

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

**REQUEST FOR PROPOSALS**

**Food Hub 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.*

**October 19, 2015**

# **County of Otsego Industrial Development Agency**

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## **REQUEST FOR PROPOSALS**

### **Food Hub Feasibility Study and Market Street Economic Development Plan Proposal for Professional Services**

#### **INTRODUCTION**

The County of Otsego IDA has been awarded a Mohawk Valley Momentum Fund Grant to prepare a feasibility study and economic development strategy for a potential Regional Food Hub, connecting this study to the overall plan for Market Street within the City of Oneonta. The IDA therefore is requesting proposals from qualified firms to undertake the planning effort.

This project addresses the intertwined problems of agricultural producer access to proximate urban markets, low median incomes and profitability for farmers, producer expansion through value-added production, and regional food producer collaboration. Furthermore, the proposed project will seek to decrease urban blight through remediation of a condemned building, to increase jobs in Otsego County's largest city, and to partner with local workforce training initiatives to prepare hard-to-place workers in ag-related occupations. This Study is intended to analyze the feasibility of creating and sustaining a successful food hub in Oneonta and how this strategy connects a redeveloped Market Street to the downtown area, including:

- Analysis of need and opportunity;
- Determination of costs of legal action to acquire parcel;
- Determination of costs for environmental review, demolition, and all aspects of brownfield remediation/SEQR;
- Identification of engineering costs to develop a draft site plan with all needed approvals, as well as all building specs (size, functions, capabilities, uses);
- Identification of potential functions of the Food Hub, including but not limited to: product aggregation, packing, delivery, cold storage, food and related retail, bottling and canning, IQF, commercial kitchen, workforce development, revenue generating space/opportunities etc.;
- Analysis of the Food Hub's fit within the greater strategy of developing Market Street into a lively hub of entertainment and craft food and beverage;
- Analysis of Food Hub's fit and connection into the greater New York and Northeastern US local food/distribution strategy and plans;
- Overall analysis of Oneonta location on NYS Rt. 88 and Oneonta Rail Yards and transportation value and role for regional food distribution to larger markets and connecting to other related NYS/Regional Strategies, and

- Identification of possible grant funding and investment equity sources for start-up, and advice concerning sustainability/path to profitability.

This project is also part of the IDA's comprehensive strategy to provide linkages between public schools, vocational programs, higher education, and business. In creating a pipeline to employment, it will be critical for the IDA to identify viable development areas for economic expansion, if job-training services are to ultimately lead to jobs.

The IDA proposes to use \$150,000 in New York State Empire State Development funds, and at least \$15,000 of its own funds, to finance this Feasibility study and Economic Development Plan with a total budget of \$165,000.

### **PROFESSIONAL SERVICES**

The project is the preparation of a feasibility study for the acquisition of a blighted parcel of land in the City of Oneonta, demolition and remediation, and construction of a new stand-alone, approximately 40,000 square foot building that will house a multifunctional Food Hub. Currently, the parcel is owned privately. The plan will determine all costs involved in acquiring and demolishing the current building, and building new; the study will also address the economic opportunity and market for Food Hub-related activities 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; the evaluation and identification of needed infrastructure, and its costs; the feasibility of and need for a Regional Food Hub to serve producers of Otsego, Delaware and Schoharie Counties as well as other TBD regional producers, and beyond. Then ultimately how this effort connects to the broader NYS and NE regional "local food" distribution strategies.

### **SCOPE OF WORK**

#### **Task A) Stakeholder Communication**

The contractor will attend meetings with key stakeholders, including local producers and food-related businesses, which will be critical partners in the planning and development plan preparation. They will also coordinate with appropriate agencies, such as the IDA, the City of Oneonta, and other valued NYS and regional partners.

#### **Task B) Site Assessment and Document Review**

The contractor will collect and review available environmental reports, foundation surveys, property survey drawings and collateral materials. 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 subject property (e.g.; general layout, environmental issues, etc.) to determine present value and cost estimates for demolition with remediation.

#### **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 building design, appropriate use, maximum buildout, etc.

- **Access**  
The contractor will prepare an analysis of key factors influencing site planning, including but not limited to ingress/egress to the property via foot traffic, private vehicle and truck traffic; connection to Market Street and Main Street; parking; related issues.
- **Site Utilities**  
Working with the City of Oneonta, as well as private utility companies, the consultant will determine the location and capacity of available sewer, water, natural 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 site uses.
- **Real Estate, Market and Economic Analysis**  
A targeted analysis of various retail and commercial uses that may be considered for the subject site, as a Food Hub, 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 individuals/entities with Food Hub development experience. Having developed a baseline understanding, the contractor will begin to formulate cost/benefit analyses of different models of Food Hub and mixed-use development on the subject site. A real estate appraisal of the current site's value shall also be included for potential use in a possible legal process.

#### **Task D) Alternative Development Scenarios**

Based on information collected in previous tasks, the contractor will prepare three (3) Alternative Development Scenarios for the site as Food Hub, with preliminary cost estimates. 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 uses from Task C.

#### **Task E) Preferred Alternative**

The contractor will review the overall site characteristics, etc., 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 draft-building layout with floor plans and identification of needed equipment. 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 including demolition of existing building on site and full environmental remediation of the building and site, providing for redevelopment of the parcel.

### **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 the use in marketing the site 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 timetable identifying completion dates for key components of the project.

A summary of similar work completed by the firm should be included. This summary should also contain the names and 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 cost 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:

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 and team	.....	25%
3. Project timetables/scheduling	.....	15%
4. National/Regional Food Hub and Ag experience	.....	10%
4. Cost of professional services	.....	<u>10%</u>
		100%

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 which 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 including increasing the overall budget to accommodate an expanded scope.

**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 **November 16, 2015**.

The address is as follows:

Mr. Alexander “Sandy” Mathes, Jr.  
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 Horvath, COO  
The County of Otsego IDA  
607-267-4010  
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