

PART II
SCOPE OF WORK

I. BACKGROUND:

- A. The 2026 Sarasota County Strategic Plan contains a Board of County Commissioners (Board) Policy Agenda Item titled "Siesta Key Beautification, Funding and Maintenance". This includes evaluating beautification needs, funding mechanisms, and maintenance responsibilities for Siesta Key and providing coordinated recommendations at a Board workshop. Siesta Key is a barrier island in Sarasota County with a population of 7,500 residents.
- B. In 1999, the Siesta Key Community Plan was developed by Sarasota County leadership with considerable input from residents and stakeholders. During 1998 and 1999, the residents of Siesta Key took part in an extensive community planning process, including workshops, community engagement, and surveys to inform the Board on important community topics. This interactive process led to the County's existing land use regulations on Siesta Key and recommendations to the Board to create a strong identity for Siesta Key.
- C. Sarasota County adopted Ordinance No. 2006-089, known as the Siesta Key Village Public Improvement District (the District), now codified in Chapter 110, (Special Districts and Assessment Districts), Article XVI of the County Code of Ordinances, to "provide funding for the continuing maintenance of the municipal services and essential facilities which comprise the Project through the establishment of the District as an Municipal Services Taxing Unit (MSTU)".
- D. The Board held a Siesta Key Workshop on February 11, 2026, where several Siesta Key stakeholders presented short and long term challenges and opportunities.

II. SERVICES REQUIRED:

Preparation of a Siesta Key Community Master Plan (the Plan) to include the following services:

- A. Conduct a review of the entirety of Siesta Key's existing conditions, opportunities and challenges relating to Siesta Key Beautification, Funding and Maintenance, utilizing baseline information, including but not limited to,
 - 1. The February 11, 2026, Siesta Key Workshop
 - 2. The 1999 Siesta Key Community Plan
 - 3. The Sarasota County Comprehensive Plan
 - 4. The County Code of Ordinances
 - 5. The District
 - 6. Any other previous relevant work
- B. Create an engagement plan for Siesta Key stakeholders, including property owners, residents, businesses, associations, community groups, applicable County Advisory Boards and/or Task Force, County Commissioners, County Administration, County staff, etc. Engagement work to include but not be

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limited to:

1. Surveys
 2. Public workshops
 3. Interviews
 4. Meetings
 5. Advisory Board and/or Task Force meetings
- C. Implement the engagement plan throughout the development of the Plan to determine and deepen understanding of community identified challenges and opportunities. The engagement plan shall include an initial discovery process to identify preliminary findings and extend throughout the development of the Plan to adoption to ensure comprehensive understanding of community desires and input.
- D. Strategically assess and translate understanding of the initial engagement plan outcomes and identified challenges and opportunities into preliminary findings for preparation of the Plan. Preliminary findings shall include:
1. Identification of strategic focus areas based on engagement outcomes
 2. Short and long term challenges and opportunities with strategic focus areas
 3. Preliminary recommendations based on analyses
- E. Present preliminary findings to the community and the County, including the Siesta Key Beautification Task Force and any other applicable Advisory Boards, County staff, County Administration, and the Board.
- F. Based on Board policy direction, prepare a draft of the Plan to include:
1. Short and long term recommendations with strategic focus areas
 2. Prioritization and timelines of recommended actions
 3. Probable costs and viability considerations
 4. Funding model potentials, including the District
 5. Updates and/or amendments as needed to the Sarasota County Comprehensive Plan and the County Code of Ordinances
- G. Present a draft of the Plan to the community as part of the engagement plan. Refine the Plan based on public feedback into a final draft plan.
- H. Present the final draft plan to the Board.
- I. Conduct regular coordination meetings with County staff throughout the duration of the project. Provide monthly progress reports to the County.
- J. Provide consultation services as requested by the County relating to implementation of the Plan.