REQUEST FOR PROPOSALS

Downtown Atlanta Real Estate Market Study

March 14, 2016

Contact:
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I. PROJECT SUMMARY

A. Introduction

Central Atlanta Progress, Inc. (CAP) with the Atlanta Downtown Improvement District (ADID) is inviting proposals from a select group of firms or teams of firms with the appropriate expertise to serve as a consultant to conduct a real estate market study (“study”) of Downtown Atlanta. The study will identify market demands and opportunities for new development, providing a roadmap towards making Downtown Atlanta a livable, walkable community. Due to both macro market conditions (the end of the national recession) and local market activity (significant development investment in catalytic projects and sites), a comprehensive real estate market study is a necessary component of Downtown Atlanta’s larger plan update. We anticipate this study being the first component of a larger effort to develop a vision for the future of Downtown Atlanta fifteen years from now. CAP/ADID will also use the study to satisfy the ongoing planning requirement of the Atlanta Regional Commission’s Livable Centers Initiative (LCI) for the existing Downtown Atlanta LCI plan.

B. About Central Atlanta Progress, Inc. and Atlanta Downtown Improvement District

CAP is a private, not-for-profit, 501(c)(4) corporation representing the interests of Atlanta businesses and institutions that share the vision of a thriving, secure and vibrant Downtown Atlanta. With a Board of Directors comprised of the city’s top business leaders, CAP is funded through the investment of businesses, foundations and institutions. CAP and its affiliate organizations are a driving force in shaping Downtown development and public policy. Through its focus on economic development, the physical environment and marketing, CAP has been improving central Atlanta through innovative programs and public-private partnerships since 1941.

The Atlanta Downtown Improvement District (ADID), founded in 1995 by CAP, with the support of commercial property owners and the City of Atlanta, is a public-private partnership that strives to create a livable environment for Downtown Atlanta. With a Board of Directors of nine private-and public-sector leaders, ADID is funded through a community improvement district within which private commercial property owners pay special assessments. Together, CAP/ADID is committed to a Downtown that is a central place for the diverse Atlanta community and all of Downtown's property owners, employees, residents, students and visitors. More about CAP/ADID can be found at www.atlantadowntown.com.

C. Project Overview

In order to craft a feasible land use and development plan for the next 15 years of growth and revitalization in Downtown Atlanta that is firmly rooted in the reality of current and projected market conditions, a study is needed. In particular, the study will help us understand the potential impacts and resulting opportunities of several large-scale real estate investments on Downtown - including Mercedes-Benz Stadium and the associated Westside investment; Underground Atlanta; Turner Field redevelopment; Atlanta Civic Center redevelopment; the growth of Georgia State University; and the Atlanta Streetcar and planned system expansion.

The study will provide the roadmap for attracting the type of development that will strengthen Downtown’s position as a major employment center in the region, as well as a residential community and a tourism and convention destination. The proposed study will also likely investigate Downtown Atlanta as a destination for the tech/innovation industry and highlight strategies for growing this industry.
II. SCOPE OF SERVICES AND EXPECTED DELIVERABLES

A real estate market study in the context of an updated Downtown Vision Plan would include the following components:

A. Downtown Context

Examine current and historical trend data to provide a baseline of information to drive the market analysis, including economy, demography, property, and purchasing power. A list of potential metrics is included below. A specific list of data points and sources will be refined in the scope of work in addition to particular geographies.

Geographies

Anticipated Geographies
- Downtown Atlanta (4 square miles)
- Downtown and adjacent census tracts
- 5 minute walk of the Atlanta Streetcar route
- City of Atlanta
- Metro Atlanta
- Competitive submarkets to Downtown Atlanta

Comparison and Analysis

Population Analysis
- Residential/Student Population
- Number of Homeowners/Renters
- Age Groups by Census
- Average Median Income
- Educational Attainment

Residential Development Analysis
- Number of Single-family Homes
- Number of Apartment/Condo Units
- Number of Student Beds
- Home Prices/Rental Rates
- Vacancy Rates

Retail Development Analysis
- Total Retail Square footage
- Total Number/Type of Establishments
- Dollar Amount of Retail Revenue
- Tax Receipts from Revenue
- Pedestrian Counts

Financial Analysis
- Total Dollar Value of Public Investment
- Total Dollar Value of Private Investment
- Property Values
- Property Sales/Number of Transactions
- Tax Digest/Collections

Economic Development Analysis
- Number of Jobs and Jobs/Housing Ratio
- Average Wages/Earnings
- Number of Business Licenses
- Employment by Industry
- Innovation: Number of Start-ups

Hospitality Development Analysis
- Total Hotel Square footage
- Total Number of Hotels/Rooms
- Average Daily Room Rate
Office Development Analysis
- Total Office Square footage
- Total Number of Office Establishments
- Quality of Office Space Available
- Tax Receipts from Revenue
- Total Number of Attractions
- Hotel Nights Demanded
- Revenue per available room (RevPar)
- Total Number of Guests/Visitors (in a specified time frame/period)
- Tourist Spending

B. Targeted Interviews and Focus Groups

- Conduct interviews / focus groups with selected market participants, such as brokers, retailers, and employers, to obtain additional insights into:
  - Locations preferences;
  - Competitive advantages of the Downtown market; and
  - Perceived barriers limiting (or potential to limit) Downtown’s growth
- Identify strategies to help better leverage Downtown’s competitive advantage as well as ameliorate any of Downtown’s barriers to growth.

