REQUEST FOR PROPOSALS
FOR DEVELOPMENT SERVICES
RELATING TO A
COWLITZ COUNTY EVENT CENTER HOTEL

LONGVIEW PDA

MARCH 11, 2019

NOTICE OF REQUEST FOR PROPOSALS
FOR DEVELOPMENT SERVICES RELATING TO A
COWLITZ COUNTY EVENT CENTER HOTEL

The Longview Public Development Authority (PDA) invites written proposals for turnkey development services for the financing, design, construction and operation of a headquarters hotel for the Cowlitz County Event Center in Longview, Washington. Proposals are solicited for these services in accordance with the terms, conditions and instructions as set forth in this Request for Proposals (RFP).

Proposals must be time stamped in the City of Longview Executive Office at **1525 Broadway, Longview, WA 98632** by 5:00 p.m. (PST) on April 30th, 2019. Late proposals will not be accepted.

Interested developers must submit ten (10) photocopies of their proposal in addition to the original (labeled accordingly). A total of eleven (11) paper proposals shall be submitted. One (1) electronic copy of the proposal will also be required in Microsoft Word format on thumb drive media. The original proposal must be the actual document received by the PDA and must be clearly marked "Original." Faxed responses are not acceptable.

Respondents must submit their RFP response (original, thumb drive and copies) in a sealed package. Any additional or alternative proposals must be submitted in separate sealed packages and labeled accordingly. The PDA is not responsible for submissions not properly identified.

There will be one pre-submittal meeting on Monday, March 25th, 2019 at 3:00 p.m. PST at Longview City Hall, Training room, 1525 Broadway, Longview, Washington, 98632. Attendance is preferred. The PDA reserves the right to conduct a second, mandatory pre-submittal meeting if the PDA deems it necessary.

The Longview PDA reserves the right to reject any and all proposals or to accept any proposal deemed to be in its best interest.

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1. PURPOSE/BACKGROUND

1.1. The Longview PDA (the "PDA") solicits responses to this Request for Proposals (RFP) from qualified Developers ("Developers" or "Respondents") interested in providing turnkey development services for the financing, design, construction and operation of an event center hotel and related off-site infrastructure (the "Project") in Longview, Washington.

1.2. Through this RFP process, the PDA intends to select a Developer and initially enter into a memorandum of understanding and subsequent negotiated agreements as necessary to procure all of those services necessary for the development of the Project within an established development plan, schedule and financing plan acceptable to the PDA. Respondents are to propose a development team that includes architects, construction professionals, a hotel operator, and other parties as may be required for completion of the Project. The PDA reserves the right to modify and approve the members of the final development team for the Project.

1.3. The PDA was created by the Longview City Council in order to work to implement elements of the Cowlitz County Event Center Master Plan. The Event Center is owned by the Cowlitz County Public Facilities District and consists of a 42 acre venue that is comprised of a 24,000 square foot premier meeting/event facility, grandstands, outdoor and indoor riding arenas, animal barns, multipurpose buildings, ample event parking, and acres of green space. Currently, the venue is the host of over 500 events each year, including corporate and association meetings, weddings, gatherings, charity events, festivals, animal shows, car events, and the annual Cowlitz County Fair & Rodeo.

Conference Center rooms can be configured in a multitude of ways, making the meeting and event space flexible and marketable. The smallest room is 1,100 sq. ft. and our largest is 13,000 sq. ft., with many configurations in between. The Cowlitz County Event Center property can host many types of events separately or concurrently that utilize meeting spaces, outdoor locations and barns/arenas, with accessible onsite parking for all attendees.

Despite strong, well-managed facilities and interest from meeting and event planners, the use of the Conference Center has been constrained by the lack of an on-site/adjacent hotel facility. This is a requirement for many multi-day events which has taken the facility out of consideration for numerous events. An associated hotel presents a tremendous opportunity to compete for significant amounts of additional business – beneficial to both the hotel and Conference Center.

2. PROJECT SCOPE

2.1. The PDA seeks the development of a hotel with a target opening date between fall 2020 and Spring 2021 on the 1.8 ac, PDA property adjacent to the Cowlitz County Event Center (CCEC), in order to attract a higher volume of conventions and

tradeshows that require quantities of hotel room bookings and stays. The PDA's larger goals through the development of the Project are to provide a positive economic impact resulting in income to the PDA, quality jobs for the Cowlitz County workforce, increased tax revenues, opportunities for minority- and women-owned business enterprises (M/WBE) to participate in the Project development and operation, and contribution to the PDA's long-term economic growth objective.

