



Office of the
Town Manager

March 2, 2020

To Whom It May Concern:

The MS Factor and Sharon Merchant worked to disseminate critical information to stakeholders about Nautilus 211. The Town of Lake Park recently approved one of the most important projects (Nautilus 211) to come before the Town Commission. The approval of Nautilus 211 is a waterfront development project along Federal Highway One in Lake Park. The MS Factor was hired by Forest Development to provide outreach services to the development firm. As the project proceeded through the Planning and Zoning Board stages, residents became concerned with the size and height of the project. Sharon Merchant and her group met with residents provided critical information about the project and the associated benefits to the Town of Lake Park and residents of the immediate area.

The MS Factor with less than thirty days before the project come before the Town Commission disseminated accurate information that resulted in residents attending the Commission meeting to support the text amendment that exempted parking from the height requirements.

Public sentiment was confused about the project; The MS Factor moved quickly to address the misinformation presented by those who did not want the project to move forward. The educational campaign formulated between the developer and The MS Factor to address the amount of misinformation surrounding the project was successful. At the end of a series of three meetings, nearly every resident who attended the meetings spoke in favor of the project. The overwhelming amount of support for the project provided the decision-makers with a degree of comfort resulting in the unanimous approval of the site plan and the text amendment.

Through The MS Factor's efforts, the approval of this project will permit the town to increase ad valorem tax revenue by an additional 1.7 million dollars per year. Our current ad valorem tax revenue is \$2.9 million. Much of the success of the passage of Nautilus 211 is due to Sharon Merchant and her team of experts at The MS Factor.

If additional information is desired, please do not hesitate to contact me.

Sincerely Yours,

A handwritten signature in black ink, appearing to read "John D'Agostino".

John D'Agostino

Town Manager, Town of Lake Park

Cc: Town Commission Town of Lake Park

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