

REQUEST FOR PROPOSALS
For Professional Consulting Services
Former Cazenovia College campus
Redevelopment Plan

DATE DUE:

4:30 pm Wed. November 8, 2023
at the Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035
Or
via email to:
lines@cacda.net

REQUESTING ENTITY:

Village of Cazenovia, NY

CONTACT:

Lauren Lines
Cazenovia Area Community
Development Association
(315) 415-3939
lines@cacda.net

Kurt Wheeler, Mayor
Village of Cazenovia
(315) 655-3041
kurtwheeler13035@gmail.com

October 26, 2023

I. Overview of Project

The Village of Cazenovia is requesting proposals from consultants for planning services. The scope of work is to prepare a strategic redevelopment plan for the Village of Cazenovia in response to the closure of Cazenovia College. Work will include market analysis, needs assessment, feasibility study and development strategy. The planning process will include collaboration among the Village of Cazenovia, Town of Cazenovia, Cazenovia Area Community Development Association, Madison County, Central New York Regional Planning and Development Board, as well as local business owners. The strategic plan will provide the necessary framework required to allow public officials and local stakeholders to advance viable concepts for future use of the college campus. The planning process will identify approaches that will replace the lost jobs and economic activity resulting from the college closure as well as strategies to coordinate use of resources toward an innovative outcome.

II. Study Area

The main study area includes the college campus as shown on the attached map. The surrounding village historic business district will also be considered in aspects of the redevelopment plan (for example parking and neighborhood compatibility).

III. General Community and Project Information

The Village of Cazenovia is a small community located in the Town of Cazenovia in Madison County, NY. The Village has a population of approximately 2,767 residents. The Town of Cazenovia has a population of 6,740. The Cazenovia area forms a key node of economic activity in the region's southeast corridor and plays a critical role in the economic vitality and strength of this rural part of the region. Key economic drivers in the community include agriculture, small manufacturing, retail, and tourism. Cazenovia Lake is located adjacent to the business district and is a major draw for visitors.

The closure of Cazenovia College in 2023 has caused a significant economic challenge. For nearly 200 years, Cazenovia College provided the foundation for economic activity in the Cazenovia community and served as one of the largest employers in Madison County. Closure of the college resulted in the loss of approximately 240 direct jobs in the community and \$54 million in annual economic impact. The Cazenovia community has determined that its most pressing need is to facilitate a beneficial future use of the campus properties that is compatible with village character and will ensure permanent new job creation and economic growth in the community.

The former college campus is adjacent to the Historic Business District which is the center and heart of the village and includes retail establishments, world class restaurants,

arts, recreation, and entertainment. With a very strong sense of place, the downtown defines Cazenovia as a community.

In February 2023, the village and CACDA began a planning process that has included: development of a building inventory and existing conditions report, compilation and analysis of other campus closures and outcomes, a stakeholder workshop, several community meetings, a retail market study, and development of working groups to explore ideas for campus reuse resulting from these visioning meetings. The planning services requested will build upon these efforts.

The real estate owned by the “Office of the entity formerly known as Cazenovia College” is currently listed for sale by A&G Real Estate of Melville, NY. It should be noted that a sale of the real estate would impact this planning process and there will likely be a need to remain flexible in regard to timeline and changing work product needs.

IV. Existing Resources

The following is a list of resources that will be available to the selected consultant:

1. Appraisal Report for former college properties – March 2022
2. Building inventory and existing conditions report – March 2023
3. Compilation and analysis of college closures and outcomes – March 2023
4. Town/Village Joint Comprehensive Plan – 2008
5. Village Zoning Code
6. Downtown Revitalization Plan – September 2022
7. Local Waterfront Revitalization Draft Plan – September 2023
8. Housing Study – in process
9. 2023 Retail Market survey
10. Parking Conceptual Plans – in process
11. Working group concept reports – in process
12. ArtSpace Study - pending

Information related to the Existing Resources listed above will be made available upon request.

