

REQUEST FOR PROPOSAL RESPONSE

CITY OF PANAMA CITY, FLORIDA RFP No. PC26-044
2215 EAST 3rd STREET DEVELOPMENT

MILLVILLE COTTAGES



PROPOSAL ISSUED
SEPTEMBER 16, 2026

ADAY CONSTRUCTION SERVICES LLC
653 WEST 23rd STREET, UNIT 301
PANAMA CITY, FLORIDA 32405

INTRODUCTION

Aday Construction Services LLC (ACS) is pleased to submit this response to a Request for Proposal, No. PC26-044, with the City of Panama City, Florida. ACS, which is led by Augusto Aday, has a proven track record of successful projects in and around Panama City and is looking forward to collaborating with the City to help address the housing needs of the area. Through our successfully completed projects over the past 5 years, ACS has demonstrated the knowledge and experience required to undertake the 2215 East 3rd Street Development Project. Our team of professionals are ready to execute our vision for this project and create quality residential housing that contributes to the rich history of the neighborhood.

EXECUTIVE SUMMARY

ACS's proposal represents a comprehensive solution designed to complement the neighborhood and create a sense of place for its residents. Key aspects of our proposal include:

- A tailored approach to creating dignified housing through architecture and urban design
- Proven experience, knowledge and leadership in the development of housing
- A highly qualified, dedicated team that can successfully bring our vision to life
- A development delivery plan that allows us to move as quickly as the authorities having jurisdiction will permit
- Financial strength and partnerships with lending institutions

STATEMENT OF WORK

ACS intends to develop a housing project based on the cottage court archetype that lends itself perfectly for urban infill projects. By clustering small, low-rise residential units around a shared central courtyard, a sense of community is created in the project that bridges the gap between single-family detached homes and larger apartment blocks. The cottage homes balance the privacy of standalone homeownership with the social and economic benefits of shared, walkable space. Cottage homes create an inward orientation to the shared courtyard, where individual home entrances and major windows face the court and not car traffic or private yards. The courtyard becomes a focal point of the community and functions as a shared outdoor "living room". The transition between shared public space and the private cottage interiors is mitigated by usable front porches. Finally, parking is relegated to on-street or periphery parking that is deliberately decentralized and encourages pedestrians to walk through shared green spaces to reach their units and thus interact with their neighbors.

The property at 2215 East 3rd Street further benefits from its urbanism and historical past. Millville, the district where the project is located, is a historic, working-class neighborhood. As one of Panama City's oldest neighborhoods, Millville has historic ties to the region's mills and maritime industries; and a defining feature is its rich housing typologies. Classic Florida cottages built in the early 20th century as well as more contemporary bungalows, dot the neighborhood and provide for an eclectic architectural style. Urbanistically, the site is within walking distance of the neighborhood's waterfront park, local markets, dining spots and corner stores.

As a critical segment of the overall Panama City real estate market, Millville represents an affordable and stable housing market with an attractive price point. With a considerable percentage of owner-occupied housing, Millville characterizes positive market dynamics for investment and growth.

Building upon this tradition, ACS intends to develop a cottage court prototype that not only meets and exceeds the requirements of this RFP but can also be scaled and replicated throughout the city and address the need for quality, dignified housing. ACS will be engaging VMS Architecture & Development (VMS) for the architectural and urban planning of the project. VMS is headed by an alumnus from the University of Miami, Victor Santana, where he was trained under the founders of the New Urbanist movement that are responsible for walkable communities such as Seaside, Alys Beach and Rosemary Beach. As a Congress for New Urbanism award-winning designer, Victor, is also a graduate from the university's Master of Real Estate Development and Urbanism and was adjunct faculty at the School of Architecture for 20 years. The combined vision of ACS and VMS is to create a concept for this project that is centered on providing workforce housing that is approachable, affordable, and creates a sense of community.

EXPERIENCE

ACS has been actively involved in the development and execution of a variety of housing projects in the Panama City area for over 5 years. Through its affiliated companies, ACS not only plans, permits and constructs its projects, but also provides property management services for a portfolio of real estate assets that are both company and third-party owned. Sunshine Betancourt Rentals (SBR) is a full-service property management company that is led by Gabriela Betancourt. Together, ACS and SBR can provide complete planning, permitting, construction management, and operations and maintenance services. The following is a sampling of projects completed by ACS and managed by SBR in the Panama City Area.

