

City of Edmond

Request for Qualifications

for

Festival Market Place Lease Property Development RFQ23-011



P: Marshall Hawkins



I. BACKGROUND

Downtown Edmond encompasses a thirty-four-block area in the heart of Edmond. Over the last five years, the majority of commercial growth for the entire city has been focused in this area, creating a vibrant and dynamic place. In this time, new private investment has totaled over one hundred thirty-five million dollars. New residential projects underway will add upwards of five hundred residents over the next several years. These projects include:

- The Silos (**270 Units**), the first apartment complex to be built in the core area of downtown Edmond, offering modern amenities and a parking garage.
- The Lark (**40 Homes**), a luxury cottage development, is under construction within a two-minute walk of downtown.
- The Campbell (**61 Units**) has begun construction on two new buildings in north downtown that will include eighty thousand square feet of office, retail, and apartments.

These projects will complement the Railyard and the Ice House, projects that have opened in the core area. Restaurants, coffee shops, bakeries and apparel stores have created a distinctive retail mix in downtown.

Events of all kinds are happening on a regular basis. The Cycle 66 bike race, Heard on Hurd street festival and VIBES, a visual and performance art event hosted on the streets of downtown by local businesses are just a few of the activities that have solidified the popularity of Edmond's downtown area. Long time events like LibertyFest, the annual Arts Festival and the Edmond Farmers Market continue to bring out people of all ages.

With all of this activity and enthusiasm on an upward trajectory in downtown, the city is exploring options to activate areas that can add to this dynamic.

II. PUBLIC INVESTMENT

The City of Edmond has made significant capital investments to reinvigorate the core of the community and make it a significant economic driver to encourage people to live, work and play. Private investment, outlined earlier, has now followed the City's investment in the Railroad Quiet Zone with a considerable amount of development happening near or adjacent to the railroad.

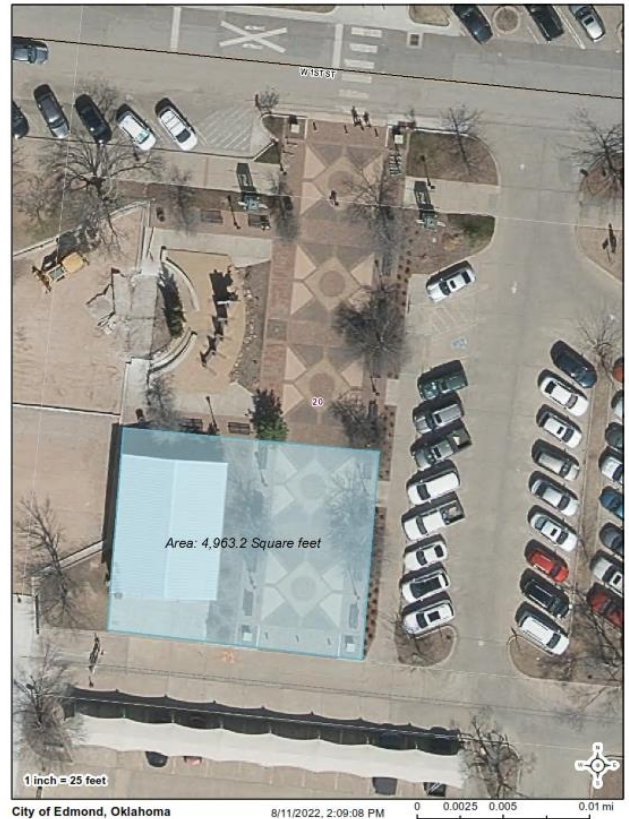
A property tax increment financing (TIF) district was formed to assist primarily with infrastructure investment to prepare redeveloping areas of the downtown area for the increased density of land use. Funds have also been committed to provide developer assistance when the development meets some of the priority investments identified in the TIF Policy Statement. Some of those priority investments include providing higher density housing with other product types of housing that have not been available in our community; strengthening the connection between downtown and the UCO campus; development of new commercial/retail activities to generate sales tax income to support City services; and creating new office or makers space to generate new employment opportunities for the downtown area.

III. REDEVELOPMENT OPPORTUNITY

The City has determined that City owned property within the Festival Market Place property area could be leased and developed to generate economic activity by generating new sales taxes revenue and increasing employment opportunities in downtown Edmond. (Aerial photo to the right – roughly 5,000 square feet)

This Request for Qualifications (RFQ) is part of a competitive process, which will facilitate a fair opportunity for qualified associations, firms, organizations, or individuals to offer their qualifications for plans and services for consideration. The competitive RFQ will provide the City the flexibility to negotiate and arrive at a mutually agreeable relationship.

Festival Market Place, a hub that hosts community events, provides public parking for the commercial/retail activity in the area and houses some notable public art pieces. Any proposed commercial/retail development must demonstrate



that proposed activity will complement and enhance the existing activity of the surrounding property area.