2.2. The PDA's interest in the Project is based in part on the findings of a February 2015 comprehensive hotel market study report commissioned by the Longview PDA and performed by Strategic Hospitality Resources, LLC (SHR). The 2015 SHR Study is available on the City of Longview web site at http://www.mylongview.com/index.aspx?page=603. The SHR study will be used by the PDA to evaluate proposals submitted in response to this RFP.

It was decided not to update the study at this time as market conditions had not changed dramatically in the area and likely only improved in the intervening time.

2.3. The SHR study recommends construction of an 80-room, upper mid-scale limited-service style hotel. The style of hotel should have the flexibility to attract both Corporate/Commercial and Social/Leisure Lodging Demand Hotel with a major national lodging brand with related amenities and facilities. The PDA desires that such amenities and facilities feature:

2.3.1. The sleeping rooms should provide the typical amenities currently required by upper mid-scale, limited-service hotel chains. A large work desk and wireless internet access in the guest rooms are expected by Corporate/Commercial guests in these price categories. Multiple room choices, to include basic, midscale suites and a small number of upscale suites is strongly suggested. Offering a complimentary breakfast is typical for this style of mid-scale, limited-service hotel.

2.3.2. While the CCEC has 24,000 sq. ft. of meeting/conference space, it has limited breakout meeting rooms. Proposals are encouraged that include and provide an increase in the number of smaller breakout meeting rooms and/or boardrooms at the hotel, which will greatly enhance the CCEC facility's ability to attract state association meetings/conferences. This would in turn enhance the proposed hotel's lodging demand.

2.3.3. Parking to handle larger recreational vehicles and/or buses from bus tours in the area for Mount St. Helens is recommended.

2.3.4. An appropriate indoor pool area would be appreciated by the Social/Leisure market segments, especially when competing with other members of the Primary Competitive Set. A well-lit, attractively decorated pool area is suggested. This type of amenity would assist in servicing the Social/Leisure market including vacationers, family tourists, weddings and reunions in this area.

2.3.5. Offering a whirlpool in the swimming pool area is suggested. Also, several whirlpool suites which could be called "honeymoon suites" might be considered to attract Social/Leisure travelers.

2.3.6. Offering an exercise room/area is recommended.

2.3.7. A hotel shuttle to take guests to their local destination whether it is for work/meeting at a local employer or to Peace Health, St. John Medical Center to visit with family members or taking guests to local restaurants might be considered.

2.3.8. A covered walk way to the CCEC is recommended to provide protection from inclement weather for hotel guests attending a meeting/conference at the CCEC.

2.3.9. A cooperative working relationship between the hotel and CCEC would be beneficial to both entities, allowing for a sharing of resources between the facilities and the ability to compete together for more and better opportunities.

2.4. Although the SHR study prescribes a certain scale and set of amenities for the Project, this is not intended to limit Respondents' creativity or ability to propose an alternative scale or set of features and amenities deemed to better suit the goals of the PDA through this Project. The PDA is open to proposals that offer distinctive features and amenities that go above and beyond those outlined in the SHR study and put forward a finer class of development that would set Longview/Kelso and the Cowlitz County Event Center (CCEC) apart from other destinations. The PDA reserves the right of final approval of the Project scale, features and amenities.

2.5. The PDA seeks development proposals that create vibrant linkages and connections to existing or proposed additional development – commercial, retail, residential and recreational – that contribute to the downtown experience.

2.6. The hotel operator selected to manage the property prefers to have (a) a prominent Chain Affiliation and the PDA views the quality of the brand or chain affiliation as an important factor in the selection of a Development team, and (b) a financial commitment to the Project.

2.7. Respondents are to target, to the greatest extent practical, the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ standard for a silver level certification for the Project, with the goal of maximizing long-term benefits, such as operating and maintenance savings, while minimizing up-front Project cost. All costs necessary to achieve this certification should be clearly identified in the proposal.

2.8. The PDA seeks Developers willing and able to develop the Project in accordance with the objectives and goals as stated in this RFP, as well as all applicable land use regulations established by the PDA and the Cowlitz County Event Center Master Plan. A summary of the Cowlitz County Event Center Master Plan is available on the

PDA web site at http://longviewpda.com/wp-content/uploads/2014/04/Cowlitz-County-Event-Center.pdf

3. OBJECTIVES

3.1. Through this RFP process, the Longview PDA is soliciting proposals from selected, qualified firms to serve as the developer for the planning, design, site selection and acquisition, required government approvals, construction, financing, and commissioning of a hotel property (the "Hotel") to be located on property adjacent to the Cowlitz County Event Center (CCEC). The Longview Public Development Authority Board (the "Board") approved a resolution supporting the issuance of this Request for Proposals. ("RFP"). It is anticipated that the hotel would be located adjacent to the Cowlitz County Event Center on a 1.8 ac. property owned by the City of Longview/Public Development Authority. The PDA seeks a quality property with chain affiliation and a design that will complement the activities at the CCEC.

