



CITY OF ANNA MARIA

P.O. Box 779, 10005 Gulf Drive, Anna Maria, FL 34216

Phone (941) 708-6130 Fax (941) 708-6134

AGENDA

FEBRUARY 17, 2021 AT 11:00 A.M.
CITY COMMISSION SPECIAL MEETING
LOCATED: CITY PIER BUILDING
100 NORTH BAY BLVD
ANNA MARIA, FL 34216

THIS COMMISSION MEETING IS BEING HELD USING OPTIONAL TELECOMMUNICATIONS MEDIA TECHNOLOGY.

TO ATTEND YOU MUST:

Dial in using your phone.

United States: +1 (929) 205-6099

Meeting ID: 853-9200-0280

OUT OF COURTESY TO OTHERS, PLEASE MUTE YOUR PHONE WHEN NOT SPEAKING

Pledge of Conduct: We may disagree, but we will be respectful of one another. We will direct all comments to the issues. We will avoid personal attacks.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL


SPECIAL MEETING

General Public Comment regarding non-agenda items and items not scheduled for future agendas will be taken at the beginning of the meeting with a limitation of three minutes. The Commission's intent is that General Public comment is to be used for the public to inform the Commission of new issues within the City. Public Comment regarding agenda items will be taken with each agenda item with a limitation of three minutes.

1. General Public Comment
2. City Pier Options
 - a. Mote Marine
 - b. Special Events
 - c. Full Service Restaurant
 - d. Retail
 - e. Combination
 - f. Cantina
3. Set Date and Time of Next Pier Meeting

Press Comment

Adjournment

 (FSS 286.26) IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT AND FLORIDA STATE STATUTES, PERSONS WITH DISABILITIES NEEDING SPECIAL ASSISTANCE TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE CITY CLERK FOR ASSISTANCE AT LEAST THREE BUSINESS DAYS PRIOR TO THE MEETING (941) 708-6130. SHOULD ANY INTERESTED PARTY SEEK TO APPEAL ANY DECISION MADE WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING, THEY WILL NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS BE MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.



ANNA MARIA CITY PIER

PRIMARY BUILDING OPTIONS

BENEFITS & CONSIDERATIONS

PIER PRIMARY SPACE

ORIGINAL 5 OPTIONS

ADDED 1 NEW OPTION

- 1) Mote Marine**
- 2) Special Events**
- 3) Full Service Restaurant**
- 4) Retail**
- 5) Combination**
- 6) Open Air “Cantina”**

OPTION 1

MOTE MARINE EDUCATIONAL OUTREACH CENTER

- **Live & Interactive Exhibits**
- **Environmental education**
- **Tours and Field trips**
- **Angler education**
- **Partner with local non profits**

BENEFITS

- ◆ Promotes environmental awareness
- ◆ As proposed no cost to City taxpayers
- ◆ Stable and known entity
- ◆ Increases anglers knowledge
- ◆ Opportunity to partner with local non profits
- ◆ Compliments our Comprehensive Plan

CONSIDERATIONS

- ◆ Parking increases
- ◆ Securing \$500K (TDC, State, etc.)
- ◆ Little to no revenue generation
- ◆ Open 6 to 7 months after funding is secured

OPTION 2

SPECIAL EVENT VENUE

Serve as a rentable location to host events:

- MEETINGS**
- CELEBRATIONS**
- HOLIDAY PARTIES**
- DANCES**
- ENTERTAINMENT**
- PRESENTATIONS**
- CIVIC EVENTS**
- EXPOSITIONS**
- ART SHOWS**
- SALES EVENTS**

BENEFITS

- ◆ **Revenue estimate min. \$60-75K/Year**
- ◆ **Less intense than a restaurant**
- ◆ **Provides new venue for events**
- ◆ **Attractive location**
- ◆ **Operational in 5 to 6 months**

CONSIDERATIONS

- ◆ Parking increases
- ◆ Build-out costs provided by:
 - ⇒ RFP for a vendor, or
 - ⇒ Taxpayers provide at est. \$275K
- ◆ Long term operational concerns
- ◆ Competes with existing businesses

OPTION 3

FULL SERVICE RESTAURANT

1800 sq. ft. sit-down restaurant

- . Maximum of 50-60 Seats**
- . Potential Liquor License**
- . RFP process to seek bidders**
- . Shared with Grille common area**

BENEFITS

- ◆ **Revenue estimate min. \$100K/Year**
- ◆ **Provides a new restaurant to city**
- ◆ **Attractive location for locals and visitors**
- ◆ **Returns the space to original use**

CONSIDERATIONS

- ◆ Parking increases
- ◆ Potential taxpayer build-out of \$375K
- ◆ Small seating capability
- ◆ Competes with local businesses
- ◆ Availability of labor
- ◆ Intensity of use
- ◆ Length of time to open

OPTION 4

RETAIL STORE

Serve as a retail gift/souvenir shop:

• APPAREL

ART WORK

• PIER MERCHANDISE

GIFTS

• COLLECTIBLES

SEASONAL

AMI HISTORICAL SOCIETY ITEMS

BENEFITS

- ◆ **Revenue estimate at minimum \$70K/year**
- ◆ **Low intensity of use**
- ◆ **Option for partnering with non-profits**
- ◆ **Attracts visitors to the pier**
- ◆ **Could be operational in 3-4 months**

CONSIDERATIONS

- ◆ Parking increases
- ◆ Build-out costs provided by:
 - ⇒ RFP for a vendor, or
 - ⇒ Taxpayer cost at est. \$175-\$200K
- ◆ Long term stability concerns
- ◆ Competes with local businesses

