



# **Request for Qualifications**

## **REAL ESTATE CONSULTING SERVICES FOR THE SALE OF THE CHATTANOOGAN HOTEL**

**Chattanooga Downtown Redevelopment  
Corporation**

**July 2016**

# **Section 1 Project**

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## REQUEST FOR QUALIFICATIONS

### REAL ESTATE CONSULTING SERVICES FOR THE SALE OF THE CHATTANOOGAN HOTEL

#### CHATTANOOGA DOWNTOWN REDEVELOPMENT CORPORATION

#### 1.0 PROJECT

#### 1.2 PURPOSE OF THE REQUEST FOR QUALIFICATIONS (“RFQ”)

The Chattanooga Downtown Redevelopment Corporation (“CDRC”) invites the submission of qualifications from service providers interested in providing Real Estate Consulting Services to the CDRC. The CDRC is committed to creating optimal strategies for the sale of The Chattanooga to ensure the highest return to the CDRC. A more detailed description of the hotel is attached as **Exhibit A**. Other properties may be included if opportunities exist.

The work contemplated is professional in nature. It is understood that the Consultant acting as an individual, partnership, corporation or other legal entity, is of professional status and licensed to perform in the State of Tennessee.

The Consultant shall be financially solvent and each of its members if a joint venture, its employees, agents, or subcontractors of any tier shall be competent to perform the services required under this RFQ document.

#### 1.3 SCOPE OF SERVICES

The selected respondent (hereinafter “Consultant”) shall perform all services set forth in Exhibit 1, Scope of Services.

## **Section 2**

# **Qualifications Package Instructions**

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## **2.0 QUALIFICATIONS PACKAGE (QP) INSTRUCTIONS**

### **2.1 GENERAL**

**Seven (7) bound copies, one (1) unbound original copy, and an electronic copy in PDF format** of the QP shall be submitted. The QP should be limited to the requested content.

All QPs shall be submitted in a sealed envelope or box marked Real Estate Consulting Services. The original and copies of the QP shall be indexed with tabs for each section.

All QPs shall be submitted no later than **4:00 p.m. EDT, on Monday, August 29, 2016** to the attention of:

City of Chattanooga  
Debbie Talley  
Purchasing Department  
101 E. 11<sup>th</sup> Street, Suite G13  
Chattanooga, TN 37402  
Phone: (423) 643-7230  
FAX: (423) 643-7244

### **2.2 WITHDRAWAL PROCEDURE**

QPs may be withdrawn up until the date and time set above for opening of QPs. Any QP not so withdrawn shall, upon opening, constitute an irrevocable offer for a period of (90) days to provide the services set forth in the QP or until one of the QPs has been accepted and a contract has been executed between the CDRC and the successful QP submitter.

### **2.3 RESERVATION OF CITY RIGHTS**

- A. The City reserves the right to request clarification of submitted information and to request additional information of one (1) or more QPs.
- B. The City reserves the right to negotiate an Agreement/Contract with the next most qualified finalist if the successful finalist does not execute an Agreement/Contract within seven (7) business days after submission of an Agreement to such offer. The City reserves the right to negotiate all elements of work that comprise the selected QP submitter.
- C. The City reserves the right, after opening the QPs or at any other point during the selection process, to reject any or all QPs, modify or postpone the proposed project, evaluate any alternatives offered or accept the QP that, in the City's sole judgment, is in the best interest of the CDRC.
- D. The CDRC reserves the right to terminate the Agreement if the Consultant fails to commence the work described herein within thirty (30) days of City providing the Consultant a written Notice of Award.



## 2.4 ADDITIONAL REQUESTS FOR INFORMATION

Any additional requests for information must be directed in writing to the City by **12:00 p.m. EDT, on August 10, 2016**. The requests will be addressed to the fullest extent possible by the City in writing and sent to each responder to the RFQ by **end of day on August 17, 2016**. After that time, no further requests for information will be received or responded to.

