



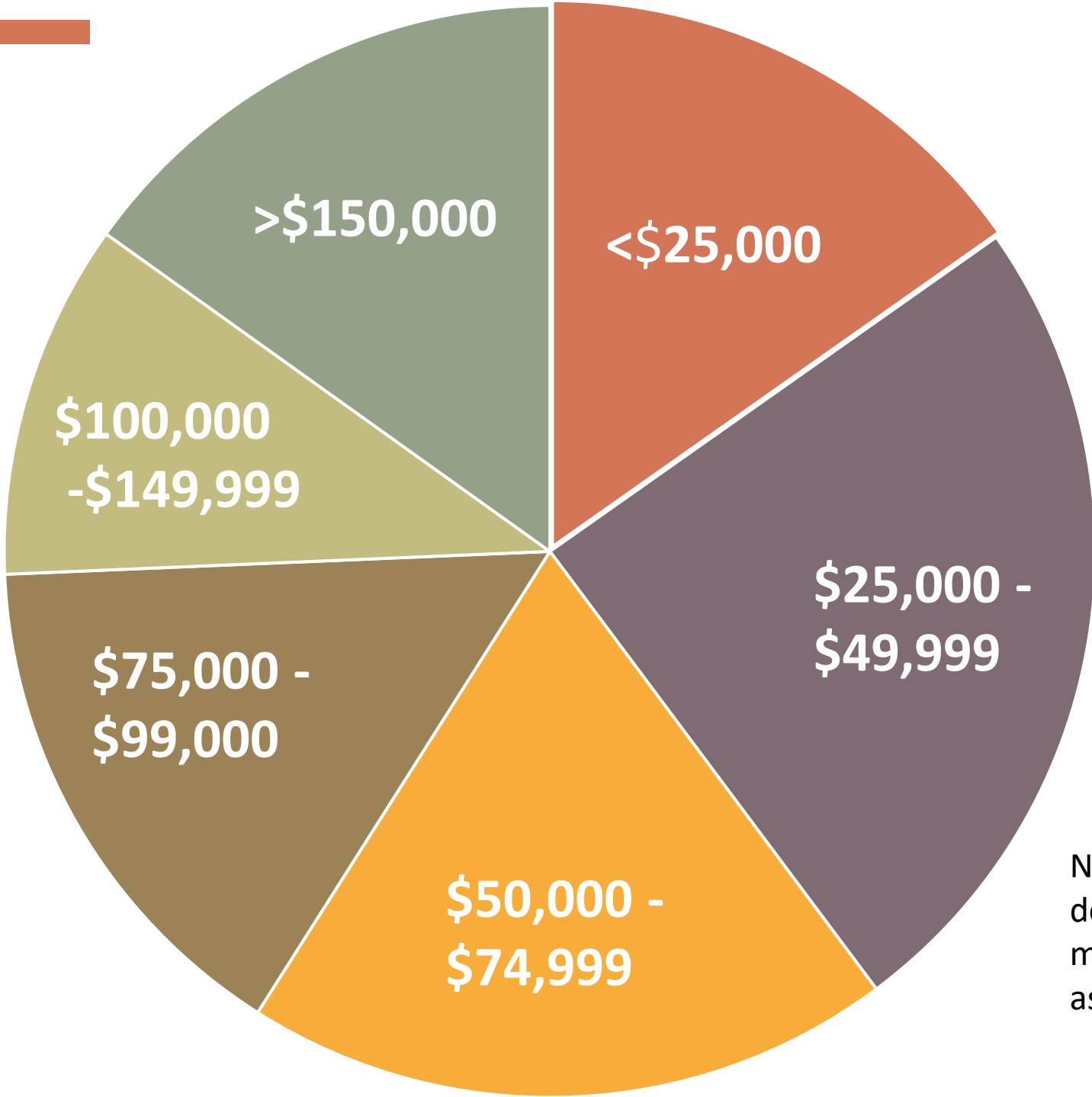
Cultural Park Housing Phase 1

Pre-bid Conference



Determining Housing Need

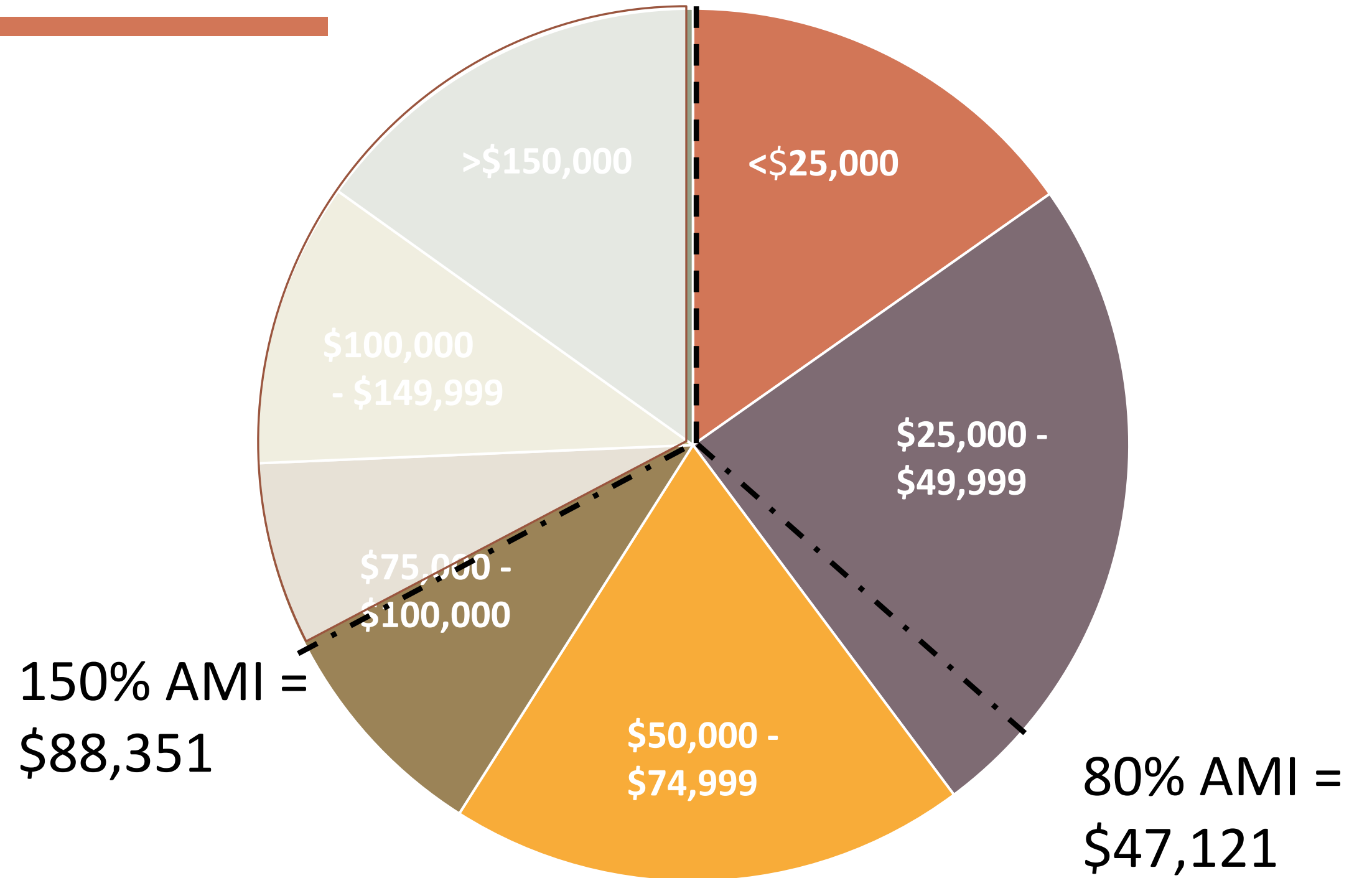
# Households	Income range	Max payment
747	< \$25,000	\$625
1204	\$25,000 - \$49,999	\$1250
941	\$50,000 - \$74,999	\$1875
752	\$75,000 - \$99,000	\$2500
517	\$100,000 - \$149,999	\$3750
741	>\$150,000	\$>3750



