

REQUEST FOR SUBMISSIONS (“RFS”) for OPERATIONS OF RE/MAX FIELD

Date: May 13, 2019

PLEASE SUBMIT YOUR RESPONSE TO THE
FINANCIAL AND CORPORATE SERVICES BRANCH
OFFICE BY

**4:00:00 P.M.
June 10, 2019**

Email: RFSinfo@edmonton.ca

1. INTRODUCTION

The City of Edmonton (“City”) is embarking on an exciting journey to explore opportunities for sports, entertainment and cultural uses in the stadium (currently named RE/MAX Field) in Edmonton’s Rossdale neighbourhood and the land immediately north that is used for parking.

Located in the heart of the river valley, the stadium is valued as a key part of Edmonton’s sport and entertainment landscape and an important feature of the Rossdale community and the River Crossing initiative. Baseball has been played in Rossdale for over 100 years, originally at Diamond Park then Renfrew/John Ducey Park, the site now known as RE/MAX Field. The City of Edmonton is looking to see this stadium contribute to a vibrant and animated environment.

Through the River Crossing initiative, the City has a vision of significant urban development in this part of Rossdale and of creating a city-wide destination that celebrates the area’s special history and cultural significance. RE/MAX Field is to be an integral part of this initiative, hosting events and opportunities to enjoy the area over the next decade, and possibly longer.

The City invites submissions from interested parties for the management, operations and improvements of RE/MAX Field and the lands directly north of the facility. The City is interested in receiving submissions that ensure a level of animation and facility utilization that includes, but is not limited to, a level of activity that will attract high spectator interest and contribute to a vibrant facility and community as well as economic development. Other uses of the facility and space that are complementary to this vision are encouraged.

2. REQUEST FOR SUBMISSIONS PURPOSE AND GENERAL INFORMATION

This RFS is for planning and understanding purposes only and it is not intended to create—and will not create—any formal legally binding bidding process. The issuance of this RFS does not constitute any obligation on the part of the City to enter into negotiations or a contract. The City may determine, at its sole discretion, to proceed or not proceed with negotiations with a Respondent in relation to any areas discussed within the RFS. Information obtained from this RFS may be used by the City for determining the level of market interest.

The City may review its records with respect to the performance by a Respondent, or an affiliate or associate of a Respondent, on previous agreements with the City, and with respect to the conduct of a Respondent in any prior RFS process. The City may reject a Submission by a Respondent if the City determines that a Respondent's performance or the performance of an affiliate or associate of a Respondent in a previous Agreement with the City is unsatisfactory, or if the conduct of a Respondent in a prior agreement negotiation process was determined to be in default.

With respect to reviewing the submissions, please review Section 5 of the RFS and ensure that all areas are adequately addressed.

3. BACKGROUND

Facility History:

Baseball has been an important part of Edmonton's social and sporting scene for over 100 years. Telus Field was built in 1995 on the site of the former Renfrew Park (renamed John Ducey Park in 1984). The Edmonton Trappers, a triple A team in the Pacific Coast League, played 24 seasons (from 1981 to 2004) at the ballpark. When the Trappers ceased operations, Telus Field became home to two independent professional baseball teams: the Edmonton Cracker Cats (2005-2008) followed by the Edmonton Capitals (2009-2011). The Edmonton Prospects Baseball Club began playing at Telus Field in 2012, and in 2016 took over operations of the park. The ballpark was known briefly as Edmonton Ballpark in 2016 before being renamed RE/MAX Field in 2017 under a naming agreement that is in place until 2020.

Site Description:

The site has two key elements: RE/MAX Field and the associated parking areas. Please refer to Attachment A.

RE/MAX Field is located in the Rosssdale neighbourhood in Edmonton's river valley. It was built in 1995 as a replacement to Renfrew Park/John Ducey Park, which was originally built in 1935. The building occupies approximately 90,750 square feet on 5.2 acres of land.

The parking areas that currently surround the facility have space for approximately 1200 vehicles. The parking areas west of RE/MAX Field, across Rosssdale Road and shown in part as New Lot 12 in Attachment A, are not guaranteed to exist for the life of the 10-year agreement as plans for the River Crossing development proceed. However, as part of this RFS, the parking area directly north of RE/MAX Field (shown as Blk. X in Attachment A - approximately 550 stalls) should be considered in the Respondent's proposal to operate the stadium. Include plans for the use of, or future interim, or permanent development of this area and for the RE/MAX Field's gradual transition from dependence on surface parking to other access strategies within the business proposal.