Requests for information or clarification shall be sent to:

City of Chattanooga  
Debbie Talley  
Purchasing Department  
101 E. 11<sup>th</sup> Street, Suite G13  
Chattanooga, TN 37402  
Phone: (423) 643-7230  
FAX: (423) 643-7244

The City specifically requests that any contact concerning this RFQ be made exclusively with Debbie Talley, or designee, until selection has been completed. Failure to honor this request will be negatively viewed in the selection process.

## 2.5 AFFIRMATIVE ACTION PLAN

The CDRC is an equal opportunity employer and during the performance of this Contract, the Consultant agrees to abide by the equal opportunity goals of the CDRC as follows:

- A. The Consultant will not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, or handicap. The Consultant will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, national origin, or handicap. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training including apprenticeship. The Consultant agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- B. The Consultant will, in all solicitations or advertisements for employees placed by or on behalf of the Consultant; state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, or handicap.
- C. The Consultant will send to each labor union or representative of workers with which he/she has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or workers' representatives of the Consultant's commitments under this section, and shall post copies of the notice in conspicuous places available to employees and applicants for

employment.

In all contracts in excess of \$10,000 to be performed for the City, any Consultant and/or subcontractor is further required to file in duplicate within ten (10) days of being notified that it is the lowest responsible bidder, an affirmative action plan with the EEO Director of the City of Chattanooga. This plan shall state the Consultant's goals for minority and women utilization as a percentage of the work force on this project.

- D. This Plan, or any attachments thereto, shall further provide a list of all employees annotated by job function, race, and sex who are expected to be utilized on this project. This plan, or attachment thereto, shall further describe the methods by which the Consultant and/or subcontractor will utilize to make good faith efforts at providing employment opportunities for minorities and women.

During the term of the Contract, the Consultant, upon request of the CDRC, will make available for inspection by the City copies of all payroll records, personnel documents, and similar records or documents that may be used to verify the Consultant's compliance with these Equal Opportunity provisions.

## **Section 3**

# **Qualifications Package Contents**

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### **3.0 QUALIFICATIONS PACKAGE CONTENTS**

#### **3.1 GENERAL**

The QP shall provide the following general information:

- A. The name, address, telephone, and email address of the Consultant and principal contact person
- B. Identify the type of firm or organization (corporation, partnership, joint venture, etc.) and describe the entity that will serve as the contracting party.
- C. Submit a project organization chart.
- D. QP shall identify the portions of the work that will be undertaken directly by the Consultant and what portions of the work will be subcontracted. At a minimum, QPs must identify the lead parties that will undertake the various roles for the various phases.
- E. Describe the proposed contractual relationships between the Consultant and all major partners and subcontractors relative to the various phases of the project.
- F. Describe the history of the relationships among the Project Team members, including a description of past working relationships.
- G. Provide the history, ownership, organization, and background of the Consultant. If the Consultant is a joint venture, the required information must be submitted for each member of the joint venture firm. Include the following:
  - 1. Names of partners, and company officers who own 10 percent or more of the shares.
  - 2. If the Consultant or joint venture is a subsidiary of a parent company, state when the subsidiary was formed and its place in the corporate structure of the parent company. If a subsidiary is newly created for the purposes of responding to this RFQ, the reasons for this action must be fully disclosed.
  - 3. Identify any lawsuits or litigation, permit violations, and/or contract disputes for other projects by the Consultant.
- H. Provide documentation that the firm is of sound financial standing and has the financial ability to work in the capacity of professional services.

### **3.2 QUALIFICATIONS AND PROJECT APPROACH**

The Consultant shall provide the following regarding technical qualifications and experience dealing with the disposition of real property:

A. General Experience

Provide a summary of the experience of the Consultant's Project Team Members' Experience

Provide resumes of the Consultant's Project Team including the Project Manager and all key technical personnel that will be used. Resumes should include information on professional registrations and certifications and experience directly related to the proposed project for each team member.

