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**Title:** APPROVING AN AGREEMENT BETWEEN THE MCRA AND SPORTS FACILITIES ADVISORY, LLC FOR A COMMUNITY CENTER FEASIBILITY STUDY

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**Attachments:** 1. RESOLUTION, 2. AGREEMENT, 3. EXHIBIT A, 4. EXHIBIT B, 5. BACKGROUND

Date	Ver.	Action By	Action	Result
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**TO:** Chair and Members of the Board

**FROM:** Diane Colonna, Executive Director

**DATE:** May 11, 2016

APPROVING AN AGREEMENT BETWEEN THE MCRA AND SPORTS FACILITIES ADVISORY, LLC FOR A COMMUNITY CENTER FEASIBILITY STUDY

**BACKGROUND:**

The City Center plan calls for the construction of a new community center in Phase 1 of the redevelopment project. The community center is envisioned as a major “anchor” to the project, as well as a facility that will address residents’ needs for recreation, fitness, culture and social interaction. The community center is a major public investment (current budget estimate is \$6 million) and needs to be carefully planned and programmed in order to ensure its overall success and long term financial viability. In order to assist in the planning and programming, CRA staff issued a Request for Proposals (RFP) for a qualified firm to conduct a Community Center Feasibility Study. The RFP was issued in January of this year, and solicited two responses. A Selection Committee consisting of CRA Executive Director Diane Colonna, Parks and Recreation Director Mike Jones, and CRA Project Manager Cotter Christian reviewed the submittals, interviewed the respondents, and checked references. The ranking of the firms is as follows:

- 1. Sports Facilities Advisory/Sports Facilities Management (SFA/SFM)    264
- 2. CPZ Architects, Inc.    238

CPZ Architects proposal was focused primarily on the physical function and design of the facility, with a proposed fee of \$124,773.00. SFA/SFM’s main emphasis is on the programming and operational functions that will ultimately drive the design. They have partnered with an architectural firm (Lose & Associates) that will prepare conceptual plans based on the outcome of the operational analysis. SFA/SFM’s total proposed fee is \$69,750 plus reimbursable expenses (not to exceed \$7,500).

SFA/SFM is a highly qualified sports facilities consulting firm based in Clearwater Florida and specializing in program planning, financial forecasting and facilities management. This study will consist of several components including a market & demographics analysis that considers local demand and other facilities in the area; an analysis of programming and space requirements; potential business models; recommendations for maximizing utilization and revenues; conceptual facility designs; recommendations for management, marketing and operations including staffing levels and more. Their response to the RFP is attached in the backup - a detailed description of the Scope of Services is on pages 21 - 24. The proposed agreement will be with the consulting arm of the company, Sports Facilities Advisory LLC.

**RECOMMENDATION:** Approve the Resolution authorizing the Agreement between the MCRA and Sports Facilities Advisory LLC for the Community Center Feasibility Study.

**FISCAL IMPACT:** The cost of the study is \$69,750.00 plus reimbursable expenses (maximum of \$7,500.00). Funding is available in 340-0510-512-68.99.

**CONTACT PERSON:** Diane Colonna, Executive Director