



FAIR PARK FIRST

Fair Park, A National Historic Landmark

FAIR PARK FAIR PARK PROPERTY APPRAISSAL SERVICES REQUEST FOR QUALIFICATION: DEADLINE EXTENDED DALLAS, TEXAS

Fair Park First is making a Request for Qualifications (RFQ) from Real Estate Developers/Development Teams to lead Real Estate Appraisals of portions of Fair Park. Fair Park First has launched an RFI is intended to attract qualified lessee institutions and businesses with the capabilities of creating a dynamic and thriving campus of institution and enterprises focused on activating Fair Park, and creating a focal point year-round destination or the community.

Proposals in response to this RFQ is intended to prequalify respondents capable of conducting work on an as-needed basis to determine fair market values associated with unoccupied buildings and spaces on the fair park campus as part of the ongoing RFI process.

FAIR PARK HISTORY

Fair Park is a 277-[acre](#) park campus located in [Dallas, Texas](#). Fair Park is approximately three (3) miles southeast of downtown Dallas and is registered as a [Dallas Landmark](#) and [National Historic Landmark](#). Fair Park hosted the Texas Centennial Exposition in 1936 and most of the Art Deco Buildings were built in preparation for the celebration of Texas' Centennial. The State Fair began in 1886 on land donated to the City of Dallas. Over the years the Park has grown to include many cultural institutions including performance venues, museums and sports stadiums. The historic Cotton Bowl sits majestically inside Fair Park serving as one of the identifiable landmarks that populate the landscape. The Hall of State and the Tower Buildings evoke historic milestones and reflect the many cultures inhabiting Texas.

BACKGROUND

In 2017 & 2018 the City of Dallas fostered a competitive process to determine which non-profit organization, with experience and intent, would manage Fair Park as a Private Professional manager. Fair Park First was selected through a lengthy evaluation, review, and public process to become the City of Dallas' partner. Our team comprised of Spectra, Biederman Redevelopment Ventures (BRV), In The City For Good and Fair Park First was selected and awarded the contract on October 24, 2018.

The structure of the team outlined in the City of Dallas' solicitation, as recommended by the Mayor's Task Force, required Privatization to be led by a non-profit organization. After the transition period Fair Park First began the daily management of Fair Park on January 1, 2019. Fair Park First has engaged Spectra through a sub-management agreement to serve as the daily operator. BRV and In The City For Good are providing defined services and scopes of work related to park programming, community outreach & engagement, and master planning through sub-consulting agreements.



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Fair Park First, a 501c3 non-profit, has entered a 20-year Management Agreement with the City of Dallas as Private Managers of Fair Park. Fair Park is home to many resident institutions, such as the African American Museum, Dallas Summer Musicals, Texas Discovery Gardens and the State Fair of Texas, in addition to many other major events and daily attractions. As the Manager of Fair Park, Fair Park First sets policy and direction with Spectra as the Operator.

Fair Park First has adopted four key pillars; Activation, History, Community and Culture.

- **Activation** involves bringing more visitors to the park on a daily and weekly basis for community programming, recreation and events.
- **History** respects and protects Fair Park's National Historic Landmark status, with the largest collection of Art Deco architecture on one campus, while also being home to historically significant venues and events.
- **Community** requires a deeper connection to the local neighborhood residents in significant, thoughtful and sustainable ways creating a mutually beneficial relationship.
- **Culture** enhances the current resident institutions, the collection of period visual and tactile art, as well as, creating a new destination for residents near and far.

It is our intent to repopulate various unoccupied historic facilities on campus with unique offering unlike anything in the Dallas-Fort Worth Metroplex. Fair Park First is seeking organizations and operators that share in the collective vision that Fair Park is the crown jewel of the City of Dallas Park Systems, shining brightly as a destination for locals and visitors alike. Fair Park First desires operators that understand the dynamics of a year-round destination and who maintain and update their operations to attract new and repeat visitors.

Fair Park and its buildings are owned by the City of Dallas and managed through a Public-Private Partnership. As such, Fair Park First asks that all potential organizations include diversity and equity opportunities in all contracting and purchasing activities for the life of the lease term. We are also requesting that organizations understand the importance of inclusion and be willing to welcome all residents and visitors to the Park and their respective venues. It is a new day at Fair Park and our goal is to have the property be representative of the entire community.

PARTNERS

Fair Park First, as manager, along with Spectra as Operator, have engaged Biederman Redevelopment Ventures (BRV) as park programming partners. BRV will be updating the master plan, creating activities and events, and identifying possible locations for Neighborhood Parks and additional green space opportunities.