3.2. This (RFP) is expected to culminate in negotiated agreements among the PDA, Cowlitz County Public Facilities District, and a qualified development team (the "Developer") to construct and operate a hotel.

3.3. Respondents are to assemble all of the necessary parties with proven track records in the development of hotels similar in scope to the Project (the "Development Team"), including but not limited to architectural and engineering firm(s) and related sub-consultant(s) (including, without limitation, mechanical, electrical, civil and structural engineers), a highly qualified and financially capable general contractor, and a hotel operator (the "Operator") for the design, construction and operation of the Project. The PDA may require the Respondent to remove or add members from the Development Team as the PDA deems necessary.

3.4. The PDA will give weighted consideration to the Development Team with significant experience in developments similar in scope and quality to the proposed Project, and who also demonstrate that they have significant financial resources to support a guarantee of completion and in accordance with a fixed schedule. The PDA shall not be obligated to enter into any contract with any Respondent on any terms or conditions.

4. SITE

4.1. The CCEC is owned by Cowlitz County. The hotel site is a 1.8 acre property adjacent to the CCEC site to be owned by the PDA. It is the intent of the PDA that the property may be purchased by the Respondent or leased at market rates, depending on the Respondent's preference. The Respondent's proposal shall state the proposed lease/purchase terms including proposed lease or purchase price that would make the project feasible for Respondent's intended use.

The property is largely flat and abuts the property dedicated for the exclusive use of the CCEC. All utilities are easily accessible through easements to the site. It is anticipated that the hotel site would be served by a new section of 5th Avenue SW that would be extended south to the hotel site from Washington Street by the Respondent.

5. FINANCING

5.1. It is the PDA's goal to minimize the level of public financial participation in the Project and to attain the most distinctive, highest-quality and marketable project possible. Respondents are urged to consider creative development and financing structures that will accomplish these ends. The PDA is requesting proposals that include private ownership and financing of the hotel that might include a component of public participation in infrastructure improvements. The PDA encourages Respondents to be creative in the development proposal, including the room count, meeting space alternatives and amenities, as well as in financing alternatives, bearing in mind the PDA's goal for a positive impact on the local economy.

5.2. Proposals are to include a financial analysis that is supported by an internal market study that details the assumptions used in the recommended development. In addition, a financing plan and Project schedule must be submitted. No bonds secured in whole or in part by the full faith and credit of the PDA are anticipated to be issued to finance the Project.

5.3. The PDA may require the Developer selected for negotiations to pay for an in-depth feasibility analysis of the development and financing of the Project by a consultant selected by the PDA. The resulting analysis will be owned by the PDA.

5.4. If public entity financing is utilized for the Project, the PDA's bond counsel and financial advisers will be employed as part of the Project related expenses.

5.5. The PDA may consider public participation and support in the development of related utilities, shared parking, roadway improvements, connectors, and other related infrastructure improvements. The PDA encourages private investment in the project. The PDA's goal is to conserve financial resources and be judicious concerning the level of public participation in the Hotel project. The PDA also aims to minimize financial risk related to the short-term and long-term development and operation of the subject project.

5.6. Additional funding for the project may be available due to the location of the site. The site is included in a Targeted Employment Area. This status could make the site eligible for foreign direct investment under the EB5 program. The status of the community and property location also qualifies projects for New Market Tax Credit financing.

6. PROPOSED AGREEMENTS

6.1. The PDA anticipates private ownership and operation of the Hotel. The following agreements would most likely be necessary to develop the Project.

6.2. Purchase and Sale or Land lease agreement – The PDA would enter into a long-term lease or purchase agreement conditioned on the successful development of a specific hotel project.

6.3. Hotel Development Agreement under which the Developer would commit to the development of the specified program elements within a period acceptable to the PDA. The PDA will require a commitment from the selected developer to meet a clearly defined project schedule and scope.

6.4. A design/build or construction management agreement (this agreement would be between the developer and construction manager, but the PDA may be a third party beneficiary.)

6.5. The PDA expects competent, efficient management to operate and market the Hotel. Pricing and booking policies should be consistent with the PDA's goal of attracting out-of-town group events that will generate positive economic impacts for the PDA. The PDA may negotiate a Room Block Commitment agreement that supports events at the CCEC.