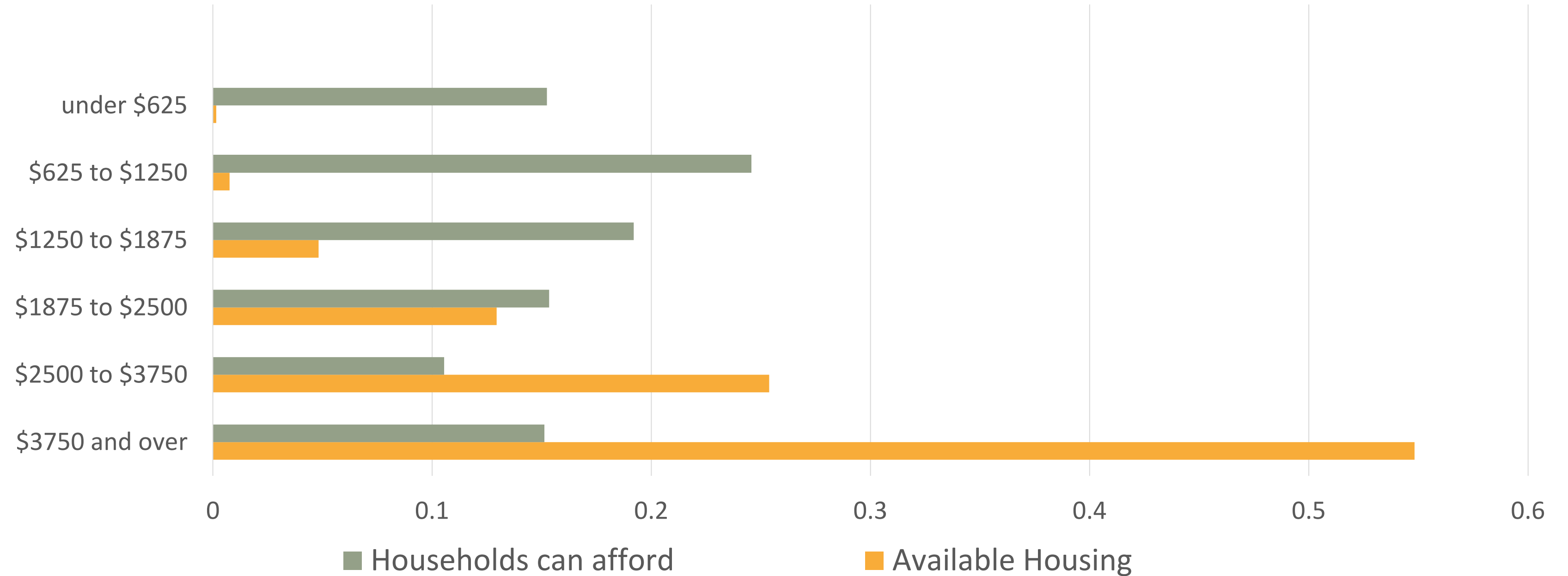
Note: Household income does not include any measure of household assets.



Sedona Household Incomes



Housing Availability Today



Verde Valley Five-Year Affordable Housing Demand

- The total five-year housing demand for the Verde Valley is over 3,700 units

Community	2020 Demand	Forecasted 5-year growth	Total Demand	% of Total Demand
Camp Verde	95	160	255	6.80%
Clarkdale	280	15	295	7.90%
Cottonwood	370	241	611	16.30%
Jerome	11	12	23	0.60%
Sedona	1258	362	1620	43.30%
Uninc. County	782	151	933	25%
Total	2796	943	3739	100%

