



The City of Othello

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REQUEST FOR PROPOSALS (RFP)

OTHELLO MARKET DISTRICT/FOOD MAKERS' INCUBATOR PLANNING PROJECT

The City of Othello is soliciting proposals from qualified consulting firms to conduct a Planning Study for the Othello Market District/Food Makers' Incubator Project.

PROPOSAL SUBMISSION

One (1) copy of the proposal package must be submitted to the City of Othello on or before 5:00 P.M. on Friday, February 14, 2020. Proposals may be submitted in one of the following two ways:

1. Mailed or hand-delivered to the City of Othello, 500 East Main Street, Othello, Washington 99344. Proposals must be sent in a sealed envelope and clearly marked: "Proposal – Market District/Food Makers' Incubator Planning Contract" in the lower left corner.
 2. E-mailed to Shawn Logan, Othello Mayor/City Administrator, at slogan@othellowa.gov, with the subject line "Proposal – Market District/Food Makers' Incubator Planning Contract".
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ANTICIPATED REQUEST FOR PROPOSALS (RFP) AND CONTRACT SCHEDULE

The anticipated RFP and contract schedule, subject to change, is:

1. Deadline for Submittal of Proposals: February 14, 2020 @ 5:00 p.m.
2. Evaluation of Proposals: By February 24, 2020
3. Short-Listed Consultant Interviews (at City of Othello's option): March 2, 2020
4. Consultant Selection Decision and Negotiations Completed: By March 6, 2020
5. Othello City Council Approval: March 9, 2020
6. Execution of Contract: March 20, 2020
7. Anticipated Completion Date: March 31, 2021

Any updated information on the proposal process will be posted on the City of Othello's website at <https://www.othellowa.gov/bids>. Questions regarding this solicitation should be directed to Shawn Logan, Othello Mayor/City Administrator, by email only at slogan@othellowa.gov.

PROJECT BACKGROUND

The Othello Market District/Food Makers' Incubator Project goal is to stimulate entrepreneurship, small business start-ups and expansions that will create family wage jobs, strengthen the local economy, and build on the significant existing agriculture and food processing assets of Othello and Adams County.

Othello is interested in securing the Avista Utility site in the heart of downtown to redevelop into a Market District/Food Makers' Incubator featuring state-of-the-art facilities, a commercial kitchen, and support services for entrepreneurs and small business owners engaged in value-added agriculture. Secondly, the Market District would offer a seasonal farmers market with flexible outdoor and indoor spaces to accommodate stalls for farm produce and arts and crafts vendors. The Market District would have a plaza with adequate parking, where residents and tourists could gather to enjoy local food and beverages at food trucks and restaurants and to celebrate the arts, cultural festivals, and entertainment.

This Planning Study is intended to build upon an initiative that Othello began in 2018. At that time, the Othello Farmers' Market Feasibility Study funded by the Department of Agriculture was focused on a narrower goal -- expansion of the seasonal Othello Farmers Market sponsored by the Chamber of Commerce. This narrow goal was rapidly eclipsed by the emergence of a bolder set of visions and concepts endorsed by the community -- the Market District/Food Makers' Incubator -- which is the subject of this Planning Study.

This Planning Study will pick up where the Feasibility Study left off, to concentrate on site acquisition and the incubator and commercial kitchen components of the project. Although an expanded farmers' market and community plaza are important to Othello's quality of life, there will be greater long-term economic development, diversification, and entrepreneurial outcomes generated from the incubator and commercial kitchen, which is why those components form the core of this Planning Study.

CONTRACT BUDGET AND FUND SOURCES

A maximum of \$66,667 is available for this contract for all Consultant costs including fees, materials, travel and any other expenses. The sources of funding are a \$50,000 planning grant to the City of Othello from the Community Economic Revitalization Board (CERB) within the Washington State Department of Commerce and \$16,667 in matching cash from the City of Othello.

CONTRACT SCOPE OF WORK

The scope of work for this contract includes the following four elements, associated tasks, and outcomes:

1. Appropriate Scale, Prospective Uses and Tenants, and Marketing Strategy

Tasks:

- a. The Consultant will identify the appropriate scale and variety of uses for an Othello Market District/Food Makers' Incubator that would best suit Othello and the surrounding area. Examples of potential uses include: a commercial kitchen; incubator spaces for food entrepreneurs; farmers' market sales stalls and loading docks; and, education and training spaces.
- b. The Consultant will identify and interview entrepreneurs and small business candidates for an Othello Market District/Food Makers' Incubator and commercial kitchen. The objective is to learn what prospective tenants and users would require in terms of facilities, services and fees to be interested in leasing incubator space or renting the commercial kitchen. The Consultant will create materials that can be used in these meetings to help prospective tenants/users envision the facility and spaces.
- c. The Consultant will identify potential collaboration opportunities with relevant agriculture and food programs at colleges/institutes/non-profit organizations.
- d. The Consultant will create a strategy for marketing the facility to prospective tenants and users.
- e. The Consultant will reach out to the Greater Othello community for feedback on this project.

