

Addendum to RFP for the Economic Feasibility Analysis and Implementation Plan for the City of Cumberland, Maryland's Strategic Opportunity Sites

1.) *Please provide a list of "registered bidders".*

In order to protect the integrity of the selection process, the list of registered bidders is being kept private until after all proposals have been received.

2.) *From our review of the RFP and the Strategic Economic Development Plan for the City of Cumberland Maryland (SEDP), the RFP is a direct result of the SEDP. Are there any particular findings and recommendations within the SEDP which can be relied on this project: and which of the findings and recommendations of the SEDP "are for the implementation entity (and the selected Development Advisor from this RFP) to verify..." and/ or conduct more focused evaluations.*

The Economic Development Strategic Plan (EDSP) provided the City with a list of opportunity sites that should be specifically focused on for redevelopment for a variety of reasons. These opportunity sites could be used for retail, gateway beautification, industrial parks, better housing, and a variety of other uses. This RFP comes directly as a result of that portion of the study. The goal is to begin with the four opportunity sites noted in the RFP to create a better sense of direction and vision. This will be determined by the Consultant with help from Economic Development staff as needed to gather information.

3.) *What is status of the SEDP?*

The EDSP has been adopted by the Mayor and City Council and is currently being used by the Economic Development Office. One of the first steps being taken from the EDSP is to move Economic Development to a 501(c)(3), which has been approved by the Mayor and City Council and is currently underway. The next steps involve this feasibility study.

4.) *What additional information is available on the seven targeted sites? Is the 2014 Downtown Plan referenced in the Strategic Economic Development Plan available for review? Would you expect that it would provide the basis for the large scale design?*

Additional information on each opportunity site can be found in the strategic plan on the Economic Development website at www.choosecumberland.org. Chapter 4: Real Estate Market Analysis defines each site, describes assets and challenges, details current and former uses, and has a map of each area. There is a basis for some design, but additional research will need to be conducted.

5.) *You are asking for a plan for four of the seven identified opportunity sites. Can you provide any additional guidance about which four will be targeted for this study?*

The four targeted opportunity sites will be Downtown, Cumberland Plaza, Rolling Mill, and Willowbrook Corridor. Maps are available with the RFP on our website and in Chapter 4 of the EDSP at www.choosecumberland.org.

6.) *Is there a specific process in place or envisioned that can relatively quickly narrow the number of sites from seven to the four indicated in the RFP?*

The opportunity sites chosen to focus on for this particular study were based on location and proximity to one another and the Central Business District. The Downtown area essentially comprises the main business district within the City. The Rose's Plaza site is located at the east end of the downtown area, so including it would enhance the flow of the district. Rolling Mill extends from downtown south to the other side of the Interstate, and the Willowbrook Corridor extends east from downtown. Both Willowbrook and Rolling Mill act as gateways into the community, and specifically into the Central Business District. The other sites do not have the physical connectivity to the Central Business District, with the exception of Canal Place. As a state-owned entity, Canal Place will be looked at separately.

7.) *What is the "process" you envision for undertaking the economic feasibility analysis and implementation plan?*

We hope to engage the Consultant in a process that will involve community stakeholders to determine best uses for each opportunity site. We will have open and honest discussions with the Consultant on his/her visions for the area and will be rid of pre-conceived notions for uses of the sites. The process will include stakeholder meetings and studies of the areas, recommendations of use for each site, recommendations for catalyst projects, and cost feasibility for each project. The end result will include a presentation to staff, stakeholders, elected officials, and the public.

8.) *Is there a steering committee formed for the project? If so, what entities are represented? Will the selected development advisor work with the SEDP Steering Committee?*

The selected Consultant will work with a steering committee chosen specifically for this project. It will be comprised of individuals with some knowledge of each site, including business and property owners, and may or may not include anyone from the EDSP steering committee.

9.) *Who else might be development advisor work with: stakeholders, property owners, local organizations and entities, partner organizations, etc.?*

The Consultant can be expected to work with Economic Development staff, the steering committee, City of Cumberland elected officials, property owners, business owners, the Allegany County Chamber of Commerce, Allegany Arts Council, Allegany County Tourism, and a variety of other stakeholders.

10.) *How many on site meetings you anticipate during the project?*

A minimum of three site visits will be expected of the Consultant, with additional visits added when necessary. There should be no less than an introductory visit, an interim visit, and a final visit and presentation.

11.) *What is meant by catalyst projects (plural) for each of the opportunity sites? How many projects do you anticipate on the four priority sites?*

Catalyst project refers to any project which could be used to begin or jumpstart revitalization or redevelopment of the opportunity site. The Consultant is expected to provide at least one project per opportunity site.

12.) *What is meant by "cost-benefit" analysis, versus fiscal impact and/or financial pro forma evaluation?*

Cost benefit analysis refers to a financial pro forma evaluation, plus any other benefits associated with the project. For example, streetscape beautification might look like a poor idea using only a financial pro forma, but the benefits of the project could outweigh the costs, just not in terms of physical money. The cost benefit analysis should include monetary and social costs and benefits.

13.) *What is meant by renderings (plural) for design concepts (plural) for each opportunity site and a potential full design of any site...?*

Renderings of each project include drawings, sketches, digital mock-ups, etc. of the proposed catalyst projects. If the catalyst project were to involve redevelopment of the entire site (or a large portion of it), the rendering for that particular project would include a design for the full site.

14.) *What is the relative emphasis on economic feasibility; design analysis/renderings; implementation strategies; and/or outreach to area organizations, entities, existing businesses, property owners, potential developers etc.?*

The primary emphasis for this project will be the design of strategies for each site to allow the City to have a clear vision for continued growth and redevelopment of each section. Along with this comes a high emphasis on economic feasibility; each site must contribute to the betterment of the City and be economically sustainable. Cost-benefit analyses and renderings are an important part of the vision and feasibility for each site. Outreach to stakeholders will not be the primary concern, but will be a crucial part expected of the Consultant for research and to gain public buy-in.

15.) *The SEDP indicated that the cost of your requested services could range from \$50,000 to over \$200,000, depending on the level of specificity and complexity .What is the potential level of effort anticipated and/or proposed budget? Do you have an anticipated budget range for the analysis? What is the not-to-exceed budget for this contract?*

We have not set a particular price for this project and will not be basing the decision based on price alone.

16.) *What is the source of funding for this contract?*

The City of Cumberland and Appalachian Regional Commission will be the primary sources of funding.

17.) *What was the total contract amount for the 2014 Economic Development Strategic Plan?*

The total contract amount for the EDSP was \$54,600.

18.) *What is the required number of references to include in the Narrative and Technical Approach?*

It is recommended that no fewer than three references be provided.

19.) *Do we need to include an electronic copy of the business cost proposal?*

Yes, please include an electronic copy of the proposal saved on a USB drive.