7. PROPOSAL CONTENT

7.1. Transmittal Letter and offer to negotiate, not to exceed one page in length, and including:

7.1.1. An offer to negotiate, indicating the Respondent's understanding and agreement to comply with the terms of this RFP and all related addenda, and stipulating that the proposal set forth remains effective for a minimum period of 240 days.

7.1.2. Identify the Respondent's firm, its ownership, officers, directors or partners, and sub-contractors, as well as a single contact person for all correspondence and notifications and its legal counsel. Full and complete disclosure of the Respondent and its ownership and control is mandatory.

7.1.3. Provide, in at least one copy, an original signature of a partner, principal or officer of the Respondent, with a statement that the signatory is authorized to submit the proposal.

7.1.4. Attach evidence of financial capability of each Team Member establishing each Team Member's ability to satisfy the objectives expressed in this RFP, and list financial references for each Team Member.

7.2. Development Team Qualifications

7.2.1. Legal name and officers, directors or partners of each member of the Development Team, at a minimum, including the developer, architect, construction manager or general contractor, hotel operator, and all other known team members expected to earn $50,000 or more in fees.

7.2.2. A summary of qualifications, relevant experience and references for each Development Team member, specifically addressing matters related to the Project Scope and Objectives expressed in this RFP, as well as providing detailed descriptions of three hotel projects comparable to the proposed Project completed among the Development Team members.

7.2.3. A description of the type of entities that will develop and operate the Project (e.g. corporation, LLC, joint venture, etc.) and a list of other owners of interest that may provide equity to the ownership entities and the estimated percentage of ownership of each. The PDA expects competent, efficient management to operate and market the Project.

7.2.4. Respondents must identify executive members of the Development Team who have current claims or who have participated in litigation against the Longview PDA while with another firm. Firms currently under litigation with the PDA or whose executives have been in litigation with the PDA may not be considered for this project.

7.2.5. It will be incumbent on those persons or firms with persons having potential conflicts of interest to identify and cure such conflict(s) prior to consideration of the Proposal. Failure to identify such conflict may remove that person or firm from further consideration.

7.3. Physical Development Proposal – The PDA expects the Project to possess the quality and level of finishes consistent with similar hotels of high quality in other North American cities. Respondents shall provide a concept and feasibility study, including conceptual drawings and/or models, for the proposed development program, inclusive of the following:

7.3.1. The Developer will be responsible for the design and construction of all improvements on the hotel site, including the access from Washington Street and any parking facilities operated exclusively for the benefit of the hotel.

7.3.2. Breakdown of the room mix by category and the size of the rooms by category (king, double, suite, etc.).

7.3.3. Amount (square feet) and distribution of meeting space.

7.3.4. Description of facilities for food and beverage services. Development teams are not required to be asked to consider restaurant development adjacent to the proposed hotel property. Proposals that include associated restaurant development should describe the size, brand and quality of the proposed development. Note that the PDA does not intend to subsidize any restaurant project and its financial feasibility should not depend on any public support.

7.3.5. Description of business center services and ease of access to communications technologies and the internet.
7.3.6. Total gross building area, footprint and number of stories.
7.3.7. Links between Project elements and the parking structure, description of concierge space and services.
7.3.8. Proposed room rate structure.
7.3.9. Number of parking spaces required for the Project and displaced event center parking, as well as a description of the parking facilities.
7.3.10. Visual and physical relationship with the Event Center, downtown Longview and West Kelso and other existing or additionally proposed commercial, retail, residential and recreational developments, as well as accessibility to public transportation.
7.3.11. A transportation analysis, if required by City, would be part of permitting of project.
7.3.12. A description of any additional amenities or development, including, but not limited to, office or retail space and other shopping venues.

7.4. Concept Description - As part of the Project Description, Respondents are to include the gross floor area of each use at all elevations and major entrances and the interrelationship of the proposed Project with the CCEC. A narrative statement, not to exceed 1,000 words, shall accompany the diagrams and summarize their content, the factors taken into consideration in developing the layout, and other information that the Respondent believes would be helpful in understanding the presentation. This element of the proposal is not intended to be a design submittal; however, the design of the hotel must be compatible with the recently renovated CCEC.

7.5. Project Schedule - Respondents shall provide a project schedule, from authorization to negotiate through opening of the Hotel, assuming that a memorandum of understanding is consummated with the PDA prior to the end of 2019 and a proposed opening date between Fall 2020 and Spring 2021. If alternative hotel developments are proposed, please include development schedules for each individual proposal.

7.6. Project Financing - Appendix A to the RFP contains Forms A1, A2, A3 and A4 that are to be completed by Respondents and included in the response. If alternative project scenarios and financing approaches are considered, full information for each alternative is required.

