



Request for Qualifications | *Town Square Master Plan*

City of Ketchum

April 4, 2023

Contact:

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SUBMITTAL DEADLINE

The City of Ketchum, Idaho will accept proposals at City Hall, 191 5th Street West, Ketchum, Idaho, 83340, or electronically at aswindley@ketchumidaho.org until **May 5, 2023, at 3:30 p.m. MST.**

QUESTIONS AND CONTACTS

Questions or requests for information should be submitted via email to Aly Swindley at aswindley@ketchumidaho.org. Proposers should refrain from approaching other City of Ketchum staff or elected officials. The City is interested in establishing a fair and transparent selection process where proposers have equal access to all the information about the project.

Copies of the RFP in PDF format may be [obtained online](#) or by submitting an email request to aswindley@ketchumidaho.org.

The City reserves the right to reject any and all proposals or any part thereof, to waive any formalities or informalities, and further to award the services to the most responsive and responsible Consultant, according to the City's evaluation and as deemed to be in the best interest of the City. The City may opt to conduct interviews at its own discretion following the proposal deadline.

STATEMENT OF PURPOSE

The City of Ketchum (City) seeks proposals from qualified design firms to develop a master development plan for Town Square in downtown Ketchum.

Public and private funds were raised to create Ketchum Town Square in 2009 and 2010. The July 2010 grand opening marked the beginning of extensive public use of the space including concerts and special events (ex. holiday tree lighting, farmers' market, BrewFest).

While Town Square has been enormously successful, it currently experiences a range of operational and maintenance challenges. Adjacent to the outdoor square is also an existing building owned by the City which currently houses Starbucks Coffee and the Visitor Center. The building too has several deferred maintenance items.

SUBMITTAL REQUIREMENTS

To be considered, please provide an electronic submittal to aswindley@ketchumidaho.org by **May 5, 2023, 3:30pm MST**.

Proposals should include the following sections:

- Outline your proposed approach and timeframe to complete the scope of work.
- Team composition, qualifications, and experience with similar projects.
- Hourly rates of team members and initial budget estimate. This information will not be used in scoring or evaluating the proposals. A negotiation on costs and the contract will occur after the qualifications-based selection.
 - This estimate information is solely requested so the City can evaluate whether it is feasible within the City's budget to proceed with a potential contract.
- References

This RFP is guided by Idaho law for professional services, which are selected on Qualifications Based Selection (QBS) versus lowest bid.

Proposals must specifically include items listed above and acknowledgment of receipt of all Addenda.

SCOPE OF WORK AND TIMELINE

The City of Ketchum is requesting proposals to prepare a Master Development Plan for Town Square. The Master Plan should consider the entire property owned by the City as well as its urban context with proximity to the Visitor Center, downtown grocery store and various retail establishments.

The primary goals include:

- develop a master plan that can guide the development of a cohesive and low stress facility
- develop an implementation and maintenance strategy/estimated costs
- range of public-purpose options of the City's Visitor Center building
- identify wayfinding/branding strategies
- develop a cohesive plan incorporating the existing 4th Street Heritage Corridor
- identify integration between the concept plan and other modes of travel (ped, transit, and vehicular)
- at a minimum, the following concepts should be considered in the analysis:
 - Creating a community space
 - Safety/security

- Sustainability (green building, energy efficiency, etc.)
- Accessibility and inclusion for all common spaces
- 4th Street Heritage Corridor improvements
- Integration with adjacent land-uses
- Implementation and maintenance strategy including cost estimates and potential phased implementation

This document will be used for program specific construction projects and may be used to guide design standards for future development along the corridor.

It is important to note that City staff will handle the logistics of all public engagement activities and the consultant team will be expected to participate in the development of content as well as present during public open houses.

The City prefers the following general phased approach for the project which would contain stakeholder/public engagement between each phase as well as a check-in with the City Council and Urban Renewal Agency:

- **Phase I:** Discovery
 - Document current conditions assessment of Town Square and Visitor Center Building
 - Future opportunity areas based on local need and similar resort communities
- **Phase II:** Refinement of options
 - Narrow down to a preferred option with greater detail
- **Phase III:** Implementation Plan
 - Final plan document with concept sketches
 - Cost estimate for implementation

Applicants shall submit a proposed schedule and timeline as part of the proposal.

EVALUATION CRITERIA

- Quality and relevant past project performance. Positive reference feedback regarding past project performance and the performance of individuals proposed for the project.
- Experience and availability of each of the members of the team and their qualifications.
- Project schedule demonstrates clear understanding of the project, which allows for City review of project deliverables.
- Meets proposed scope of work and phased approach.
- Response to the requirements in the RFP and an approach that indicates understanding of the project scope and City's goals.

The City reserves the right to conduct interviews following the submission of the written proposals.

ADDITIONAL INFORMATION

1. Any and all costs associated with the preparation of a response to this RFP are the responsibility of the respondents. City will not reimburse any parties responding to this RFP for any costs incurred prior to award.
2. The City reserves the right to reject any or all offers and to negotiate final terms and conditions of the proposal and resulting agreement.
3. The selected firm must be current on all taxes and in compliance with all licensing requirements for operating a business in Ketchum, Idaho.
4. The city shall not be bound by oral explanations or instructions given at any time during the competitive process or after the award.
5. Only information which is received in response to this RFP will be evaluated. Reference to information previously submitted shall not be evaluated.
6. All responses, inquiries or correspondence relating to or in reference to the RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the parties responding to this RFP shall become the property of City when received.
7. Parties responding to this RFP are cautioned that this is a Request for Proposals. It is not a request to contract, and the City reserves the right to reject any and all offers when it is deemed to be in the best interest of the City.

INQUIRIES

Inquiries can be directed to Aly Swindley at aswindley@ketchumidaho.org.