



CITY OF FALLS CHURCH

*GEORGE MASON HIGH SCHOOL
COMMERCIAL DEVELOPMENT SITE*

UPDATE TO CITY COUNCIL

PREPARED BY
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WEST FALLS CHURCH ECONOMIC DEVELOPMENT PROCESS

Goals:

- Promote the economic development of 10 acres of the GMHS campus to create value for City taxpayers that will help pay for a new school.
- Allow the private sector, in partnership with the City, to create a transit oriented, walkable, attractive, great place that will meet local and regional needs.
- Foster economic development on adjacent properties.

Two Step Partnership Development Process:

Request for Conceptual Proposals: The purpose of the **RFP** is to communicate the City's Development Goals and to obtain information from proposers on critical areas of competency and capitalization.

Request for Detailed Proposals: The **RFDP** will gather detailed financial commitments and development programs from qualified teams.



“Request for Conceptual Proposals” (RFP)

- RFP Development

- Clearly communicating opportunity to market
- Laying out City’s goals and objectives
- Compliance with applicable laws and other forms of governance

- RFP Marketing

- Identifying potential pool of partners for direct marketing
- Presenting opportunity at industry events
- Collecting industry feedback

- RFP Schedule

- Successful GMHS bond referendum started the clock
- Maintaining schedule specified in Roadmap
- Enhancing developer confidence in the process



RFP DEVELOPMENT

Approach

The purpose of the RFP is to communicate the City's Development Goals and to obtain information from proposers on critical areas of competency and capitalization.

RFP Development Goals

- Create trust in the process
- Minimize time and financial investment for respondents while soliciting critical information to inform down-selection
- Clearly state City's goals and objectives for project while maintaining programmatic flexibility
- Clearly define components of RFP response that will be compared and rated in developing pool of RFDP candidates
- Propose an unambiguous, rigorous process and schedule for shortlisting for RFDP responses
- Create an environment where bidders are compelled to respond with their best efforts
- Maintain compliance with PPEA



RFP MARKETING

Approach

CM will develop marketing materials with support from A&M Team and will initiate or continue discussions with potential bidders to elicit feedback on project parameters with the goal of making sure the RFP will be well received by the development community.

