

**NOTICE OF PUBLIC MEETING
PHOENIX CITY COUNCIL
DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE** and to the general public, that the **DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE** will hold a meeting open to the public on **Wednesday, November 6, 2013, at 10:00 a.m. located in Phoenix City Hall, Assembly Rooms A, B, C, 200 W. Washington Street, Phoenix, Arizona.**

One or more board members may participate via teleconference. Agenda items may be taken out of order.

The agenda for the meeting is as follows:

1.	Call to Order	Chairman Johnson
2.	Approval of October 2, 2013 Minutes	Subcommittee
Item 3 is for information only. No presentation or discussion is planned, but Council Members may ask for further information.		
3.	MONTHLY HEAD START REPORT – SEPTEMBER 2013 This report provides the Subcommittee an update on the monthly program performance and activity report for the City of Phoenix Head Start Program. This item is for Information Only.	Deanna Jonovich, Human Services Director Page 11
Items 4 - 5 are for consent. No presentations or discussions are planned, but Council Members may ask for further information.		
4.	APPROVAL TO ISSUE REQUEST FOR PROPOSAL FOR EXCLUSIVE EVENT UTILITIES SERVICES This report requests the Subcommittee recommend City Council approval to issue a Request for Proposals (RFP) for a service partner to provide exclusive event utilities services for the Phoenix Convention Center Department. This item is for Action.	Debbie Cotton, Interim Phoenix Convention Center Director Page 17
5.	APPROVAL TO AMEND CONTRACT WITH ARAMARK FOR KITCHEN UPGRADES AND INCREASED EQUIPMENT INVENTORY This report requests the Subcommittee recommend City Council approval to amend the Phoenix Convention Center Department's exclusive food and beverage services contract with Aramark. This item is for Action.	Debbie Cotton, Interim Phoenix Convention Center Director Page 19

6.	<p>FISCAL YEAR 2013-14 TOURISM & HOSPITALITY ADVISORY BOARD CONTRACT AWARD RECOMMENDATION</p> <p>This report requests the Subcommittee recommend City Council approval to enter into a five-year contract with the Greater Phoenix Convention & Visitors Bureau for FY 2013-14 Tourism & Hospitality Advisory Board funds.</p> <p>This item is for Discussion and Action.</p>	<p>Debbie Cotton, Interim Phoenix Convention Center Director</p> <p>Page 21</p>
7.	<p>INTERNATIONAL FACILITY IMPROVEMENTS FOR PHOENIX SKY HARBOR INTERNATIONAL AIRPORT</p> <p>This report requests the Subcommittee’s approval of the improvements to the International Facility at Phoenix Sky Harbor International Airport.</p> <p>This item is for Discussion and Action.</p>	<p>Tamie Fisher, Acting Aviation Director</p> <p>Page 23</p>
8.	<p>AMEND CONTRACT WITH DISCOVERY TRIANGLE FOR REDEVELOPMENT AREA STUDY OF THE RIO SALADO</p> <p>This report requests the Subcommittee recommend City Council approval to proceed with the formation of a redevelopment area around the banks of the Rio Salado and amend the contract with the Discovery Triangle Development Corporation include the required redevelopment area study.</p> <p>This item is for Discussion and Action.</p>	<p>John M. Chan, Community and Economic Development Director</p> <p>Page 25</p>
9.	<p>ADAMS STREET ACTIVATION STUDY UPDATE AND PRELIMINARY RECOMMENDATIONS</p> <p>This report requests the Subcommittee provide input on the Adams Street Activation Study preliminary recommendations, and recommend City Council approval of the Study.</p> <p>This item is for Discussion and Action.</p>	<p>John M. Chan, Community and Economic Development Director</p> <p>Page 27</p>
10.	<p>DISPOSITION AND REDEVELOPMENT AGREEMENT WITH ROOSEVELT HOUSING ASSOCIATES FOR “THE ROW” PROJECT</p> <p>This report requests the Subcommittee recommend City Council approval to enter into a Disposition and Redevelopment Agreement with Roosevelt Housing Associates to develop the “The Row,” a transit-oriented, mixed-use development on Second Street, between Roosevelt and Portland Streets in downtown Phoenix.</p> <p>This item is for Discussion and Action.</p>	<p>John M. Chan, Community and Economic Development Director</p> <p>Page 31</p>

11.	Call to the Public	Chairman Johnson
12.	Future Agenda Items	Chairman Johnson
13.	Adjournment	Chairman Johnson

For further information, please call Sam Feldman, Management Assistant II, City Manager's Office at 602-534-3916.