While not exhaustive or all-encompassing, the information below should be used as a guide for prospective responders to understand what concepts and qualities the City expects to see in this location:

- Independent bistros/restaurants/bars/breweries or other unique establishments that demonstrably create a sense of place and builds on the recent emergence of Downtown Edmond as a vibrant, walkable, district that is the heart of the community, with hours of operation extending past 7pm (i.e. increasing evening/night life in the area).
- Establishments designed so that people can comfortably gather inside and outside, including when a special event is occurring in the area

It is the intent of the City to work with a developer on a long-term lease for the property. The length of the lease will be determined by the capital investment that will be committed to develop the property.

Businesses, corporations and individuals are welcome to submit their qualifications, but preferences will be given to those that can demonstrate successful experience in providing outstanding commercial/retail development in a professional manner to reflect a positive image of our community.

IV. SUBMITTAL REQUIREMENTS

To simplify evaluation and to assure that each submittal receives the same orderly consideration; all submittals are to follow the format described in this section. Respondents are encouraged to submit concise and clear responses to the RFQ.

All submittals must be divided into the following content parts:

Part 1 – Letter of Interest and Proposal for Development

Provide a letter explaining your interest in leasing the property and relevant information as to how you propose to redevelop and use the property. State your relevant qualifications and experience in executing similar commercial/retail development projects.

***Part 2 – Outline of your Business Plan**

In this first phase of the RFQ the City will not request that a full business plan be submitted at this time, that will be expected if you are selected to proceed, and a Lease Agreement is developed. However, you need to provide a narrative of your plan for development to include expected yearly gross taxable sales as well as why you are interested in this location.

***Note:** It's the City's expectation that the business be open one year from the of approval of the Lease Agreement.

Part 3 – References

Provide names and contact information of at least three (3) references that you have leased or are currently leasing property from on your character and ability to follow the terms of the lease.

Part 4 – Miscellaneous

Besides the economic benefit that is expected from the property lease, what will be different or special about what you propose to develop on the property? Provide any additional information that you feel is relevant to your submittal.

V. SELECTION PROCESS

The selection for this specific site development will be done as a two-step process. First, interested parties will submit in written form their experience and qualifications in developing this site and state the development concept you are considering for the site (as outlined in Section IV). Provide a potential timetable for development and potential gross taxable sales that could occur annually from the site and new positions of employment that could be generated broken down by full-time and part-time employment and the wages generated.

Next, a review of the RFQ will be done by a selection committee made up of City of Edmond, and EEDA staff members as well as other downtown stakeholders. Those believed to have the strongest qualifications will be asked to interview. The number of parties selected to interview will be dependent upon the number of responses received. Based on the submitted documentation and the results of the interview, a potential land developer will be asked to submit a specific proposal based on a scope of development mutually agreed upon to provide the desired results of more economic activity. These discussions and negotiations will lead to the development of a Lease Agreement that will be presented to the Edmond City Council for approval. If negotiations fail for any reason, the City may choose to negotiate with another individual, group, or business.

VI. ELEMENTS OF A POTENTIAL LAND LEASE

The following will be some of the conditions of the land lease:

- The lease holder shall be responsible for cleaning and maintenance of the building and property on the leased land. Waste that can be identified from the commercial/retail activity on the leased land shall also be cleaned up around the building in the parking lot and plaza of Festival Market Place on a daily basis. The exterior conditions of the building developed on the leased land shall be always kept in good condition.
- The commercial/retail activity operated on the leased property will follow all applicable federal, state and local laws in the use of the property.
- The operator shall be responsible for all personnel related matters within the operation of the facility. This includes compliance with applicable labor laws

including compensation, benefits, compliance with equal employment opportunity requirements and appropriate workers compensation coverages.

- The land lease partner will be expected to represent a positive image in the community.
- The land lease partner will be asked to provide on a yearly basis a financial report as outlined in the negotiated lease agreement.

VII. NON-COLLUSION AFFIDAVIT

The attached affidavit is required and must be completed and uploaded as part of your electronic response to this RFQ using the online bidding system.

VIII. SUBMITTAL INSTRUCTIONS

- All qualification proposals shall be submitted via the City's online bidding system. Respondents are required to register as a provider at <https://www.edmondok.gov> to submit a response and enable receipt of any necessary addenda or correspondence. Responses submitted AFTER the time set for receipt of proposals WILL NOT BE CONSIDERED.
- Submittals shall be in the specific format prescribed herein, not contain promotional or display materials, and all material shall pertain to the requirements. Submitted responses are subject to release under the Oklahoma Open Records Act.

IX. INQUIRIES

All inquiries should be submitted through the online bidding system before 2:00 p.m. on December 1, 2022.

Schedule of Events:

- November 1, 2022: RFQ Issued
- December 15th: Qualifications Due
- January 3rd – January 6th: Potential Interviews
- January 9th – January 16th: Select Land/Lease Developer; finalize Lease Agreement
- January 23rd: Anticipated Date of Award (City Council Meeting)