



Home of the Tualatin River National Wildlife Refuge

URA RESOLUTION 2007-009

A RESOLUTION AUTHORIZING THE DISTRICT MANAGER TO PROCEED WITH THE STATEMENT OF WORK PROVIDED BY GREENPLAY LLC FOR A NEEDS ASSESSMENT, MARKET ANALYSIS AND BUSINESS PLAN FOR A CULTURAL ARTS COMMUNITY CENTER

WHEREAS, The Sherwood City Council at their August 7, 2007 meeting held a work session and received information and cost estimates pertaining to a Needs Assessment, Market Analysis and Business Plan for a Cultural Arts Community Center; and

WHEREAS, staff informed the City Council that SURPAC was not in support of spending URD funds for this statement of work; and

WHEREAS, The City Council directed staff to hire GreenPlay and proceed with the Statement of Work as outlined in the work session staff proposal; and

WHEREAS, The City Council indicated they would consider utilizing URD funds for the work at their next Urban Renewal Agency Board of Directors Meeting.

NOW, THEREFORE, THE URA BOARD OF DIRECTORS RESOLVE AS FOLLOWS:

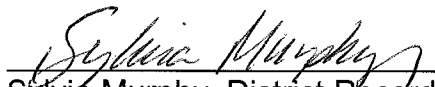
Section 1: The URD Manager is authorized to utilize URD funds not originally allocated in the URD budget for 2007-08 and to proceed with the Greenplay LLC statement of work, Exhibit A.

Section 2: This URA Resolution is and shall be effective upon its approval and adoption by the Urban Renewal Agency Board of Directors.

Duly passed by the Board this 21st day of August 2007.


Keith S. Mays, Board Chair

ATTEST:


Sylvia Murphy, District Recorder

Attachment A

Professional Services Cultural Arts & Community Center Feasibility Study

July 26, 2007

Ms. Kristen Switzer, Community Services Director
Jenni Lipscomb, Project Manager
City of Sherwood
Community Services Department
22560 SW Pine Street
Sherwood, OR 97140

Dear Kristen and Jenni:

GreenPlay, LLC, is honored to respond to your request for assistance regarding a cultural arts and community center feasibility study, market analysis, construction estimates and operating projections and the amphitheater improvements study in relation to the priorities from the current Master Plan.

We have prepared this menu of potential items which we can assist you with based on our preliminary understanding of your needs. If for some reason something listed does not appear to match your expectations, we are flexible.

- ✓ Needs Assessment
 - Conduct public and stakeholder meetings to determine user needs and priorities
 - Develop and conduct a user survey to determine facility component priorities for a cultural arts and community center (*recommended*)
 - Compare and contrast needs assessment and survey results in relation to the priorities from the current master plan
 - Develop recommendations for facility amenities and rationale for the master plan priorities not considered or included at this time, opportunities and constraints
- ✓ Market Analysis
 - Analyze market segmentation and service radius
 - Identify partner opportunities and alternative providers
 - Develop fee comparison and niche or target market penetration
- ✓ Capital Costs, Operational Budget Projections and Business Plan
 - Provide facility concepts for two sites with desired components
 - Develop construction budget and timeline
 - Provide operational assumptions based on needs assessment and market analysis
 - Establish fees and program opportunities
 - Develop one year operational pro-forma
 - Develop Operational Business Plan
- ✓ Formal presentations to City Council

Proposed Team

For this project **Karon Badalamenti**, CPRP and Principal with GreenPlay, LLC, will act as Principal-in-Charge; will assist with project oversight, public process management, administration, facility-planning expertise, and review and editing of all documents. Karon will help ensure that all information is valid and useful from an operational and administrative standpoint.

Karon is a Certified Parks and Recreation Professional who brings over twenty-two years senior management experience in Recreation, Parks, Planning, Marketing, Operations, Maintenance and Construction Development and Project Management. Karon focuses on visioning and comprehensive strategic planning to ensure the Client receives a functional and implementable plan, delivering successful project management, and ensuring that client objectives are met. She excels at program and needs assessment, market analysis and strategies, revenue planning and cost recovery, preventative and predictive maintenance analysis, facility management and operational planning. Her emphasis on maintaining a forward focus ties your vision to action through careful analysis and experience.

Karon was the previous project manager for the City of Sherwood's current Master Plan and has worked with the Community Services Department, Planning Department, Parks Advisory Committee, and City Council for plan adoption.

