



## **Request for Proposals: Market Feasibility and Economic Impact Study**

The City of Parkville, Missouri ("City") is pleased to issue this Request for Proposals ("RFP") for a Market Feasibility and Economic Impact Study.

### **1. INTRODUCTION**

The City of Parkville is a fourth-class city located in the southern portion of Platte County, Missouri along the Missouri River. The population of Parkville was 5,554 at the 2010 census. Parkville is home to Park University, Parkville Commons, English Landing Park, the National Golf Club, Riss Lake, and the historic downtown Main Street area. The City of Parkville has 40 permanent employees supplemented by various contracted, seasonal, and intern employees. The City offers a full range of municipal services including street maintenance, public parks, sewer utility, community development, police, and municipal court. The 2014 City Budget and 2012 Audit are available online: <http://parkvillemo.gov/financialdocuments/>.

The RFP is being issued in cooperation with the Parkville Economic Development Council (PEDC). PEDC is a not-for-profit 501(c)6 organization with a mission to help maintain and enhance the valued quality of life of Parkville by encouraging and coordinating responsible economic activity and community improvement. The Board of Directors is comprised of community investors representing business, utilities, higher education, and local government.

### **2. PROJECT OVERVIEW**

As shown on Attachments 1 and 2, the project involves ten tracts of approximately 350 acres of developable land on three quadrants of the intersection of Interstate 435 and Highway 45 ("Project Area"). All tracts are within the corporate city limits of Parkville. Tracts 1 – 5 comprise the southwest quadrant of the intersection and total approximately 72 acres. This property was originally planned for mixed office and light industrial uses. Tract 6 comprises the entire northwest quadrant. This property was originally planned for townhomes and single-family residential. Tracts 7 – 10 comprise the southeast quadrant. Tract 7 at the corner of Highway 45 and Brink Myers Road is already developed as a convenience store. Tracts 8 – 10 were originally planned for multi-family residential and supporting retail uses.

In 2006, the City of Parkville responded to petitions and began the process to create two Neighborhood Improvement Districts (NIDs) in accordance with Sections 67.453 – 67.465 RSMo. All tracts in the Project Area are within one or both NIDs. The NIDs were undertaken for a public sewer and a road project. All of the work is substantially complete. Due to a variety of factors, including the recent economic recession, private development has not occurred according to the original schedule and vision. The majority of properties are now bank owned or controlled. The City expects to issue general obligation bonds for both NIDs in 2014 with the first debt payments due in 2015:

1. Limited General Obligation Bonds – Brink Meyer Road Neighborhood Improvement District – Series 2014A - \$3,525,000. The Brink Meyer Road NID financed the extension of Brink Myers Road and a related retaining wall to serve the southeast quadrant of the intersection. Tract 9 is in the Brink Meyer NID.

2. Limited General Obligation Bonds – Brush Creek Drainage Neighborhood Improvement District – Series 2014B - \$4,935,000. The Brush Creek Drainage NID extended sewer utilities to all three quadrants. All tracts are in the Brush Creek NID.

In 2013 the Parkville EDC appointed a task force to explore options to ignite development in the Project Area. The task force focused its efforts on a concept to develop a youth sports park on the southeast quadrant as a “game changer” to generate more tourism and economic activity in the area. The EDC partnered with Sports Plan Studio and Bartlett & West Engineers to develop a preliminary site layout for the sports park concept (See Attachment 3). The layout demonstrates that adequate land is available to accommodate up to twelve (12) FIFA regulation soccer fields with adjacent parking and support functions. Space is also available to accommodate a hotel or indoor sports facility, or compatible retail/commercial uses. The sports park and compatible hotel, indoor facility and/or hotel, and retail are collectively referred to as the “Project.”

The City and EDC have consulted with property owners of the tracts on the southeast quadrant. Owners have expressed general support for the sports park concept and a willingness to partner on the development or negotiate the sale of property for the development. The City now desires a feasibility study to advance the Project and assist with identifying development partner(s). Proposers should compile a team and approach to accomplish the scope of services described in Section 3.

