

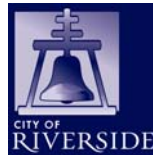
**REQUEST FOR PROPOSAL**  
**DOWNTOWN RETAIL AND ENTERTAINMENT STRATEGY**

**For**

**The Redevelopment Agency of the City of Riverside**

**Issued: August 13, 2010**

**Proposal Due: 12 p.m. on September 3, 2010**



Issued by:

Tricia Hinckley  
Economic Development Manager  
CITY OF RIVERSIDE  
3900 Main Street, 5th Floor  
Riverside, CA 92522  
thinckley@riversideca.gov  
(951) 826-5910

Request for Proposals  
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## **PART I - INTRODUCTION**

The Redevelopment Agency of the City of Riverside (Agency) is seeking proposals from qualified real estate development advisory firms (Consultant) to prepare a retail and entertainment strategy for Downtown Riverside (Downtown).

Downtown Riverside has experienced several major improvements in the past few years, such as the opening of the Fox Performing Arts Center, recent completion of the Raincross Promenade condominium project and Main Street Riverside renovation. It also has several major new public and private developments on the horizon, such as the Citrus Tower office building, Hyatt Place Hotel, Fox Plaza mixed-use development, Fox Entertainment Plaza, expansion of the Convention Center and opening of the Culver Center for the Arts, to list just a few.

These significant projects create the need for a comprehensive evaluation of Downtown's current strengths and opportunities for continued growth, as well as the development of a strategy to ensure the continued success of this key area of the City. This long-term strategy (Downtown Strategy) would assist the Council and Agency, as well as private property owners, to identify and strengthen the Downtown market niche and make it a vibrant destination and focal point for arts, entertainment and retail opportunities.

The Agency is also receiving a high degree of interest in its vacant tenant spaces in the Main Street building and the ground floor portion of California Tower, both of which occupy key locations within the Downtown. In an effort to foster the economic health of the Agency's current tenants and downtown businesses, the Agency should have clear guiding parameters for the attraction of complimentary tenants, which the Downtown Strategy should provide. The Downtown Strategy will also serve as an important reference for private building owners to assist with filling vacancies as the economy continues to improve.

This detailed strategy should include a study of the existing operations and vacancies within the Downtown core, a market analysis, meetings with key stakeholders, development of recommendations for new development activities, recommendations for tenant attraction and development of short and long term management and leasing strategies for publicly-owned retail space.

Because of the positive impact the Downtown Strategy could have on the revitalization and long-term health of Downtown Riverside, significant consideration will be given to proposals that demonstrate a proven history of similar assessments, supportive testimonials of highly-respected tenants and developers, as well as successful implementation of recommendations.

## **PART II - SCOPE OF WORK**

The selected firm will prepare, in consultation with the Agency, a Downtown Retail and Entertainment Strategy as described above.

Deliverables will include:

- 1: Meetings with key stakeholders to include the Greater Riverside Chambers of Commerce, Riverside Downtown Partnership and Riverside Convention Center at a minimum
2. Market analysis of Riverside's Downtown core, including a detailed study of the existing operations and vacancies, along with specific examples of the tenant types that would be the best fit in the area
- 3: An achievable leasing strategy for both short and long term, along with timeline parameters for implementation
- 4: Provide a list of specific tenants that we should be targeting (both large and small format); the list should also include tenant-types that we should *not* be attracting, both short and long term, and that could be detrimental to the future health of our downtown

## **PART III - PROPOSAL CONTENT**

### **Cover Letter**

The cover letter shall: 1) confirm that all elements of this RFP have been reviewed and understood, 2) include a statement of intent to perform the services as outlined, 3) express Consultant's willingness to enter into an Agreement under the terms and conditions prescribed in this RFP and in the sample Professional Consultant Services Agreement (Agreement - Exhibit C) and to provide all necessary documentation, 4) include a brief summary of the Consultant's qualifications, and 5) identify a single person for possible contact during the proposal review process. The cover letter shall be limited to two (2) pages.