Karen Grannan will act a Project Manager and be responsible for all day to day project needs and coordination with other sub-consultants or team members.

Karen has a distinctive and well-rounded background. She has a wide array of experiences from the federal government, state and federal lobbying organizations, recreation-based nonprofits, local parks and recreation, and environmental policy and natural resource management. Karen possesses experience with local, state, and federal parks and recreation programs and policies, alternative funding and grant-writing, strategic fund development planning, parks and recreation foundations, program evaluation, needs assessment, community outreach and partnerships, and sponsorship recruitment. These experiences have provided her with the capability to assess organizational needs, provide multilateral insights, and to establish resourceful solutions that bring about tangible results.

Karen also has vast experience with community input, analysis of cost-recovery levels, and evaluation of the pricing and subsidy levels for programming and feasibility studies.

For projects like this where the needs of the client and our scope of work are somewhat uncertain, we typically offer our services as a menu of tasks. As we determine how this scope meets your needs we can select all three tasks or modify the timing.

Architects and Survey Firms

GreenPlay recommends RRC Associates out of Boulder, CO - www.rrcasoc.com as the survey firm and would be happy to coordinate services for their scope of work under a separate contract with the City or as a sub-consultant to us. For architectural services,

Proposed Scope and Fees

we will be happy to work with a firm of the client's choice with their scope of work under a separate contract with the City.

Proposed Scope and Fees:

A. Needs Assessment - \$11,400 plus survey costs - 3 months duration

Includes 2-day trip with two GreenPlay consultants to conduct meetings with the Project Oversight Committee, City Council (if desired) stakeholders, users and the public, review potential sites, develop the survey instrument and implement the survey, provide analysis and recommendations for facility components priorities
Survey costs are anticipated to be an additional \$12,000

B. Market Analysis - \$5,625 - 1 month duration (can be concurrent with Task A or following Task A)

Included with the Task A trip and utilizing previous planning efforts, demographic analysis, and needs assessment identified from Task A, GreenPlay will establish alternative providers for a cultural arts and community center facility, fee benchmarking, program development, and potential renters, users, and partners

C. Capital Costs and Operational Budget Projections and Business Plan - \$15,150 - 2 months duration

In collaboration with the preferred architect, validate the facility design with desired components and two alternative sites. Architect will develop capital construction costs and construction timeline. GreenPlay will develop the operational pro-forma from the approved operating assumptions, market analysis (Task B) and needs assessment (Task A). Includes 2 trips consultants to approve draft assumptions, facility components, facility concepts, and operational pro-forma, and present final recommendations and operational business plan

Separate and additional architect and fees TBD depending on client preferences

We recommend that Tasks A, B and C be done sequentially. The City could opt to cease work at the conclusion of any single or concurrent Task

Total Proposed GreenPlay Scope of Work: \$32,175 plus costs for survey firm and architect firm costs TBD

Proposed Costs

Our rates include:

- Professional staff, sub-consultant, and administrative salaries
- All office overhead, equipment, utilities, and insurances
- Taxes, employee benefits, and Worker's Compensation
- Administrative support staff and supplies, and local travel
- Work Products and meetings as outlined in this document
- Travel costs

Terms and Conditions

Rates may not include (unless specified in the Scope of Work):

- Materials and services outside of the pre-specified Scope of Work (may include extra meetings, requested copies and printing of work products)

As a baseline:

GreenPlay's hourly rate is \$125 per hour for all contracted professional consulting services. Our other team member's hourly rates range between \$68 - \$150 per hour. While the hourly rates may sound high relative to typical public agency staff pay rates, when considering the costs for implementing additional experienced and professional full-time staff, benefits, insurances, office space, computers and equipment, support staff, utilities, etc., we find that this rate is usually comparable to or lower than what an agency would spend for in-house staff. An additional benefit is that when the project is finished, the expense ends.

GreenPlay typically submits an invoice for payment to the project manager or primary contact person on a monthly basis. Each invoice includes a brief description of the services provided and percentage of Scope completed to date. Invoices past due over 60 days will accrue 1.5% interest per month. Other structures for compensation and payment can be negotiable prior to contract award.

In summary, we will expeditiously respond to your unique project needs, and partner with you to help achieve your goals. We look forward to further discussions with you.

Sincerely,



Chris Dropinski, CPRP

Senior Principal and Managing Member

Direct Line: (303) 870-8674

Email: ChrisD@GreenPlayLLC.com