V. Project Schedule

- Release of RFP: October 26, 2023
- Deadline for submittal of proposals: November 8, 2023
- Project commencement: November 27, 2023
- Project completion: To be determined

VI. Deliverables

1. Compilation of demographic information and identification of development trends in the region.
2. Market analysis that identifies where leakage is occurring and market saturation using Fall 2023 market survey already completed.
3. Analysis of key considerations for optimal reuse including an analysis of various ownership structures and financial models that can be used to facilitate reuse.
4. Needs assessment and economic feasibility analysis for 3-4 reuse options identified through the local working group research presently underway.
5. Visuals and detailed conceptual plans for selected reuse options.
6. Conceptual redevelopment budgets and identification of financing needs and funding options.
7. Marketing recommendations
8. Final compiled strategic planning document

A draft of each deliverable shall be presented to the Project Oversight Team for review, comment, and approval prior to final production of each deliverable.

All work products, regardless of format, produced as a part of this project shall become the property of the Village of Cazenovia upon completion of the contract. Rights to all work products, regardless of format, shall revert to the Village of Cazenovia upon completion of the contract.

The Village of Cazenovia shall remain free to copy and edit any and all work products, regardless of format, produced as part of this project. Electronic documents shall not be locked or password protected and the Village of Cazenovia shall retain the ability to copy and edit such documents.

VII. Requirements of Submittals

A submitted proposal should include the following:

1. **Contact Information.** The name, title, telephone number, and e-mail address of the person in the Consultant's organization who will be responsible for responding to questions about the proposal.
2. **Project Approach.** An outline of the proposed approach to accomplish the specific tasks and objectives, and the manner in which the Consultant will work with the Project Oversight Team.
3. **Key Personnel.** The Consultant shall identify key personnel performing the requested work, describing the specific responsibility, degree of participation, and involvement of each professional Staff member assigned to the project along with the resumes describing relevant previous experience. This includes any sub-consultants on the project. The firm shall demonstrate that the staff assigned to the project have the capabilities to perform the full scope of services outlined in this RFP. Substitution of members of the project team of the selected consultant will not be allowed without specific written approval by the Development Services Director.
4. **Project List.** Provide a list of previous projects of a similar nature for clients undertaken by the firm(s) including a brief description of location, completion date, and scope of services. Contact information should include the lead person, project manager, or other individual responsible for the project, including their postal address, telephone number and email address that may be used for references.
5. **Client Contact Information.** Provide the name of the organization, contact name, postal address, telephone number, and email address of authorized individuals responsible for overseeing the projects listed above. For each client, provide the contact information of each individual directly involved or very familiar with the project and/or services provided.
6. **Project Schedule.** The project schedule should include a detailed schedule of work that is intended to be followed in order to complete the project, a description of each activity/task to be performed and the expected time frame for completion of the activity/task, including any expectations of work to be performed by Village/CACDA Staff.
7. **Project cost by task.** Project budget and cost proposal for completing the project must include a breakdown of project cost by each task for staff/team member and hours assigned to each staff/team member. As part of the cost proposal, the

Consultant shall provide hourly rates, by personnel, including an itemized schedule of both labor and direct expenses, travel costs, and overhead. If the use of the sub-consultants is proposed, a separate schedule of expenses must be provided for each sub-consultant.

