Downtown Investment Authority

MEMORANDUM

TO: Greg Pease
Chief of Procurement Division

FROM: Lori Boyer Lori Boyer
Downtown Investment Authority, CEO

SUBJECT: Request for Proposal: Downtown Market Feasibility Analysis

DATE: October 29, 2019 P. 06-20

On behalf of the Downtown Investment Authority, please take appropriate action to issue a Request for Proposal (RFP) for the referenced professional services.

The following information is furnished in accordance with chapter 126.302 of the City Ordinance Code.

1. The general purpose of the service or study:

   The DIA is seeking an established Firm or Independent Consultant (herein after referred to as "Consultant") that possess in-depth knowledge and expertise in market feasibility analysis for commercial/retail, office and residential with both the Northbank and Southside Community Redevelopment Areas.

2. The Objective of the study or services:

   The Downtown Investment Authority, in its efforts to redevelop and enhance the Downtown area as well as provide data and analysis to support the Community Redevelopment Area Plan update, seeks to determine the answers to several questions, including:

   - **What are the market conditions for each commercial/retail, office and residential development and redevelopment?**
   - **What do the market conditions imply for future development?**
   - **What is the optimal mix of uses or types of uses that the Downtown Investment Authority should encourage?**
   - **How do the local incentives for real estate development in Downtown Jacksonville compare with other Downtowns in peer markets?**
   - **What is the conclusion and recommendation for each type of real estate use downtown in the near term, and five years out?**

3. The estimated period of time needed for the service or study:
   Six Months (6) months.

4. The estimated cost of the service or study:
   Not to exceed ninety thousand dollars ($90,000).

5. Whether the proposed study or service would or would not duplicate a prior or existing study or service:

   Not Applicable.

6. List of current contracts or prior services or studies which are related to the proposed study or service.

   Not Applicable.

7. A statement as to why the service/study cannot be done by department or agency staff:

   The City cannot perform this service due to lack of personnel and expertise.

8. The **names** and **telephone numbers** of **two** representatives from the using agency designated to serve on the evaluation committee as subcommittee members

   Lori Boyer, Chief Executive Officer, DIA **255-5301**
   Oliver Barakat **630-6346**

9. A project funding account number
   To Be Determined

10. The **names** and **email addresses** of **specific consultants** the using agency wishes to be included in the solicitation process.

    Molly McKay, Willdan Financial Services,MMcKay@Willdan.com
    James Andrews, Integra Realty Resources, jandrews@irr.com
    Kim Royster, The Pulse Group, kroyster@thepulsegroup.org
    Brian Connolly , Victus Advisors, bconnolly@victusadvisors.com
    Michael Tabb, Red Rock Global, mtabb@redrockglobal.net
    Richard L. Armalavage, Valbridge Property Advisors,rarmlavage@valbridge.com; ddelpo@valbridge.com
    Ryan Foster, Ernst & Young, ryan.foster@ey.com
    Tripp Guliford, CBRE, tripp.gulliford@CBRE.com

11. A signed statement to the effect the individuals responsible for developing the scope and Certification letter and the two individuals named herein to serve as subcommittee Members, have read and understand the Procurement Manual and Procurement Committee Guidelines dated August, 2018

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Lori Boyer, Chief Executive Officer
Sub-committee Member Signature

Attachments: Scope of Services
Minimum Qualifications
Scoring and Evaluation Criteria