Rossdale Community/River Crossing Plan:

RE/MAX Field is being considered as part of the River Crossing Business Plan, which will outline a development concept and implementation strategy for the transformation of West Rossdale in ways that honour the historical and cultural significance of the area. The Business Plan is expected to be presented to City Council's Urban Planning Committee in fall 2019. If approved, the plan will guide development on lands surrounding RE/MAX Field and changes to the area's road network. Implementation of the River Crossing Business Plan is expected to change the context of RE/MAX Field operations within the 10-year period. Any questions related to the River Crossing Business Plan can be directed to RFSinfo@edmonton.ca and a response will be available to all interested Respondents via edmonton.ca/remaxfieldrfs.

PLEASE NOTE: A Public Open House for the River Crossing Business Plan is scheduled for May 22, 2019 from 5:00 - 8:00PM at the Old Timers Cabin (9430 Scona Road). The preferred development concept for the area, illustrative renderings and implementation steps will be shared at the event. Respondents are welcome to attend.

Building Specifications and Condition:

The current seating capacity is nearly 8800, including 3200 bleacher seats on the first and third base lines and is designed as a baseball stadium. The approximately 5600 permanent seats (without bleacher seats) would meet spectator needs of amateur, collegiate, independent or lower levels of affiliated professional sports.

An indoor full-service lounge (capacity of approximately 175) is on the ground floor behind home plate with seating that extends outdoors. Ground level suites with indoor and outdoor seating are available on both the first and third base sides. Access to general seating is from the mezzanine level, where three concessions, washrooms and storage areas also exist.

Currently, office space located on the ground floor is used by the City of Edmonton staff. The approximate area is 2,950 square feet and under the current agreement, the City of Edmonton provides the facility operator an annual credit to cover the utility costs for this space. Proposals for an alternate use of this space may be considered as City staff can be relocated outside of the facility.

A facility condition assessment was completed in August 2013. This assessment indicated that an investment of \$1.3 million would be required over the next 10 years and that this is in the normal range for a building of this type and age. No capital projects have been undertaken by the City since completion of the last building condition assessment, nor have any projects been prioritized in the current capital budget. **The facility would be provided as is, where is.**

Capital improvements to the field of play (artificial turf infield, lighting, scoreboard) and other areas may be required by the operator and should be considered as part of the Respondent's business plan.

PLEASE NOTE: An optional site tour will be available to support interested Respondents on May 31, 2019 from 1:00PM - 4:00PM. Please advise of your intention to attend by sending an email to RFSinfo@edmonton.ca by 1:00PM on Monday, May 27, 2019. All questions provided by respondents during the tour will be recorded and responses will be posted on the City website at edmonton.ca/remaxfieldrfs.

Facility Operations:

Annual operating costs for RE/MAX Field as it is currently used are estimated to be in the range of \$500,000, including utilities, facility maintenance, janitorial services, security, annual startup and winterization costs and waste management. Additional costs not reflected in this estimate may be incurred. This range is based off of facility usage with a schedule consisting of approximately 80 events annually, including baseball games and practices, as well as community baseball bookings and other non-baseball events including concerts, culinary experiences (i.e. What the Truck? event), and beer festivals.

The City currently performs annual preventative maintenance on site. Any lifecycle maintenance/rehabilitation would be the City's responsibility subject to budget priorities.

Proposed Term:

A term of up to 10 years is being considered, with a preferred start date of 2020. The City will reserve the right to determine both the term and possible conditional renewal term. Factors that may be considered by the City for renewal include, but are not limited to, the Respondent's performance of its obligations during the initial term of the agreement and the City's plans relative to the River Crossing initiative.

4. INSTRUCTIONS TO RESPONDENTS

Interested parties are invited to respond to this RFS by submitting a response in the format provided below.

Confidentiality of Responses - All documents submitted to the City will be subject to the protection and disclosure provisions of the *Freedom of Information and Protection of Privacy Act*, R.S.A. 2000, c. F-25 ("FOIP Act"). FOIP allows persons a right of access to records in the City's custody or control. It also prohibits the City from disclosing the respondent's personal or business information where disclosure would be harmful to the respondent's business interests or would be an unreasonable invasion of personal privacy, as defined in sections 16 and 17 of the FOIP Act.

Respondents are encouraged to identify what portion(s) of their response is confidential and what harm could reasonably be expected from its disclosure. However, the City cannot assure respondents that any portion of a response can be kept confidential under the FOIP Act.

