

**County of Otsego Industrial Development Agency
County of Otsego, New York**

REQUEST FOR PROPOSALS

**Hotel Market Study and Economic Development Plan
Proposal for Professional Services**

PROFESSIONAL CONSULTING SERVICES

Professional service firms, individuals, or teams that are or include NYS Certified MBE or WBE firms or individuals are strongly encouraged to submit proposals in response to this RFP. Consultants and firms are also encouraged to submit utilizing DBE sub-consultants where appropriate.

August, 2015

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INTRODUCTION

The City of Oneonta has been awarded a 2014 CDBG Planning Grant to prepare a feasibility study and hospitality market strategy for a boutique hotel located between the Stella Luna Ristorante and the Foothills Performing Arts Center on Market Street in the City of Oneonta. The City has designated the County of Otsego IDA as the administrator of the grant. The IDA therefore is requesting proposals from qualified firms to undertake the planning effort.

This project addresses the hospitality sector potential on Market Street and, in particular, the vacant lot between Stella Luna Ristorante and the Foothills Performing Arts Center. The proposed project is intended to

- Examine the viability of a boutique hotel at the subject location;
- Review possible connections to the Craft Beer/Culinary opportunities in the area/region;
- Examine the role of Foothills in the viability of a hotel at the subject location;
- Examine the potential use and expansion of Stella Luna as part of the project;
- Examine the hotel as a potential driver of traffic for Beverage Trail;
- Examine the hotel as a driver of Market Street Re-development;
- Identify the demographics for the project; and
- Examine the connection to Main Street and other area tourism venues.

The IDA proposes to use \$47,500 in Community Development Block Grant (CDBG) funds to finance the Hotel Market study and Economic Development Plan.

PROFESSIONAL SERVICES

The project is the preparation of a development plan for a boutique hotel on Market Street in the City of Oneonta. Currently, BFS Realty Associates, LLC, is the sole owner of the property. The plan will determine the economic opportunity and market for a boutique hotel for the subject site. The development of a plan for the full utilization and build-out of the site will include, but is not limited to, the evaluation of existing conditions and developable land; the evaluation and identification of needed infrastructure, and its costs; an analysis and recommendation on alternative and improved access routes; and the identification of potential users. The plan will

involve the cooperation of BFS Realty Associates, LLC, and the City of Oneonta.

SCOPE OF WORK

Task A) Stakeholder Communication

The contractor will attend meetings with key stakeholders who will be critical partners in the planning and development plan preparation. They will also coordinate with appropriate agencies, such as the IDA, City of Oneonta, NYS Department of Transportation, NYS Department of Environmental Conservation, and utility companies/authorities as necessary.

Task B) Site Assessment and Document Review

The contractor will collect and review available environmental reports, foundation surveys, existing highway, railroad, utility and property survey drawings. They will make a minimum of two site visits to investigate existing conditions. They will assess and evaluate the existing infrastructure and physical conditions that exist on the property (e.g., general layout, roads, utilities, ponds, creeks, etc.) to determine appropriate design concerns and limitations for the installation of infrastructure and parcel layout.

Task C) Analysis of Various Opportunities and Constraints

- **Environmental Restrictions, Subsurface Foundations and Geotechnical Constraints**

The contractor will complete a thorough review to determine any restrictions and/or constraints on the site that might affect infrastructure design, parcel/site layout, as well as potential land uses.

- **Site Utilities**

Working with the City of Oneonta and their consulting engineer, Delaware Engineering, as well as private utility companies, the consultant will determine the location and capacity of available sewer, water, gas, electrical and other utility services relative to the site.

- **Zoning Opportunities and Limitations**

A thorough review of zoning ordinances will be completed by the contractor to determine the opportunities and limitations on potential land uses.

- **Real Estate, Market and Economic Analysis**

A targeted analysis of a prospective boutique hotel will be completed. This will begin with a review of regional demographic, economic, real estate market and investment data, as well as conversations with a number of knowledgeable commercial real estate brokers and developers. Having developed a baseline understanding, the contractor will evaluate the site's potential suitability for a boutique hotel, as well as various other commercial uses that may be considered for the subject site.

Task D) Alternative Development Scenarios

Based on information collected in previous tasks, the contractor will prepare three (3) Alternative Development Scenarios for the site with preliminary cost estimates. The three concepts will include alternative land use and real estate product categories, roadway layout, utility corridors, parcel layout with acreage and potential storm water management facility locations. Potential phasing of each concept will be included on drawings.