Persons paid to lobby on behalf of persons or organizations other than themselves shall register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-262-6811.

For reasonable accommodations, call Sam Feldman at Voice/602-534-3916 or TTY/602-534-5500 as early as possible to coordinate needed arrangements.

November 1, 2013

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Phoenix City Council
Downtown, Aviation, and Redevelopment Subcommittee
Summary Minutes
Wednesday, October 2, 2013

City Council Subcommittee Room
Phoenix City Hall, Assembly Rooms A, B, and C
200 West Washington Street
Phoenix, Arizona

Subcommittee Members Present

Councilman Michael Johnson, Chair
Councilwoman Thelda Williams
Councilman Daniel Valenzuela (via phone)
Councilman Nowakowski

Staff Present

Chad Makovsky
Danny Murphy
Sam Feldman
Paul Blue
Penny Parella
Spencer Self
Judy Buros
Lisa Takata
Neal Young

Staff Present

Deanna Johnson
John Chan
Scott Sumners
Caitlyn Mitchell
Brandon Mahoney
Jeremy Legg
Toni Maccarone
Rita Hamilton
Hank Marshall

Public Present

Danika Worthington
Stacia C.
Molly Bilker
Jim Schumann
Dave Roderique
Jim Cook

1. **CALL TO ORDER**

Chairman Johnson called the meeting to order at 10:10 a.m. with Council members Nowakowski and Williams present. Councilman Valenzuela joined the meeting via telephone.

2. **REVIEW AND APPROVAL OF THE SEPTEMBER 4, 2013 DOWNTOWN, AVIATION AND REDEVELOPMENT SUBCOMMITTEE MEETING MINUTES.**

Councilwoman Williams moved to approve the September 4, 2013 minutes. Councilman Nowakowski seconded the motion, which passed 4:0.

3. **MONTHLY HEAD START REPORT – AUGUST**

This item was for information only.

4. **PHOENIX PUBLIC LIBRARY STRATEGIC PLAN 2013-2016**

This item was for information only.

5. **APPROVAL OF HEAD START HEALTH AND SAFETY SCREENING**

Councilwoman Williams moved to approve the Head Start Health and Safety Screening. Councilman Nowakowski seconded the motion, which passed 4:0.

6. **2014 DOWNTOWN ENHANCED MUNICIPAL SERVICES DISTRICT ASSESSMENTS AND DOWNTOWN PHOENIX PARTNERSHIP WORKPLAN**

Deputy Economic Development Director, Scott Sumners introduced the item, Economic Development Program Manager Jeremy Legg and Dave Roderique, President of the Downtown Phoenix Partnership (DPP).

Mr. Legg provided a brief background of the Enhanced Municipal Services District (EMSD). Mr. Legg stated the DPP was requesting a 2.8 percent increase in its budget for new development projects and expanded services.

Mr. Legg said there were 760 land parcels identified in the DPP District and most stakeholders would only see a nominal fee increase. He added that the assessment would help promote special events in the downtown area, such as the McDowell Mountain Music Festival.

Mr. Roderique described the budget process for the DPP and added it was an inclusive process that encouraged stakeholders to provide feedback on the proposed budget. Mr. Roderique stated all stakeholders were in support of the proposed budget increase.

Mr. Roderique stated there would be a \$325,000 impact to the City's General Fund and would create an additional \$121,000 value to the DPP. Mr. Roderique shared examples of what the additional value could support, such as expansion of the Clean Team and continued responsibility for streetscape infrastructure.

Mr. Roderique said some key accomplishments that were achieved last year included more focused marketing efforts, which included social media and electronic communications. He added the marketing efforts included the activation of public space through the use of pop-up parks, public art, landscaping and activities.

Mr. Roderique stated the DPP partners with the Police Department and noted the decline of crime in the downtown area had decreased by 70 percent over the past ten years. He explained the creation of Downtown Phoenix Inc. and its purpose.

Scott Sumners noted many small businesses were interested in moving to the downtown area and the DPP was very supportive of new business start-ups.

Councilman Nowakowski said he would like to see plans for a downtown space dedicated to hosting cultural events. Mr. Roderique said it was the DPP's goal to make it easy for public events and activities to be hosted in the downtown area.

Councilman Nowakowski suggested the DPP work with the ASU Cronkite School of Journalism and Mass Communication to promote public events and marketing activities through the use of social media. Mr. Roderique stated the DPP currently had an ASU Cronkite student on staff serving as a marketing and communications intern.

