

RFP: Downtown Tulsa Strategic Investment Plan

Tulsa, OK

Issued: May 23rd, 2023

Downtown Tulsa Partnership in Tulsa, OK is seeking Proposals from qualified respondents to facilitate development of an investment plan that will guide the development and continued maintenance of this important commercial area over the next 10 years.

This project includes two main components:

1. *Capital Improvements Framework*: The Capital Improvements Framework will identify and present recommendations for public and private investment within Downtown Tulsa to meet community and strategic goals for the next 10-12 years. Recommendations should be reflective of previous planning efforts, community engagement, updated analysis and research, and clear alignment with Downtown Tulsa Partnership's strategic goals (referenced in the Background section).

Cost estimates, a phasing plan and estimated costs of maintenance for the implementation of the Capital Improvements Plan are expected as part of this project. Further, the Capital Improvements Plan should recommend design changes or additions to update the overall aesthetic of Downtown Tulsa to demonstrate that this is a vibrant, attractive place to live, work and play.

In addition to prioritized, phased and clearly defined investment recommendations, the Capital Improvements Framework should include a pathway to resource acquisition reflective of the existing and potential resources for public and private investment and partnerships, including:

- Existing Tax Increment Finance (TIF) resources projected from 2024-2035
 - Guidance on annual utilization of this resource should be included
 - Projected Capital Improvement Projects Packages
 - Alternative Public Funding Opportunities
 - Private funding opportunities
2. *Priority Investment Areas*: The Priority Investment Areas component will be a targeted analysis of the unique revitalization opportunities present within Downtown Tulsa. Areas should be identified and prioritized based upon opportunity to welcome new market and affordable housing, employment opportunities, and community amenities and services. This component should also include market and land supply analysis as well as development opportunities that consider the existing assets and identity of the development area.

Example pro-forma, buildable lands inventories, and quality illustrative renderings should be included where applicable as well as outstanding recommendations from previously approved public plans for the area which can be referenced in the background section of this RFP.

Recommendations provided within the two components of the Downtown Strategic Investment Plan (DSIP) should be organized into an implementation matrix identified by approach including policy intervention, public realm and real estate/development.

Downtown Tulsa Partnership seeks to retain a Consultant or a team of Consultants, with experience helping other communities assess and plan for a vibrant downtown commercial district, and with engaging a variety of residents, businesses, and investors in the planning process. Responses to this Request for Proposals are **due no later than June 19th, 2023 at 5 PM CST**. More detailed instructions for submittal of proposals can be found in the section titled "Proposal Format".

BACKGROUND

The Downtown Tulsa Partnership was established in 2021 by property and business representatives and civic leaders to advocate for and champion the continued improvement of Downtown Tulsa. The organization's inaugural State of Downtown Report published early 2023 is an in-depth and data-rich snapshot of ongoing development and economic growth in Downtown Tulsa available at downtowntulsa.com/doing-business/downtown-data-dashboard.

The Downtown Tulsa Partnership has entered into an agreement with the City of Tulsa to manage the Tulsa Stadium Improvement District services by providing enhanced maintenance, beautification, and livability services; mobility and public realm planning; and marketing and place enhancement initiatives that result in a thriving, vibrant, and inclusive urban neighborhood.

To achieve our strategic goals, Downtown Tulsa Partnership advocates for effective short- and long-range planning to meet our Downtown community's needs. The last Downtown-wide Master Plan that included both policy and capital investment recommendations was completed in 2010. Thirteen years later, there is a need for a new planning effort to re-establish the collective future vision of Downtown, create a framework for addressing current challenges, and establish priorities for future public and private investment to maintain Downtown Tulsa as a center of commerce, culture, and community.

Over the past 15 years, Downtown Tulsa has experienced historical investment with over \$1.5 billion of public and private projects, transportation enhancements, and the introduction of anchor services including:

- The \$220 million BOK Civic Center
- The \$39 million ONEOK Sports Stadium
- Over \$250 million in residential construction and rehabilitation; and
- Over \$240 million in hotel accommodations and entertainment venues.

A new Strategic Investment Plan will identify future opportunities for increased public and private investment, outline how to leverage recent investments, and identify targeted and strategic solutions for addressing new challenges and opportunities for a growing, dynamic and diverse Downtown.

In 2020, a [Strategic Plan](#) was developed for the operations of Downtown Tulsa Partnership, and established a clear vision for Downtown that will serve as the vision for this Downtown Plan:

Vision: Downtown Tulsa: Our Center of Commerce, Culture, and Community

The Strategic Plan also outlined five strategic goals, which will serve as a framework for the recommendations put forth in The Strategic Investment Plan:

Goal 1: Ensure Downtown Tulsa is consistently clean, safe, and appealing

Goal 2: Foster a prosperous Downtown through investments and resources that seek to benefit all Tulsans

Goal 3: Activate Downtown through programs and experiences that engage Tulsa's diverse community

Goal 4: Enhance physical connections throughout Downtown and to adjacent neighborhoods

Goal 5: Champion Downtown locally and throughout the region as everyone's neighborhood

Visit our planning documents page for the full library of existing, historical and relevant plans for Downtown Tulsa: <https://downtowntulsa.com/doing-business/studies-and-plans>

An Existing Conditions report outlining all pertinent planning and analysis work related to this project created by DTP staff will be provided.