7.6.1. Respondents shall provide a detailed development budget in conformance with each of the line items provided in Form A1. Escalation of costs for inflation should be included and so identified in the projections.
7.6.2. Using Form A2, Respondents shall identify the competitive market set, provide details of market assumptions that underlie projected occupancy levels and rates, as well as a five-year market history, with year-to-date data for 2019, using Smith Travel Research data.
7.6.3. Respondents shall provide a statement of net operating income for the proposed project in conformance with each of the line items provided in

Form A3, assuming completion of construction and opening of the Project in the appropriate year, based upon the project schedule submitted by the Respondent.

7.6.4. Respondents shall provide an analysis of the Project's cash flows on the Form A4. In this schedule, cash flows from operations, project costs, debt service, profit requirements, any rebates in State taxes, and the residual value of the Project are used to calculate the net present value of the proposed project.

7.6.5. Respondents shall provide a plan and demonstrate ability for obtaining both equity capital and, as required, debt financing necessary to undertake the development, including the rates of return these sources are likely to require. Respondents are encouraged to present evidence of equity capital and debt financing commitments from financial institutions, partners, and other resources, as part of the response.

7.6.6. Respondents shall provide evidence of the concurrence of key participants in the development concept, site plan and economics. These participants should include, in addition to the Development Team, the hotel operator, if included, and sources of debt and equity capital.

7.6.7. Respondents must identify any equity support and/or subordination of fees to be made by Development Team members in support of the Project.

7.6.8. Respondents must identify any experiences Development Team members have had with publicly financed hotel projects completed among the Development Team members that have experienced cash flow or other similar financial deficiencies, and identify the measures Development Team members have taken to address such deficiencies, including the decision making processes that would allow such publicly financed hotel project to go into default.

7.7. Information requested in the RFP and deemed by the Respondent to be privileged and confidential must be marked "Privileged and Confidential Information." The PDA will endeavor to protect such information from disclosure to competitors to the extent allowable by law. Respondents are advised that responses are subject to the Washington Public Information Act (Washington Public Records Act), Chapter 42.56, Revised Code of Washington.

8. ADDENDA AND SUPPLEMENTAL INFORMATION

8.1. Addendum(s) to the RFP shall be provided to all Respondents who received the initial RFP should it become necessary to make revisions, request additional information, or respond to written inquiries relating to the RFP.

8.2. It may be necessary for the PDA to request supplemental information from individual Respondents after proposals have been submitted and reviewed. Such information will be requested in writing to the specific respondent. This information will become a part of the original proposal submitted by the specific respondent and will be used

by the PDA in evaluating the proposal and will not be shared with other respondents during the evaluation and award process.

9. INSURANCE REQUIREMENTS

9.1. The PDA requires professional liability insurance for professional services firms with which it contracts.

9.2. Professional Liability insurance shall be written with limits no less than $1,000,000 per claim and $1,000,000 policy aggregate limit.

9.3. The Respondents insurance coverage shall be primary insurance as respect the PDA.

10. SUBMISSION REQUIREMENTS

10.1. Transmittal letter and offer to negotiate – not to exceed one page and including:

10.1.1. A statement that the signatory is authorized to submit the proposal
10.1.2. A statement that the proposal will remain in effect for a minimum of 180 days
10.1.3. Name of single contact person for all correspondence and notifications
10.1.4. An offer to negotiate indicating the developer's awareness and agreement to comply with the terms of this RFP.

10.2. Development Team Qualifications:

10.2.1. Provide the legal name and principal officers of each member of the development team, including the developer, hotel operator, hotel franchise or chain affiliation, architect, construction manager, or general contractor
10.2.2. Identify the principal contact person for each of the four principal members of the development team (developer, hotel operator, architect and contractor) and provide contact information for these individuals including name, address, phone number, email, and fax number
10.2.3. Describe the type of entity that will own the hotel (e.g. corporation, LLC, joint venture, etc.) and, to the extent available, a list of other owners of interest in the ownership entity and the estimated percentage of ownership of each
10.2.4. Discuss whether the hotel will be a managed property or operated as a hotel franchise and indicate the chain affiliation

11. AWARD PROCEDURES

11.2. The PDA has designated a Review Advisory Panel (see Appendix B) for evaluation of all proposals received in response to this RFP. The Review Advisory Panel shall make its recommendation based on adherence to the goals, objectives, and evaluation criteria outlined in this RFP.

11.3. Respondents who submit proposals may be required to make oral presentations to the Review Advisory Panel or PDA Board for purposes of clarifying their proposal. The PDA will choose the number to be interviewed and schedule them accordingly. The scheduling and location for any such presentations are tentatively set for May 7th, 2019 at 1:00 p.m. (PST) in Longview City Hall or at a special meeting of the PDA Board, likely in the last week of May, 2019. However, the final scheduling and location will be confirmed at a later date. All interviews shall be conducted in Longview, Washington.

