florida Road

Florida Boulevard has long been a vital commercial and transportation artery in Baton Rouge. Historically, it was home to major retailers, entertainment venues, and essential services for both Black and white residents in East Baton Rouge Parish. During the mid-20th century, the corridor attracted suburban growth and commercial investment, especially around landmark shopping centers like Cortana Mall.

However, like many American corridors, Florida Boulevard suffered from economic shifts, white flight, disinvestment, and the proliferation of auto-oriented design that discouraged walkability and mixed-use development. The closure of anchor institutions like Cortana Mall signaled a new phase of decline. Yet, the corridor's central location, regional accessibility, and large sites of underutilized land make it a prime target for reinvestment and transformation.

2.2.2 Transportation Access

Florida Boulevard is one of Baton Rouge's most heavily trafficked east-west arterials. It is served by multiple Capital Area Transit System (CATS) bus routes and connects residents to downtown, Mid City, the Florida Boulevard Walmart and medical district, and outlying suburban communities. Its vehicular traffic volumes and transit service make it an ideal location for reinvestment that supports transit-oriented and multimodal development.

The *Florida Corridor Plan* calls for enhanced pedestrian and bicycle infrastructure, improved safety, and corridor-wide streetscape improvements. As a part of the MOVEBR initiative, several capital projects are either underway or proposed to modernize infrastructure, calm traffic, and create a more attractive and safe environment for all users. These improvements are critical to unlocking the corridor's full development potential.

2.2.3 Recent or Future Investments

Notable developments and investments along the corridor include:

- **Amazon Fulfillment Center at Cortana:** The 3.4 million-square-foot Amazon facility, located at the former Cortana Mall site, is now one of the largest employment centers in the region. Its arrival has spurred renewed interest in adjacent commercial and mixed-use development.

- **Rouses Market at Florida and North Ardenwood:** Opened in early 2024, the new Rouses Market is a full-service grocery store developed in direct response to long-standing food access challenges in North Baton Rouge. Located at a previously vacant commercial site on Florida Boulevard, the store brings affordable fresh food, local jobs, and national investment into a historically underserved area. Its opening represents a major milestone in addressing food insecurity and reinvigorating retail development along the corridor.



- **Aldi Grocery Store:** A new Aldi location is under construction on Florida Boulevard near North Ardenwood Drive, bringing expanded access to affordable fresh food options in an area currently underserved by major grocers.



- **Starbucks at Cortana Site:** A new Starbucks is planned near the Amazon fulfillment center, representing one of several new national retailers re-entering the corridor following major site redevelopment.



- **Mid City Tower:** Located along the corridor at 5700 Florida Blvd, this newly renovated, 10-story mixed-use development offers over 100,000 square feet of residential and commercial space. The tower signals reinvestment and density in one of the corridor's key urban nodes. More information is available at: <https://www.midcitytower.com/>

- **Bus Rapid Transit (BRT)**

To address transportation gaps and modernize transit infrastructure, the City-Parish and Build Baton Rouge are implementing the Plank–Nicholson Bus Rapid Transit (BRT) system through the MOVEBR program, in partnership with Capital Area Transit System (CATS). While the BRT primarily runs along Plank Road and Nicholson Drive, the system intersects with Florida Boulevard near Downtown Baton Rouge, providing critical north–south connectivity that links Florida Boulevard to major destinations in both North and South Baton Rouge.

The BRT system is designed to reduce travel times, improve transit reliability, and enhance the overall rider experience. Key features include:

- Frequent, reliable service
- Specially designed stations and buses with unique branding
- Real-time arrival and schedule displays
- Level boarding platforms for accessibility and efficiency

- Improved station lighting and safety
- Enhanced pedestrian and bicycle infrastructure
- Bicycle parking and amenities at key locations

The Plank–Nicholson BRT represents a total investment of over \$53 million, including \$15 million in federal support, and is expected to catalyze reinvestment throughout adjacent corridors. While Florida Boulevard is not a primary BRT route, it stands to benefit from improved regional mobility, connection to employment hubs, and increased development potential near transit-accessible nodes.

This BRT investment is part of a broader transportation and infrastructure strategy to enhance multimodal access, revitalize key corridors, and connect historically disinvested neighborhoods to the city’s economic, educational, and cultural centers. More information is available at: <https://movebr.brla.gov/brapid>

2.3 CONCLUSION ECONOMIC OPPORTUNITY

Florida Boulevard is one of Baton Rouge’s most heavily traveled east–west corridors, linking neighborhoods, employment hubs, and regional destinations. Its central location, traffic volumes, and major infrastructure investments position it as a compelling site for equitable redevelopment.

The corridor’s surrounding neighborhoods face persistent economic and public health challenges but also possess resilient communities with a deep sense of place. Residents have voiced a need for grocery stores, healthcare providers, safe housing, educational opportunities, quality jobs, and public amenities. With MOVEBR-led improvements underway, the presence of major anchors like Amazon, and renewed investment interest, the corridor is entering a new phase of opportunity.

The corridor’s scale, connectivity, and land availability make it ideal for high-impact public-private partnerships with real market opportunity. Developers are encouraged to propose projects that combine feasibility and creativity to meet local needs and contribute to the Florida Corridor’s transformation.

3 PROGRAM OBJECTIVES

Build Baton Rouge (BBR) seeks to advance several core goals through redevelopment partnerships. These objectives reflect the agency's commitment to sustainable equitable growth, public benefit, and neighborhood-driven outcomes. At the heart of these objectives are the community's vision for their neighborhood and priorities for their community. Build Baton Rouge also considers data, historic development patterns, financial feasibility, and the needs of future EBR residents when defining project goals.

