Downtown Investment Authority

MEMORANDUM

TO: Greg Pease
Chief of Procurement Division

FROM: Lori Boyer
Downtown Investment Authority, CEO

SUBJECT: Request for Proposal: Downtown Market Feasibility Analysis

DATE: July 12, 2019 P-43-19

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, hospitality and residential for 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 commercial/retail, office, hospitality and residential development and redevelopment in each CRA generally and in specific sub-areas where market conditions differ?**
   - **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?**
   - **What are the incentives locally for real estate development and how do they compare with other Downtowns?**
   - **What is the conclusion and recommendation for each type of real estate use downtown in the near term?**

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

4. The estimated cost of the service or study:
   Not to exceed one hundred thousand dollars ($100,000).

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.
    Not Applicable.

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, 2013

Lori Boyer

Lori Boyer, Chief Executive Officer
Sub-committee Member Signature

Attachments: Scope of Services
Minimum Qualifications
Scoring and Evaluation Criteria