Outcomes:

A firm idea of who would like to rent the facility and who would like to partner with Othello; a clear vision of what type of facility will fit Othello best; and, a clear strategy to market the facility to potential tenants.

2. Ownership, Management Options and Operational Pro Forma

Tasks:

- a. Based on the scale and planned uses of an Othello Market District/Food Makers' Incubator, the Consultant will identify, research, and recommend optimal ownership and management options for the facility.
- b. The Consultant will prepare detailed, realistic projections of operating costs and income streams.

Outcomes:

A greater understanding of what type of ownership, management and level of operating budget will be needed to have the best chance of success.

3. Conceptual Site Plan, Current Condition and Redevelopment Evaluations, Capital Costs

Tasks:

- a. Based on the scale and planned uses of an Othello Market District/Food Makers' Incubator, the Consultant will prepare a detailed conceptual site plan for the facility.

- b. The Consultant will perform a comprehensive current conditions evaluation of the buildings, grounds and infrastructure to identify any issues that could impact site usability or safety, including any environmental conditions requiring remediation.
- c. The Consultant will recommend specific redevelopment actions (renovations, repairs, construction, remediation) needed to enable the grounds, buildings and infrastructure to fit the new mission.
- d. Based on the site plan, current conditions assessment, and redevelopment analysis, the Consultant will estimate capital costs, project timelines, phasing, and capital funding strategies. Funding strategies will include public sources and recommendations of proven mechanisms for soliciting and securing private investment.

Outcomes:

A firm idea of the existing condition of the building and property; specific improvements and retrofits needed to accommodate new tenants; capital costs; funding sources to complete the vision; and, project timelines and phasing.

4. Final Report and Presentation

Tasks:

- a. The Consultant will prepare a Final Report detailing the findings and recommendations and documenting completion of all project elements.
- b. The Consultant will present the Final Report to the Othello City Council and other project partners.

Outcomes:

A comprehensive record of research, data, feedback, and recommendations.

IMPORTANT NOTE: Ongoing discussions between the City of Othello and Avista related to the potential sale or transfer of this property will continue on a parallel track to this Planning Study but are not part of the Consultant's scope of work.

EVALUATION PROCESS AND CRITERIA

The City of Othello will convene a Selection Committee to evaluate and assign each of the proposals a rating of up to 100 maximum points on responsiveness to the following criteria:

1. Planning Study Approach, Personnel, and Timelines (50 points):

Describe the firm's approach to accomplishing the elements, tasks and outcomes in the scope of work. For example: How will the tasks be prioritized, ordered, and organized within the overall

year-long contract timeline? How is your approach customized to meet the needs of Othello? What additional or alternative approaches to the scope of work do you recommend, and why? Who will be the lead personnel responsible for each element? Who will be the point person for day-to-day management of the project team?

2. Qualifications of Project Team (35 points):

Explain what qualifies your project team to undertake this Planning Study. For example: What is the firm's history, areas of expertise, and capacity to perform this project? What specific, relevant experiences and skills do the assigned personnel bring to the project? What is the firm's experience working with communities like Othello? What working relationships does the personnel have, if any, with state, federal and private funders? Please provide a brief description (including client contact information) of up to three past projects your firm has undertaken that demonstrates relevant project experience.

3. Reasonableness of Budget Allocation (15 points):

Provide a total budget and cost breakdown (personnel, travel, materials and other expenses) for accomplishing each of the four elements of the scope of work. Highlight any cost efficiencies you plan to use and any budget issues you foresee.

Based on the evaluation outcomes, a short-list of consulting firms may be invited to participate in an in-person interview at the Othello City Hall on March 2, 2020.

TERMS AND CONDITIONS

Minority- and women-owned firms are encouraged to submit proposals. The City of Othello is an equal opportunity and affirmative action employer.

The City of Othello reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This solicitation for Consultant services does not obligate the City of Othello to pay any costs incurred by respondents in the preparation and submission of a proposal. This solicitation does not obligate the City of Othello to accept or contract for any expressed or implied services. Furthermore, the City of Othello reserves the right to award the contract to the next most qualified Consultant if the initially selected Consultant does not execute a contract within thirty (30) days after the award of the proposal.