VIII. Proposal Specifics

1. This project is funded by Empire State Development and the Economic Development Administration (investment # 01-69-15378). The selected firm must comply with the guidelines provided by each agency.
2. All proposals submitted in response to this RFP will become the property of the Village of Cazenovia. The Consultant must identify, in writing, all copyrighted material, trade secrets, or other proprietary information that it claims is exempt from disclosure. Any firm claiming such an exemption must also state in its proposal that the firm agrees to hold harmless, indemnify and defend the Village and its agents, officials and employees in any action or claim brought against the Village for its refusal to disclose such materials, trade secrets or other proprietary information to any party making a request therefore. Any firm failing to include such a statement shall be deemed to have waived its right to an exemption from disclosure.
3. The selected firm will be required to comply with all existing State and Federal laws including applicable equal opportunity employment provisions. The Contract shall also be construed and governed in accordance with the laws of the State of New York and the Village of Cazenovia. Consultant shall comply with all federal, state and local laws, ordinances and regulations applicable to the work. Consultant, at its own expense, shall secure all occupational and professional licenses and permits from public or private sources necessary for the fulfillment of its obligations under this Contract.
4. The Village reserves the right to reject in whole or in part any and all proposals, to waive any informalities, and to accept the proposal determined to be in the best interest of the Village. This solicitation may also be canceled in whole or in part if determined to be in the best interest of the Village.

5. A PDF of the proposal should be received by **4:30 p.m. Wednesday, November 8, 2023** at:

Village of Cazenovia
90 Albany Street
Cazenovia, NY 13035
or
via email to:
lines@cacda.net

All questions must be in written form and may be directed only to:

Lauren Lines
Cazenovia Area Community
Development Association
(315) 415-3939
lines@cacda.net

Kurt Wheeler, Mayor
Village of Cazenovia
(315) 655-3041
kurtwheeler13035@gmail.com

Other members of the Project Oversight Committee will not respond to any questions, written or verbal. All costs incurred in the preparation and/or presentation of the proposal shall be the responsibility of the Consultant.

The Village will make every effort to administer the proposal process in accordance with the terms and dates discussed in this RFP. However, the Village reserves the right to modify the proposal process and dates as deemed necessary.

IX. Proposal Review

The Project Oversight Team will review all proposals received. Depending upon the response to the RFP, the Project Oversight Team may elect to invite firms that demonstrate substantial qualifications and experience for interviews.

X. Consultant Selection

The Project Oversight Team will consider the following criteria in evaluation of the proposals and interview presentation in making a recommendation to the Village Board of Trustees for final decision:

1. Ability to help advance efforts as identified in this Request for Proposals.

2. Past record of performance of the firm/project team on similar projects. The status of implementation of these projects will also be reviewed.
3. Quality and content of written proposal and interview presentation.
4. Specialized experience and technical competence of the firm and project team assigned including any sub-consultants and associate firms as they relate to the specific needs of this project.
5. Familiarity of the firm with local issues and potential alternatives applicable to this project.
6. Understanding of and agreement with the firm's approach and methodology to the project including the Project Oversight Committee's general feeling of confidence in the firm.
7. Ability to complete the project within the necessary time frame.
8. Ability of firm/project team to work with village and CACDA staff and local officials based on proposal.
9. Cost.

This project is funded in part by a grant from Empire State Development. As part of this grant funding, the project will be subject to the requirements of New York State Executive Law Article 15-A to promote opportunities for the participation of certified women or minority owned business enterprises (MWBE), as well as the employment of minority group members and women in the performance of the project. The MWBE goals established for this project are 30% of the state grant funding. MWBE vendors are encouraged to apply to this solicitation.

XI. Award of Project

Receipt of proposals and subsequent award of the contract will be with the highest ranked responsible Consultant. **The final scope of the project may vary from the proposal depending on needs, resources and any purchase of the campus real estate.** If the Village of Cazenovia is unable to successfully conclude negotiations with the highest ranked responsible Consultant, negotiations will be held with the next highest ranking responsible Consultant. The contract shall then be awarded to the responsible Consultant whose proposal is determined to be the most advantageous to the Village of Cazenovia taking into consideration the evaluation factors set forth herein.

XII. Discussion with Responsible Offerors and Revisions to Proposals

As provided in the request for proposals, discussions may be conducted with responsible Consultants who submit proposals determined to be reasonably likely to be selected for award for the purpose of clarification to assure full understanding of and conformance to the solicitation requirements. Consultant shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. In conducting discussions, there shall be no disclosure of the information derived from proposals submitted by competitive Consultants.

END OF REQUEST FOR PROPOSALS