

FOR COUNCIL MEETING OF: \_\_\_\_\_  
AGENDA ITEM NO: \_\_\_\_\_

February 28, 2011  
7 (b)

TO: MAYOR AND CITY COUNCIL  
THROUGH: *Linda Wang*  
LINDA NORRIS, CITY MANAGER  
FROM: *John Wales*  
JOHN WALES, INTERIM DIRECTOR  
URBAN DEVELOPMENT DEPARTMENT  
SUBJECT: SUBMISSION GUIDANCE DOCUMENT FOR AN EID  
ADMINISTRATOR

**ISSUE:**

Information only report to provide City Council with a Submission Guidance Document for selecting an Downtown Salem Economic Improvement District (EID) Administrator

**RECOMMENDATION:**

Information only.

**BACKGROUND:**

On January 24, 2011, the City Council approved changing the Request for Proposal (RFP) procurement process to a Special Procurement Process to select an EID Administrator.

A Submission Guidance Document (Attachment A) has been created to provide information on the documentation and evaluation expectations that will be applied to an organization who is interested in submitting a proposal to be considered for the EID Administrator. There are five key components that proposals will be measured against; 1) services and programs; 2) expenditure of funds (budget); 3) performance measures; 4) demonstrated support for services and 5) qualifications/experience.

This document provides additional specificity to the items outlined in the January 24, 2011, staff report relating to the submittal requirements and proposal evaluation for the EID Administrator.

**FACTS AND FINDINGS:**

An organization meeting the requirements for the City to undertake a Special Procurement Process will not require City Council approval. In order to meet the requirements of the City's Purchasing Rules, the Contracts and Procurement Administrator has recommended, and the City Manger has approved, the Special Procurement process for the selection of the EID Administrator.

If a situation arises where multiple organizations submit a proposal to be considered for the EID Administrator, the evaluation criteria and associated scoring will be applied to each proposal, and these evaluations will be reviewed by the Director of Finance, City Manager, Deputy City Manager, Interim Director of Urban Development, Legal, and Downtown Revitalization Manager to determine the ranking and recommendation of an EID Administrator.

The Submission Guidance Document is presented in draft form. It will be reviewed and finalized to ensure compliance with all applicable City and State purchasing rules.

Proposals should be submitted to Sheri Wahrgren, Downtown Revitalization Manager no later than **April 15, 2011**, at 350 Commercial St. NE, Salem, Oregon, 97301, Attn: Sheri Wahrgren, Downtown Revitalization Manager, or sent electronically to [swahrgren@cityofalem.net](mailto:swahrgren@cityofalem.net)

Attachment A:        Submission Guidance Document for selecting the EID Administrator

Report Prepared by: Sheri Wahrgren, Downtown Revitalization Manager  
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## **Submission Guidance Document**

for

### **City of Salem Downtown Economic Improvement District**

#### **Administrator Selection Process**

##### **Background.**

The City of Salem has prepared this Submission Guidance Document for organizations interested in submitting a proposal for the Downtown Economic Improvement District (EID) Administrator. Specifically, this document (1) provides an overview of the submission requirements and (2) details the process and criteria the City will use to select an EID Administrator.

The City Council enacted Ordinance No. 01-08 on January 14, 2008, creating the Salem Downtown Economic Improvement District. On October 25, 2010, City Council approved the extension of the EID for three and one half years, to June 30, 2014. The ordinance provides for an assessment on all commercial property within the District to raise funds to be used for certain improvement projects, as permitted by ORS 223.112. The assessment equals \$200,000 per year, adjusted for inflation.

According to SRC 44.035(a) the EID is administered through an agreement with a third-party provider. Under SRC 44.035, the EID Administrator must provide for public meetings, prepare a budget for consideration and adoption at open publicly noticed meetings, and have a board that has no less than fifty percent of the voting members to be real property owners within the district.

In order to continue the current Salem Downtown Economic Improvement District the City must complete a public hearing and remonstrance process that provides; a) notice to affected property owners about the time and place of a public hearing at which they may appear to support or object to the proposed assessment; b) notice to affected property owners of the amount of the proposed assessment that would be imposed on their property; and c) hold a public hearing, which may not be held sooner than 30 days after the mailing of the notice.

##### **Timeline**

Organizations interested in being considered for the Administrator must submit their proposals no later than **April 15, 2011**. The City has established this deadline to allow sufficient time for evaluation of proposals and completion of the hearing and remonstrance process set out in SRC 44.040.

The following timeline allows for the selection of an Administrator prior to initiating the public hearing/remonstrance process. Contract negotiation would occur concurrently with the public hearing process and execution of the contract would be contingent on the success of the assessment levy.