3.1 HISTORICAL CONTEXT

Florida Boulevard once stood as a major commercial spine and gateway to the city, lined with shopping centers, offices, and services that supported nearby neighborhoods. However, in the latter half of the 20th century, the corridor was significantly affected by the expansion of suburban development patterns that favored auto-oriented growth on the city's outer edges. As commercial and residential activity shifted away from the corridor, Florida Boulevard experienced decades of disinvestment, declining infrastructure, and fragmented land use.

The area's aging retail stock, vacant properties, and lack of cohesive planning led to a weakened tax base and diminishing access to essential goods and services for nearby residents. These challenges have persisted for generations, leaving gaps in walkability, safety, housing options, and economic opportunity.

The Florida Corridor Plan—and this RFEI—represent a coordinated effort to change that trajectory. BBR seeks proposals that can reestablish the corridor as a vibrant, mixed-use destination anchored in community-serving uses and long-term investment. Submissions will be evaluated in part on how well they contribute to a more connected, inclusive, and economically resilient corridor.

3.2 BBR PROJECT GOALS

BBR seeks proposals that will:

- Reflect design excellence and sustainability
- Demonstrate strong financial feasibility
- Contribute to long-term neighborhood stabilization and economic mobility
- Comply with all applicable federal, state, and local funder requirements currently known or that may arise throughout the development process

Below are potential project goals for future partnerships:

- **Mixed-Use and Commercial Developments:** Opportunities for new mixed-use projects (combining residential, retail, office and/or community uses) have been identified at key

nodes along Florida Street/Florida Boulevard. The Plan encourages redevelopment of aging shopping centers, vacant lots, and underutilized properties into vibrant mixed-use hubs that can serve as community anchors. Proposals might include commercial corridors revitalization (*e.g.* modern retail or grocery-anchored developments), adaptive reuse of existing structures, or new construction that introduces a blend of uses. Developers should demonstrate how such projects will activate street frontages, create jobs, and provide amenities consistent with the Plan's vision of a thriving, inclusive corridor.

- **Affordable Housing and Residential Projects:** Expanding housing options – particularly affordable and workforce housing – is a key goal to meet current and future community needs. The Plan identifies sites where new residential development can be catalyzed, including multifamily or mixed-income housing developments that provide quality, affordable units for families and individuals. Proposals might include the redevelopment of blighted residential properties, infill construction on vacant land, or rehabilitation of existing structures into safe and affordable housing. Developers are encouraged to incorporate housing that is accessible to a range of income levels and to utilize sustainable design. Projects that support long-term housing affordability (through tools like Low-Income Housing Tax Credits, HUD programs, *etc.*) and that address the urgent need for housing in this corridor will strongly support the Plan's equitable development goals.
- **Community Facilities and Amenities:** The Florida Corridor Plan also calls for investment in community-serving facilities and quality-of-life amenities as part of revitalization. This could include projects such as the development of a new community center or cultural facility (a need highlighted by local stakeholders), recreation centers or parks, libraries, healthcare clinics, or educational/training centers within the corridor. Additionally, smaller-scale amenities like fresh food markets, childcare facilities, or public art and beautification projects are in scope. Developers with creative ideas for public-private partnerships that deliver these community benefit are encouraged to respond. Proposals should demonstrate how they enhance the livability and “placemaking” of the corridor, consistent with the Plan's vision of a unifying corridor that bridges communities.
- **Sustainability and Resilience Initiatives:** In line with modern best practices and the Plan's forward-looking approach, projects that improve environmental sustainability and resilience in the corridor are welcome. This might involve green infrastructure installations (enhanced stormwater management, rain gardens, tree plantings to reduce heat island effect), energy-efficient building designs (solar panels, LEED certification), or transit-oriented developments that reduce car dependency. The corridor's revitalization is being planned with an eye toward accommodating future growth, including potential population shifts due to climate-related relocation. Therefore, development concepts that increase the corridor's capacity to sustainably support more residents and businesses – for example, resilient infrastructure upgrades or eco-friendly construction – will be viewed favorably. Sustainability components can be integrated into any of the above project types (mixed-use, housing, *etc.*) to strengthen their alignment with long-term community needs.

All proposals should be grounded in clear, achievable goals that reflect community priorities and the capacity of the development team.

Overall, respondents should reference the Florida Corridor Plan for guidance on specific sites and project ideas that have been identified. The Plan's framework ([Florida Corridor Plan](#)) prioritizes land use, transportation, health, and community assets – successful EOIs will clearly articulate how proposed projects advance one or more of these focus areas. Developers are not limited to a single category; comprehensive proposals that span multiple categories (*e.g.* a mixed-use development that includes affordable housing and streetscape improvements) are encouraged as they may offer greater synergistic benefits. All project concepts should aim to fulfill the Plan's overarching goals: revitalizing the corridor's economy, reconnecting and uplifting the surrounding neighborhoods, and ensuring development is inclusive and equitable. Respondents should demonstrate how their proposal supports these goals and addresses identified needs in the corridor.

3.3 COMMUNITY VISION AND PRIORITIES

Any proposed redevelopment effort should reflect the priorities and values of the community. Previous engagement activities and neighborhood input have identified a broad range of community goals, including:

- Access to affordable and mixed-income housing
- Safety improvements such as exterior lighting
- Development that enhances neighborhood value and perception
- A community resource center or flexible space for neighborhood use
- Grocery store or healthy food access
- Childcare and early learning opportunities
- Workforce development and job training programs
- Access to medical services such as a primary care physician and pediatrician
- Education-related facilities or programming
- After-school programming or safe, enriching spaces for youth
- Opportunities for small and minority-owned businesses
- Community-serving retail and amenities
- High-quality urban design that reflects neighborhood character
- Pedestrian connectivity, including sidewalks and bike lanes, transit access, green infrastructure and shaded infrastructure to support walkability and comfort

If the developer has conducted community or stakeholder engagement as a part of their project, please indicate that in your proposal.