To ensure that proposed usages align with the activation, historical preservation, and cultural goals at Fair Park, a process has been developed to evaluate the viability of proposed uses and establish an initial timeline for the Fair Park First Board consideration and approval. Outlined below is an overview of the process and the anticipated timeline for the Fair Park First Board to review and make its recommendations:



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UNOCCUPIED FACILITIES

The following buildings are currently unoccupied on the Fair Park campus:

Women's Building

- Approximately 70,000 square feet

Science Place 1

- Approximately 200,000 square feet

Museum of Natural History

- Approximately 32,000 square feet

PROJECT SCOPE

Fair Park First is seeking a full-service developer/Real Estate team to provide the following on an as-needed basis, consistent with industry best practices and conditions of the Dallas real estate market:

- Commercial evaluation of all buildings of Fair Park
- Recommendations on market rates and periodic escalation
- Proposed timeline on when or if we should reevaluate based on market changes
- Proposed lease packages for potential new tenants (nonprofit and commercial)
- Proposed models for expense sharing for lessees

PROJECT GOALS

The project area represents a significant opportunity to create a destination park in Dallas, drawing visitors from across the Metroplex and greater North Texas region. We are considering tenancy opportunities for non-profit institutions as well as high quality, appropriate tax generating projects that will increase sustainable visitation to Fair Park. A master Plan is being revised but will include increased public space and community access along with amenities to serve Park guests.

Market rates will serve the informational review process of any proposals as part of the ongoing RFI process.

There is no representation as to the number of appraisals etc. to be performed during any given time. These tasks will be assigned on an as-needed basis.

The firm selected as a result of the RFQ process will be required to provide a price for a specific scope of appraisal and consulting services at specific location(s) as required by Fair Park First. The response to a request for work will specify scope and the scheduled completion date for services. The response shall include:

- Detailed description of the work to be performed
- Estimate of work hours and associated costs to accomplish specified work
- Not to exceed total cost to accomplish specified work
- Duration of work from start to completion

Consultants shall generally be on an aggressive schedule to produce documents after project assignment. Time is of the essence for performance, as projects may be (or may not be) funded through various sources with specific timeframes for submission of documents.



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REQUEST FOR QUALIFICATION (RFQ)

To be considered as possible developers for Fair Park respondents are required to provide Fair Park First with the following:

- A detailed plan inclusive of the following:
 - Team – Bios and resumes for key personnel
 - Project Director
 - Main respondent contact name and contact information
 - Partners
 - Consultants
 - Investors
 - Financiers
 - Org chart detailing lead firm, and lead individual(s) for each component of work:
 - Location and number of locations of offices for firms detailed in chart above
 - Firm descriptions including history, number of employees, general experience and main contact name and contact information
 - Company history
 - Proposed Real Estate Team
 - Resumes for key project personnel
 - Detailed development portfolio highlighting no more than 5 relevant projects
 - Name, location, and description of the project including project size
 - Years and type of experience in the field
 - Diversity of services provided including:
 - Real estate appraisal
 - Real estate marketing
 - Price for the services above
 - Professional and project references (see above)
 - Demonstrated experience to undertake this project
 - Experience evaluating a variety of real estate properties, including both non-profit and commercial projects
 - Proven capability to deliver project and project components on time and on budget
 - Project Understanding and Approach
 - Executive summary detailing project understanding and summary of qualifications and approach to the scope of work and ability to meet project goals based on the development team's skills and experience
 - Understanding of Fair Park First, partner and City of Dallas's goals for the project
 - Approach to evaluating the market trends in the greater Dallas Metroplex and market rates for space on the Fair Park campus specifically
 - Financial plan and capabilities
 - Past bankruptcies or pending financial litigation involving any firm, sub, or principal
 - Demonstrate capability to complete the project(s)
 - A contingency plan for potential project roadblocks
- Applicants should respond to each of the requests outlined above



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Questions and Requests for Information

- Questions, requests for clarification, additional information, etc. should be addressed in writing to: Brian.Luallen@fairparkfirst.org

Submittal Instructions

- Submit your proposal packet in PDF format to: Brian.Luallen@fairparkfirst.org

INITIAL RFQ PROCESS/TIMELINE

- During the initial round respondents will have thirty (30) days, beginning August 23, 2019, to submit the above mentioned RFQ materials.
- Materials must be received by ~~Monday September 23, 2019~~. **EXTENSION: Friday, October 11, 2019**
- Fair Park First reserves the right to extend RFQ period. If RFQ period is extended all submittals will have the opportunity to update their proposals, if desired. Any submittal after the close of the RFQ process shall not be considered.
- Respondents may be required to give an oral presentation of their proposal in an interview session with FPF representatives. Interviews are at the sole discretion of FPF and may or may not be scheduled.

REVIEW PROCESS

- From September 23, 2019 through ~~October 3, 2019~~ **EXTENSION: Friday, October 11, 2019** Fair Park First will review the RFQ submissions, determine if the appropriate information has been provided, and notify respondents if additional information is required
- During the period from October 12, 2019 through October 31, 2019 Fair Park First, in conjunction with its partners Spectra and Biederman Redevelopment Ventures, will assess the submitted materials to determine the respondent's ability to complete the services as needed with respect to the following
 - Ability to deliver project on time and on budget
 - Alignment with City of Dallas BID goals
 - Completeness of response to the RFQ process as outlined in this package

Selection and Notification

- On or before ~~October 15, 2020~~ October 31, 2019 Fair Park First will make its recommendations to the FPF Board for approval
- Selected and Non-selected respondents will be notified of the status of their proposal via email on November 1, 2019

Final Approval

- Upon Fair Park First Board approval proposed plans will be enacted as to generated evaluations and appraisals for delivery ASAP