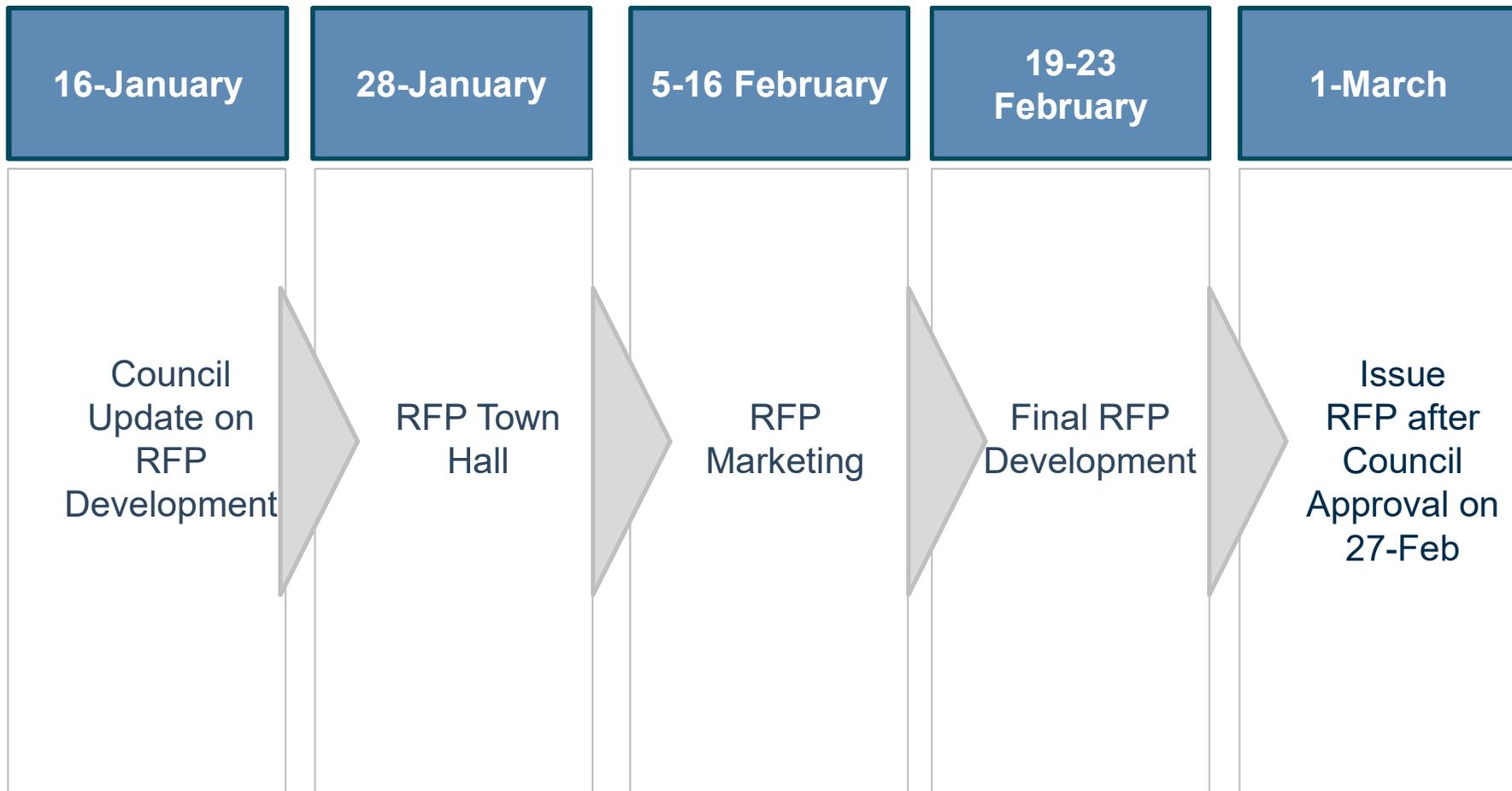
RFP Marketing Goals

- Increase project visibility
- Establish list of electronic and conventional outlets for distribution
- Confirm and/or reassess market assumptions utilized in valuation
- Confirm market interest in and financeability of long-term ground lease structure
- Begin to gauge private partners' willingness to make an up-front payment
- Gauge effectiveness of preliminary zoning and entitlement actions and confirm market comfort with remaining requirements for project approval
- Begin to sensitize private development community to non-economic City goals
Integrate input into development of more effective RFP and more market-receptive RFDP