3.4 FLORIDA CORRIDOR MASTER PLAN

The Florida Corridor Plan, adopted by the City-Parish of East Baton Rouge in 2024, is a comprehensive strategy to revitalize one of Baton Rouge's most significant east-west corridors. Developed through a partnership between Build Baton Rouge, City-Parish agencies, and community stakeholders, the plan offers a shared vision for transforming Florida Boulevard into a more connected, equitable, and economically vibrant corridor.

The plan identifies six key Opportunity Nodes along Florida Boulevard and outlines strategic recommendations for land use, mobility, housing, and placemaking. Its vision is grounded in improving infrastructure, attracting commercial investment, creating new housing options, and enhancing quality of life for residents who live along and near the corridor.

Key priorities in the Florida Corridor Plan include:

- Redevelopment of large, underutilized sites for mixed-use and mixed-income development
- Creation of walkable, transit-accessible neighborhoods with improved pedestrian and bicycle infrastructure
- Attraction of new commercial services, including grocery, healthcare, and job-generating businesses
- Public realm improvements, including lighting, landscaping, and stormwater infrastructure
- Stronger integration between housing, mobility, and economic opportunity

As a formally adopted City-Parish plan, the Florida Corridor Plan provides a strong policy foundation for leveraging federal, state, and philanthropic funding. Proposals aligned with this plan will be better positioned to demonstrate consistency with local priorities and long-range goals.

Respondents are strongly encouraged to review the Florida Corridor Plan and align their proposals with its recommendations. The plan is publicly available here: [Florida Corridor Plan](#).

4 INCENTIVES AND FINANCING OPPORTUNITIES

If BBR owns properties relevant to the submitted proposal, BBR may offer property(ies) for sale, through a long-term ground lease, or through a negotiated lease agreement in exchange for the selected developer's adherence to specific redevelopment goals and public benefit requirements. Respondents should clearly outline their preferred ownership structure (e.g., fee simple acquisition or leasehold interest) and proposed acquisition terms in their proposal.

If BBR does not own properties relevant to the submitted proposal, BBR may offer support in property assemblage and land acquisition. BBR acquired properties are subject to all federal, state, and local laws and regulations.

The developer is encouraged, where applicable and reasonable to ensure the viability of the development, to pursue competitive public and private funding sources to finance the project. These may include, but are not limited to:

- **Low-Income Housing Tax Credits (LIHTC)** through the Louisiana Housing Corporation (LHC). This program provides federal tax incentives for the development of affordable rental housing. LIHTC projects will be subject to affordability thresholds and compliance monitoring. More information is available at: <https://www.lhc.la.gov/low-income-housing-tax-credit-lihtc-program>
- **HOME Investment Partnerships Program, Community Development Block Grant (CDBG), Emergency Solutions Grant (ESG)**, or other local housing subsidy programs administered by the City-Parish. More information is available at: www.brla.gov/communitydevelopment
- **New Markets Tax Credits (NMTC)** and other federal or philanthropic programs that support community and economic development
- **Opportunity Zone investment**, if the site is located within a designated zone
- **CDFI Below Market Rate Loan Funding** through a BBR partnership with TruFund Financial Services and the JP Morgan Chase Advancing Cities grant.

Where available, BBR may provide support letters for public financing applications and will coordinate with local agencies to help advance qualifying projects.

All financing strategies must account for long-term compliance obligations and affordability restrictions consistent with program guidelines.

5 PROPOSAL SUBMISSION

5.1 SUBMISSION REQUIREMENTS

Interested developers are requested to submit a concise but comprehensive **Expression of Interest package**. The response should include sufficient information to allow BBR and CCEDD to evaluate the developer's qualifications, understand the project concept, and gauge how it aligns with the Florida Corridor Plan. Respondents must include a complete and organized application packet. Incomplete submissions may be deemed non-responsive.

At a minimum, the submission must contain the following elements:

5.1.1 Project Concept and Methodology

- The level of detail may be conceptual at this RFEI stage, but respondents should identify what type of project(s) they are interested in pursuing (referencing the categories in Section 4 or specific sites from the Plan).
- Explain the vision for the project: its components and uses, how it addresses community needs, and how it ties into the Plan's vision for the corridor.
- If the respondent has a particular site in mind, identify it and note any site control or knowledge of ownership (if applicable).
- Outline the methodology or approach for planning and executing the project – for instance, discuss community engagement plans, design and construction approach, and any innovative techniques or partnerships you would employ.
- Preliminary design concept and architectural renderings or massing studies
- **Critical:** Demonstrate how the proposal supports or advances the [Florida Corridor Plan's](#) recommendations and goals (*e.g.*, improving infrastructure, providing affordable housing, creating jobs, *etc.*). The response should convince reviewers that the developer has a thoughtful approach to aligning the project with public objectives.

5.1.2 Experience and Capacity:

- Narrative description of the development team's qualifications and experience with similar public-private partnerships or similar project scales.
- Identify the project lead/principal as well as architects, engineers, contractors, financial partners, or consultants (if known at this stage) who are part of the team. Summarize each member's relevant experience and role in the project.
- List of completed and active projects that are comparable to the Project Concept, including for each:
 - Name and location
 - Number of residential or commercial units

- Total development cost
- Funding sources and amounts
- Team member responsibilities
- References with contact information
- Documentation of how the proposal meets threshold requirements, including relevant licenses, registrations, insurance, and relevant certifications:
 - Certification of Acceptance of RFEI Terms
 - Conflict of Interest Certification
 - Non-Collusion Certification
 - Certification Regarding Lobbying