Phasing for each scenario will tie directly to the results of the evaluation of potential commercial uses from Task C, with the timing of infrastructure and site improvements coordinated with the expected pace of the market's absorption of each proposed property type.

Task E) Preferred Alternative

The contractor will review the overall site characteristics, transportation and utility corridors, parcel layout, and opportunities and limitations for each Alternative Development Scenario with the client team.

The contractor will assist the client team in the selection of one (1) Preferred Alternative. The contractor will prepare a Site Plan and address the potential market demand for commercial real estate. The plan will maximize site amenities, and provide for storm water management facility locations. A marketing level rendering of the Preferred Alternative will be prepared for the client's use.

The contractor will also provide preliminary utility sizing for the selected concept, giving particular attention to the phasing of the necessary infrastructure for that concept.

Task F) SEQRA Review

The contractor will review the SEQRA process and perform a preliminary scoping which will highlight any issue that will need to be addressed prior to development. This task does not include the actual preparation of SEQRA forms.

Task G) Cost Estimates

The contractor will prepare Order of Magnitude cost estimates for the Preferred Alternative development concept

PROJECT CONSIDERATION:

This RFP does not include the preparation of topographical surveys, construction plans, details or specifications.

PROJECT DELIVERABLES:

1. A Development Portfolio appropriate for use in marketing the site to prospective developers will be provided by the contractor.
2. Ten (10) copies of a written and bound Development Portfolio, which addresses all items covered in the scope of work, will be delivered to the County of Otsego Industrial Development Agency. The Portfolio will be organized to include the existing conditions and analysis, the Preferred Alternative site plan, descriptions of needed infrastructure improvements, and cost estimates. It will also include recommendations on development phasing and estimated costs for each phase of the Preferred Alternative concept.
3. Ten (10) copies of the Preferred Alternative marketing level rendering.
4. Ten (10) copies of the Preferred Alternative Site Plan showing existing conditions, utilities, access, and proposed flexible parcel layout.

All products will be provided in reproducible hard copy and a digital format in a form to be placed on the website for future development by the County of Otsego Industrial Development Agency.

MODIFICATIONS/ALTERNATIVES TO SCOPE OF SERVICES

All firms responding to the RFP must address each element of the Scope of Services. However, the IDA encourages firms to identify modifications or alternative approaches to the Scope of Work which would serve to better address the IDA’s goals and objectives.

INFORMATION TO BE SUBMITTED WITH PROPOSALS

Proposals should demonstrate a good grasp of the project, and include a description of the approach that the firm will use to complete the project, as well as a preliminary project time table identifying completion dates for key components to the project.

A summary of similar work completed by the firm should be included. This summary should also contain the names and telephone numbers of contact persons for each contract. In addition, the firm’s background, and the resumes of any staff to be assigned to the project, should be included.

Firms should provide a detailed summary of their costs to complete the project. All costs that can be identified should be listed, as well as any costs related to suggested modifications or alternatives to the work program.

Proposing firms should be aware that completion of this project is funded by local and Federal Agencies. The awarded firm will be required to fully comply with all requirements and certifications that the sources of funding impose.

REQUIREMENTS AND EVALUATION FACTORS

The firm must have significant relevant experience in community planning, specifically economic development planning. The firm must identify the persons with experience in addressing planning and development projects in an efficient and timely fashion.

In evaluating proposals, the County IDA shall give the following evaluation factors the following weight or relative importance in the selection process:

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| 1. The overall capacity of the firm and the range of services and experience with similar projects | | 40% |
| 2. The experience of the designated project manager | | 35% |
| 3. Project timetables/scheduling | | 15% |
| 4. Cost of professional services | | 10% |
| | | <u>100%</u> |

Subsequent to reviewing and evaluating competitive proposals, the IDA may, at its discretion, choose to interview some or all firms responding prior to a final selection. Firms will be selected based upon the responsible firm whose proposal is most advantageous to the IDA with price and the above factors considered. The IDA reserves the right to select, not to select, or to re-advertise

for proposals.

SUBMISSION REQUIREMENTS

If you wish to submit a proposal, please submit 2 copies of the proposal and any other information to the County IDA no later than **September ____, 2015**.

The address is as follows:

Mr. Alexander “Sandy” Mathes
Chief Executive Officer
County of Otsego Industrial Development Agency
189 Main Street, Suite 500
Oneonta, New York 13820

Questions regarding this RFP should be directed to Elizabeth Horvarth, COO
The County of Otsego IDA
at: 1-607-267-4010