



Legislation Details (With Text)

File #: 17-290 **Version:** 1 **Name:**
Type: Public Hearing (Public & Legislative) **Status:** Agenda Ready
File created: 6/12/2017 **In control:** City Council Regular Meeting
On agenda: 6/26/2017 **Final action:**
Title: Consideration of awarding a contract for Enhanced Services for the Arts and Entertainment Focused Downtown Municipal Service District to Cool Spring Downtown District Incorporated.
Sponsors:
Indexes:
Code sections:
Attachments: 1. RFP - Enhanced Services for Arts and Entertainment-Focused Downtown Municipal Service District, 2. Cool Spring Downtown District, Inc - RFP response

Date	Ver.	Action By	Action	Result
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TO: Mayor and Members of City Council

THRU: Douglas J. Hewett, ICMA-CM, City Manager

FROM: Victor Sharpe, Community Development Director
Kimberley Toon, Purchasing Manager

DATE: June 26, 2017

RE:
Contract award for Enhanced Services for an “Arts and Entertainment Focused” Downtown Municipal Service District

COUNCIL DISTRICT(S):
District 2

Relationship To Strategic Plan:
Desirable Place to Live, Work & Recreate

Executive Summary:

This item is a public hearing to consider awarding the contract for Enhanced Services for the Arts and Entertainment Focused Downtown Municipal Service District to Cool Spring Downtown District, Inc. Attached is a detailed copy of the Request for Proposals and the proposal submitted by Cool Spring Downtown District, Inc. City Council discussed this item at the June 5, 2017 Work Session.

Background:

Changes in the State's statutes invalidated the City's contract with the Downtown Alliance as the managing organization of the City's Downtown Municipal Service District. In an effort to comply with the new rules, City staff prepared a request for proposals seeking qualified agencies to contract for enhanced services in the Arts & Entertainment focused Downtown Municipal Service District.

The RFP included the following five enhanced service elements: Economic Vitality and Development; Art and Design Enhancements; Promotion and Marketing; Special Events and Programming; and Partnership, Organizational Support and Conflict Resolution.

The RFP included the following required component parts: cover letter/letter of intent; executive summary; project understanding, approach and schedule; team organization, experience and qualifications; consultants, agents and/or contractors; references; cost/fee proposal; financial information and additional proposal considerations.

There were four respondents to the RFP. The proposals were evaluated on the following criteria: qualification and experience of proposed team; overall understanding as detailed in submittal; demonstration of prior successes/abilities; ability to measure and understand past to adapt to the future; and proposed cost.

Issues/Analysis:

Based upon staff review of the respondents to the Request for Proposals for Enhanced Services for an "Arts and Entertainment Focused" Downtown Municipal Service District, Cool Spring Downtown District, Inc. is being recommended. Staff also conducted an interview with Cool Spring Downtown District, Inc.

Budget Impact:

For FY18: \$120,000 - Municipal Service District Funds. \$100,000 - General Funds also included in the FY18 budget for City Council's consideration to support the proposed Arts and Entertainment District in the MSD.

Options:

Approve contract award to Cool Spring Downtown District, Inc. for Enhanced Services for the Arts and Entertainment Focused Downtown Municipal Service District.

Do not approve contract award to Cool Spring Downtown District, Inc. for Enhanced Services for the Arts and Entertainment Focused Downtown Municipal Service District.

Provide additional direction to staff.

Recommended Action:

Approve contract award to Cool Spring Downtown District, Inc. for Enhanced Services for the Arts and Entertainment Focused Downtown Municipal Service District in the amount of \$119,500 from the Municipal Service District funds and approve \$100,000 from the General Fund to provide enhanced services. The total contract award would be 219,500.

Attachments:

RFP for Enhanced Services for Arts & Entertainment-Focused Downtown Municipal Service District

Cool Spring Downtown District, Inc.'s proposal