5. RESPONSE FORMAT & SUBMISSION

Respondents shall submit the following: 1 physical package; and 1 electronically submitted package via email. In the event of discrepancies between the physical and electronic submissions, the physical submission shall govern.

Both submissions shall be marked with the Respondent's name, address, the RFS title, date and time that the package is being submitted.

5.1 Submission Content

The following information should be provided in each submission:

- 5.1.1 Cover Page - The cover page should contain the RFS title, closing date and time, Respondent name, address, telephone and email addresses of the Respondent firm and a contact person who will act as the Respondent's representative for post submission communications.
- 5.1.2 Letter of Introduction - The letter of introduction should introduce the Respondent and be signed by the person(s) authorized to sign on behalf of the Respondent.
- 5.1.3 Executive Summary - The executive summary should present the highlights of the Respondent's submission.
- 5.1.4 Table of Contents.
- 5.1.5 Business Plan - Address the following key areas:
 - Background - describe your understanding of the current state and opportunity including your vision.
 - Organization Profile - include full legal name of organization, governance structure (include organization chart of key personnel), mandate, current programs and services, organization capacity, future goals.
 - Initiative Description - provide details of what is being proposed, anticipated outcomes, scope, out of scope areas and critical success factors.
 - Strategic Alignment - describe how the proposal will advance the direction of your organization and the City of Edmonton's interest in seeing a vibrant facility contributing to community and economic

development.

- Redevelopment Fit - outline how the proposal would help advance the redevelopment of West Rosedale as envisioned through the River Crossing initiative, including the gradual transition of RE/MAX Field away from being dependent on adjacent surface parking.
- Context Analysis - identify the current and future demand and needs. Include information on demographic, social, sport/league/stadium and entertainment trends and best practices.
- Operating Plan and Experience - include human resources plan, risk assessment, sustainability plan, financial requirements/operating costs/revenue streams, proposed annual operating budget, proposed capital improvements. Provide relevant experience with operating and/or maintaining a stadium or other major facility. Describe why the Respondent is the best fit and outline the key strengths.
- Programming and Activation Plan - describe planned programs and events and how key stakeholders and the community, including Indigenous peoples, will be engaged.
- Marketing Plan - describe how spectatorship at scheduled sporting events and non-sporting events will be maximized and how an overall increased use of RE/MAX Field year-round will be achieved.
- Facility Upgrades - describe proposed upgrades to the facility or area. Include known costs, timelines, project requirements and possible environmental impacts.
- Assumptions - provide any key assumptions used in the development of the submission, both quantitative and qualitative.
- Risk Assessment- identify risks and mitigation strategies for both your organization and the City.
- Specific information about anchor sports, entertainment and/or cultural uses in the stadium:
 - Spectator Sport(s) Proposed - provide a detailed description of the type and level of sport(s) and/or other primary

spectator uses being proposed.

- Ownership/Management of a Baseball/Sports Team - provide relevant experience of the ownership/management group the proposed anchor use/tenant.
- Plans for entertainment and/or cultural uses in the stadium.

- 5.1.6 References - Respondents must provide a minimum of three (3) business references who can verify their experience in relation to owning/managing a professional sports team and operating/managing a stadium or other major facility.
- 5.1.7 Copies of Respondent Required Agreements - The Respondent is to include copies of any third-party agreements the Respondent has which would impact the Submission as well as any third party agreements that the Respondent would expect or would require the City to enter into. The City will not be obligated to enter into any such an Agreement and may reject any Agreement that is not provided with the Submission.
- 5.1.8 Financial History - Respondents may be required to submit their organization's last three years audited financial statements. Please note, financial statements may be internally audited.

Responses must be delivered by both mail (hand or regular mail) and by email to the following location and contact:

Financial and Corporate Services Department
10th Floor, Edmonton Tower
10111 – 104 Avenue NW
Edmonton, Alberta T5J 0J4
Fax: 780-496-5015
Email: RFSinfo@edmonton.ca

6. TIMELINE

Date of Issue: May 13, 2019 @ 4:00 pm MST
Responses Requested by: June 10, 2019 @ 4:00 pm MST

7. QUESTIONS OR INQUIRIES

All questions must be submitted to the email address listed below:
Email: RFSinfo@edmonton.ca

Responses will be posted on the City website at edmonton.ca/remaxfieldrfs.

Attachment A