If an Administrator is not selected prior to the May 1, 2011, the City Council will need to consider an ordinance amendment to change the date of the levy.

## **REQUIRED INFORMATION**

To be considered complete, a proposal must include the following:

### **1. Cover Letter.**

The cover letter must set forth the proposer's understanding of the services to be performed and their approach to providing these services. The letter should also indicate whether the proposer is interested in utilizing the ground floor space located at 365 Ferry Street as part of its undertaking the services, should that space remain available.

### **2. Statement of Qualifications and Experience.**

The Statement of Qualifications and Experience must establish that the applicant has a board with no less than fifty percent of the voting members on the board being real property owners within the EID. An organization can be a non-profit or for profit entity.

The Statement of Qualifications and Experience must also include a summary of the proposer's experience, qualifications and ability to administer EID funds. Statement must include demonstrated financial management experience

### **3. Statement of Proposed Services.**

The Statement of Proposed Services shall include a detailed description of how the following projects authorized under SRC 44.005(a) will be performed.

- (1) Planning or management of development or improvement activities;
- (2) The conduct of activities in support of downtown retail and commercial business recruitment and development;
- (3) The marketing and promotion of businesses, public events, and other activities occurring in the Salem Downtown Economic Improvement District;
- (4) The provision of decorations, flowers, trash cans, planters, benches, banners, signage, or other assets that generally benefit the Salem Downtown economic Improvement District;
- (5) Cleaning and maintaining the off-street public spaces within the Salem Downtown Economic Improvement District;
- (6) Provision of safety and security in the public spaces within the Salem Downtown Economic Improvement District; and
- (7) Any other economic improvement activity that specially benefits the Salem Downtown economic Improvement District.

#### **4. Proposed Budget.**

The budget shall include a twelve month detailed budget indicating how the EID funds will be allocated in undertaking the projects, including administrative expenses and overhead.

#### **5. Proposed Performance Measures.**

The proposed performance measures shall indicate a means whereby the proposer's performance may be evaluated. At a minimum, the performance measures shall be based on the following:

- Quarterly updates on the expenditure of funds.
- Written explanation on any expenditure that is 15% higher than budget estimates...
- Written quarterly progress report that will be made available to the City and property owners and businesses within the EID that summarize the activities and services undertaken for that quarter and that include an update on the expenditures.
- Quarterly updates on the benefits received by the public, property owners and businesses based on the activities, services, programs completed during that quarter.

**6. Evidence of Support for the Proposer.** Evidence of support for the proposer shall include, at a minimum, following information:

- (1) Copy of an outreach strategy that was undertaken with property owners and businesses within the EID to develop the proposal. An outreach strategy shall include at least one communication with all property owners within the EID with respect to the proposed services, budget and performance measurements proposed.
- (2) Written documentation from not less the 25% of the property owners and not less than 25% of the businesses owners within the EID indicating their support for the proposer's statement of proposed services, proposed budget and performance measures. Signature of support from property owners and business owners that appear on written documentation of multiple proposals will not be counted towards the percentage requirement.

### **Evaluation Criteria**

Proposals will be evaluated based on the following criteria. Total maximum points 100

- (1) Ability to effectively communicate with all sectors of the Downtown, as demonstrated by the proposer's outreach to determine support for the proposer's proposed submittal, including the submittal's statement of proposed services, proposed budget, statement of qualifications/experience, and the proposed performance measures. (25 pts)

**(2)** Proposer's experience and qualifications in effectively (a) working with a variety of downtown constituents (b) working with the public sector; (c) managing annual budgets in excess of \$200,000; and (d) undergoing evaluation of performance through performance measurements. (15 pts)

**(3)** Description of services to be provided is detailed and demonstrates that proposed service is authorized under SRC 44.005(a), and identifies how the service was selected and when the service will be completed, and explains how the service will provide demonstrable benefits to the public and property owners and business owners in the EID. (20 pts)

**(4)** Budget provides sufficient detail to evaluate operating costs of the proposer. Administrative costs are reasonable for each service to be provided, and that the costs are within the resources available through the EID assessment. (25 pts)

**(5)** Performance measures demonstrate that the services performed have a direct relationship/benefit to the public and to the property owners and the business owners in the EID, by such things as by decreasing property vacancy, increasing revenue for businesses, attracting investment in downtown, and improving the appearance of properties within the EID. (15 pts)

Upon request staff can provide a list of addresses for property owners within the EID. In addition a list of businesses within the Parking District can be provided. Please note the Parking District boundary is slightly different than the EID.

Please direct questions to: Sheri Wahrgren, Urban Development Downtown Revitalization Manager, 503.588.6178 x 7595, [swahrgren@cityofsalem.net](mailto:swahrgren@cityofsalem.net)