C. Development Forecast

Analysis of market-driven demand for all types of development (residential, office, retail, hospitality) taking account of competitive advantages and disadvantages of the Downtown market relative to other portions of Atlanta, the metropolitan area, and other comparable U.S. submarkets. Within your forecast, identify the impact of requiring aspects such as affordable housing and green buildings components on a project’s feasibility over time.

- **Residential Forecasts**
  - Forecast both future development and rental rate/price growth and absorption metrics over the next 15 years
  - Provide recommendations product mix, type, and size of residential product that will best serve the projected demand
- **Office Forecasts**
  - Forecast future development, absorption, and rental rate/price growth metrics over the next 15 years
  - Investigate Downtown Atlanta as a destination for the tech/innovation industry and highlight strategies for growing this industry
  - Provide recommendations product mix, type, and size of office product that will best serve the projected demand
- **Hospitality Forecasts**
  - Forecast future development, absorption, occupancy as well as AGR and RevPar metrics over the next 15 years
- **Retail Forecasts**
  - Forecast future development, absorption, and rental rate/price growth metrics over the next 15 years
  - Investigate the ability to leverage catalytic development such as Underground Atlanta, Civic Center and Turner Field, and what impact these developments may ultimately have on the retail market opportunity in Downtown
D. Study Findings and Implementation Recommendations

- Implementation strategy to achieve the optimum outcome from the potential development trajectories and designed to articulate an 'action agenda' in concert with appropriate stakeholder identification and linkages to streams of funding or other financial resources.
- Identification of underutilized sites and recommendations of strategies for redeveloping these underutilized sites.
- Provide recommendations (critical success factors as well as key dependencies) for each land use type and for the project as a whole.

E. Deliverables

Each firm submitting a proposal should delineate the deliverables deemed appropriate, which shall include the following at a minimum:

A written report including an executive summary summarizing the research and analyze completed including tables, charts and graphs as necessary to respond to the major components of the scope of services. Two (2) printed copies of the summary document and electronic, web-ready files on CD or portable flash drive including the following: summary document in PDF format and supporting graphics and data files in original format (.jpg, .xls files, etc.).

III. SUBMISSION REQUIREMENTS

The following items must be submitted in response to this request.

A. Letter of Intent

State the full name(s) and address (es) of the organization(s) and the branch office(s) or other subordinate element(s) that will perform or assist in performing the services described herein. Identify the firm contact name, phone and fax numbers, and email addresses. Indicate type of firm ownership (individual, partnership or corporation) and explain any proposed team or joint venture or partnership relationships. Include the state in which the firm is incorporated or licensed.

B. Statement of Experience

Proposals should provide a straightforward, complete and concise description of the consultant’s capabilities to satisfy the requirements of this RFP. Describe the experience, detailing a minimum of three recent, relevant projects in similar conditions and with similar size and/or scope. Summaries should include a narrative on the projects, the associated fees, and references.

C. Team Qualifications

Provide the names and résumés (including email addresses) of a principal and key staff members who will work on the project and a team organization statement defining their anticipated roles on the team. Indicate the percent of involvement of each team member and identify who will be the daily point of contact.
D. Project Understanding / Approach

Demonstrate project understanding, including details of the team’s familiarity with market studies for specific submarkets. Provide a project approach and detailed scope of services including anticipated work tasks and deliverables. Provide any additional information that demonstrates understanding and insights related to the project scope.

E. Budget and Schedule

Provide a detailed project budget with associated consultant fees and a schedule estimated, by each major component noted above. The project budget and fee proposal should be organized as follows:

<table>
<thead>
<tr>
<th>Task</th>
<th>Total Cost</th>
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<tbody>
<tr>
<td>Research and Analysis</td>
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<td>Downtown Context</td>
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<td>Focus Group Effort</td>
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<td>Development Forecast</td>
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<td>Implementation Plan</td>
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<td>Prepare Deliverables</td>
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<td>Reimbursable Expenses (including travel)</td>
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<tr>
<td><strong>Total Estimated Cost</strong></td>
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The project schedule should include a total timeframe and durations in days, weeks or months for the completion of each task with key milestones identified. We wish to have the work completed by September 2016.

CAP/ADID will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Proposal submittal costs in conjunction with this RFP shall be borne by the submitting firm.

IV. SELECTION AND EVALUATION CRITERIA

It is the intent to select directly from information gained from review of submitted proposals. However, CAP/ADID reserves the right to call references provided and to require phone or personal interviews with firms included on a short list.
A. Selection Criteria

CAP/ADID reserves the right to reject any or all proposals, make modifications to the work after submission of proposals and waive any informalities in proposals if deemed in CAP/ADID best interest to do so, without any liability on the part of CAP/ADID. The following criteria will be used in evaluating submittals. The list is not shown in any prioritized order:

- Understanding and insight related to project scope
- Abilities and capacity of professional personnel
- Team organization, including personnel, staff capacity and team availability
- Project approach, outlining management, staffing responsibilities, and process
- Relevant experience
- Proposed compensation (The final fee for services will be negotiated with the selected team.)
- Responsiveness to the Request for Proposal

B. Equal Opportunity Statement

CAP/ADID is an equal opportunity employer and will select a consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.

V. SUPPLEMENTAL INFORMATION

A. Questions

Direct any questions in writing to Alena Green via email at agreen@atlantadowntown.com by Friday, March 25, 2016 at 2:00 pm ET.

B. Proposal Due Date

Three (3) copies of your Proposal should be submitted to CAP/ADID, Attention: Alena Green by Friday, April 1, 2016 at 2:00 pm EDT.

Alena Green
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