Councilwoman Williams said there is a local group that is interested in creating an app dedicated to highlighting all downtown events and places of interest for locals and visitors.

Councilwoman Williams asked if the DPP considered expanding the DPP boundary from Third Avenue to Seventh Avenue. Mr. Roderique said the DPP was looking at this opportunity and also looking at expanding north of Fillmore Street. He added there was new interest expanding to the west given recent expansion efforts of the light rail.

Councilman Nowakowski asked what the difference was between Downtown Phoenix Inc. (DPI) and Downtown Phoenix Partnership. Mr. Roderique explained DPI was the parent company and coordinating entity for downtown groups. He said DPP was a subsidiary of DPI.

Councilman Nowakowski asked if the DPI Board had representatives from the City of Phoenix. Mr. Roderique explained the Mayor and City Manager had automatic board appointments and that there were approximately six city officials that serve on the board.

Councilman Nowakowski asked if a Council member from the Downtown, Aviation and Redevelopment Subcommittee could sit on the Board. Senior Executive Assistant to the City Manager Paul Blue said staff would check into this request.

Councilman Nowakowski moved to approve the Downtown Enhanced Municipal Services District assessments and Downtown Phoenix Partnership workplan. Councilwoman Williams seconded the motion, which passed 4:0.

7. PUBLIC-PRIVATE PARTNERSHIP WITH ASU ALEXANDRIA NETWORK

Economic Development Executive Officer Hank Marshall introduced the item along with City Librarian Rita Hamilton and Jim Cook from the ASU Alexandria Network.

Mr. Marshall explained the purpose of a “Discovery” space. He said the space provides a safe and trusted outlet for hundreds of inventors, problem solvers, early stage entrepreneurs, micro and small businesses to share and access resources needed to advance their early stage ideas.

Mr. Marshall stated the space would be repurposed space within existing facilities that already serve the same group of people.

Ms. Hamilton stated libraries would serve as good space for this endeavor since libraries were already part of the community and would help spur economic development throughout the community.

Mr. Cook explained the “Eureka!” space concept. He said the concept was being used within the Scottsdale Public Library system. He added the concept catered to entrepreneurs and small companies.

Mr. Cook stated libraries were good uses of public space for entrepreneurs to come together and help build an “economic buzz” for the community.

Mr. Marshall introduced the Eureka concept floor plan for Burton Barr Library. Ms. Hamilton added the space would be on the second floor of the library, which would be accessible to many individuals, including veterans.

Ms. Hamilton said the space would offer web based training and be staffed by current library employees. She said the projected opening for Eureka was late November 2013.

Mr. Marshall explained the terms of the Memorandum of Understanding (MOU) between the City and Arizona State University.

Councilman Valenzuela thanked Mr. Marshall and John Chan for their efforts in driving this effort. He added building the City’s entrepreneurial spirit was important for economic development.

Councilwoman Williams shared her excitement for the program and asked how staff planned to communicate about the new space. Mr. Marshall said resources from both ASU and the City would be leveraged.

Councilman Nowakowski provided examples of how the City has worked with Workforce Connection and other local entities, such as Desert Sky Mall and South Mountain Community College to generate economic development opportunities.

8. COLLEGE DEPOT EXPANSION PROJECT UPDATE

City Librarian Rita Hamilton introduced the item and College Depot Director Judy Reno. Ms. Hamilton explained that the College Depot program had expanded to four branches: Cesar Chavez, Palo Verde, Cholla and South Mountain.

Ms. Reno briefly explained the benefits of College Depot within the community. She stated the Green Box kiosk offered college planning support to patrons and more than 350 scholarship opportunities.

Ms. Reno stated library staff was trained about College Depot and can answer questions when staff is unavailable.

Ms. Reno shared three recent scholarships were awarded to participating students.

Ms. Reno added that with the expansion of College Depot to four additional branches, the foot traffic at Burton Barr's site had increased 21 percent.

Councilman Nowakowski congratulated staff on the success of College Depot and asked how many staff members it had. Ms. Reno said four full-time and three part-time employees were dedicated to the program

Councilman Nowakowski thanked Rita Hamilton for her leadership with College Depot.

Councilman Valenzuela thanked staff and said College Depot was a success and benefit to his district with the addition of Palo Verde.

9. CALL TO THE PUBLIC

None

10. REQUEST FOR FUTURE AGENDA ITEMS

Councilman Johnson requested staff contact Councilman Valenzuela about the Aviation Janitorial contract. Mr. Paul Blue said staff would contact Councilman Valenzuela.

