



REQUEST FOR PROPOSALS

Arcadia Creek Festival Place Master Plan

OVERVIEW

Kalamazoo Downtown Partnership seeks the services of an innovative firm to develop a master plan for the future use and development of the Arcadia Creek Festival Place (ACFP). Owned by the City of Kalamazoo, and operated, managed, and maintained by the Kalamazoo Downtown Partnership, ACFP is located on approximately two acres of land just northeast of the center of downtown, and bounded by Koopsen's Alley on the west, Kalamazoo Avenue to the north, Edwards Street to the east, and Water Street to the south. This facility is currently used to host several multi-day festivals annually, along with a handful of smaller events throughout the year. On a daily basis, the venue sits largely idle, being used by the general public for its playground and in a few isolated areas, the shade available under structures.

The planning process will lead to a community-developed vision for the future of this space, with concepts drawn from input received in the Imagine Kalamazoo 2025 Master Plan process, national best practices, and robust public engagement.

Imagine Kalamazoo 2025 Downtown Plan

<https://bit.ly/2Hazl9k>

Background

As county seat for Kalamazoo County (pop. 250,000) and as the largest urban center and concentration of employment in the region, Downtown Kalamazoo serves as the entertainment, commercial, and employment center for southwest Michigan (pop. 800,000). It is also one of Kalamazoo's 22 neighborhoods, with a rapidly growing residential population and expanding employment opportunities. Within four blocks, there are nearly 400 new residential units currently under construction, two college campuses, nearly 500 hotel rooms, a bus/train station, and dozens of restaurants and businesses. The City of Kalamazoo is in the process of redesigning its downtown street network, with a particular focus on the four state highways recently returned to local control by MDOT, one of which directly abuts this site.

Identifying a use and concept for this site that fits with the community's vision while supporting ongoing growth is paramount to the project.

Historical Context

During the first half of the 20th Century, Kalamazoo did not consider the creek that ran through its downtown area an amenity that should be celebrated and experienced. Because of this, the city routed Arcadia Creek into culverts and tunnels as it ran through the central business district, with buildings, parking lots, and other features constructed over it. The creek remained hidden from sight for 15 blocks for nearly a century.

By the 1980s, there emerged an understanding that the subterranean creek was both an asset to be leveraged, and due to continued challenges with flooding, represented a barrier to development in the flood plain it created. In response, the Downtown Development Authority sponsored a design competition for reopening the creek and treating it as an amenity to capitalize on through the downtown.

A plan was developed to daylight and channelize the creek from Westnedge Avenue on the west, to Edwards Street on the east, where it would open into a pond that was to serve as signature feature of a new park. The area along the creek channel experienced significant growth with the development of the West Michigan Cancer Center, First of America Bank Executive Offices, the Kalamazoo Valley Museum, and the Kalamazoo Valley Community College downtown campus.

The area direct to the north of the newly-created pond and green space at the east of the creek project was, for many years, a surface parking lot. For a number of years, this parking lot was activated through the use of a mobile stage, tents, and other equipment, serving as an event venue for major festivals. In 2001 Downtown Kalamazoo Inc. and event organizers formed a coalition to develop the two-acre site to better suit the seasonal events occurring in the area. The project was completed in 2004. The site includes permanent utilities, a bandshell, a multi-purpose pavilion, an interactive fountain, gateway features, a pedestrian bridge over the pond, and children's play area.

Today, the Festival Place does not host the volume of events as it had in the past. Several of the major events that were hosted here have since folded, and new events have not emerged to fill the void created. With fewer events, the site remains vacant for the majority of the year. The space has had design challenges since created; though designed for large-scale events, the facility lacked a number of key features critical hosting such events, including sound and lighting systems, perimeter fencing for alcohol control, and restrooms. The costs associated with securing these services/features have made the hosting of events a costly proposition, limiting the pool of potential promoters. Additionally, the event space is exceptionally large, and does not lend itself to being divided to better host smaller events.

In the years since the creation of ACFP in 2004, budgets at both the City of Kalamazoo and Downtown Development Authority have been challenged by the 2008 financial crisis, cuts to municipal revenue sharing, and loss of tax increment revenues. In that context, maintenance investments have declined at ACFP, leading to deteriorated conditions, leaving it less attractive to day users, and event hosts.