5.1.3 Project Feasibility and Financial Strength

- Provide a high-level development budget range or investment estimate for the concept. include preliminary thoughts on the project's financial structure, for example:
 - Anticipated total development cost
 - Any private funding
 - Any expectation of public participation or funding (TIF, tax credits, grants).
- *OPTIONAL* While detailed pro formas are not required at this stage, if a pro forma is available, please provide one that includes:
 - Funding sources and uses
 - Financial analysis that supports operation (20-year for residential, 15-year for commercial)
 - Square footage by use
 - Unit count, bedroom mix, and affordability levels, or any planned commercial or community-serving space
- Provide an overview of the **financial capacity** of the development entity. This may include:
 - A statement of the developer's ability to secure financing (debt and equity) for the project
 - Examples of successfully financed projects of similar scale
 - Any preliminary thoughts on funding sources (private capital, bank loans, tax credits, *etc.*)
 - Identification of any private capital or equity the developer intends to contribute

- Last three years of tax returns, audited financial statements, or relevant financial documentation for the development entity and its affiliates

5.1.4 Timeline and Preliminary Schedule:

- Provide an estimated timeline or development schedule for the project concept, recognizing that this is a preliminary proposal. Indicate the expected phases (*e.g.*, due diligence/planning, design, permitting, construction, and occupancy) and how long each phase might take.
- If the respondent is interested in multiple project components, outline a possible sequencing or priority among them. Also note any critical milestones or dependencies (for instance, reliance on public infrastructure improvements or regulatory approvals).

5.1.5 Community Engagement & Impact

- The proposal should indicate either:
 - A. The designation of BBR as the lead on community engagement responsibilities (requires the reservation of a program fee for BBR's staff time in the budget), OR
 - B. A Community Engagement Plan, including
 - How your engagement builds on prior outreach or aligns with existing community feedback
 - List of anticipated community partners and their roles
 - Narrative on how the proposed design fits the character, scale, and identity of the surrounding neighborhood
- Plans for sustainability, resilience, and third-party certification targets (*e.g.*, Enterprise Green Communities, LEED, FORTIFIED)

5.1.6 Alignment with Community Priorities, Equity and Inclusion

- Narrative detailing how the project advances affordability, economic opportunity, or services aligned with neighborhood needs
- Description of any community amenities proposed (*e.g.*, grocery, childcare, healthcare, workforce development)
- Explanation of how the project supports the vision and recommendations of relevant neighborhood plans or planning studies
- Plan for Contracting with Minority- and Woman-Owned Businesses (M/WBEs)
- Certification of commitment to Davis Bacon and Section 3 compliance, if required by federal funding invested in the development.

5.2 THRESHOLD REQUIREMENTS

To be considered responsive, proposals must meet the following minimum requirements:

5.2.1 Public Benefit (Required)

- A minimum of 20% residential units are affordable to households at or below 80% AMI for at least 5 years; OR
- Creation of a minimum of 10 full-time equivalent jobs for low- to moderate-income individuals or individuals that live within 5 miles of the project for a minimum of 5 years; OR
- A project that provides community assets such as medical services, childcare, fresh food access, or other neighborhood-serving amenities for a minimum of 5 years.

5.2.2 Funding Compliance (Required)

- All proposals must comply with applicable requirements from any identified funding sources (federal, state, or local), including but not limited to:
 - U.S. Department of Housing and Urban Development (HUD)
 - Louisiana Housing Corporation (LHC)
 - City-Parish funding sources such as CDBG, HOME, ESG, or bond allocations
- Compliance includes, where applicable, compliance with the National Environmental Policy Act of 1969 (NEPA) (42 U.S.C. 4321). By submission of an application, the respondent acknowledges and agrees that from and after the date of submission of its application for this property, **no “choice-limiting” activities** may be undertaken with respect to the project until a Notice to Proceed or equivalent letter has been issued by BBR.

5.2.3 Organizational Capacity and Experience (Required)

- Respondents must demonstrate relevant development experience, especially with projects involving public-private partnerships and federal, state, or local funding.
- The development team must show evidence of financial capacity to carry the project from award through completion.
- Respondents should highlight their experience managing compliance, procurement, and reporting requirements typical of public funding sources.

5.2.4 Funding Availability

- Projects must demonstrate their ability to fund a reasonable share of project costs either through access to financing, equity, or subsidies the respondent has secured.

Please ensure the submission is well-organized and addresses each of the above requirements. Brevity is appreciated (e.g., the main narrative excluding resumes or appendices might be ~10-15 pages), but the content should be sufficiently detailed to demonstrate the respondent's

qualifications and vision. **All submissions should be clear and easy to read**, with any supporting documents (charts, images, *etc.*) labeled and referenced. Electronic PDF format is preferred for ease of distribution and review.

5.3 EVALUATION CRITERIA

All proposals will be evaluated based on the overall quality and completeness of the submission, the feasibility of the project, and the degree to which it aligns with the goals of Build Baton Rouge and the needs of the surrounding community. Each submission will be scored according to the criteria below, with a maximum possible score of 100 points. This RFEI is the first step in a potential multi-step developer selection process. Responses will be evaluated by BBR, CCEDD, and possibly other advisors/partners, with the aim of identifying a shortlist of developers (or development teams) to engage in more detailed discussions or a subsequent Request for Proposals (RFP).