11.4. The Review Advisory Panel will select the proposal(s) that most closely satisfies the objectives and goals expressed by the PDA in this RFP. The PDA will make the final selection and will pursue negotiations with the selected Respondent, with the goal of submitting a memorandum of understanding to the PDA for approval in July 2019. If a satisfactory agreement cannot be negotiated with the Respondent initially selected, the PDA will formally end negotiations with that Respondent and pursue negotiations with the Respondent that next satisfies the objectives and goals expressed by the PDA in this RFP. The PDA will continue this process until either a memorandum of understanding is executed, or until the PDA elects to end negotiations.

11.5. Upon recommendation of a Respondent by the Review Advisory Panel, the Longview PDA Board will make the final decision for approval of the memorandum of understanding. In its consideration of the proposal, the PDA Board may request additional information and presentation(s).

11.6. The selected Respondent must agree to the review and guidance of the PDA in the preparation of plans for new construction in conformance with zoning ordinances, subdivision requirements, and other applicable codes and ordinances of the PDA.

11.7. This RFP does not commit the PDA to procure or award a contract for the scope of work described herein.

12. EVALUATION CRITERIA

A sample score sheet is attached as Appendix C.

12.2. 25% – Experience of the firm(s) and individual(s) proposed to be assigned to the Project in financing, designing, constructing, land use and transportation planning, marketing, operating and managing projects similar in size and scope to the Project

12.3. 30% – Scope and quality of the development, including but not limited to:

12.3.1. Location and site configuration.
12.3.2. Extent to which the proposed development meets the PDA's Project Scope.
12.3.3. Distinctiveness and overall quality of Project.
12.3.4. Transportation and pedestrian links and impacts.
12.3.5. Linkages and connections to existing or proposed downtown Longview or West Kelso commercial, retail, residential, and recreational developments (See section 2.5).
12.3.6. Use of environmentally-friendly practices and materials and compliance with USGBC LEED™ standards for a "silver" rating (See section 2.7).

12.4. 40% – Financial and economic impact to the PDA, including but not limited to:

12.4.1. Extent of public financing, infrastructure requirements and economic incentives.
12.4.2. Level of participation and risk to the PDA.
12.4.3. Potential for a positive and significant economic and event business impact.

12.5. 5% – Thorough, relevant and organized responsiveness to RFP, including but not limited to:

12.5.1. Ability to meet the PDA's Project schedule and objectives.
12.5.2. Detailed discussion of the services and fees proposed.

13. RIGHTS RESERVED BY LONGVIEW PDA

13.2. The PDA reserves the right in its sole discretion to recommend the approval of a memorandum of understanding related to this RFP. All portions of this RFP will be considered part of the memorandum of understanding and will be incorporated by reference. Any memorandum of understanding to be executed by the PDA in connection to this RFP will be subject to final approval by the Longview PDA Board.

13.3. The memorandum of understanding will reserve to the PDA the right to review and approve the plans and specifications for development with respect to their conformance with the goals and requirements of this RFP. The PDA will also reserve the right to refuse or approve any such drawings, plans, or specifications that are not suitable or desirable, in its opinion, for aesthetic or functional reasons. These drawings, plans and specifications may include, but are not limited to the suitability of the site plan, architectural treatment, building plans and elevations, materials and colors, construction details, access, parking, loading, landscaping, identification signs, exterior lighting, refuse collection features, and street and sidewalk designs.

13.4. The PDA reserves the right to request additional information from any and all prospective Respondents if necessary to clarify any information contained in the proposals.

13.5. The PDA reserves the right, at its sole discretion, to accept or reject any and all proposals received as a result of this RFP, to waive minor irregularities, and to conduct discussions with all responsible respondents, in any manner necessary, to serve the best interest of the Longview PDA.

13.6. The PDA specifically reserves the right to receive a full indemnity running to both the PDA and any local government corporation created by the PDA.

13.7. The PDA reserves the right to modify and approve the members of the final development team for the Project. The PDA reserves the right to select final team members from among the proposals received by the PDA in response to this RFP.