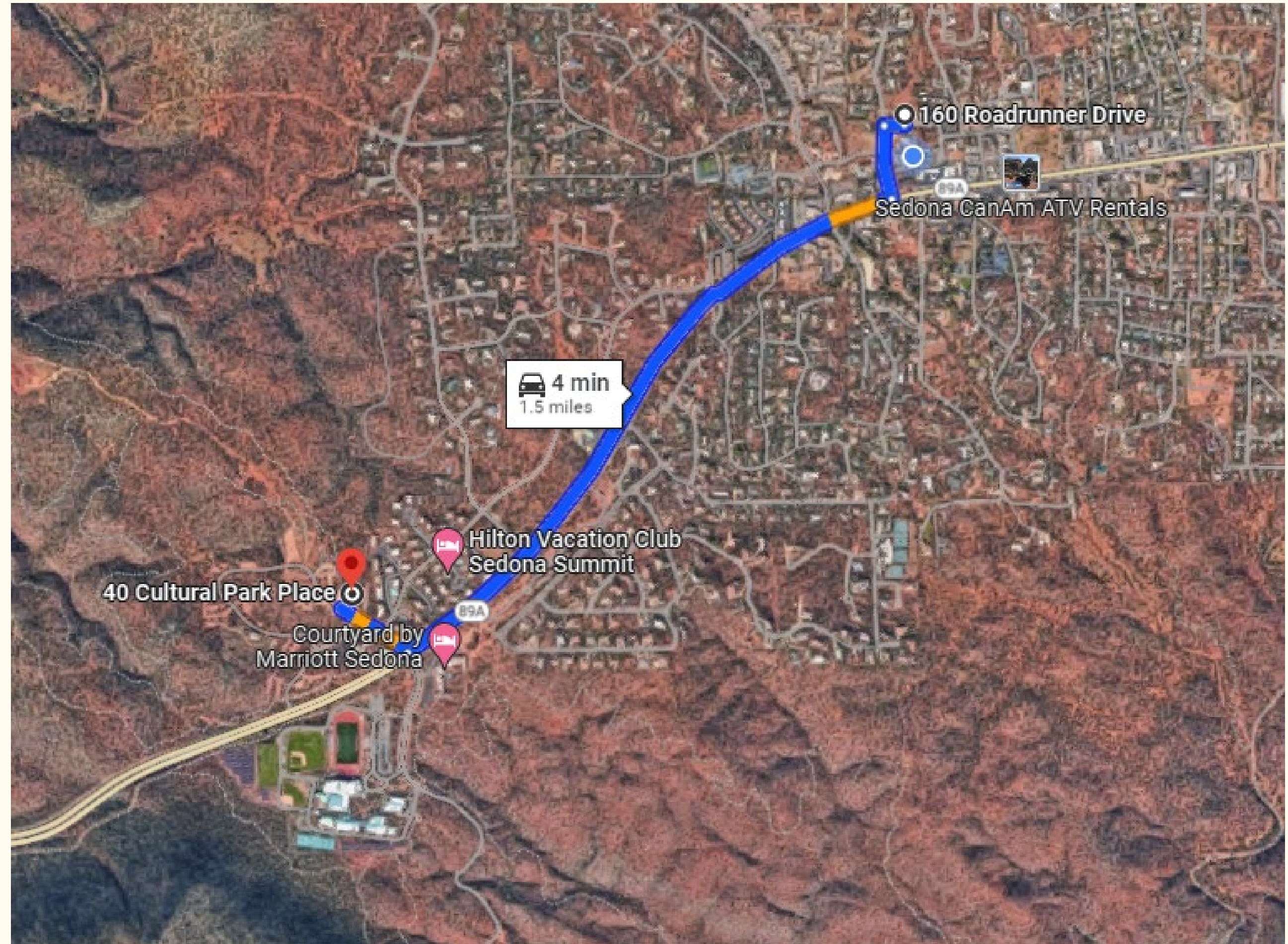


Site

40 Cultural Park Place

4.35 Acres

The Cultural Park is at the West end of Sedona, across 89A from the High School.