OPTION 5

COMBINATION

Serve as a combination of:

- MOTE/RETAIL**
- RESTAURANT/RETAIL**
- SPECIAL EVENT/RETAIL**
- CANTINA / RETAIL**

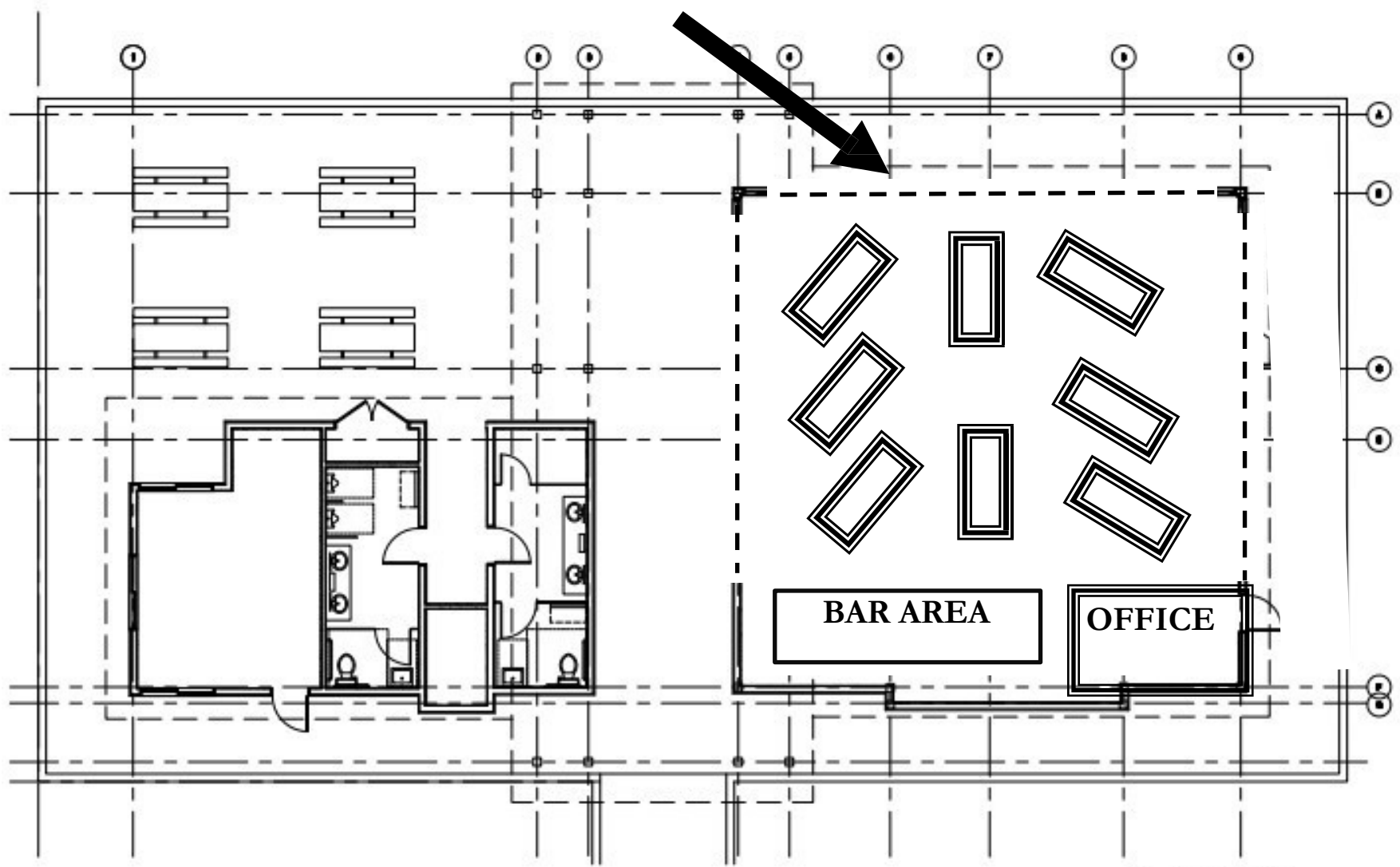
Benefits & considerations

TBD based upon selection

OPTION 6
“CANTINA” STYLE
CONCESSION

- **OPEN AIR SHELTER ON 3 SIDES**
- **BAR AREA SERVING COCKTAILS**
- **CASUAL EVENTS OR GATHERING SPOT**
- **SERVE AS SEATING FOR EXISTING GRILL**

OPEN AIR 3 SIDES



EXISTING FLOOR PLAN

HALF SIZE

PRELIMINARY NOT FOR CONSTRUCTION

ANNA MARIA PIER

ANNA MARIA ISLAND, FL

Sherry at Design
ARCHITECTS
1000 S. GULF BLVD. SUITE 100
MARIETTA, GA 30067
404.477.1111

Open Air Cantina

BENEFITS

- ◆ **Revenue estimate at min \$55-\$70K**
- ◆ **Attracts visitors to the pier**
- ◆ **Potential to compliment Grill**
- ◆ **Adds potential option of Liquor License**

CONSIDERATIONS

- ◆ Parking increases
- ◆ Demolition & build-out costs by:
 - ⇒ RFP for a vendor, and/or
 - ⇒ Taxpayer cost at est. \$225-\$250K
- ◆ Potential to compete with the Grill
- ◆ Issues similar to restaurant