13.8. The PDA reserves the right to keep all responses in connection with this RFP, without restriction on future use.

14. ADMINISTRATIVE INFORMATION

14.2. The issue date for this RFP is March 4th, 2019. A schedule of events follows in section 16 of this document.

14.3. This RFP is issued by the Longview PDA.

14.4. A Pre-Proposal Conference will be held on Monday, March 25th, 2019, beginning at 3:00 p.m. (PST) at Longview City Hall, 1525 Broadway, small conference room, Longview, Washington, 98632. Attendance is mandatory, as the presented information will be valuable in the preparation of proposals. The PDA reserves the right to conduct a second, mandatory pre-submittal meeting if the PDA deems it necessary.

14.5. Questions and inquiries, both verbal and written, will be accepted from Respondents attending the Pre-Proposal Conference. **All other inquiries received outside of this forum must be submitted in writing to Mr. Joe Phillips, Executive Director, Longview Public Development Authority, at joe.phillips@longviewpda.com**. The closing date for submitting all written questions is 5:00 p.m. (PST) on Monday, April 8th, 2019. A summary of all substantive questions and responses will be provided to all parties receiving the RFP document.

14.6. The deadline for receipt of proposals is 5:00 p.m. (PST) Tuesday, April 30th, 2019, in the Longview City Hall Executive Office at **1525 Broadway,**

Longview, Washington, 98632. Proposals that are mailed or delivered by courier should allow sufficient time to ensure receipt by the City of Longview Executive Office by the established deadline. Late proposals will not be accepted.

14.7. Interested developers must submit ten (10) photocopies of their proposal in addition to the original (labeled accordingly). A total of eleven (11) paper proposals shall be submitted. One (1) electronic copy of the proposal will also be required in Microsoft Word format on thumb drive media. The original proposal must be the actual document received by the PDA and must be clearly marked "Original". Faxed and e-mailed responses are not acceptable.

14.8. Respondents must submit their RFP response (original, thumb drive and copies) in a sealed package. Any additional submissions or alternative RFP responses must be submitted in separate sealed packages and labeled accordingly. The PDA is not responsible for submissions not properly identified.

14.9. Development Teams acknowledge and agree that the PDA will not be liable for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the Development Team or any members thereof as a result of or arising out of, submitting a proposal, negotiating changes to such proposal, or due to the PDA's acceptance or non-acceptance of the proposal.

14.10. Proposals are to be valid and irrevocable for a minimum period of one hundred and eighty (180) days following final date for submission of proposals. This term may be extended by written mutual agreement between the PDA and the selected Respondent.

14.11. Respondents should give specific attention to identifying any portions of their proposals they deem confidential, proprietary information or trade secrets, and provide the PDA with justification of why any such material, upon request, should not be disclosed by the PDA under the Public Records Act (See Section 7.7).

14.12. By submitting a proposal in response to this RFP, the Respondent selected for award represents that it will comply with all Federal, State and PDA laws, rules, regulations and ordinances applicable to its activities and obligations under this RFP and the memorandum of understanding.

15. SCHEDULE OF EVENTS

15.2.	RFP Release and Advertisement:	March 4th, 2019
15.3.	Pre-Proposal Conference:	March 25th, 2019
15.4.	Due date for all written questions:	April 8th, 2019

15.5. Proposals Due: April 30th, 2019
15.6. Anticipated PDA Review Advisory Consideration: May 7th, 2019

APPENDIX A: Project Financing – Form A1
Schedule 1: Hotel Cost Assumptions

	Gross Cost	% of Budget	Cost/Key
Site Acquisition & Improvements			
Pre-Construction Cost			
Architectural/Engineering			
Other Consultants			
Developers Fee			
Permits/Fees			
Bonds/Insurance/Bid Risk			
Legal & Accounting			
Pre-Development Exp			
Construction Cost *			
Financing			
Construction Period Interest			
Financing Fees			
Interest Reserve			
Working Capital			
FF&E			
Marketing Expenses			
Pre-Opening Expense			
Deposit for Operating Reserves			
Contingency			
Total			

* All costs necessary to achieve the silver level certification of the LEED Green Building Rating System™ shall be separately identified. Escalation of costs for inflation shall be separately identified.

APPENDIX A: Project Financing – Form A2
Schedule 2: Market Assumptions and Projected Occupancy

Hotel Name	No. Rooms	Hotel Name	No. Rooms

Historical Market Statistics From Smith Travel Research

	1998	1999	2000	2001	2002	2003 YTD
Market Room Supply						
Available Room Nights						
Occupied Rooms						
Occupancy Rate						
Total Room Revenue						
Average Room Rate						
RevPAR						
% Growth in Room Supply						
% Growth in Occupied Rooms						
% Growth in Average Rate						
% Growth in RevPAR						

Growth Rates Used for Market Projections

Year	Room Supply	Occupied Rooms	Average Rates	RevPAR
2007				
2008				
2009				
2010				
2011				
2012				
2013				
2014				
2015				
2016				
2017				
2018				
2019				
2020				

