**FM 149**

**Proposal Format**

Executive Summary

A summary of the RFP response that includes Proposers confirmation to comply with the requirements, provisions, terms, and conditions specified in this RFP solicitation.

*The Executive Summary should be in the form of a standard business letter on official business letterhead and signed by an authorized representative of respondent.* Include the complete name and address of your firm, telephone number, and email address of the person the MEDC should contact regarding your firm’s response.

Project Concept and Strategy

The Proposer’s development intentions will serve as a major consideration in the selection of a Proposer. Please provide your development concept for the site in narrative form with supporting graphics. This concept must correspond with the Financial Proposal (described below). At a minimum, the development concept should include the following elements (not necessarily in this order):

**Overall Development Program**. Development plan diagram(s) at 1” = 50’ or appropriate scale (with a reduction to fit 8-½” x 11) that clearly indicates the distribution of land uses, infrastructure, and any other major attributes keyed to a table which quantifies those uses and features.

 **Distribution of proposed land uses** i.e., anchor and or satellite sites on the tract including infrastructure, driveway, road, and, commercial/retail square footage, parking, etc.

 **Zoning and Other Development Issues**. Proposers should describe if any zoning or regulatory changes are requested and why they are necessary. In addition, the MEDC’s selection of a Proposal does not mean the site plan will be accepted or that it meets zoning and permit requirements, as proposed. Proposers should acknowledge and account for any conflicts or issues in developing the proposed development program. All zoning considerations should consult the City of Magnolia’s Unified Development Code.

**Project Timeline** for planning, development and construction.

**Images/Graphics**

Graphics, perspectives and/or photographic images that represent building types in each land use and density category and key identity elements, amenities or other features.

**Public Information Packet.** All Proposers shall include a project summary of no more than (4) four pages that describes the overall concept and community benefits that may include a site plan and or conceptual renderings. Please describe and quantify the square footage of uses, acreage, and the overall parking program. Nothing in this submittal may be marked as confidential or proprietary. MEDC may release Public Information Packets from all Proposers once an award recommendation from the MEDC Board to the Magnolia City Council is announced; however, the Public Information Packet from the firm recommended by staff will be included in staff’s recommendation to Council for contract authorization.

**Other Community Benefits:**

 Amenities, Recreational uses or other benefits – Proposals may include additional amenities, uses or other benefits, including business models and philosophies, not contemplated in this original submittal, but the dominant land uses must remain commercial/industrial. There is no opportunity for any type of residential or multi-family component to this development.

This may include, but is not limited to, such areas as community retail; music, film and cultural arts; workforce and job training; and small and local business participation.

The narrative should address any physical amenities or programmatic elements that benefit the project and/or the larger Magnolia community, including opportunities for public art , extension of walking trails that contribute to the placemaking of the overall development and open space.

The Proposer’s narrative should also describe an implementation strategy to incorporate any and all such community benefits.

**Financial Proposal** - Provide the following information:

Offer- the general purchase price of the property

Overall Approach to Financing – Describe your intended approach to project financing, including private and public sources, and identification of potential challenges and uncertainties and corresponding mitigation/risk management strategies. All requests for abatements must be submitted to Magnolia City Council separate from these negotiations.

Offer- the general purchase price of the property

**Proposer Experience & Project Management Plan** – The Proposer must provide a description of their qualifications to assume the responsibilities required for this development opportunity, including

Firm History and Presence – Years of development experience as a company, signature projects, size and value of property portfolio, location of offices, total employees, and similar information.

Relevant Development Experience - Narrative and diagrams of the Proposer’s relevant development experience. Provide examples of projects of similar scale that are in development, under construction, or have been successfully completed within the last eight years. Relevant projects may include those with one or more of the following types of attributes: mixed-use development combining residential, commercial, and/or community space; partnerships and/or negotiations with public agency landowners; sustainability and smart growth principles; mixed-income residential components, including market rate and income-restricted units; understanding of community context; and small and local business amenities and resources.