6724 Cherry Street, Panama City, Florida

April 2025

20-Unit Townhome Project

Partially Completed

Planning, permitting, construction management and operations and maintenance of property



928, 932, 936 MacArthur Avenue North, Panama City, Florida

February 2026 (3), Three-Bedroom Single-Family Homes

Completed

Planning, permitting, construction management and operations and maintenance of property



1806 Mound Avenue, Panama City, Florida		
December 2023	Phase 1: Two-Bedroom + Den Duplex Units	Completed
June 2026	Phase 2: Two-Bedroom + Den Duplex Units	Under Construction
Planning, permitting, construction management and operations and maintenance of property		

1807 Laurel Avenue, Panama City, Florida		
December 2023	Phase 1: Two-Bedroom + Den Duplex Units	Completed
June 2026	Phase 2: Two-Bedroom + Den Duplex Units	Under Construction
Planning, permitting, construction management and operations and maintenance of property		



3533 Highway 98, Panama City, Florida

January 2021 14-Unit Renovation and Conversion of Apartments Completed
Planning, permitting, construction management and operations and maintenance of property



TEAM AND QUALIFICATIONS

Experienced project team includes:

Aday Construction Services LLC and Sunshine Betancourt Rentals

SUNSHINE BETANCOURT RENTALS
850-588-4662

INTRODUCING
AUGUSTO ADAY

INVESTOR, OWNER AND BUILDER

Augusto is the driving force behind Sunshine Betancourt Rentals. As an investor, owner and builder, he brings vision, experience and dedication to every project. His leadership and hands-on approach help create quality properties and stronger communities.

Building Better Communities Together

Meet Our Team

INVESTING IN PEOPLE | **BUILDING QUALITY HOMES** | **CREATING STRONGER COMMUNITIES**

Augusto Aday is the owner and founder of Aday Construction Services LLC, bringing over 25 years of hands-on experience in construction and development. Throughout his career, Mr. Aday has built a reputation for delivering high-quality workmanship, dependable project execution, and long-term value across residential projects. With extensive expertise in construction management, property development, and operational oversight, he has successfully led projects from concept to completion.

In December 2020, Mr. Aday relocated to Panama City. Recognizing the significant growth and rebuilding opportunities within the community, he quickly established his presence in the local market. With strategic vision and determination, he expanded his operations to serve the increasing demand for reliable construction and development services in the area.

SUNSHINE BETANCOURT RENTALS
850-588-4662

INTRODUCING
GABRIELA BETANCOURT

OWNER, ACCOUNTANT AND PROPERTY MANAGER

Gabriela is the owner of Sunshine Betancourt Rentals. With a Master's degree in Accounting and over 12 years of experience, she oversees the accounting, property management and rental process. She works closely with our tenants to ensure a smooth and positive experience for everyone.

Guiding You Every Step of the Way

Meet Our Team

INVESTING IN PEOPLE | **BUILDING QUALITY HOMES** | **CREATING STRONGER COMMUNITIES**

Gabriela T. Betancourt holds a Master's degree in Accounting and serves as the accountant with Aday Construction Services LLC as well as being the owner of Sunshine Betancourt Rentals; managing the financial operations and management of multiple companies and properties.

SUNSHINE BETANCOURT RENTALS
850-588-4662

INTRODUCING
JESUS SABINO

MAINTENANCE SUPERVISOR

Jesus has over 12 years of experience in construction and property maintenance. He oversees all maintenance operations, manages his crew and ensures our properties are well maintained, safe and move-in ready. His dedication and hands-on approach help keep our properties in top condition and our tenants happy.

Building Better Communities Together

Meet Our Team

INVESTING IN PEOPLE | **BUILDING QUALITY HOMES** | **CREATING STRONGER COMMUNITIES**

Jesus Sabino brings over 12 years of experience in the construction industry and has worked alongside Mr. Aday for the past 10 years in Aday Construction Services LLC. He leads a dedicated crew and oversees the upkeep of all properties, ensuring that tenant requests are addressed promptly and that every issue is resolved efficiently.

In addition to property maintenance, Mr. Sabino, Augusto Aday and their team build the homes that are being managed by the company, bringing quality craftsmanship, reliability, and attention to detail to every project. His leadership, experience, and commitment to excellence play a key role in maintaining high standards across all properties and construction projects.