In addition to incorporating any outstanding, relevant recommendations from existing planning efforts, this Strategic Investment Plan will seek to address Downtown Tulsa's existing challenges and opportunities including:

- What improvements would enhance pedestrian and bicycle **accessibility** while implementing existing connectivity planning into an effective, navigable, downtown transportation system inclusive of all modes of travel?
- What are the current employment and office trends of Downtown Tulsa and how does Downtown continue to attract new, quality employers and support their employees?
- What are the current **retail and commercial service** market dynamics in Downtown and how do we attract and retain quality retail and commercial services to meet Downtown's evolving resident, employee and visitor needs?
- Where should **housing** investment be focused with attention on existing character and context and how can we partner with the private market and public partners to deliver on the future housing needs of downtown?
- Where is the best location for enhanced **public facilities** including public restrooms, parks and green spaces, wayfinding and how can the public spaces in Downtown Tulsa become more active in the evenings and winter months, and when there are not organized events?

DELIVERABLES

Planning consultants should develop their best recommendation for how to accomplish the goals of this Strategic Investment Plan as outlined above. The following elements should be included:

- General public and targeted stakeholder engagement including the curation of events and outreach campaigns
- A final Downtown Strategic Investment Plan (DSIP) including:
 - A Capital Improvements Framework with implementation cost estimates, timelines and targeted funding sources; and
 - A Priority Investment Areas component with recommendations toward implementation

- Milestone and final presentations for project partners and the Downtown Tulsa Partnership Board.

The Plan should include both narrative, and an organized matrix with labeled recommendations. Any recommendations that would benefit from spatial display, including priority geographies for intervention and investment should include those maps or other spatial display tools. The draft plan should be sent to the Downtown Tulsa Partnership team for review prior to preparation of a finalized version of the plan.

Final Report: After Downtown Tulsa Partnership Team has reviewed and made recommendations on the Draft Report(s), the Consultant(s) will prepare a Final Report to incorporate all of the work included in this project. All digital files, including spatial files and records should be submitted with the Final Report and will become the property of Downtown Tulsa Partnership of Tulsa.

PROPOSAL FORMAT

All proposals must contain, at a minimum, the following information:

Cover Letter: A cover letter, not exceeding three (3) pages in length that reflects the Consultant's thorough and complete understanding of the objectives of the Downtown Plan Update.

Experience and Qualifications: A description of the Consultant(s) and Sub-Consultant(s), if any, capabilities and experiences in providing similar solutions and/or rendering services. Up to four (4) similar projects may be described along with two (2) references for the projects. Can be delivered in portfolio format, digital only.

Study Approach: The proposal should describe, in detail, the manner in which the consultant will achieve the goals of the Downtown Plan. This should include

- How the tasks will be allocated and coordinated with Downtown Tulsa Partnership team members.
- The time required for each task and how they inter-relate with each other task.
- The products (major deliverables, milestones) from each task.
- When Downtown Tulsa Partnership can expect public meetings to occur, and an overview of expected public and stakeholder engagement with shared responsibilities.

Cost of Project: Indicate the total cost of the project, and the cost of each major sub-element. If additional, optional work tasks and products are proposed, the cost to complete those tasks should be indicated as well. This will be a fixed cost project, and as such any proposals that include time and expense items (e.g., travel and printing) should be kept to a minimum.

All proposals should be submitted to Downtown Tulsa Partnership of Tulsa at the following address no later than **June 19th, 2023 at 5 PM CST**.

Electronic submission to Emily Scott at emily@downtowntulsa.com

NOTE ON COMMUNICATIONS: All communications by parties who have an interest in submitting a proposal, including any questions or requests for clarifications, submission of the proposal, requests for

status updates about the proposal selection process, or any other inquiries related to this Request for Proposals, shall be sent, in writing by email to Emily Scott at emily@downtowntulsa.com.

Downtown Tulsa Partnership will make every reasonable effort to keep Respondents informed about the process, including changes to the time line, amendments to the Request for Proposals, and other information about the project. Such notifications will be sent by email to Respondents who have provided an email address and will be posted on Downtown Tulsa Partnership's website for this Request for Proposals. Downtown Tulsa Partnership's failure to provide such information shall not delay or invalidate Downtown Tulsa Partnership's right to decide to award a contract pursuant to this Request for Proposals.

CRITERIA AND PROCESS FOR EVALUATION OF RESPONSES:

All proposals will be evaluated by the project team which includes member of DTP staff and partner organizations.

The staff team may conduct oral interviews of a short list of Consultants who best meet the criteria listed below. If interviews are conducted, all relevant Consultants will be notified. The recommendation of the Staff Team will be presented to Downtown Tulsa Partnership's Board of Directors for final approval.

The winning individual or firm must provide certificates of insurance and a W9 in compliance with Downtown Tulsa Partnership's Insurance Guidelines before proceeding with any work.

Downtown Tulsa Partnership of Tulsa reserves the right to select the proposal which it deems best meets its objectives without regard to cost. Downtown Tulsa Partnership may also reject all proposals.

The following schedule will be followed for submittal and review of proposals submitted in response to this RFP:

May 23rd, 2023: Issue RFP

June 19th, 2023: Proposals Due by 5 PM CST

July 5th, 2023: Proposal Selected – Notification sent to all submitted proposal's contact

July 19th, 2023: Anticipated start date of selected consultants' services

Final Deliverables to be submitted no later than April 5th, 2024 at 5 PM