The evaluation of the Expressions of Interest will be based on the following primary criteria:

5.3.1 Project Concept and Methodology (20 points)

- Clarity and creativity of the project vision
- Alignment with the Florida Corridor Plan recommendations
- Identification of potential site(s) and project type(s)
- Methodological approach to planning, design, and implementation
- Use of innovative or community-centered development strategies

5.3.2 Experience and Capacity (25 points)

- Relevant experience with comparable public-private or community-based development projects
- Qualifications of development team members and organizational structure
- Demonstrated ability to manage complex, compliance-driven projects
- Quality and relevance of project portfolio and references

5.3.3 Project Feasibility and Financial Strength (25 points)

- Preliminary development budget and investment logic
- Likelihood of securing needed financing
- Financial capacity and stability of the respondent

- Indication of the ability to identify and secure funding for the development, whether private or subsidy

5.3.4 Development Timeline (10 points)

- Realism and clarity of development phases and schedule
- Awareness of dependencies (infrastructure, permitting, financing, etc.)
- Identification of key milestones and project sequencing (if applicable)

5.3.5 Community Engagement & Impact (10 points)

- Clear plan for inclusive, transparent, and accessible community engagement OR partnership with BBR for outreach
- Alignment with community feedback and design that fits neighborhood character
- Inclusion of sustainability, resilience, and third-party certification goals

5.3.6 Equity, Inclusion, and Alignment with Community Priorities (10 points)

- Extent to which project advances affordability, access to services, or economic opportunity
- Inclusion of community-serving amenities (e.g., grocery, childcare, workforce development)
- Commitment to M/WBE participation and Section 3 compliance
- Alignment with neighborhood plans or relevant planning studies

Evaluation Area	Points
Project Concept and Methodology	20
Experience and Capacity	25
Project Feasibility and Financial Strength	25
Development Timeline	10
Community Engagement & Impact	10
Equity, Inclusion, and Alignment with Priorities	10
Total	100

Each EOI will be reviewed by a selection committee. The outcome of this RFEI evaluation will be a determination of a shortlist of qualified developers who will proceed to the next step (which may involve a more detailed Request for Proposals, competitive negotiations, or direct concept

refinement discussions). Evaluation will be qualitative; no explicit scoring rubric is announced at the RFEI stage, but the factors above will guide our assessment.

BBR and CCEDD reserve the right to accept or reject any or all submissions and to ultimately choose the path that is in the best interest of the Corridor's redevelopment and the public. This RFEI is non-binding, and participation or ranking in this stage does not guarantee any award or contract. It is nonetheless a critical step for firms to demonstrate their suitability for a potentially significant partnership opportunity.

5.4 TIMELINE AND NEXT STEPS

This RFEI accepts proposals on a rolling basis. While there is no fixed deadline, Build Baton Rouge (BBR) and the Cortana Corridor Economic Development District (CCEDD) are committed to keeping interested developers informed about the general process and anticipated phases that may follow.

Initial Review and Dialogue:

Upon receipt of a submission, BBR will conduct an internal review to assess alignment with the Florida Corridor Plan, community priorities, and development readiness. During this phase, BBR may reach out to applicants for clarifications, follow-up questions, or informal discussions.

Pre-Submission Meeting and Questions:

BBR may periodically host virtual or in-person information sessions to offer updates, answer frequently asked questions, and provide clarity on site availability or public investments. Interested developers are encouraged to submit questions at any time via the contact listed in Section 9. Questions and responses may be shared publicly to ensure a fair and transparent process.

Shortlisting and Advancement:

As proposals are reviewed, BBR and CCEDD may invite selected respondents to advance to a second phase. This could include:

- A formal Request for Proposals (RFP) focused on a specific site or project
- A concept refinement and negotiation phase
- Presentation to BBR's Board or CCEDD for further consideration

Negotiation and Approvals:

Shortlisted developers may be invited to enter exclusive negotiations, which could lead to a Cooperative Endeavor Agreement or other development agreement. Final decisions may be subject to Board or Council approval depending on the nature of the project, site, and public funding involved.

Implementation:

Once an agreement is executed, the development team may proceed with due diligence, permitting, and implementation according to the mutually agreed timeline. BBR will remain a partner throughout to support coordination, community engagement, and compliance with applicable funding or policy requirements.

BBR and CCEDD reserve the right to update this process as needed to ensure transparency, fairness, and alignment with public priorities. Any major changes will be communicated to participants in a timely and public manner.

5.5 SUBMISSION PROCESS AND CONTACT INFORMATION

5.5.1 Submission Format

Submit proposals electronically via info@buildbatonrouge.org. Please provide all required information in a clear, organized manner. Begin the document with a cover page identifying the developer/team name and primary contact information. If the response includes multiple files (*e.g.*, a main narrative and separate appendices or financial statements), clearly label each file.

5.5.2 RFEI Coordinator – Contact Person

For questions or additional information, contact:

Kendra Hendricks
Sr. Planning Coordinator
Build Baton Rouge
khendricks@buildbatonrouge.org
Website: www.buildbatonrouge.org

This individual will serve as the point of contact for all inquiries and communications regarding the RFEI. **All questions or requests for clarification** should be directed to the contact person in writing (preferably via email) by the question deadline specified. Please reference the specific RFEI section or topic in your inquiry to ensure a prompt and relevant response. As noted in Section 8, questions and answers will be compiled and shared with all prospective respondents to maintain fairness.

5.5.3 After Submission

Upon receipt of each submission, an email confirmation will be sent by the RFEI Coordinator to the designated point of contact. If you do not receive confirmation within 2 business days of submitting, please reach out to verify that your submission was received. All submissions will be treated as **property of BBR/CCEDD** and will not be returned. As mentioned, the content may be subject to public records law, and the agencies are not responsible for any proprietary information that is not properly marked or that cannot be legally protected.

6 TERMS AND CONDITIONS

These Terms and Conditions apply to all proposals submitted in response to any Request for Qualifications or Proposals (RFQ/RFP/RFEI) issued by Build Baton Rouge (BBR), the Redevelopment

Authority of East Baton Rouge Parish. These provisions reflect procurement practices used by BBR and the City-Parish, incorporating applicable local, state, and federal requirements.

Because BBR is a political subdivision of the State of Louisiana, any development partnership or transaction arising from this RFP/RFQ/RFEI must adhere to all applicable laws and regulations governing public sector procurement and redevelopment projects.