### **Statement of Understanding and Approach**

This section should demonstrate an understanding of the Scope of Work. It should describe the general approach, organization, and City participation required for the services to be performed.

### **Company Information**

This section shall include relevant Consultant's information, including the address and telephone number of the Consultant's main office and any branch offices that will be participating in this study.

Consultant shall identify itself as to the type of organizational entity (corporation, sole proprietorship, partnership, joint venture, etc.). Members of the Consultant's professional team (managers, contact person, etc.) should be identified by name and title, and should include

contact phone numbers. Major subcontractors (if any) and their degree of involvement should be included.

Provide a statement of qualifications and resume of all personnel that will be performing services for Consultant. Statement must include:

- Name and title
- Description of education
- General experience, including total years in specialty experience
- Specialized education and training related to specialty area
- Any certifications, professional designations, or other information that will assist in evaluating qualifications

### **Qualifications and Experience**

The Consultant shall provide a detailed list of services previously performed for the Agency, if any.

The Consultant shall provide a detailed list of similar projects worked on for other clients, including project description, services provided, length and outcome of project.

The Consultant shall provide at least three (3) project examples, two of which shall include references from clients for whom services have been performed. The references shall include names, addresses, and telephone numbers of the clients for whom prior work was performed.

### **Scope of Work**

Provide an outline expressing the Consultant's understanding of the request and summarizing the basic approach to provide these services.

### **Schedule**

The Agency wishes to have the Downtown Strategy completed within two months of commencement. Please acknowledge stated timeframe to complete all deliverables and/or provide an alternative detailed project schedule with an *anticipated* start date of September 13, 2010.

### **Estimate of Consultant Fee**

The proposal shall include a full description of all fees proposed by the Consultant for performing all the services to be provided as outlined in the Scope of Work. Compensation will be based on successful completion of the deliverables and the fee schedule must reflect costs to complete each component. **The Agency does not contract on a time and materials basis for initial listed deliverables/milestones.**

The estimated Consultant fee may not be a factor in the Agency's process of evaluating proposals and ranking the consulting firms. Selection of Consultant(s) shall be on the basis of demonstrated competence and qualifications to render the services at fair prices in accordance with Section 4526 of the California Government Code.

## **PART IV - SELECTION AND EVALUATION**

### **Proposal Selection**

The Agency reserves the right to amend, withdraw, and/or cancel this RFP. The Agency reserves the right, without qualification, to reject any or all proposals to this RFP at any time prior to contract execution. The Agency reserves the right to request or obtain additional information about any and all submittals. All proposals become the property of the Agency. Final disposition will be made according to the policies thereof, including the right to reject all proposals.

### **Proposal Evaluation Criteria**

The Agency intends to engage the most qualified Consultant available for these services. It is imperative that the Consultant's proposal fully addresses all aspects of this RFP. It must clearly express the Consultant's understanding of the Agency's specific requirements and indicate the Consultant's qualifications to conduct these services in a thorough and efficient manner.

The following criteria shall be used in evaluation of the Consultant's offer of services:

- a. Experience in providing analysis and design services on similar projects,
- b. Consultant's experience in conducting assignments of similar scope,
- c. Methodology to be employed in conducting these services,
- d. Consultant's support organization, accessibility and quality assurance methods for optimizing staff utilization,
- e. Conciseness and clarity in understanding the Agency's needs and defining a work plan, procedures, training, education, initiative, and responsiveness for satisfying those needs,
- f. Price, and
- g. Schedule compatibility with the Agency's needs.

The Agency may request interviews with firms as a part of the assessment of qualifications.

### **Evaluation Process and Criteria**

The proposal will be evaluated by Agency staff. Each proposal will be evaluated using the following criteria:

Consultant qualifications and demonstrated experience	75%
Fees	<u>25%</u>
Total possible:	100%

The selected Consultant(s) may be asked to participate in an oral interview to discuss in greater detail the content of their proposal.