With downtown Kalamazoo experiencing robust growth and development, now is the time to re-evaluate and re-assess Arcadia Creek Festival Place to determine what is the best path forward for this space to better serve the community and be successful.

Outcomes

It is acknowledged that this is a first step in identifying a vision and path forward. The specific goal is to achieve a vision with actionable next steps to allow the project to build momentum. While a level of design concept is desired to help the community imagine the possibility, we

acknowledge the current budget is best used to develop a strategy for use and action. The resultant vision should permit the stakeholders to clearly identify how to fund next steps.

Deliverables

Site evaluation and assessment report - Consultant will complete a review and analysis of the existing facility and programming, detailing current strengths and challenges to the Arcadia Creek Festival Place given its current configuration, features, market conditions, uses, and operational/maintenance resources available.

Project Vision, Goals, and Mission Statement Document – Consultant will work with Kalamazoo Downtown Partnership staff, and Coalition for Place to develop a document outlining the vision, goals, and mission statement for the project.

Aspirational case studies – Consultant shall provide examples of public, private, and hybrid projects from other communities that have leveraged public space to drive activity, traffic, investment, and quality of life to peer communities.

Public engagement process and report Building upon the outreach activities in 2017 for the Master Plan and using the City's Public Participation Plan, consultant shall propose and conduct the necessary outreach activities that bring key stakeholders and the general public to the table in order to create a vision for how best to leverage this key site to benefit the continued growth and quality of life in Downtown Kalamazoo, serving as an amenity for visitors, residents, customers, businesses, and institutions.

Public Participation Plan

<https://bit.ly/2EjQksq>

Concept Plan with supporting images Consultant will develop a concept plan for the site, along with accompanying images illustrating proposed improvements or changes to the site

Market justification – Consultant shall provide a basic analysis of market conditions and ROI supporting the concept developed

Action Plan and Project Schedule – Consultant shall develop an outlined process for advancing the project, illustrating key steps, processes, and benchmarks necessary to implement vision developed through process.

Future Management. Based on concept(s) developed, consultant will provide recommendations on how and by whom facility should be managed in the future.

Report. Consultant shall prepare a draft report and presentation for review prior to finalizing the report and its recommendations

Presentation of Results to Key Stakeholder Groups. As identified during outreach, the consultant shall assist in the presentation of results and recommendations to key stakeholder groups and organizations, including a final community presentation.

PROJECT BUDGET:

Budget for this project is \$65,000. Proposals exceeding budget will be considered, with costs

beyond project budget detailed, along with an explanation of their necessity.

ESTIMATED PROJECT START DATE: November 15, 2019

RIGHT OF REJECTION:

Kalamazoo Downtown Partnership reserves the right to reject any and all proposals, to award the contract to other than the low proposer, to award separate parts of the services required, to negotiate the terms and conditions of all and/or any part of the proposals, to waive irregularities and/or formalities, and, in general, to make the award in the manner as determined to be in their best interest and its sole discretion.

QUESTIONS:

Any questions regarding this information shall be directed toward Andrew Haan, President, Kalamazoo Downtown Partnership by telephone at (269) 344-0795 or via email at ahaan@downtownkalamazoo.org

RFP DUE DATE:

Five (5) sealed proposals, and one electronic copy are due at Kalamazoo Downtown Partnership., at the address below, on or before 5pm, October 25, 2019

DRAFT PLAN DUE DATE:

April 1, 2020

SUBMITTAL INSTRUCTIONS

Kalamazoo Downtown Partnership staff will review all submittal packages submitted for this project. To be considered as a qualified respondent, five copies of the proposal package and one electronic copy must be submitted in a sealed envelope and clearly marked **RFP: Arcadia Creek Festival Place Master Plan**, and received by Kalamazoo Downtown Partnership at the office address listed below by 5:00pm on October 25, 2019. Proposal packages must be mailed or delivered to the following address:

Kalamazoo Downtown Partnership
162 East Michigan Avenue
Kalamazoo, MI 49007

Any packages received after this date and time will be deemed unresponsive. Kalamazoo Downtown Partnership reserves the right to accept or reject any and all proposals, to re-solicit proposals, to waive any irregularities, to negotiate pricing and to select the proposal deemed to be in the best interests of the organization. Issuance of this RFP does not obligate Kalamazoo Downtown Partnership to award a contract nor is Kalamazoo Downtown Partnership liable for any costs incurred by the firm in the preparation and submittal of the proposal. All proposals must include the following information in the order stated below:

Proposal Submission Requirements

1. **Letter of Transmittal** (1 page) – A letter of transmittal that includes a single contact (Project Manager), mailing address, telephone number, and email address.