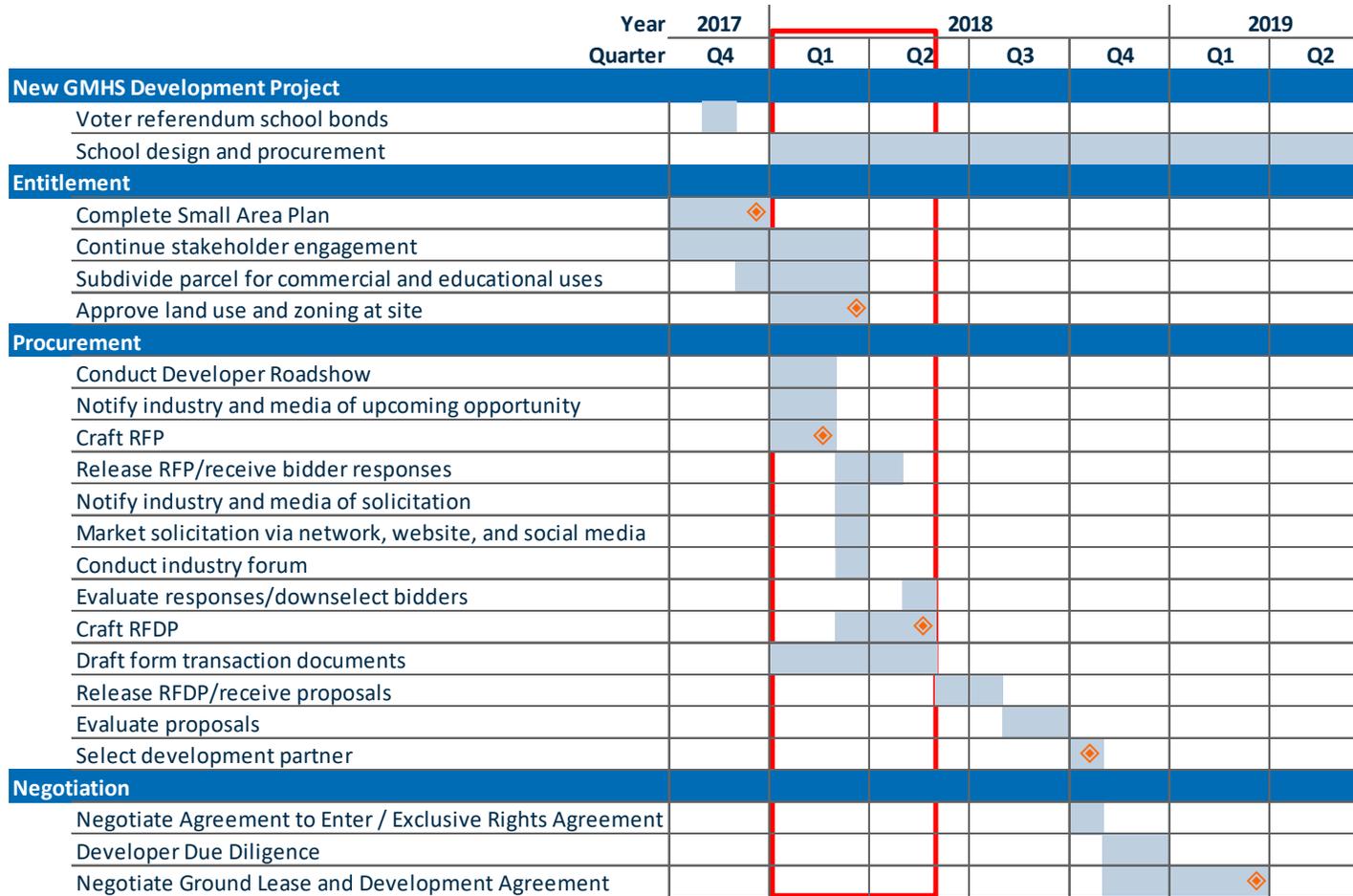


RFP SCHEDULE

Maintaining the schedule laid out in the Roadmap is integral to maintaining public trust in the procurement process



RFP PROCESS WITHIN THE PROJECT CONTEXT

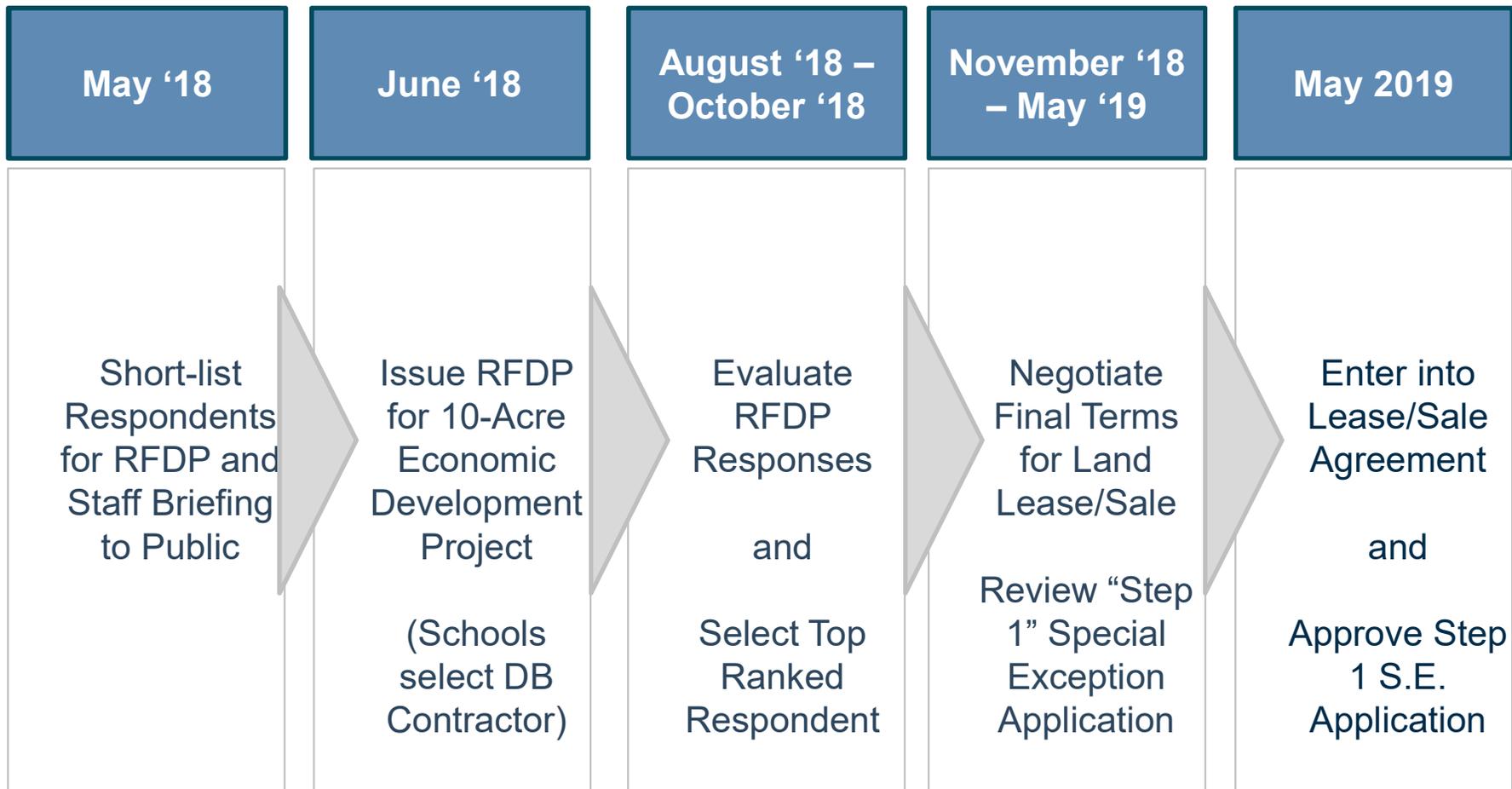


◆ Council Approval

RFP PROCESS



RFDP – AGREEMENT SCHEDULE



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