

REQUEST FOR PROPOSALS
TO CONDUCT AN ECONOMIC IMPACT ANALYSIS FOR THE
CITY OF MILWAUKIE'S
PROPOSED MINOR LEAGUE BALLPARK AND MULTIUSE FACILITY

ANNOUNCEMENT

The City of Milwaukie ("COM") is requesting proposals from qualified firms with experience in evaluating economic impacts related to the construction and operation of municipally-owned sports facilities. Proposals will be received at the City of Milwaukie's Johnson Creek Boulevard Office until 5:00 PM (PST), on **Friday, February 17, 2012**. Please submit three copies of your proposal and address it to:

Jeanne Garst
Minor League Baseball E.I.A.
City of Milwaukie
6101 SE Johnson Creek Blvd.
Milwaukie, OR 97206

Please contact Jeanne Garst at (503) 786-7655 or garstj@ci.milwaukie.or.us with any inquiries regarding this RFP.

GENERAL INFORMATION

The City of Milwaukie is in the second phase of a feasibility study to consider financing, constructing and operating a multiuse baseball facility that would, among other things, be the future home of a professional Northwest League (Class A) baseball team. The City Council established the goal of completing the study through Resolutions 46-2011, 89-2011 and 04-2012. A Task Force of citizen volunteers will help guide the project through Phase Two, including finalization of the scope of work for the economic impact analysis. That finalization is scheduled to occur at a February 23rd Task Force meeting. **Proposals are required by February 17** so project staff can summarize the proposals for the Task Force. Respondents may be asked to attend or present at the Task Force meeting. Presentations will be by invitation only.

SCOPE OF WORK

The City is interested in securing the most cost-effective proposal possible. An extremely wide range of possible economic impacts were discussed in community meetings during Phase One. ***The City is asking that respondents propose a study design that prioritizes possible scope elements. The City is seeking expertise not only in carrying out selected scope elements, but in determining which elements should be included in the EIA, and which can be delayed for a future phase or not studied at all.*** The City has not predetermined a budget for the EIA. Cost-effectiveness will be a critical selection factor. Respondents are invited to make proposals that utilize tiered pricing or other mechanisms to scale the cost and scope of the proposal (i.e. propose a range of study design options).

The following possible scope elements are of interest to the City and Milwaukie community, listed in no particular order of importance:

- Estimated fiscal and economic impacts locally and regionally, including job creation by type, wage, duration, and local and regional effects
- Potential annual event and attendance levels
- Potential financial performance of the facility and anchor tenant (team)
- Potential demand for additional tenants (optimal facility programming)
- Analysis of market share between Marion, Clackamas/Multnomah and Clark Counties
- Analysis of market viability for Single A versus Triple A baseball
- Budgetary impacts on city finances
- Market demand for corporate sponsorships and participation
- Performance of comparable facilities, including review of modern amenities deemed most essential to current professional baseball operations
- Funding capacity of tax and other revenue streams
- Case studies of similar projects, including a comparison of construction funding sources, lease terms and revenue performance
- Ancillary redevelopment opportunities in the immediate North Industrial area and downtown, possibly to include case studies of analogous communities
- Transit-oriented or mixed use development opportunities on-site or in the half-mile ring that includes the facility and the planned Tacoma Light Rail Station.

The selected firm will have access to the City of Milwaukie's Finance Department staff and recently completed audit information, which is available at <http://www.ci.milwaukie.or.us/finance>. The firm will also have access to project files and advisors (see <http://www.ci.milwaukie.or.us/communitydevelopment/mayor-announce-baseball-task-force-appointees-feb-7th-council-meeting>). Project advisors include construction professionals and sports facility architects. The facility design has been in conceptual development for several months. It is anticipated that a cost estimate and programming for the facility will be developed by late February, which is when the contract for the EIA will be finalized.

PROPOSAL REQUIREMENTS

Select proposals (or scope elements within proposals) will be reviewed by the Task Force, which will make recommendations to the staff regarding scope finalization and firm selection. Selection will be made by city staff or the Milwaukie City Council, depending on the dollar value of the proposal. Proposals should include the following:

1. Respondents may provide a written response to this RFP in as many pages as deemed necessary. Firm expertise with similar projects will be considered, as will expertise related to the various markets that will determine economic impacts in this location.
2. Respondents must clearly prioritize and price scope elements. Combining, disregarding, or otherwise modifying (or adding to) scope elements listed in this RFP is acceptable.
3. Respondents must identify key staff that will work on the EIA, along with qualifications including experience on similar projects.
4. Respondents must describe the approach that will be taken to address the scope of work, being certain to explain why the proposed approach is the most cost-effective means to evaluate the projects' economic impacts.
5. Respondents are asked to use both sides of printed paper to conserve resources.

A draft of the EIA is required by Thursday, April 5 with the final report due on Monday, April 16. Proposals should consider that attendance at two or three Task Force meetings will be required, along with two or three presentations to the City Council.