The selected Consultant will be provided a Professional Consultant Services Agreement for execution upon verification of any applicable insurance and license requirements.

### **Contract Terms**

a. Contractual terms applicable to Consultant and any and all subcontractor(s) will include but are not limited to the following:

- Not-to-exceed price for these services
- Business Tax Registration and City Business License requirements
- Liability insurance requirements
- Errors and Omissions liability insurance requirements
- Workers Compensation insurance requirements
- Scope of Work
- Schedule of Fees
- Identification of personnel, contractors and subcontractors
- No substitution of key personnel without prior written approval by the Agency

b. Compensation: Compensation will be in accordance with the price negotiated with the selected Consultant. The Agency's payment process is through an electronic transfer process. Consultants must be set up for this payment process in order to be compensated for materials and or services.

c. Contract Award: The contract, if awarded, will include the Scope of Work and a not-to-exceed contract price as negotiated with the selected Consultant.

d. Contract Agreement: A sample Agreement is included within this RFP for review. Please make particular note of the insurance and indemnity requirements. **ALL TERMS AND CONDITIONS OF THE AGREEMENT ARE NON-NEGOTIABLE.**

## **PART V – SUBMITTAL, INSTRUCTIONS AND MISCELLANEOUS**

### **Inquiries**

All requests for clarifications or interpretations of the Scope of Work or Terms and Conditions set forth in this RFP should be submitted in writing and emailed to: Tricia Hinckley, Economic Development Manager at [thinckley@riversideca.gov](mailto:thinckley@riversideca.gov).

All questions and requests for clarifications or interpretations must be received in writing on or before August 27, 2010 before 12 p.m.

### **Submittal Date and Time**

All proposals are due at the office of the Agency no later than **September 3, 2010 before 12 p.m.** This time and date is fixed and extensions will not be granted. All proposals received after the deadline shown will be rejected and returned.

### **Submittal**

All proposals shall be signed by a duly authorized representative of the Consultant. The name and mailing address of the individual executing the proposal must be provided.

Should the Consultant have concerns about meeting any requirements of this RFP, the Consultant shall include a clearly labeled subsection with individual statements specifically identifying the concerns and exceptions.

The Agency shall not be liable for any pre-contractual expenses incurred by any Consultant in relation to the preparation or submittal of a proposal. Pre-contractual expenses include, but are not limited to, expenses by Consultant in: preparing a proposal or related information in response to RFP; negotiations with the Agency on any matter related to this RFP; and costs associated with interviews, meetings, travel, or presentations. Additionally, the Agency shall not be liable for expenses incurred as a result of the Agency's rejection of any proposals made in response to this RFP.

Proposal must be mailed or hand-delivered to:

Tricia Hinckley  
City of Riverside  
Development Department  
3900 Main Street, 5<sup>th</sup> Floor  
Riverside, CA 92522

Subject: RFP for Downtown Retail and Entertainment Strategy

Proposals received at any place other than listed above will not be considered.

Late proposals will not be accepted.

The Agency reserves the right to reject any and all proposals and to waive information and minor irregularities in any proposal received.

### **Public Records**

All Proposals submitted in response to this RFP become the property of the Agency and under the Public Records Act (Government Code § 6250 et. seq.) are public records, and as such may be subject to public review at least 10 days before selection and award.

If a Consultant claims a privilege against public disclosure for trade secret or other proprietary information, such information must be clearly identified in the proposal.

Note that under California law, price proposal to a public agency is not a trade secret.

### **Supplemental Information**

Downtown Map – Attachment A

Sample Agreement for Professional Consultant Services – Attachment B

Downtown Specific Plan - <http://www.riversideca.gov/planning/cityplans-csp-downtown.asp>

Business License Information: <http://www.riversideca.gov/finance/license.asp>