B. Describe previous experience with the sale of large commercial properties.

C. Provide a list of three (3) to five (5) projects that the Consultant's Project Team has worked on independently or together for the sale of hotels and other large commercial properties. Include the name, description, and location of each project; dates work was performed; and name, address, and phone number of owner and/or contact person.

D. Describe in detail the overall approach that will be used by the project team to perform the scope of work described herein for the project.

### **3.3 TERMS AND CONDITIONS**

The terms and conditions shall be those addressed in the City's standard Services Agreement unless otherwise listed below.

<http://www.chattanooga.gov/purchasing/standard-terms-and-conditions>

A. The Consultant shall at all times during the term of the Contract or agreement and for a period of seven (7) years after the end of the contract, keep and maintain records of the work performed pursuant to this Contract or Agreement. This shall include proper records of quotations, contracts, correspondence, invoices, vouchers, timesheets, and other documents that support actions taken by the Consultant. Documents shall be maintained by the Consultant necessary to clearly reflect all work and actions taken. All such records shall be maintained in accordance with generally accepted accounting principles. The Consultant shall at its own expense make such records available for inspection and audit (including copies and extracts of records as required) by the City at all reasonable times and without prior notice.

- B. The obligations of this Section shall be explicitly included in any Subcontracts or Agreements formed between the Consultant and any subcontractors or suppliers of goods or services to the extent that those Subcontracts or Agreements relate to fulfillment of the Consultant's obligations to the City.
- C. Costs of any audits conducted under the authority of this section and not addressed elsewhere will be borne by the City unless the audit identifies significant findings that would benefit the City. The Consultant shall reimburse the City for the total costs of an audit that identifies significant findings that would benefit the City.
- D. This Section shall not be construed to limit, revoke, or abridge any other rights, powers, or obligations relating to audit which the City may have by Federal, State, or Municipal law, whether those rights, powers, or obligations are express or implied.

## **Section 4**

# **Review and Evaluation of QPs**

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## **4.0 REVIEW AND EVALUATION OF QPs**

### **4.1 REVIEW COMMITTEE**

A review committee consisting of individuals selected by the City shall receive and review all submitted QPs. The City, in its sole judgment, shall decide if a QP is viable.

### **4.2 FORMAL PRESENTATIONS**

After reviewing each QP submittal, the City may prepare a short list of up to three (3) qualified firms for formal presentations. The City reserves the right to invite more or less than this number if the quality of the QPs so merits, or not to prepare a short list and require formal presentations.

### **4.3 SELECTION CRITERIA**

Selection of Consultant/Contractor(s) for contract/agreement negotiations and/or formal presentations will be based on an objective evaluation of the following criteria:

#### **A. General**

1. Proposal and/or SOQ properly interpret the Request for Qualifications.
2. Proposal and/or SOQ contain no technical errors.
3. Proposal and/or SOQ contain no discrepancies, omissions, ambiguous, and/or misleading statements.

#### **B. Problem Statement and Background Summary**

1. Proposal and/or SOQ demonstrate good understanding of the project

#### **C. Proposal Plan (Objectives and Tasks)**

1. Proposal and/or SOQ cite specific tasks clearly.
2. Difficult areas are identified and details for overcoming them are given.
3. Proposal and/or SOQ represent a novel idea or technical approach that is worth considering.

#### **D. Staffing and Facilities**

1. Availability of personnel is clearly defined.
2. Proposal and/or SOQ show a depth of qualified personnel.
3. Personal qualifications and education are directly related to the requirements of the project.
4. Key personnel have direct experience and accomplishments with this type of project.
5. Proposal and/or SOQ show ability to manage a project of this size.
6. Proposal and/or SOQ include plans for specific key personnel assignment.
7. Project does not depend excessively on Sub consultants/Subcontractors or recruited personnel.
8. Submitter's location will not hinder project completion.
9. Sub consultants/subcontractor's location will not hinder project completion.

