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## REQUEST FOR PROPOSALS FOR REAL ESTATE

### MARKETING AND BROKERAGE SERVICES

#### Citywide Properties

**DEADLINE: July 24, 2017**

The City of Paso Robles, CA seeks a real estate firm specializing in commercial real estate to provide brokerage and marketing services for property owned by the City of Paso Robles. It is the intent of this RFP to have the successful broker/firm enter into a Professional Services Contract with the City to supply real estate services as outlined herein.

Real estate business opportunities include the marketing/sale of surplus property, negotiation of ground and facility leases, property management, and acquisition/assembly/trade of real property. A non-exhaustive list of City owned properties and their potential business opportunity is attached as Exhibit "A."

#### **Background**

The City of Paso Robles is a community of over 31,000 residents nestled in the scenic coastal mountain range of central California that is rich with a history of wine, agricultural, and business entrepreneurialism. Situated midway between Los Angeles and San Francisco it is also a gateway to thriving metropolitan areas north, south and east.

The City understands the importance of business and works hard to attract commerce in a diverse array of industries. City owned properties are made up of vacant land (residential, commercial and industrial), under-utilized land that is ripe for reassembly/repurposing, and various buildings serving a range of occupancies (such as tourism/hospitality and aviation orientation). The City of Paso Robles is committed to identifying creative and productive business solutions that will generate revenue, which will be reinvested in a variety of community services, programs and infrastructure.

The City owns an underutilized Municipal Airport, and is seeking a firm that can provide analysis and recommendations regarding site development feasibility, financing scenarios, and comparative lease rate scenarios. The firm will be expected to meet the development objective of the City of Paso Robles to lease land to targeted industry sectors, both aviation and non-aviation; therefore having a global reach will be important.

#### **Request for Proposals**

To be considered, interested parties should provide one electronic copy of their proposal to [cityclerk@prcity.com](mailto:cityclerk@prcity.com) with the email subject line of "Proposal – Real Estate Brokerage Services by 5:00 p.m. Pacific Standard Time on **Monday, July 24, 2017**."

The real estate firm will generally be paid on a commission basis and will be expected to work closely with City of Paso Robles designated personnel and provide monthly updates to the City Manager. In addition, there may be specific tasks/projects identified by the City for which an hourly rate will be more appropriate.

The City of Paso Robles reserves the right to reject any and all proposals, or parts of proposals, when it is judged to be in the best interests of the City of Paso Robles.

#### **A. SCOPE OF SERVICES**

The successful firm shall agree to contract with the City of Paso Robles to provide the following:

- Perform market analysis.
- Develop strategies for leasing and/or sale of properties.
- Work with City Management to negotiate the lease and/or sale of properties with buyers and prospects.
- Work with City Management to negotiate the lease and/or purchase of properties with sellers.
- Coordinate real estate appraisals.
- Handle all other customary activities and services associated with real estate transactions.
- Attendance and presentations at meetings of the City Council and Advisory Boards/Committees of the City of Paso Robles may be required.

#### **B. BROKER'S QUALIFICATIONS**

Respondents to this RFP shall have the following qualifications:

- Must be licensed and in good standing with the California Bureau of Real Estate.
- Must have an excellent reputation in the real estate community.
- Must be knowledgeable in the local real estate market and have experience with small and large commercial properties.
- Must be knowledgeable in the use of all public real estate records.
- Must be able to conduct site development feasibility, financing scenarios, and comparative lease rate scenario analyses.
- Familiarity with Airport lease property is desirable.

#### **C. INSURANCE REQUIREMENTS**

For proposal purposes, proposers must submit copies of certificates of insurance for general liability and workers compensation (if applicable). The successful contractor must provide original certificates prior to commencing services.

#### **D. TERM OF CONTRACT**

The contract period for the successful broker/firm will be from date of award for one year, with renewable options up to three additional one-year terms.

## **E. EVALUATION AND AWARD PROCESS**

Issuance of this RFP and receipt of proposals does not commit City of Paso Robles to award a contract. The City of Paso Robles reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.

## **G. ORAL PRESENTATION/INTERVIEWS**

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way will change the original proposal submitted. Interviews are optional and may or may not be conducted.

## **H. SELECTION CRITERIA**

- Knowledge of the local real estate market and Central Coast region.
- Commercial real estate experience, qualifications and references.
- Proven commercial real estate track record.
- Knowledge of various industry sectors, including publicly owned airports.
- Ability of the contractor(s) to meet or exceed the requirements defined in the RFP.
- Fee schedule.
- Completeness of response to RFP as outlined in this solicitation.