6.1 PROPOSAL GENERAL CONDITIONS

6.1.1 Costs of Proposal Preparation

All costs incurred in the preparation and submission of a proposal, including travel, interviews, site visits, legal expenses, or any other cost, are solely the responsibility of the respondent and will not be reimbursed by BBR under any circumstances.

6.1.2 Proposal Ownership and Use

BBR reserves the right to use any or all information presented in a proposal, whether or not the proposal is accepted. Submission of a proposal constitutes the respondent's consent to such use.

6.1.3 Reservation of Rights

BBR reserves the right to:

- Accept or reject any and all proposals, in whole or in part, for any reason.
- Cancel, amend, or reissue this RFQ/RFP/RFEI/RFEI at any time without liability.
- Waive informalities or minor irregularities in the proposal process.
- Require clarifications or additional information from any respondent.
- Negotiate final terms and conditions with the selected respondent.
- Award multiple or no contracts.

6.1.4 Proposal Validity

Proposals shall be valid for a minimum of 120 days after submission unless otherwise specified in writing. Respondents may withdraw their proposal during this period by submitting written notice to BBR. Withdrawal becomes effective upon BBR's receipt of the written notice.

6.1.5 Addenda and Modifications

BBR may issue written addenda to clarify, amend, or modify the RFQ/RFP/RFEI/RFEI. It is the responsibility of the respondent to monitor for and comply with all issued addenda.

6.1.6 Communication Restrictions

To avoid the appearance or reality of unfairness in the procurement process, no additional support, technical assistance, or communication will be provided to respondents outside of the scheduled events or formally issued addenda included in the procurement timeline.

BBR may contact respondents to request clarifying information regarding their submissions. Such requests and all responses must be made in writing.

6.1.7 Confidentiality and Public Records

BBR are subject to Louisiana's Open Meetings Law and Public Records Law (R.S. 44:1 et seq.). Key decisions regarding this RFP or subsequent selection will occur in noticed public meetings of the BBR Board. Respondents should be aware that information submitted may become subject to public disclosure under the Public Records Act. If certain parts of your submission are confidential or proprietary, please clearly mark those portions. The agencies will endeavor to respect legitimate confidential business information to the extent allowed by law, but absolute confidentiality cannot be guaranteed. In general, the name of respondent entities and the substance of proposals may be discussed in public meetings. By participating in this process, respondents consent to these transparency requirements.

6.1.8 Funding Disclaimer

Award of any contract resulting from this RFQ/RFP/RFEi is subject to funding availability and applicable federal and/or state agency approval.

6.2 QUALIFICATIONS COMPLIANCE

6.2.1 Conflict of Interest

BBR and its officials are subject to the Louisiana Code of Governmental Ethics (La. R.S. 42:1101 et seq.) and related statutes. Respondents must ensure that no conflicts of interest exist in their potential involvement. Disclosure of any potential ethical conflicts is required. For example, if any member of the development team has a family or business relationship with a BBR board member, employee, or public official with influence over the project, that relationship must be disclosed and may require recusal or other mitigation. All interactions between the public agencies and private developers will be conducted with integrity and transparency. Respondents should not offer anything of value to public officials or engage in any behavior that would violate ethics laws. By submitting a response to this RFP, the developer certifies that it will comply with the Louisiana Code of Ethics and all relevant conflict-of-interest rules. BBR reserves the right to disqualify any respondent if a conflict of interest is discovered that cannot be adequately addressed.

6.2.2 Non-Collusion Certification

By submitting a response, the respondent certifies that the proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm, or corporation; that the respondent has not directly or indirectly induced or solicited any other proposer to put in a false or sham proposal; and that the respondent has not colluded or conspired to influence the procurement process.

6.2.3 Registration and Good Standing

Respondents must be registered with the Louisiana Secretary of State, in good standing with the City-Parish, and eligible to do business in Louisiana. BBR may disqualify any respondent found to be debarred or suspended from federal or state contracts.

Respondents or their team members who are debarred, suspended, or otherwise not in good standing with HUD, the City of Baton Rouge, the State of Louisiana, or BBR are ineligible to participate.

6.2.4 Licenses and Insurance

Respondents must carry, at minimum:

1. \$1 million in general liability insurance
2. Auto insurance (if applicable)
3. Workers' compensation (as required by law)
4. Proof of insurance must be provided prior to contract execution. Subcontractors must carry equivalent insurance or be listed under the respondent's coverage.

6.2.5 Indemnification

The selected respondent shall indemnify and hold harmless BBR and the City-Parish from and against all claims, damages, losses, and expenses, including attorney's fees, arising out of or resulting from any acts or omissions related to the performance of work under this agreement.

6.2.6 Certification Regarding Lobbying

For federally funded projects, respondents must submit a Certification of Lobbying Activities in accordance with 24 CFR Part 87.

6.2.7 Cybersecurity & Data Privacy

If handling sensitive or regulated data, respondents must demonstrate their ability to comply with applicable federal and state privacy and cybersecurity requirements, including implementing appropriate safeguards.

6.3 LEGAL AND COMPLIANCE CONSIDERATIONS

Because BBR and CCEDD are public entities or political subdivisions of the State of Louisiana, any development partnership or transaction arising from this RFEI must adhere to **all applicable laws and regulations** governing public sector procurement and redevelopment projects. Respondents should be aware of the following considerations and be prepared to comply:

6.3.1 Public Procurement Laws

The solicitation of development partners may be subject to Louisiana's public procurement statutes and local government contracting policies. This RFEI is an informal step to identify interested parties and **does not constitute a formal solicitation for bids or proposals**. However, subsequent phases (such as a Request for Proposals or the negotiation of a development agreement) will conform to any procurement requirements mandated by Louisiana law. For example, if the project involves the transfer of public property or funds, the process may need to comply with the **Louisiana Public Bid Law** (La. R.S. 38:2211 *et seq.*) or other competitive selection rules. BBR and CCEDD are committed to a fair, transparent selection process – all respondents will be kept on equal footing in accordance with state and local procurement regulations. In your RFEI response,

please acknowledge your understanding that **compliance with public procurement law is required**, and that additional information or steps (*e.g.* public notices, competitive negotiations, *etc.*) may be needed later to finalize any partnership.

