



**Office of Capital Asset Planning & Economic Resilience**

November 12, 2020

Mr. Reid Fogler  
1+1=3 of Gainesville, LLC  
PO Box 12322  
Gainesville, Florida 32604

  
Dear Mr. Fogler:

As you know the City of Gainesville and 1+1=3 of Gainesville, LLC are parties to a Contract for Sale and Purchase for property located at 150 SW 2<sup>nd</sup> Avenue, Gainesville, FL, 32601 (Parcel ID # 14574-000-000) and commonly referred to as City Parking Lot #10. The Contract for Sale and Purchase was executed on May 28, 2019.

In December, 2019, and then following in February, 2020 you provided a status report to staff on outstanding issues regarding failure to achieve performance benchmarks regarding final approval of a hotel franchise; binding commitments to fund and close; and approval of all Planning/Zoning and development approvals. Subsequent to receipt of these status reports City Management indicated that the matter would be brought to the City Commission for review and deliberation on the future of the project.

Despite efforts to comply with the City Commission's direction on March 5, 2020 regarding extension of performance benchmarks to September 1, 2020 as well as impacts on the project of the public health crisis and then some concerns expressed by both sides regarding proposed amendments, the Contract has since lapsed.

As a consequence, and per our recent conversation, the City has provided a Notice to Proceed to Colliers International to pursue a different path with respect to future development of the subject property and staff would like to provide you notice of this direction.

Finally, the City seeks the recovery/retention of deposits as outlined in the terms of the Contract and requests you provide input on that matter.

If you have any questions/concerns, please don't hesitate to contact me.

Respectfully,

A handwritten signature in blue ink, appearing to read 'Erik A. Bredfeldt', written over the word 'Respectfully,'.

**Erik A. Bredfeldt, PhD, AICP**  
**Office of CAPER**  
**City of Gainesville, FL 32601**

**c: Lee Feldman, City Manager**  
**Phil Mann, Interim Assistant City Manager**