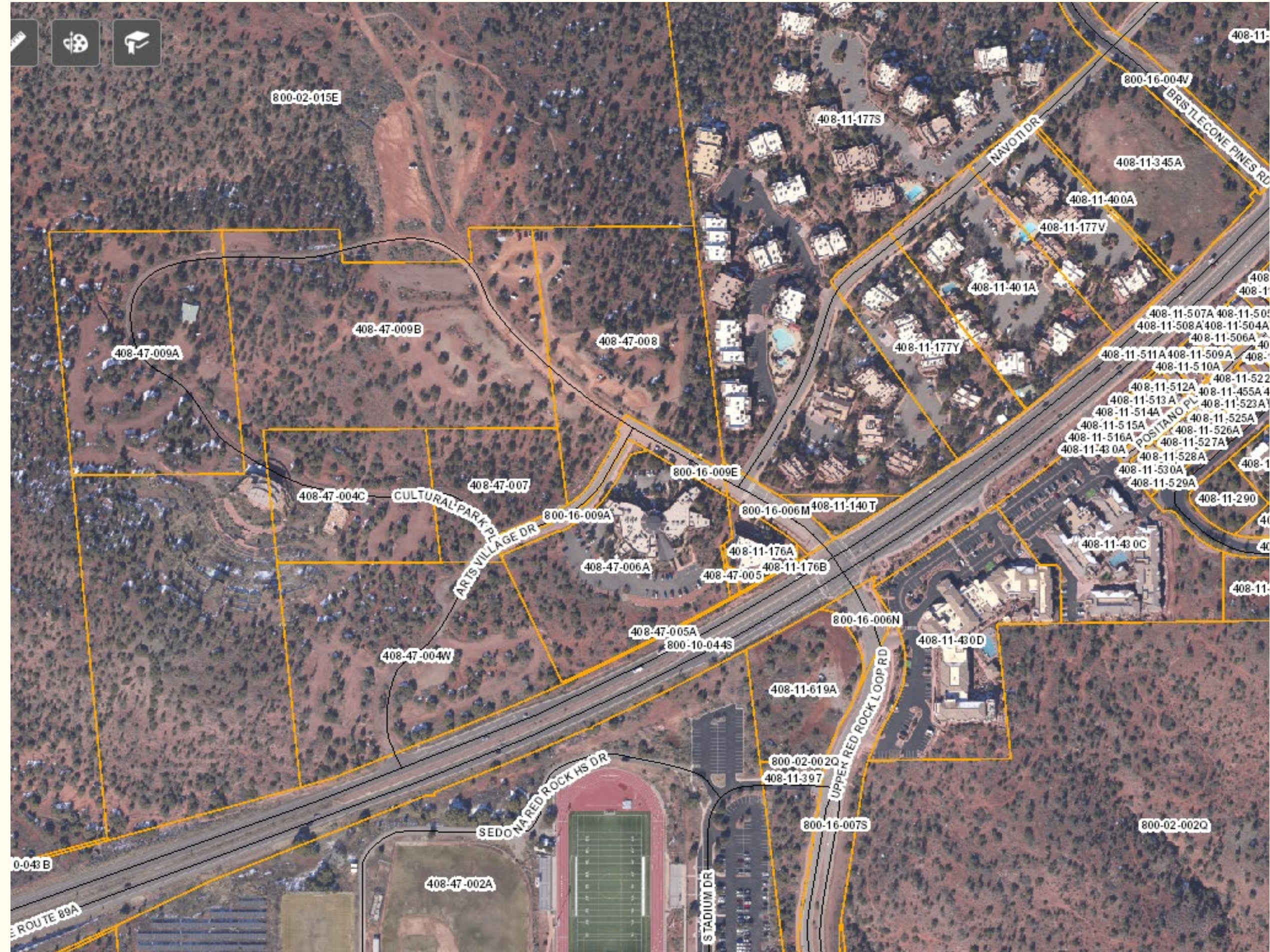


Site

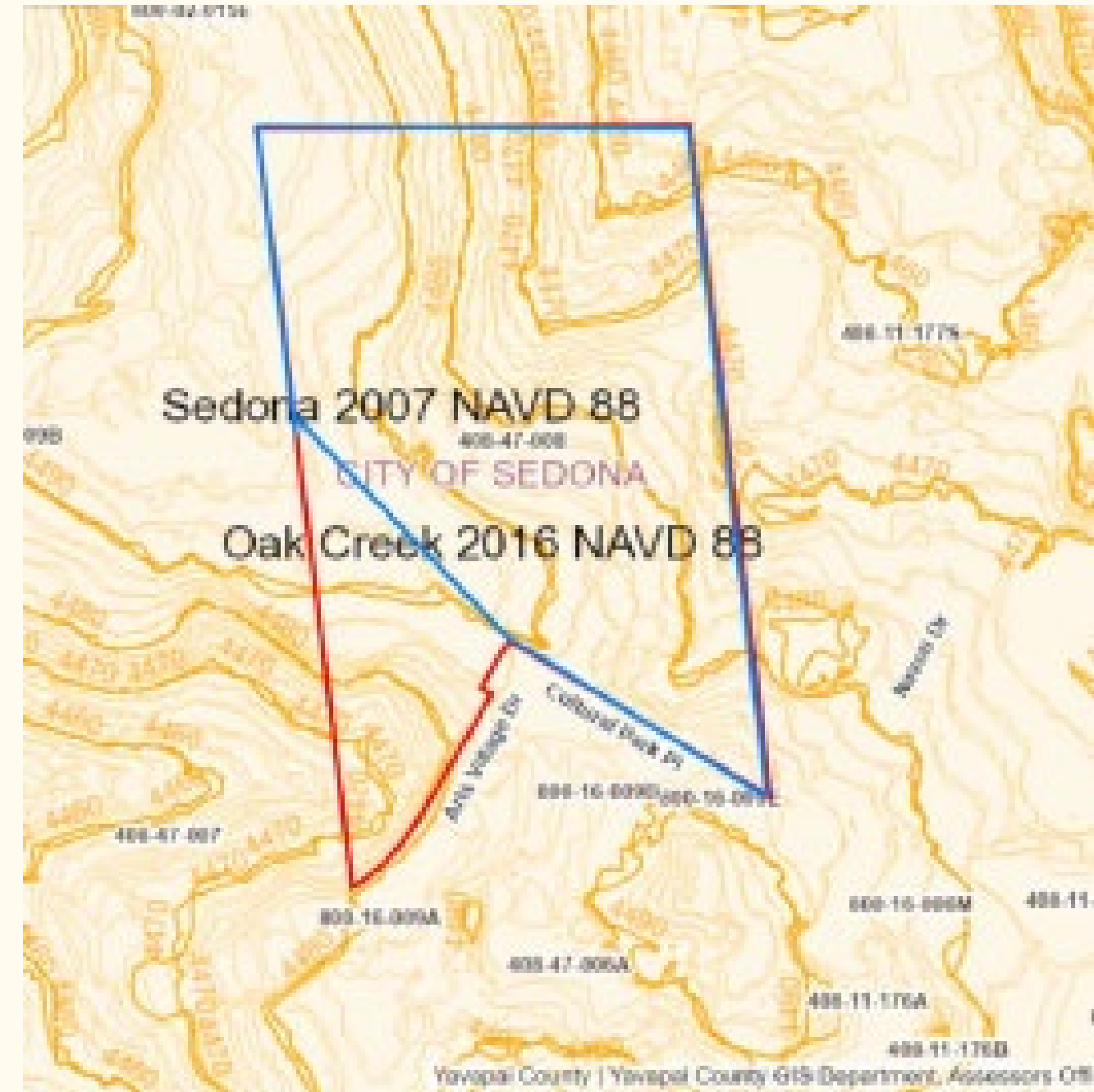
Parcel # 408-47-008

Northeastern Corner of the
41 acre Cultural Park

The Cultural Park was
purchased by the City last
year and the remainder will
be redeveloped in
accordance with a lengthy
community input process
to Master Plan the site.



Site



Deliverables

Section 1: Cover Letter

- Summarize your proposal, what makes it unique or suitable for the City's needs
- Tell us why the you are interested in undertaking the project and why you should be selected
- Don't forget contact information for the point of contact

Section 2: Team Experience and Certifications

- Provide background information on the development team
 - Include detailed information regarding the team's experience with development and property management of similar projects
 - Indicate who will staff this project
 - Provide roles responsibilities and reporting relationships
- Provide at least three references
- Provide a list of all similar contracts performed in the past five (5) years
 - total cost for each listed project,
 - length/timeline of the project
 - list of those involved in the project
- Provide a list of current or scheduled projects
 - total cost for each listed project,
 - length/timeline of the project
 - list of those involved in the project



Deliverables

Section 3: Project Understanding, Approach, Budget, and Schedule

- Provide a comprehensive narrative or outline
 - Include a description of proposed marketing and community engagement efforts
- Provide a complete project timeline
- Provide a financial model which includes:
 - An itemized total budget estimate
 - Preliminary sources and uses
 - 30-year operating pro forma
 - Total number of units
 - Unit types (i.e., single-family, townhouse, duplex, apartment, etc.)
 - Income targeting of units (% AMI) including projected rents
 - Number of bedrooms and square footage for each unit

Section 4: Site Plan and Renderings

- Include a conceptual site plan
- Include any renderings and/or architectural plans for the proposed project
 - At least one conceptual elevation rendering is required!



Scoring

Criteria	Max Points
Financial Feasibility and Leveraging	30
Development Quality	30
Proposer's Experience	20
Affordability	20
Total Points Possible	100