APPENDIX A: Project Financing – Form A3
Schedule 3: Estimated Cash Flows From Operations

	Year1	Year2	Year3	Year4	Year5	Year6	Year7	Year8	Year9	Year10
Statistical Information										
Number of Rooms										
Available Room Nights										
Occupancy Rate										
Occupied Room Nights										
Average Daily Use										
RevPAR										
Revenues										
Rooms										
Food & Beverage										
Telecommunications										
Parking										
Other Depts & Rentals										
Total Revenues										
Dept. Costs & Expenses										
Rooms										
Food & Beverage										
Telecommunications										
Parking										
Other Depts & Rentals										
Total Departmental Expenses										
Departmental Profit										
Undistributed Expenses										
Adminstrative & General										
Sales & Marketing										
Energy										
Property Operation/Maintenance										
Total Undistributed Expenses										
Gross Operating Profit										
Franchise Fee										
Management Fee										
Total Fees										
Income Before Fixed Charges										
Fixed Charges										
Real Estate/Property Taxes										
Insurance										
Land Lease										
Other										
Reserve for Replacement										
Asset Manager Fees/Expenses										
Total Fixed Charges										
Net Operating Income										

APPENDIX A: Project Financing – Form A4
Schedule 4: Project Cash Flow Analysis

Total Capital Costs	
Percent Debt	
Percent Equity	
Debt Service Interest Rate	
Capitalization Rate	
Amortization Period (Yrs)	

	Construction		Operations										
	Yr 1	**Yr 2**	**Yr 1**	**Yr 2**	**Yr 3**	**Yr 4**	**Yr 5**	**Yr 6**	**Yr 7**	**Yr 8**	**Yr 9**	**Yr 10**	**Yr 11**
Net Op Cash Flow (Sch 1)													
Less Equity Investment													
Less Interest Payments													
Less Principal Payments													
Less Debt Repayment													
Less Required Return on Equity													
Plus Residual Value in Year 11													
Net Projected Cash Flows													
State Rebates													
Net Present Value													
1) Assuming 10% discount rate													
2) Assuming 15% discount rate													

APPENDIX B: Review Advisory Panel

Review Advisory Panel	**Firm**
Bob Gregory	Longview PDA, Board member
George Raiter	Longview PDA, Board member
Dean Piotrowski	Citizen
Joe Phillips	Longview PDA, Executive Director
Jim McNamara	City of Longview, City/PDA Attorney
Kim Bowcutt	Cowlitz County Event Center, Manager
Nelson Graham	Cowlitz County Public Facilities District, Administrator

Questions and inquiries, both verbal and written, will be accepted from Respondents attending the Pre-Proposal Conference. **All other inquiries received outside of this forum must be submitted in writing to Mr. Joe Phillips, Executive Director, Longview PDA, at joe.phillips@longviewpda.com.** The closing date for submitting all written questions is 5:00 p.m. (PST) on Monday, April 8th, 2019. A summary of all substantive questions and responses will be provided to all parties receiving the RFP document.

APPENDIX C: Evaluation Criteria Score Sheet

Respondent	
Review Advisory Panel Member	

Scoring

Proposals shall be scored on a 100-point scale, with 100 points being a perfect score. The scale shall measure the following elements and shall allow the following maximum number of points to be awarded to each element. Criteria under each area are listed to assist in the point determination. A comment section is included to explain point determination, if needed.

MAX. POINTS	CRITERIA	SCORE
25	Experience of the firm(s) and individual(s) proposed to be assigned to the Project in financing, designing, constructing, land use and transportation planning, marketing, operating and managing projects similar in size and scope to the Project.	
30	Scope and quality of the development, including but not limited to: • Location and site configuration. • Extent to which the proposed development meets the PDA's Project Scope. • Distinctiveness and overall quality of Project. • Transportation and pedestrian links and impacts. • Linkages and connections to existing or proposed downtown Longview and West Kelso commercial, retail, residential, and recreational developments, as well as accessibility to public transportation (See section 2.5). • Use of environmentally-friendly practices and materials and compliance with USGBC LEED™ standards for a "silver" rating or better (See section 2.7).	
40	Financial and economic impact to the PDA, including but not limited to: • Extent of public financing, infrastructure requirements and economic incentives. • Level of participation and risk to the PDA. • Potential for a positive and significant economic and convention business impact.	
5	Thorough, relevant and organized responsiveness to RFP, including but not limited to: • Ability to meet the PDA's Project schedule and objectives. • Detailed discussion of the services and fees proposed.	
	TOTAL	

APPENDIX D: Hotel Site