

Marketing/ Land Sale Strategy Process

COMPLETED STEPS

1. CBRE contract update, review options w/EDA , outline process w/EDA (September 2016)
2. COR Real Estate Experts Market Panel w/CC, EDA, and PC (October 2016)
3. CBRE contract update, review options w/EDA , outline process w/EDA (December 2016)
4. CBRE contract update, review options w/CC , outline process w/CC (January 2016)
5. 6-month renewal of CBRE contract, EDA and CC (February 2017)
6. Informational Interviews with EDA, #1 and #2 w/EDA (February 2017)
7. Informational Interviews #3 with EDA w/EDA (March 2017)

UPCOMING STEPS

8. Review market findings/ feedback summary EDA (April 2017)
9. Review market findings/ feedback summary Council (April 2017)
10. Create Scope for RFP, with EDA, what does Ramsey want? (May 2017)
11. Create Scope for RFP, with Council, what does Ramsey want? (May 2017)
12. Finalize formal RFP document with EDA (June 2017)
13. Finalize formal RFP document with Council (June 2017)
14. Send out RFP (July 2017)
15. Receive RFP Responses (September 2017)
16. RFP Interviews joint EDA/ Council (October 2017)
17. Select new firm(s)/ arrangements, EDA recommendation (November 2017)
18. Select new firm(s)/ arrangements, City Council (November 2017)
19. Negotiation/ finalize/ execute contracts, EDA recommendation (December 2017)
20. Negotiation/ finalize/ execute contracts, EDA recommendation (December 2017)
21. Deploy new marketing/ land sale strategy (January 2018)

TIME CONTINGENCIES

It has been suggested, Ramsey should....

- A. Complete an updated and detailed real estate market analysis before the RFP, and include results in the RFP.
- B. Complete their re-visioning process for The COR before issuing a RFP.
- C. Complete their remaining due diligence items for The COR before issuing a RFP (i.e. cut/fill, concept road designs and budgets, concept park plan, concept storm water plan, etc.).