### **3. SCOPE OF SERVICES**

*Note: Following the selection process, a scoping meeting will be held to negotiate the final scope of work and a contract for services. Therefore, the City reserves the right to make revisions.*

#### **A. SPORTS COMPLEX FEASIBILITY**

- a. Evaluate the demand and competitive environment for a youth sports park with complementary commercial/retail development.
  - i. Evaluate the demographic and socioeconomic characteristics of Parkville and the surrounding region (and related trends).
  - ii. Compare the area’s characteristics to markets (region or nationwide) successfully supporting similar youth sports facilities.
  - iii. Identify competitive facilities in the region to determine market saturation.
- b. Identify the factors that will differentiate Parkville and this Project from comparable facilities in the regional market. Determine how Parkville can market its brand at this intersection through a project that seeks not to compete with other sports facilities in the region but rather to offer a new/distinct amenity to the market.
- c. Validate or adjust the existing concept to maximize the potential for success based on competitive analysis:
  - i. Determine user groups (indoor/outdoor, sports mix, age range, demographics, etc.)
  - ii. Determine sizing and space allocation requirements.
- d. Perform a financial analysis for the desired concept:
  - i. Propose a capital budget that takes into consideration property acquisition costs and infrastructure costs (NID assessments).
  - ii. Construct an annual operating budget with complete revenue and expense projections.

#### **B. HOTEL/MOTEL AND/OR COMPLEMENTARY RETAIL FEASIBILITY**

- a. Evaluate hotel demand based on the project concept and other demand drivers (nearby employment centers, airport, and tourist attractions).

- b. Determine the viability of a hotel/motel facility on site and the projected timing for development based on market demand.
- c. Project hotel room nights and room rates and resulting occupancy rate.
- d. Evaluate the demand for retail development to complete the sports park.

C. ALTERNATIVE DEVELOPMENT

The City acknowledges that the market analysis may conclude that the site is not viable to support the Project as envisioned. In that case, the analysis should include a description of the highest and best alternative development for the Project Area that will maximize economic potential.

D. ECONOMIC IMPACT

- a. Summarize the direct and indirect economic and fiscal impacts generated by the construction and operation of the Project or other preferred development.
- b. Evaluate the retail/restaurant demand in the Parkville area generated by the sports complex or other preferred development.
  - i. Consider spacing from tenants in neighboring retail centers such as Parkville Commons (Parkville, MO), Burlington Creek (Kansas City, MO), Village West (Kansas City, KS) and Zona Rosa/KCI Airport (Kansas City, MO).
- c. Determine the net impact to existing retail taking into consideration any anticipated cannibalization.
- d. Estimate annual hotel/motel tax proceeds to the City of Parkville and Platte County.
- e. Estimate annual sales and property tax proceeds to the City of Parkville and Platte County.

*Note: A local tax chart is included as Attachment 4.*

E. DELIVERABLES

- a. Fifteen (15) hard copies and two (2) electronic copies of a final written report to summarize all findings.
- b. The final written report should include at least one color visual rendering of the preferred development concept.
- c. One on-site presentation to report and summarize findings at a joint meeting of the Board of Aldermen and Parkville EDC Board of Directors.

F. PROJECT SCHEDULE

The City anticipates a study timeframe of six to eight weeks, contingent upon negotiation of a final scope of services.

**4. PROPOSAL AND EVALUATION CRITERIA**

**A. Instructions to Applicants:**

- 1. The response to this RFP should be delivered as follows: Eight (8) hard copies plus one (1) electronic PDF file version (on a CD or flash drive) shall be submitted to the address below in a sealed package clearly marked to the attention of Lauren Palmer and must be received at the address below by 5:00 PM Central Time on April 4, 2014.

Lauren Palmer  
City Administrator  
City of Parkville  
8880 Clark Ave.  
Parkville, MO 64152

2. Any proposals received after the specified date and time will be rejected and returned unopened. Proposals may not be modified or withdrawn after the submittal deadline. However, a respondent may withdraw one's proposal from the selection process at any time prior to the submittal deadline. The City reserves the right to extend the time for submittals.
3. Additional promotional materials/brochures may be included in addition to the proposal but may not substitute for any of the content requirements of the proposal itself. This additional material need not be submitted in an electronic format.
4. Communication (other than through the process described herein) with the City, PEDC, the selection committee, or the general public relative to this project prior to the announcement of a selection is strictly prohibited.
5. The City reserves the right to request a change in any proposed sub-consultants, if applicable.
6. The City reserves the right to waive any irregularities and/or reject any and all submittals. The City is under no obligation to award a contract to any firm submitting a proposal.
7. The City shall not be responsible for any costs incurred in the preparation, submittal, and presentation of proposals.
8. All materials submitted shall become the property of the City and shall be subject to the laws and regulations relating to the disclosure of public information. No guarantee of privacy or confidentiality is offered or implied.