Councilman Nowakowski asked for an update on an earlier request to dedicate and name a City gathering space in honor of Debbie Dillon.

11. ADJOURNMENT

Chairman Johnson adjourned the meeting at 11:00 a.m.

Respectfully Submitted,

Lorizelda Stoeller
Administrative Assistant II

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CITY COUNCIL REPORT

TO: Neal Young
Senior Executive Assistant to the
City Manager

FROM: Deanna Jonovich
Human Services Director

SUBJECT: MONTHLY HEAD START REPORT – SEPTEMBER 2013

This report is provides the Downtown, Aviation and Redevelopment Subcommittee, which serves as the City of Phoenix Head Start Governing Board, an updated summary on the financial and programmatic status of the program.

THE ISSUE

Under the Improving Head Start for School Readiness Act of 2007, each Head Start agency has the responsibility of sharing information on a monthly basis with the Governing Board and Policy Council about program planning, policies, and operations. In order to comply with the Act, the Head Start program provides this report on the following Head Start areas:

- Fiscal Expenditures
- Medical/Dental Exams
- School Attendance
- Enrollment Reports
- Program Information Summaries

Fiscal Expenditures: A report which includes all expenditures to the City of Phoenix Head Start grant is prepared and presented to the Policy Council for information each month. Attachment A shows Year-to-date expenditures for the Fiscal Year 2013 – 14 grant. Sequestration cuts will not be reflected until after the October budget process in which the new budget amount will be reduced from \$27,229,415 to \$25,842,933. The report includes a breakdown for each Delegate Agency, the Policy Council and staff support. Expenditures are tracked on a year-to-date basis including the percent expended for the fiscal year

School Attendance in Head Start: Monthly information on school attendance is tracked by the Human Services Department Education Division. The monthly target for attendance set by the Office of Head Start is 85 percent and the year-to-date attendance is 91.7 percent.

Medical/Dental Exams: Monthly information on the number of medical and dental exams is also tracked by the Education Division. As part of the Head Start regulations, all Head Start children are required to have complete medical and dental exams each year. The target goal is 6,800 exams. As of the end of September, 4,360 were completed.

Enrollment Reports: The Office of Head Start requires all programs to submit the total number of funded slots and children enrolled in the program on the last school day of the month. Attachment C indicates the program attained full enrollment at 3,204 children/slots.

Program Information:

Statewide Refugee Strategic Planning Session and Quarterly Meeting: On September 10, staff attended the Quarterly Refugee Meeting and Strategic Planning Session. The focus of the day was to outline new two-year goals and objectives for three area priorities: Employment; Pre-K/K-12; and Refugee Health. There were approximately 100 people in attendance from a wide variety of service providers and/or school districts who work directly with Refugee families. Implementation of the new goals is scheduled to begin in January 2014.

ACT Health Fair: On Saturday, September 28, the 22nd Annual Arizona Coalition for Tomorrow (ACT) Health Fair was held at the KROC Salvation Army Center on 13th Street and Broadway. Head Start staff and interns joined nearly 700 medical and lay volunteers in providing physical and dental exams, vision and hearing screenings, immunizations and lead testing to both Head Start and non-Head Start children. Flu shots, blood pressure and glucose testing were available to adults who brought their children.

Car Seat Training: On September 27 and 28, the Early Head Start staff began a car seat training course through Safe Kids Worldwide. The course is a 40-hour training teaching car seat safety and proper installation. In a partnership with the Phoenix Fire Department Car Seat program, parents will have access to free car seats and instruction on proper car seat installation.

ASU Research Project: Jesse Armfield, a student at Arizona State University, in the Child Development department, met with Vince Medina, Director for Fowler Head Start and Human Services Department staff to discuss the academic impact Head Start has on children as they progress through school. Mr. Medina in conjunction with Fowler Elementary School District has been researching this subject for the past three years using AIMS test scores as an indicator. He is comparing students who attended Head Start with those who did not. Ms. Armfield is researching the development of a tool to capture this information in an easy-to-use format other delegate agencies could then use to obtain this information for their districts. This first meeting included reviewing a study Fowler Elementary School District is currently undertaking and planning the development of the tool. Ms. Armfield will take the information back to her professors at ASU to determine the next steps and will be in contact with the department.

RECOMMENDATION

This report is for information only.

