

## Attachment A

### Unsolicited Development/Redevelopment Proposal Process

The City of Phoenix (City) accepts unsolicited proposals for the development and/or redevelopment of City-owned property. Unsolicited proposals for property owned by the City's Parks and Recreation Department must comply with the instructions provided at [phoenix.gov/parks](http://phoenix.gov/parks) and Aviation land identified in a Federal Aviation Administration-approved airport layout plan, airport master plan, or comprehensive asset management plan, or is in support of the needs of the flying public or airport operations, is also excluded from this process. This process applies to all other unsolicited proposals for the development and/or redevelopment of City-owned property. An unsolicited proposal's owner and its partners are subject to the City's [Solicitation Transparency Policy](#) upon submitting its unsolicited proposal.

#### 1. Unsolicited Proposal Instructions

Each proposer must submit the following in a sealed package labeled as an "Unsolicited Proposal" and marked with the proposer's name:

- one hard copy of the unsolicited proposal,
- one e-copy of the unsolicited proposal on a CD or flash drive, and
- one non-refundable Review Fee (see Section 3 below).

The package must be submitted to:

Gretchen Wolfe, Procurement Manager  
City of Phoenix  
Community & Economic Development Department  
200 W. Washington Street, Phoenix AZ 85003

Unsolicited proposals may not exceed 20 double-sided, letter-sized pages.

#### 2. Proposal Requirements

The unsolicited proposal must:

- Provide the name and address of the proposer, including a specific contact person and that person's phone number and email address;
- Identify the address and Assessor's Parcel Number of the City-owned property included in the proposal;
- Describe the proposer's concept to activate the site, including the scope and scale of the proposed development or redevelopment project;
- Describe the proposed project's feasibility;

- Describe the return to the City resulting from the proposed development or redevelopment (this should include both financial return and other tangible public benefits);
- Describe any City assistance requested; and
- Be signed by a person authorized to represent and contractually obligate the proposer.

An unsolicited proposal should not be an advance proposal for a disposition, development, or redevelopment solicitation the City has announced an intention to issue.

### 3. Review Fee

Each unsolicited proposal must be accompanied by a cashier's check payable to the "City of Phoenix" in the amount of \$7,500. This non-refundable Review Fee will be used to conduct the City's due diligence, including an appraisal and staff time for researching and processing the unsolicited proposal.

### 4. Initial Review

Staff will review each unsolicited proposal received for responsiveness. During this review, the Procurement Officer may contact the unsolicited proposal's owner for clarification.

Staff will seek City Council authorization for each responsive unsolicited proposal at a formal City Council meeting. The information presented will be limited to the names of the proposer and the proposed partners, the address of the City-owned property included in the proposal, and an overview of the proposed use. Upon receiving City Council direction to proceed, the City will follow the remaining steps in this process.

### 5. Unsolicited Proposal Advertising

Any unsolicited proposal the City Council would like to advance for competition will be posted, in-full, at [phoenix.gov/solicitations](http://phoenix.gov/solicitations) to provide other potential proposers an opportunity to offer a competitive proposal. The posting will include: proposer instructions, including the proposal deadline and proposal guarantee details; evaluation criteria; and the City's [Solicitation Transparency Policy](#). The unsolicited proposal's owner will be afforded the opportunity to submit a revised proposal during this stage of the process.

## 6. Evaluation

Shortly after the proposal deadline posted with an unsolicited proposal, the City will post a list of proposers that submitted offers for the advertised business opportunity. If no other parties submit a responsive proposal for the advertised business opportunity, the City reserves the right to begin negotiations with the unsolicited proposal's owner. If the City receives multiple responsive proposals for the advertised business opportunity, an evaluation panel will be assembled to evaluate all responsive proposals. The panel will include City employees, community representatives, and other individuals with relevant experience or expertise. The panel may interview all the proposers or a short list of proposers, or the evaluation panel may evaluate the responsive proposals solely on the materials submitted by the proposal deadline. If a short list process is used, the evaluation panel will use the posted evaluation criteria to identify the proposals most likely to be successful in the evaluation process. The short-listed proposers may be scheduled for interviews with the evaluation panel. If interviews are conducted, the evaluation panel may consider information from the interviews that clarifies the materials submitted. The evaluation panel will recommend the top-ranked proposer for negotiations.

## 7. Negotiations

The recommendation will be posted on the City's website. Subsequently, City staff and the recommended proposer will negotiate a Letter of Intent and the recommended proposer will conduct community outreach as directed by the City. The recommended business terms will be presented to the Phoenix City Council, which may accept or reject the contract award.

## 8. Preparation Costs

Under no circumstance will the City be responsible for any costs incurred by anyone in: 1) submitting an unsolicited proposal; 2) any subsequent follow up to the proposal; or 3) any subsequent negotiations of a contract.

The City reserves the right to reject an unsolicited proposal at any time prior to contract execution.