SUNSHINE BETANCOURT RENTALS
850-588-4662

INTRODUCING
DAYLEY MORALES

PERMITTING COORDINATOR

Dayley manages the permitting process for our projects and properties. She works closely with local agencies, ensures all permits and requirements are in place, and helps keep our developments moving forward. Her organization, attention to detail, and dedication play a key role in our continued growth and success.

Guiding Progress Building Tomorrow

Meet Our Team

INVESTING IN PEOPLE | **BUILDING QUALITY HOMES** | **CREATING STRONGER COMMUNITIES**

Dayley Morales brings over 9 years of experience in construction, permitting and licensing. She plays an essential role in coordinating permits for construction projects and works directly with the City of Panama City and EPCI to help ensure each project moves forward smoothly and efficiently.

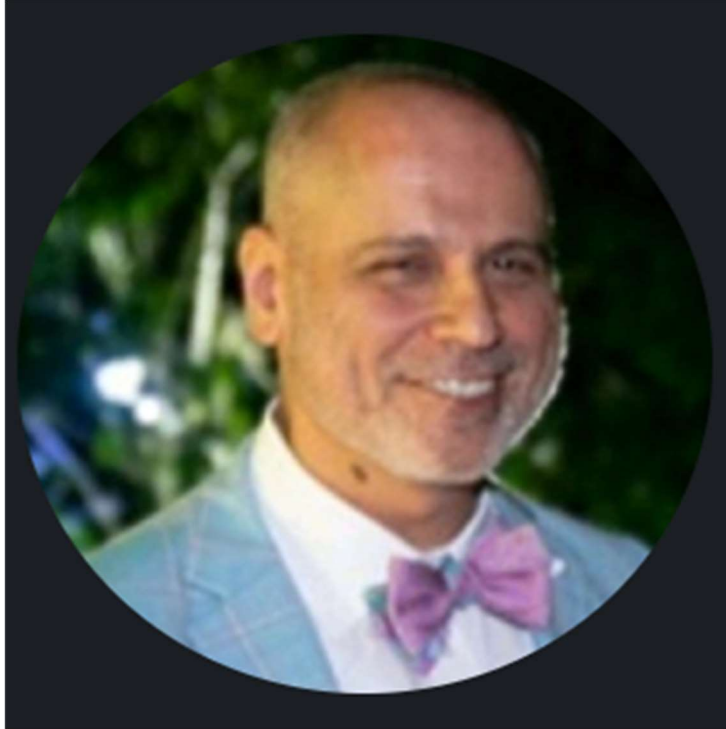
Known for her excellent customer service, attention to detail, and strong communication skills, Dayley works closely with clients, contractors, and team members to help navigate the permitting process from start to finish. She is a dedicated team player who is committed to supporting successful projects and providing a positive experience for everyone involved.



Rebecca Parker brings over 14 years of experience in the cleaning and hospitality industry. Rebecca began her career working at a military hotel, where she developed a strong understanding of professionalism, consistency, and maintaining high standards. She later gained valuable experience working with vacation resorts, where she learned the importance of hospitality and ensuring homes and properties were prepared to provide guests with a comfortable and welcoming experience. Driven by her entrepreneurial spirit, Rebecca took the next step in her career by starting her own cabin cleaning business in Sevierville, Tennessee. In 2021, she moved to Panama City, Florida and in October 2023, she proudly opened her own cleaning business in the Panama City community.

Today, Rebecca continues to bring her experience, dedication, and commitment to excellence to every property she serves.