2. **Introduction/Summary** (2 pages maximum) – A short introduction and summary of the company/consultant (i.e. how long the company/consultant has been in business, number of employees, etc.). In addition, a description of what disciplines are included within the firm.
3. **Understanding of the Project:** (3 pages maximum) or less your understanding of the project including a brief overview of your plan to accomplish the services being requested by Kalamazoo Downtown Partnership
4. **Scope of Work** (10 pages maximum) – Include a detailed work program that addresses:
 - a. Tasks to be performed.
 - b. Estimated timeline.
 - c. Schedule of work products.
 - d. Proposed budget with a cost breakdown by Scope of Work element and a lump sum fee for the services required to fulfill this RFP, including all expenses.List the names of principal team members and other key professionals who will be involved. Support personnel may be identified by classification. If subcontracting is necessary, include subcontractors' key personnel and support staff in the table. Clearly identify the subcontractors' involvement.
5. **Project Management and Communication** (1 page) – Methods the Consultant proposes to use to manage the project and communicate with Kalamazoo Downtown Partnership and the public as to project progress, reviews, and conduct of public meetings.
6. **Personnel Qualifications and Experience** (7 pages maximum) – Resumes of the individuals who will be assigned to the project.
7. **Comparable Projects with References** (5 pages maximum) – Identify comparable projects in progress or completed, with the following information:
 - a. Current contact names and telephone numbers
 - b. Summary of the project
 - c. Nature of public involvement in the project
8. **Representative Work Sample** – A representative work sample similar to the work being requested. The sample may be provided digitally (e.g., a PDF). Directing Kalamazoo Downtown Partnership to an online document or file-sharing site is also acceptable. Only one (1) representative work sample is required per submittal.
9. **Cost:** List standard billing rates along with an estimate of the time involved in completing the process and other documents as requested. Provide fee structure for changes in scope. Please note a desired start date of November 15, 2019.
10. **Signature/Certification:** The proposal shall be signed by an official authorized to bind the offer and shall contain a statement that the proposal is a firm offer for a ninety (90) day period from the submittal deadline. The proposal shall also provide the following information: name, title, address and telephone number of the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information.

FEE NEGOTIATIONS

At the time of awarding the contract to the successful firm, Kalamazoo Downtown Partnership will negotiate a not-to-exceed fee for required services. If Kalamazoo Downtown Partnership and the

successful firm cannot agree on a firm cost, Kalamazoo Downtown Partnership will solicit a fee from the next highest-scored firm. Kalamazoo Downtown Partnership requests to be billed on a monthly basis for any services provided.

Proposal Review Criteria and Award

A Selection Committee consisting of representatives from Kalamazoo Downtown Partnership will evaluate the proposals based on the following criteria:

Review Criteria	Points
Understanding of the Project Goals (Scope-of-Work)	25
Past Performance on Similar Projects	25
Qualifications / Experience of Proposed Staff	25
Ability to Meet Schedules & Budgets	15
Overall quality of the RFP submittal	10
TOTAL	100

Kalamazoo Downtown Partnership reserves the right to seek clarification of any proposal submitted and to select the consultant that is best able to address the project purpose and to reject any and all of the proposals. Kalamazoo Downtown Partnership reserves the right to withdraw this Request for Proposals, to accept or reject any or all proposals, to advertise for new proposals if it is in the best interest of the City to do so, and to award a contract as deemed to be in the best interest of the City.

The Selection Committee at its discretion may conduct interviews of finalists during the week of November 4, 2019. Kalamazoo Downtown Partnership anticipates making the award no later than November 11, 2019.

This solicitation of proposals in no way obligates Kalamazoo Downtown Partnership to award a contract.