Attachments

Attachment A

Yr 48 Head Start Financial Summary Fund 1630
 Planned level of Expenditures 25%
 For the Month Ending September 30, 2013

Fund Center	Program	FTE	Revised Budget 2014	FY14 YEAR-TO-DATE Expenditures	FY14 YEAR-TO-DATE % Spent
8940050001	HS Administration	10	2,095,265	402,489	19%
8940050004	HS T&TA	-	239,070	33,688	14%
8940050012	HS Policy Council	-	18,792	2,725	15%
8940050015	HS Mental Health	5	499,242	128,561	26%
8940050016	HS Casework Support	67	5,029,942	1,085,556	22%
8940050017	HS Classroom Support	18	1,768,208	414,364	23%
	Total City of Phoenix	100	9,650,519	2,067,383	21%
8940051001	Alhambra	-	2,042,773	-	0%
8940051003	Booker T Washington	-	1,316,984	330,926	25%
8940051005	Washington	-	2,506,511	23,387	1%
8940051006	Deer Valley	-	836,639	-	0%
8940051007	Golden Gate (ACA)	-	1,302,728	41,132	3%
8940051008	Murphy	-	1,023,162	-	0%
8940051010	Greater Phoenix Urban League	-	1,866,832	347,178	19%
8940051011	Roosevelt	-	1,921,336	32,013	2%
8940051013	Wilson	-	676,037	-	0%
8940051116	Fowler	-	772,839	105,475	14%
	Total Delegates	-	14,265,841	880,111	6%
8940505021	Early Head Start Operations Support	46	3,232,111	826,639	26%
8940505024	Early Head Start T&TA	-	80,944	465	1%
	Total Early Head Start	46	3,313,055	827,104	25%
	Grand Total	146	27,229,415	3,774,597	14%

Delegate Agency data is one month behind due to the billing process, with the exception of Booker T. Washington and Greater Phoenix Urban League.

Sequestration cuts will not be reflected in the Revised Budget 2014 until October during the Citywide budget process, which allows changes to be made to the budget. Head Start will be adjusted to \$22,524,228 and Early Head Start will be adjusted to \$3,318,705 for a total grant award of \$25,842,933.

The FTE positions will also be adjusted to remove 11 positions as follows:

8940050016	2	Caseworkers
8940050016	5	Clerks
8940050016	1	Casework Supervisor
8940050017	2	Training Specialist
8940050017	1	HS Educator Program Assistant
	<u>11</u>	

Early Head Start will be reduced by 2 positions for budgetary reasons.

8940505021	1	Clerk I
8940505021	1	Youth Counselor
	<u>2</u>	

Attachment B

Percentage of School Attendance

Target: 85%

YTD Percent: 92%

Goal:

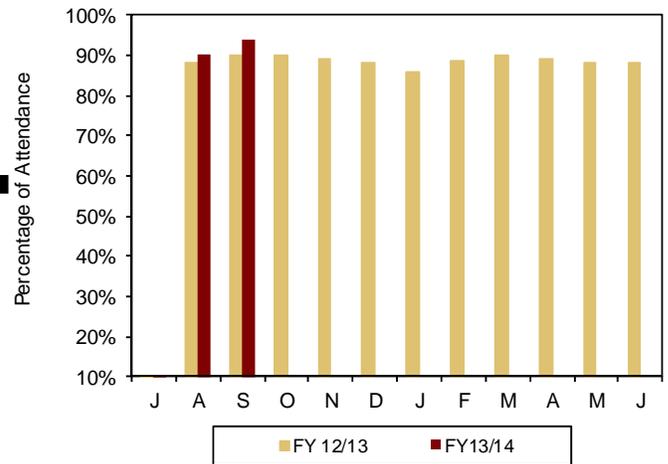
Increase attendance of Head Start kids

Target:

85% of school days attended

Significance:

Attendance is a key factor in being able to get kids ready to attend kindergarten.



Medical and Dental Exams Completed

Target: 6,400 exams

YTD Exams: 4,360

Goal:

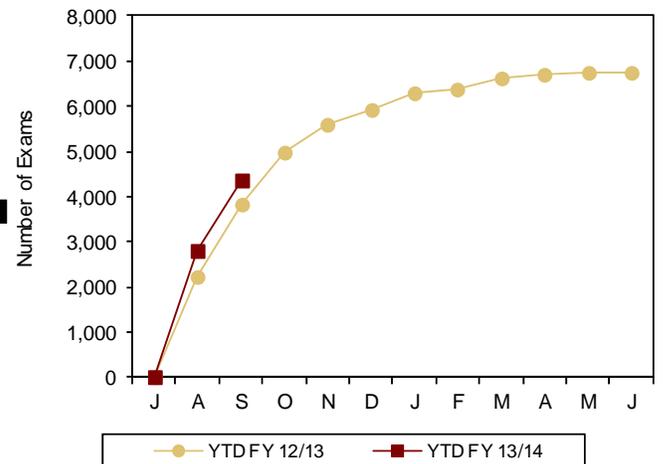
Ensure Head Start kids receive necessary medical and dental exams

Target:

6,400 exams

Significance:

Head Start kids are required to have medical and dental exams as part of Head Start regulations.