## **B. Proposal Requirements and Evaluation Criteria**

The following are the contents that all proposals must include. All the listed criteria should be addressed completely and should follow, as closely as possible, the order and format in which it is listed below. These categories and criteria will be major considerations in the evaluation and determination of the most qualified and capable firm(s). Note: The sequence of the listing is not intended to reflect relative weight of each category.

### 1. Interest and Proposals:

- a. A brief description of the lead consultant firm, including firm location, years in the business, history, and philosophy. Include an outline of the firm's officers and executive management.
- b. A statement of interest for the scope of services including a narrative describing the respondent's capabilities.

### 2. Related Experience and References:

Proposal shall include the name, address and telephone number of three to five clients for whom services similar to those described in this Request for Proposals have been performed. Proposal shall also include a description of the past services provided for each reference.

### 3. Team and Availability

- a. Proposal shall include a description of the proposed consultant team. Proposal shall identify all key personnel as well as any sub-consultants, if applicable. Proposal shall

outline roles, responsibilities and reporting relationships. Proposal shall identify key contact person for communicating with the City on all project-related matters.

- b. Proposal shall include a statement on the availability and commitment of the respondent and assigned professional who will undertake the scope of services.
- c. Proposal shall include resumes for all the key personnel including educational background/training, experience and detailed descriptions of roles played on past projects.

#### 4. Understanding and Approach to the Work

Proposal shall describe the approach to the scope of work described in Section 3 of this RFP, including process and schedule. Proposers are encouraged to make suggestions to amend the scope of work to achieve the City's goals. This criterion will be evaluated based on the proposer's understanding of the City's objectives and ability to demonstrate a process that efficiently and effectively achieves the desired outcomes. Reasoned creativity is encouraged.

#### 5. Disclosure

Proposal will disclose any professional or personal financial interest which could be a possible conflict of interest in contracting with the City. Consultant shall further disclose arrangements to derive additional compensation from various investment and reinvestment products, including financial contracts.

#### 6. Insurance

- a. Provide a certificate of insurance showing the firm's current limits of liability for commercial, general, and professional liability, workers compensation, and business automobile liability.
- b. List all current and unresolved litigations, arbitrations, or mediations of the firm.

#### 7. Fee

Proposal shall include a total fee for the scope of work including any proposed scope revisions. Proposal should clearly state basis for the proposed fee (hourly, lump sum, other) and the method for billing additional services beyond the initial scope of service. The fee proposal shall itemize the methodology for billing reimbursable expenses such as travel, production of documents, purchase of data, etc. The City reserves the right to negotiate a final fee and scope of work as part of contract negotiations following the selection process.

### **4. PROPOSED PROCESS AND TIMELINE (subject to change)**

- March 5, 2014 RFP issued and posted on the City of Parkville website.
- March 18, 2014 A non-mandatory pre-proposal conference will be held from 1:00 p.m. to 3:00 p.m. at City Hall (8880 Clark Ave.). Respondents are invited to ask questions of PEDC and City staff to learn more about Parkville and the Project Area.
- April 4, 2014 Receipt of proposals due by 5:00 PM Central Time.
- April 7 - 11 A selection committee comprised of city and PEDC officials will evaluate the proposals and select a preferred team to begin contract negotiations. If multiple firms have exceptional Proposals, the selection committee will select a short-listed group of finalists for interviews.
- April 14 – April 18 Short-listed firms are interviewed (at City's option).
- April 14, 2014 Preferred firm is notified of selection and contract negotiations.

- April 28, 2014                      City Finance Committee takes action on recommended contract.
- May 6, 2014                         Board of Aldermen takes action on recommended contract.
- May 7, 2014                         Notice to Proceed.

By submitting a proposal in response to this RFP, the respondent expresses its intent to comply with the established timeline. In addition, the respondent accepts the evaluation process and methodology, as well as acknowledges and accepts that the determination of “the most qualified and capable” firm(s) will require subjective judgments by the selection committee and the City. Thank you in advance for your interest in the City of Parkville.

#### ATTACHMENTS

1. Project Area Map
2. Zoning Designations
3. Sports Park Site Layout
4. Local Tax Rates
5. NID Assessment Summaries
  - a. Brush Creek
  - b. Brink Myers (estimate only)
6. Approved Development Plans

END OF REQUEST FOR PROPOSALS