VMS Architecture & Development, LLC

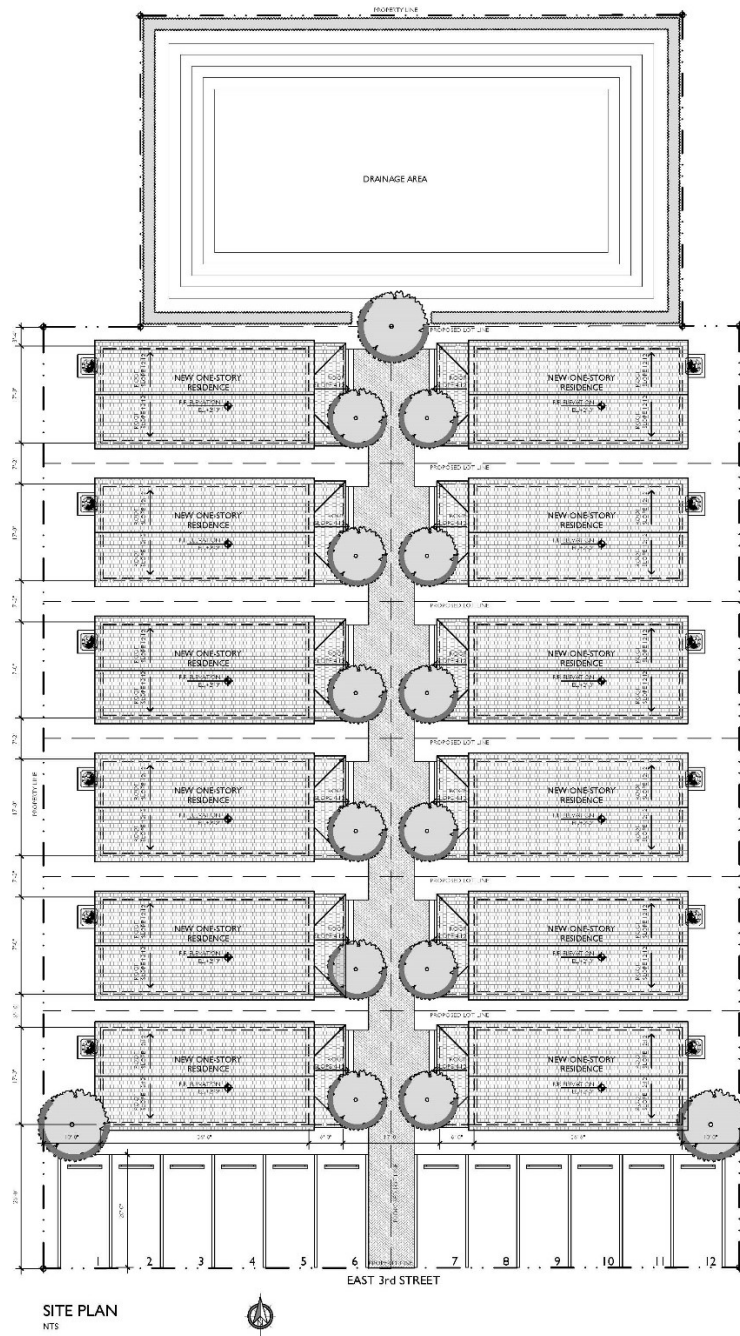


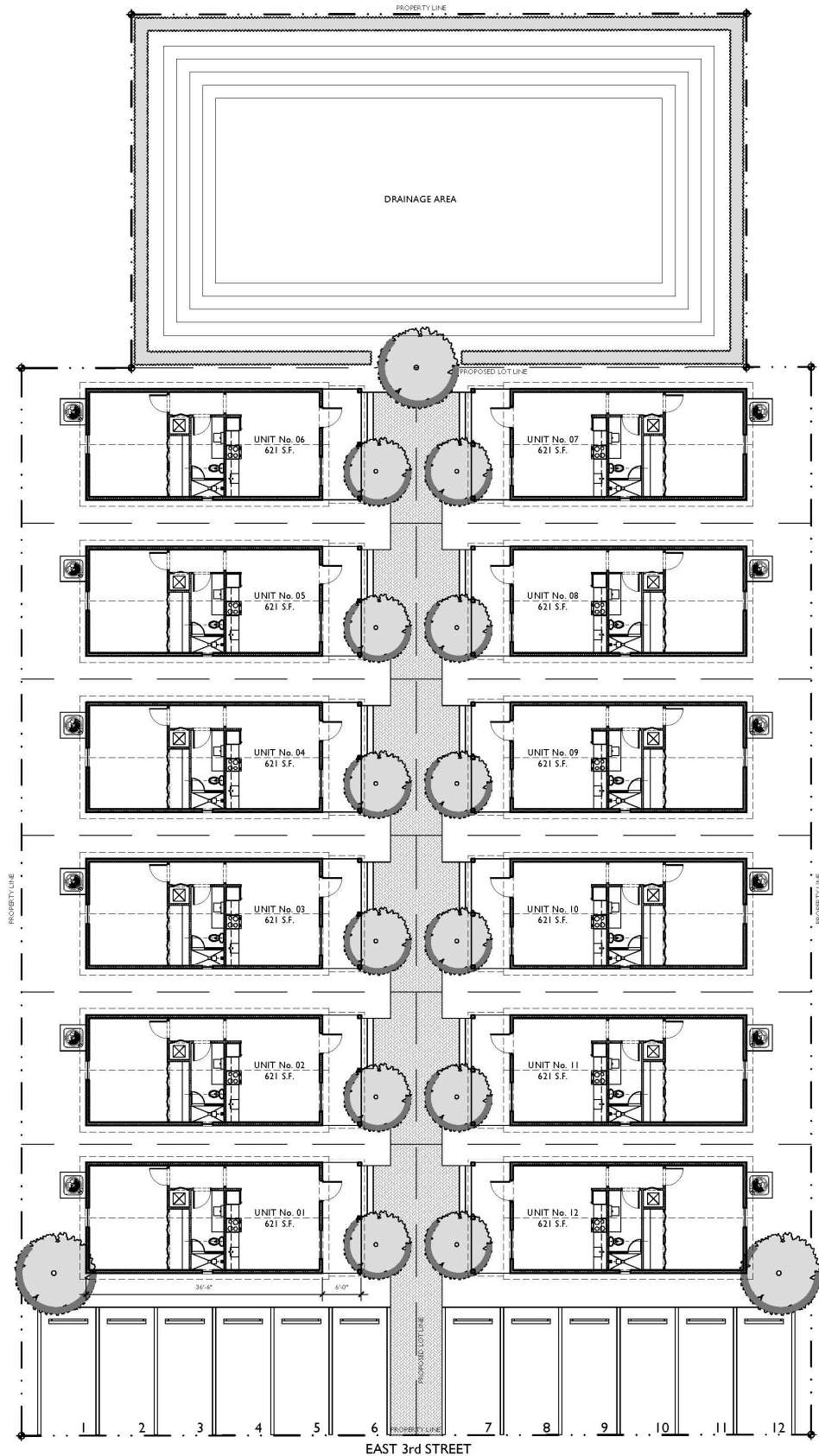
Victor Santana is a licensed architect and certified general contractor in the State of Florida. With over 33 years of experience in architecture, development and construction, Mr. Santana has a diverse portfolio including varying building types in residential, multi-family, retail, office, hospitality, industrial, airports and healthcare projects.

Over the past 20 years, Mr. Santana has collaborated with Mr. Aday on the planning, design and construction of residential projects.

ARCHITECTURAL PROPOSAL

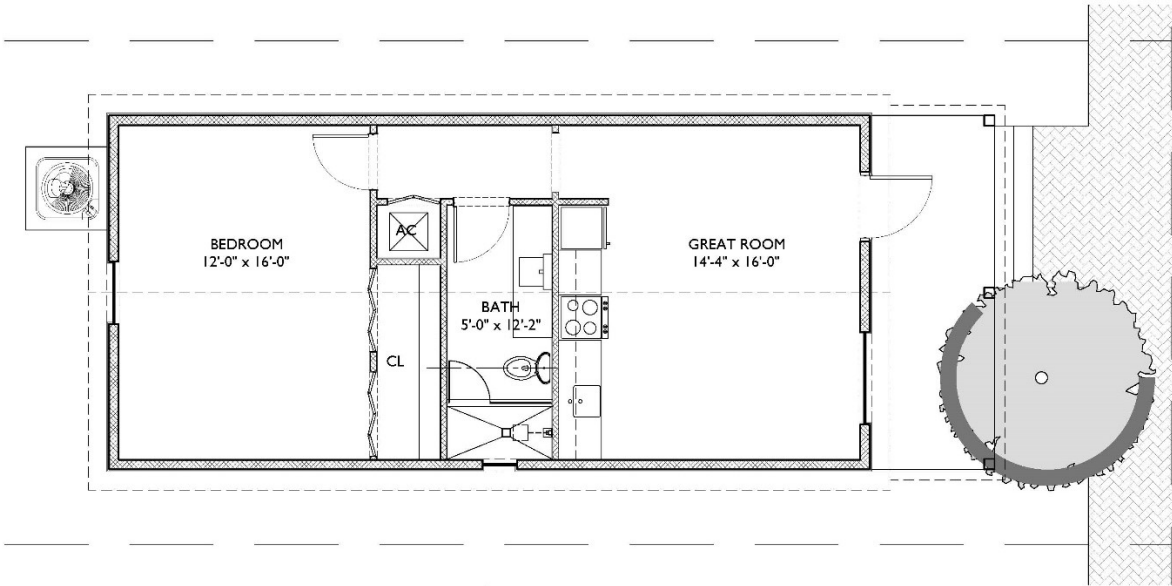
Millville Cottages is being proposed as single-family, detached homes consisting of 12 units clustered around a common, shared greenspace. The units are accessed via front porches and will be designed to integrate with the surrounding neighborhood and context. Twelve parking spaces are proposed along East 3rd Street at the periphery of the site and will encourage walkability within the project and neighbor interaction in the shared greenspace. The single-family homes will consist of 1-bedroom, 1-bath layouts with a great room/kitchen area and contain approximately 621 square feet with a 6-foot deep by 17-foot-wide entry porch. Stylistically, the facades will take inspiration from early 20th century cottage architecture and vernacular buildings prevalent in the southeastern United States at the time.