## **E. City/CDRC Involvement**

1. City/CDRC involvement is clearly described and quantified.
2. City/CDRC involvement is not excessive.

## **F. Submitter's Record of Past Accomplishments for the City**

1. Submitter satisfactorily completed past projects.
2. Submitter met scheduled commitments.

## **G. Additional criteria**

1. Past experience in projects similar in nature.
2. Qualification and availability of staff.
3. Breadth of training and experience in multi-disciplinary project team.
4. Evaluation proceedings shall be conducted within the established guidelines regarding equal employment opportunity and discriminatory action based upon the grounds of race, color, sex, creed, or national origin.

### **4.4 SELECTION OF FINALIST**

After the review of the QPs by the Review Committee and possibly formal presentations, the City may, at its sole option, elect to reject all QPs or elect to pursue the project further. In the event that the City decides to pursue the project further, the City will select the highest ranked finalist to negotiate an Agreement.

# EXHIBIT 1

## SCOPE OF SERVICES

### REAL ESTATE CONSULTING SERVICES

The term “**Consultant**” means the selected Consultant entity and, if a license is required, one or more qualified and licensed individual(s) employed by the selected Consultant to perform real estate consulting services based on the Consultant’s proposal. Consultant must provide various real estate consulting services and assist the City in making optimum real estate decisions based on current and anticipated future market conditions.

**Dispositions** - Consultant must perform the following tasks:

1. Assist the CDRC in creating optimal strategies for the sale of The Chattanooga to ensure optimum return.
2. Inform CDRC of market activities.
3. Advertise the sale of The Chattanooga and any additional properties selected for disposal by City.
4. Identify potential buyers for the sale of The Chattanooga and any additional properties selected for disposal by City.
5. Evaluate offers received and prepare narrative analysis of each offer.
6. Provide economic analysis of all offers and prepare report of such analysis.
7. Recommend the best possible offer, providing backup as necessary to substantiate.
8. Prepare executive summaries and presentations for the CDRC and/or City.
9. Coordinate with title company or attorney in preparing all paperwork required with the sale.
10. Provide regular progress reports as requested to CDRC and/or City.
11. Present oral presentations to CDRC and/or City as requested.
12. Ensure all State of Tennessee laws and procedures regarding disposal of public property are followed.
13. Perform real estate related advisory, research, analysis and related consulting work as needed.

**EXHIBIT A**

**FACT SHEET**  
**THE CHATTANOOGAN**  
[www.chattanooga.com](http://www.chattanooga.com)

**DESCRIPTION:** [The Chattanooga](http://www.chattanooga.com) hotel, the recipient of numerous awards and accolades including 'Best of the Best' Hotel in Chattanooga for six consecutive years, has 199 upscale guest rooms and suites, three outstanding dining establishments, a rejuvenating day spa and a 25,000 square-foot conference center.

**ACCOMMODATIONS:** The 199 deluxe guest rooms and suites are sumptuous and comforting with luxurious bath products, coffee makers, a study desk, two-line telephones, wireless, data ports and complete networking capabilities. Rooms and suites at The Chattanooga have views of downtown Chattanooga and the picturesque Lookout Mountain.

**LOCATION:** 1201 South Broad Street  
Chattanooga, TN 37402-2708

The Chattanooga is located at the corner of 12th and Broad streets in downtown Chattanooga, near museums, The Tennessee Aquarium, retail stores and restaurants. It is only a block away from the city's electric shuttle, which offers complimentary transportation to downtown and other areas.

The hotel is conveniently located within a two-hour drive from Atlanta; Nashville, Tenn.; Knoxville, Tenn.; Huntsville, Ala.; and Birmingham, Ala., and is only 12 miles from the Chattanooga Metropolitan Airport.

**DINING:** The Chattanooga is home to three of Chattanooga's top restaurants, favorites of local and visitors alike.

[\*Broad Street Grille\*](#) (BSG) serves Southern Regional American Cuisine enhanced by global flavors in a relaxed environment. BSG specializes in prime meats, sustainable seafood, house made pasta, farm-fresh produce from local growers, local artisan breads and signature side dishes. The restaurant offers delicious dinners, affordable lunch buffets, daily breakfast buffet and the best Sunday Brunch in town.