6.3.2 Public-Private Partnerships and Cooperative Endeavors

BBR is explicitly authorized to enter into cooperative endeavor agreements and partnerships with private entities to accomplish its redevelopment objectives. Any development agreement resulting from this solicitation will likely take the form of a **Cooperative Endeavor Agreement (CEA)** or similar public-private partnership arrangement. Such agreements in Louisiana must have a clear public purpose and comply with constitutional and statutory requirements (*e.g.*, La. Const. Art. VII, §14 on public funds usage). The respondent should be willing to work within the legal frameworks for CEAs, which may include approvals by governing boards or councils, adherence to procurement of construction services, and performance measures to ensure public benefit. If selected to move forward, developers may be asked to provide additional disclosures or documentation to facilitate required legal reviews (for instance, demonstrating that any public assistance or incentives are justified by the public benefits of the project).

6.3.3 Regulatory Approvals and Zoning

Development projects will need to comply with City-Parish zoning and land development regulations. The Florida Corridor Plan has been adopted as a small area plan by the City-Parish, and its recommendations may lead to updates in zoning or policy. Respondents should anticipate working within the local planning approval process (Planning Commission, Metropolitan Council zoning approvals, permits, *etc.*). Also, any construction will need to comply with building codes, environmental regulations, and other applicable laws. While this RFEI does not require detailed permitting analysis, an understanding of the regulatory context will strengthen your submission.

6.3.4 Ethics and Conflict of Interest

As public bodies, BBR and CCEDD and their officials are subject to the Louisiana Code of Governmental Ethics (La. R.S. 42:1101 *et seq.*) and related statutes. Respondents must ensure that no conflicts of interest exist in their potential involvement. **Disclosure of any potential ethical conflicts is required.** For example, if any member of the development team has a family or business relationship with an BBR or CCEDD board member, employee, or public official with influence over the project, that relationship must be disclosed and may require recusal or other mitigation. All interactions between the public agencies and private developers will be conducted with integrity and transparency. Respondents should not offer anything of value to public officials or engage in any behavior that would violate ethics laws. By submitting an EOI, the developer certifies that it will comply with the Louisiana Code of Ethics and all relevant conflict-of-interest rules. BBR and CCEDD reserve the right to disqualify any respondent if a conflict of interest is discovered that cannot be adequately addressed.

6.3.5 Open Meetings and Public Records

BBR and CCEDD are subject to Louisiana's Open Meetings Law and Public Records Law. Key decisions regarding this RFEI or subsequent selection will occur in noticed public meetings of the respective boards. Respondents should be aware that information submitted may become subject

to public disclosure under the Public Records Act. If certain parts of your submission are confidential or proprietary, please **clearly mark those portions**. The agencies will endeavor to respect legitimate confidential business information to the extent allowed by law, but absolute confidentiality cannot be guaranteed. In general, the name of entities submitting EOs and the substance of proposals may be discussed in public meetings. By participating in this process, developers consent to these transparency requirements.

In summary, **all participants must adhere to Louisiana law throughout this process**. The RFEI and any follow-up activities will be conducted in a manner that is compliant with state statutes and reflective of best practices for public accountability. Respondents are encouraged to consult their legal counsel if needed to ensure they can meet these requirements. BBR and CCEDD will also provide guidance on specific legal or procedural requirements as the process advances (for example, instructions for the RFQ/RFP/RFEI stage, if one is issued, or CEA negotiation parameters). Our goal is to form partnerships that not only achieve the Corridor's redevelopment goals but also uphold the highest standards of public sector governance.

6.4 PERFORMANCE AND TERMINATION

6.4.1 No Obligation Without Contract

BBR shall not be liable for any costs incurred by a respondent prior to execution of a formal contract. These RFQ/RFP/RFEI documents are not a contract and do not obligate BBR to award funding or enter into any agreement. Any oral or written representation made by any BBR official, employee, or agent shall be non-binding unless incorporated into a formal written agreement.

6.4.2 Survival of Terms

Any terms of this solicitation or any resulting agreement that by their nature should survive termination shall survive, including but not limited to those related to indemnification, confidentiality, access to records, and compliance obligations.

6.4.3 Payment Terms and Invoicing

Any future agreement resulting from this RFQ/RFP/RFEI will enumerate specific payment terms. If funding is offered as part of the project, it is expected that disbursements will be made in whole or in part through a reimbursement-based process. BBR may also apply a retainage of 5% to 10% on all funding administered until completion of contract deliverables and satisfactory project closeout. Invoices submitted for reimbursement must be itemized and include supporting documentation.

6.4.4 Assignment

The awarded contract may not be assigned without prior written approval by BBR.

6.4.5 Dispute Resolution

Any disputes arising under this agreement shall first be attempted to be resolved through good-faith negotiation. If unresolved, the parties agree to pursue mediation before resorting to litigation.

Jurisdiction shall lie exclusively in the 19th Judicial District Court for East Baton Rouge Parish, Louisiana.

6.4.6 Force Majeure

Neither party shall be liable for failure to perform caused by events beyond their reasonable control, such as natural disasters, acts of war, terrorism, pandemics, or government mandates, provided that reasonable efforts are made to mitigate impacts.

6.4.7 Subcontractors

The respondent shall remain fully responsible for work performed by subcontractors. All subcontractors must be disclosed in the proposal and are subject to BBR approval.