## **I. PROPOSAL SUBMITTAL REQUIREMENTS**

By submitting a proposal, you represent that you have (1) thoroughly examined and become familiar with the scope of services outlined in this RFP and (2) are capable of performing quality work to achieve the City of Paso Robles' objectives.

The following information must be included in or with your proposal:

- Years in business and previous names of the firm, if any.
- Description of the firm, including size of firm, location, lead broker to be assigned to perform the proposed services, including a brief resume.
- Description of experience (minimum five years previous experience with proven effectiveness) the firm or organization has in pertinent real estate experience.
- Experience in assisting similar size entities, including any and all services for government agencies.
- List of at least three references to whom the firm provided similar services. Please provide a description of the services, when they were provided, the key people involved, and names and telephone numbers of contact persons for each reference.
- Listing of current litigation, outstanding judgments and liens, if any.
- Fee schedule, which shall include the following items:
  - State your proposed commission rate for sale/purchase and leasing of properties.
  - Hourly rates as may be applicable to special (non-commission) project analysis.
  - State any other costs the City of Paso Robles may anticipate relating to the real estate services to be provided.

## J. QUESTIONS/ADDITIONAL INFORMATION

Questions or requests for additional information should be directed to Meg Williamson, Assistant City Manager, City of Paso Robles at [mwilliamson@prcity.com](mailto:mwilliamson@prcity.com). Questions/answers and addenda issued in response to queries for additional information will be provided to all solicited parties and posted on the City of Paso Robles website, no later than July 19, 2017. Questions and requests for additional information regarding the RFP are due in writing no later than July 17, 2017.

EXHIBIT "A"

City Owned Property/Project Opportunities

**Theatre Drive @ HWY 46West**

Vacant – Commercial Development Potential

**Paso Robles Street**

Property assembly – Redevelopment / Stimulus for Salinas Corridor Vision

**Riverside Avenue Maintenance Yard**

City Yard – Relocation/Reuse

**Train Station**

Hospitality Tenant / Property Management

**Pioneer Park - East**

PREC Sale transaction with the State / 3-Year License Agreement

**Pioneer Park – West**

Pioneer Museum - Future Sale

**Municipal Pool - PRUSD**

Long Term Lease - Clean up

**Airport Ground**

Business Development / Lease negotiation

**Airport Master Leases**

Property Management

**Airport –City Owned Buildings**

Lease / Property Management

**Ladera Lane – County Residential Site**

Vacant – Surplus Sale

**Land Fill – 90 acres**

Vacant – Lease or Sale

**Estrella Boys School**

Acquisition from State – Multi User Agreements / Sale / Lease

EXHIBIT "A" – *Updated 7-6-17 with APN/Addresses*  
City Owned Property/Project Opportunities

**Theatre Drive @ HWY 46West**

Vacant – Commercial Development Potential

NOTE – APNs: 009-831-28, 29 & 30

**Paso Robles Street**

Property assembly – Redevelopment / Stimulus for Salinas Corridor Vision

NOTE - No specific City owned properties at this time.

**Riverside Avenue Maintenance Yard**

City Yard – Relocation/Reuse

NOTE – APN: 009-208-002

**Train Station**

Hospitality Tenant / Property Management

NOTE – APN: 009-156-010

**Pioneer Park - East**

PREC Sale transaction with the State / 3-Year License Agreement

NOTE – APN: 008-254-002 (portion of)

**Pioneer Park – West**

Pioneer Museum - Future Sale

NOTE – APN: 008-254-002 (portion of)

**Municipal Pool - PRUSD**

Long Term Lease - Clean up

NOTE – APN: 008-10-010 / 28<sup>th</sup> and Oak Streets

**Airport Ground**

Business Development / Lease negotiation

NOTE – Multiple existing parcels on Dry Creek Road & Wing Way. Potential future parcels/subdivision TBD.

**Airport Master Leases**

Property Management

NOTE - Management of existing ground leases (already developed with buildings by others)

**Airport –City Owned Buildings**

Lease / Property Management

NOTE – Space within Airport Terminal, miscellaneous Aircraft Hangers & commercial space

**Ladera Lane – County Residential Site**

Vacant – Surplus Sale

NOTE – APN: 009-800-001 / 1750 La Cumbre Road

**Land Fill – 90+ acres**

Vacant – Lease or Sale

NOTE – APNs: 015-042-06, 07, 08, 09 & 10

**Estrella Boys School**

Acquisition from State – Multi User Agreements / Sale / Lease

NOTE – APN 025-434-001