OVERALL FLOOR PLAN
NTS





TYPICAL FLOOR PLAN
NTS



FRONT ELEVATION
NTS



COST ESTIMATES

The following are the anticipated development costs of the Millville Cottages project.

Single-Family home:	\$85,000.00 ea. x 12 =	\$1,020,000.00
Land acquisition:		\$40,000.00
Impact and Permit Fees:	\$8,500.00 ea. x 12 =	\$102,000.00
Architecture Fees:	\$3,500.00 ea. x 12 =	\$42,000.00
Civil Engineering Fees:		\$50,000.00
Total Rough Order of Magnitude Estimate:		\$1,254,000.00

DEVELOPMENT SCHEDULE

The following are estimated timelines for the development of the Millville Cottages project.

RFP Submittal:	September 16, 2026
Staff Review of Proposals:	September 16, 2026 - November 13, 2026
Planning and Design:	September 16, 2026 - October 16, 2026
Contract Negotiation with City:	September 16, 2026 - December 18, 2026
Development Order Submittal:	October 16, 2026
Permit Review Submittal:	November 2, 2026
Construction:	Completion one year after permit issuance

FINANCING

ACS has a long-standing financial relationship with Renasant Bank. The bank has reviewed the preliminary information and documents we have developed for the Millville Cottages project, and as demonstrated in the letter below, states that ACS has been pre-qualified for the development. If selected for negotiations with the City, ACS will provide a proper Proforma to the bank and the city for their reviews, in addition to any documents that are required in the RFP for execution of a contract.



11501 Hutchison Blvd Ste. 104

Panama City Beach FL 32407

September 14, 2026

Re: Pre-Qualification for commercial loan

To Whom It May Concern:

Renasant has pre-qualified Augusto Aday and Aday Construction Services LLC for a Real Estate loan for proposed project related to 2215 East 3RD Street in Panama City. This is based solely on the credit worthiness of the borrower(s) as supported by a credit report obtained by the bank and documented information provided by the applicant. The loan will be contingent upon a clear title policy, and an adequate appraisal. This pre-qualification is good for 60 days from the date of this letter and is renewable by mutual written consent.

Sincerely,

Johnny Mack Jones

Market President

NEGOTIATIONS

ACS is confident that if selected, a good-faith negotiation and contract execution with the City can be reached within the parameters described in the RFP. Mr. Aday's solid relationship with city staff and representatives has been built upon years of professional, courteous interaction between all parties involved. This application is a culmination of the respectful, considerate and professional relationship that has been forged over the years, and we look forward to continuing to collaborate with the city for many years to come.

SUMMARY

We believe that our proposal response coupled with our experience, technical capabilities and financial backing demonstrates not only our ability to transform our vision for the property at 2215 East 3rd Street into reality but can also be a transformative project for the community at large. ACS is well positioned to undertake this project and looks forward to collaborating on this opportunity.

Respectfully Submitted,



Augusto Aday
Owner and Founder of Aday Construction Services LLC