



April 22, 2015

#16-15 - REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES: Real Estate Listing and marketing of Iowa City's 173-acre 420th Street Industrial Park. The City is seeking the services of a Real Estate Broker to list and market the 420th Street Industrial Park to the regional industrial community.

ANY ACCEPTANCE OF A PROPOSAL SHALL NOT RESULT IN A BINDING CONTRACT WITH THE CONSULTANT, BUT INSTEAD WILL ENABLE NEGOTIATIONS TO TAKE PLACE WHICH MAY EVENTUALLY RESULT IN A MORE DETAILED AND REFINED CONSULTANT AGREEMENT OR CONTRACT. SAID AGREEMENT WILL INCLUDE CONFLICT OF INTEREST AND CONTRACT COMPLIANCE (NON-DISCRIMINATION) CLAUSES.

NOTICE TO CONSULTANTS: Proposals will be received at the **City Clerk's Office, City Hall, 410 E. Washington St., RM 140, Iowa City, IA 52240**, on or before the proposal opening local time and date specified below. Proposals shall be **sealed** and clearly marked on the front **"Real Estate Listing and Marketing of Iowa City's 173-acre 420th Street Industrial Park, RFP #16-15."**

PROPOSALS DUE: No later than **2:30 p.m. (local time), May 15, 2015** and shall include the following:

Based on a listing agreement for the period of one year:

- sales commission
- plan, if any, for split commission if two broker parties are responsible for sale
- marketing plan to promote sale of the property
- experience in industrial client based real estate sales

Submissions shall include a cover letter and a Draft Listing Agreement which shall be no more than ten pages in length. The Draft Listing Agreement shall detail the scope of services and financial terms. The letter shall address the experience and success of the proposer. The City assumes the Draft Listing Agreement is negotiable. If that is not accurate, the proposer shall state so in the cover letter.

The Broker shall be familiar with the site and all of the aspects of the Shovel-Ready site designation which can be accessed at this link: www.icgov.org/industrialpark or in person at the Planning and Community Development office in City Hall, 410 E. Washington St., Iowa City, Iowa.

The Broker shall meet in person with staff at the City of Iowa City at least quarterly, and by phone monthly to discuss current marketing efforts and status.

The City retains the right to reject proposals as non-responsive, to ask for clarification, to enter into negotiations to discuss cost, scope of work, procedures, and final work product, all before executing a formal consultant agreement.

EVALUATION PROCESS: Each proposal submitted stands alone and will be evaluated on its own merits in terms of meeting the City’s requirements and terms and conditions, pricing, and overall responsiveness to the Request for Proposal (RFP). The evaluation committee may conduct discussions with any vendor that submits an acceptable or potentially acceptable proposal. Vendors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals. During the course of the discussions, the evaluation committee shall not disclose any information derived from one proposal to any other vendor. The evaluation committee reserves the right to request the vendor to provide additional information during this process.

An evaluation committee will independently evaluate the merit of proposals received in accordance with the evaluation factors defined in the RFP. Failure of the proposer to provide any information requested in the RFP may result in disqualification of the proposal and shall be the responsibility of the proposer. The evaluation process shall be based on a 100 point scale. The proposal that accrues the highest point total shall be recommended for award subject to the best interests of the City of Iowa City. It is required that the proposal receive a minimum of 80 points in order to be considered for this award. Categories have been identified for the evaluation process. Each category shall receive a point value within the specified range based on how well the proposal meets or exceeds the City’s specifications. The following table lists the maximum points associated with each category.

POINT CATEGORY	Point Value
Sales Commission	20
Access to network of qualified industrial users	40
Marketing plan	30
Vendor experience in industrial land sales	10
Total points possible	100

IMPORTANT NOTE: Vendor submission of a proposal implies vendor acceptance of the evaluation technique and vendor recognition that some subjective judgments shall be made by the City of Iowa City during assignment of points.

QUESTIONS: All questions, inquiries, requests for public information and clarifications regarding this Request for Proposal can be answered by **e-mailing** the following representative. In order to receive a response they must be in written form and be submitted via e-mail **no later than May 6, 2015, 5:00 p.m. (local time).**

Mary Niichel-Hegwood, Purchasing Agent
 City of Iowa City
 319-356-5078
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