The nightly Chef's Table is a unique interactive dining experience for up to eight guests. Located at the exhibition kitchen, diners may order from the menu or allow the chefs to create an incredible tasting menu with the area's finest local ingredients.

*The Foundry*, The Chattanooga's upscale lounge, is adjacent to Broad Street Grille. Delicious appetizers, salads, sandwiches and light entrées are offered nightly. The Foundry has a full bar with top-of-the-line liquors, a wide selection of fine wines and champagnes by the glass and bottle and an extensive selection of handcrafted cocktails. Musicians perform live jazz in the lounge on weekends. Pool tables and wide-screen TVs are provided for guests' enjoyment in The Foundry's game room.

*Strouds*, an intimate sidewalk espresso café, serves made-to-order sandwiches and salads, daily homemade soups, freshly baked pastries and desserts, and a variety of unique gourmet coffees and teas. Open Monday – Friday for breakfast and lunch.

**CONFERENCE FACILITIES:** The Chattanooga's recently renovated IACC-certified 25,000 square-foot conference center features a high-tech learning environment with comprehensive meeting planning and audiovisual support services. The facility includes 20 dedicated meeting rooms with five general session rooms accommodating 25 to 100 guests; a 16-seat circular board room with a flat data screen; 12 break-out rooms; a 7,500 square-foot ballroom; and an amphitheater with seating for 85. All meeting rooms offer complete networking capabilities and high-speed wireless.

**ARCHITECT:** Rabun, Hogan, Ota and Rasche Architects of Atlanta, and Franklin Associates of Chattanooga

**INTERIOR DESIGN:** The property is designed to reflect the city's history, natural features and rich environment. Native cherry wood, matte finished stone flooring, russet brick and wrought iron detailing are combined with a warm color palette of browns, reds and neutral tones. A central feature of the lobby, a popular gathering space for guests, is the massive, see-through fireplace which serves as the centerpiece of the hotel and connects the east and west lobbies.

**AWARDS:** AAA Four Diamond Award  
Pinnacle Award, *Successful Meetings* magazine  
Best of the South Award, *Meetings South* magazine  
Readers' Choice Award, *ConventionSouth* magazine  
Top Destination Award, *Facilities & Destinations* magazine  
Planners' Choice Award, *Meeting News* magazine  
Best Hotel Award

-Best of the Best Awards, Readers of *Chattanooga Time Free Press*

Planners Choice Best Bet Conference Center, *Meetings South* magazine

Best Sunday Brunch, *CityScope Magazine*

Ranked #5 in the country for affordable hotel rooms and food & beverage, Int. Association of Exposition Managers

**RECREATIONAL  
ACTIVITIES:**

*Cultural Attractions* – Chattanooga’s museums, The Tennessee Aquarium, retail shops and restaurants are located within walking distance of the hotel.

*Day Spa* – The Spa at The Chattanooga features four treatment rooms, a steam room, fitness center and outdoor patio overlooking the hotel’s courtyard. A variety of facials, massage treatments, nail services and waxing is available. Recreation and fitness facilities include an indoor pool, whirlpool, steam room, sauna and circuit training equipment. Extended spa hours are offered to accommodate guests who have long days of meetings.

*Golf* – Championship golf nearby at the Jack Nicklaus Bear Trace Course.

*Tennis/Racquetball* – Available nearby.

*Whitewater Rafting* – Offered nearby on the Ocoee River, site of the 1996 Olympic kayaking competition.

**WEB ADDRESS:** [www.chattanooga.com](http://www.chattanooga.com)

**SOCIAL MEDIA:** <https://twitter.com/thechattanooga>  
<https://www.facebook.com/chattanooga.com>  
<https://instagram.com/thechattanooga>  
<https://www.pinterest.com/chattanooga>  
<https://plus.google.com/+TheChattanoogaHotelChattanooga/posts>

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(877) 756-1684 -- Toll free  
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