6.4.8 Deliverables and Ownership of Work Product

All reports, data, drawings, and other materials developed in connection with a contract shall be the property of BBR and may be used without restriction, unless otherwise enumerated in written agreement.

6.5 FEDERAL TERMS AND CONDITIONS

For projects funded in part or in whole by federal sources, including but not limited to CDBG, HOME, ESG, or LIHTC, respondents must comply with the following requirements and clauses. These provisions will be incorporated into any resulting agreement as required by law or funder policy.

6.5.1 Equal Employment Opportunity

Contractors shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. Contractors must comply with Executive Order 11246 and relevant implementing regulations.

6.5.2 Davis-Bacon and Related Acts

Construction projects using federal, state, or local funding are often subject to Davis-Bacon wage requirements. Respondents must agree to pay wages in accordance with the most current U.S. Department of Labor Wage Decisions and post such notices at the job site. Contractors must comply with all applicable recordkeeping and labor standards requirements.

6.5.3 Section 3 Compliance

Construction projects using HUD funds must comply with Section 3 of the Housing and Urban Development Act of 1968, which promotes economic opportunities for low-income persons and the businesses that employ them. Section 3 requirements apply to both hiring and contracting activities.

6.5.4 Clean Air Act and Federal Water Pollution Control Act

Contracts and subcontracts in excess of \$150,000 must comply with all applicable standards, orders, or regulations issued pursuant to the Clean Air Act and the Federal Water Pollution Control Act.

6.5.5 Contract Work Hours and Safety Standards Act (CWHSSA)

All construction contracts over \$100,000 must comply with CWHSSA requirements, including proper compensation for overtime and recordkeeping.

6.5.6 Byrd Anti-Lobbying Amendment

Respondents must certify that no federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency or member of Congress in connection with this contract.

6.5.7 Debarment and Suspension (2 CFR Part 180)

Contractors and subcontractors must not be debarred, suspended, or otherwise excluded from participating in federally assisted programs. Verification will be conducted through the federal System for Award Management (SAM).

6.5.8 Access to Records and Audits

The contractor must allow access to all records, books, documents, and papers by BBR, HUD, or other authorized representatives for audit or examination purposes. Records must be retained for a minimum of five (5) years after contract closeout.

6.5.9 Domestic Preferences

To the extent practicable, preference shall be given to goods, products, and materials produced in the United States, in accordance with 2 CFR § 200.322.

6.5.10 Use of M/WBE, SEDBE, and Labor Surplus Area Firms

Respondents must make affirmative steps to use minority-owned, women-owned, socially and economically disadvantaged businesses, and labor surplus area firms in accordance with federal procurement requirements and City-Parish policies.

6.5.11 HUD Compliance Provisions

All federally funded projects must incorporate HUD's Compliance Provisions for Direct Grantee Construction and Professional Service Contracts. These provisions may be attached as an exhibit and are mandatory for any HUD-supported activity.

6.5.12 Uniform Relocation Act (URA)

If property acquisition is involved, respondents must comply with the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (URA) and its implementing regulations.

6.5.13 Environmental Review and Choice-Limiting Actions

Compliance with the National Environmental Policy Act of 1969 (NEPA) (42 U.S.C. 4321) is a requirement of this program. If an Environmental Review Record (ERR) has not been completed for the subject property, BBR will coordinate with the selected respondent to obtain the ERR in accordance with 24 CFR Part 58. The ERR will be completed by an approved environmental consultant and, in most cases, the process will be completed in fewer than 90 days.

If any federal funds are contemplated in the proposal, no “choice-limiting” activities—such as property acquisition, demolition, rehabilitation, conversion, repair, construction, leasing, or disposition—may be undertaken from the date of application submission until a Notice to Proceed or equivalent letter has been issued by BBR. Performing a choice-limiting activity without such authorization will disqualify the project from receiving approval or funding. Any purchase agreement executed before receipt of a Notice to Proceed/Environmental Clearance must include a condition that the agreement is contingent on successful completion of the ERR process.

Completion of the environmental review process is mandatory before undertaking any choice-limiting action, even if federal reimbursement is not being sought for that specific activity.

6.6 COMMUNICATION TERMS

6.6.1 Notice and Participation in Public Engagement

Respondents are required to communicate proactively and transparently with BBR staff regarding any public-facing activity related to the project. This includes but is not limited to: community engagement efforts, meetings with stakeholders or elected officials at the local, state, or federal level, and participation in public forums or events. Respondents must provide BBR with advance notice and details of such engagements and BBR can, at their sole discretion, reserve the right to attend or participate in these engagements.

6.6.2 Recognition of BBR

All public communication—including but not limited to press releases, social media posts, event announcements, or promotional materials—must, when applicable and unless otherwise directed, acknowledge BBR’s role in the project. This could include the requirement to use the BBR brand in line with the BBR brand standards.

Signage acknowledging BBR’s role in redevelopment may be required at the project site.

6.6.3 Communication Approvals

BBR reserves the right to review and approve the content or plans for project communications in advance.

6.6.4 Publication and Promotion

Selected respondents agree to participate in reasonable promotional activities and community meetings scheduled by BBR.

7 CONCLUSION

We appreciate your interest in the Florida Corridor Plan and the time taken to prepare a response. This RFEI represents an exciting opportunity to partner in the resurgence of the Florida Boulevard corridor – a corridor poised to unite communities and catalyze economic growth in Baton Rouge.

We look forward to reviewing your ideas and envisioning the future of the corridor together. **BBR and CCEDD are committed to a transparent, competitive process** that will ultimately result in selecting development partners who share our dedication to community revitalization and who have the capability to bring these transformative projects to fruition in full compliance with Louisiana law and local objectives.