Attachment C

City of Phoenix Head Start Enrollment			
<u>Month</u>	<u>Enrolled</u>	<u>Funded</u>	<u>Status</u>
July 2013	300 ¹	3,204	9.4%
August 2013	3,037 ²	3,204	94.8%
September 2013	3,204	3,204	100.0%
October 2013			
November 2013			
December 2013			
January 2014			
February 2014			
March 2014			
April 2014			
May 2014			
June 2014			

¹ Early Head Start was fully enrolled. Head Start was not operational during the month of July.

² All sites are fully enrolled with the exception of Murphy in which classes began September 3rd.

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CITY COUNCIL REPORT

TO: Paul Blue
 Senior Executive Assistant to the
 City Manager

FROM: Debbie Cotton, Interim Director
 Phoenix Convention Center

SUBJECT: APPROVAL TO ISSUE REQUEST FOR PROPOSAL FOR EXCLUSIVE
 EVENT UTILITIES SERVICES

This report requests the Downtown, Aviation and Redevelopment (DAR) Subcommittee recommend City Council approval to issue a Request for Proposals (RFP) for a service partner to provide exclusive event utilities services for the Phoenix Convention Center Department (PCCD).

THE ISSUE

PCCD currently has an existing contract with Commonwealth Electric that provides exclusive utilities, which include electrical, water and air services for clients. The current contract expires September 30, 2014. A new contract is needed for ongoing services.

The RFP criteria will include the following:

Experience (years in business, reference checks, experience in the convention/hospitality industry)	300 points
Financial Strength (3 years audited financial statements required)	200 points
Commission Rates/Cost Proposal	150 points
Operational Plan (set-up and operation of their business at PCCD)	150 points
Event Planning Sample (exercise to fulfill client order)	150 points
Overall Responsiveness to RFP	50 points
Technical Evaluation Total Points:	1,000 points
Interview Process Points – Most Qualified Proposers Only (presentation: 200 points, response to questions: 150 points)	350 points
Total Points:	1,350 points

The RFP will be released in December 2013. A formal recommendation for award for the new contract will be presented to City Council in the spring of 2014.

The evaluation panel will consist of a minimum of five members, which will include two PCCD staff members, two staff members from other City departments and one person from outside the City.

The RFP will be advertised in the City's contracted newspaper, the Arizona Business Gazette, as well as the Record Reporter, Prensa Hispana, the City's website and the International Facility Management Association website (ifma.org).

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to issue an RFP for exclusive event utilities services for the Phoenix Convention Center.

CITY COUNCIL REPORT

TO: Paul Blue
Senior Executive Assistant to the
City Manager

FROM: Debbie Cotton, Interim Director
Phoenix Convention Center

SUBJECT: APPROVAL TO AMEND CONTRACT WITH ARAMARK FOR KITCHEN
UPGRADES AND INCREASED EQUIPMENT INVENTORY

This report provides information to the Downtown, Aviation and Redevelopment Subcommittee to recommend City Council approval to amend the Phoenix Convention Center Department's (PCCD's) exclusive food and beverage services contract with Aramark for upgrades to the PCCD's kitchen infrastructure, Starbucks store, and increase equipment inventory levels.

BACKGROUND

Aramark Corporation, d.b.a. Aventura, currently has contract #124339 with the PCCD to be the exclusive provider of food and beverage services at the Convention Center, Symphony Hall and Orpheum Theatre. The contract went into effect April 1, 2008, and was executed a one-time extension through March 31, 2018.

THE ISSUE

Aventura has experienced significant growth in revenue from Fiscal Year (FY) 2008-09 through FY 2012-13; total revenues in FY 08-09 were \$8.1 million, and in FY 12-13 total revenues exceeded \$13.6 million. PCCD's commission grew annually from \$3.8 million to more than \$5.6 million respectively.

In order to plan for continued growth and advance the City's presence in the convention industry, Aventura would like to invest approximately \$500,000 at their cost in upgrades and replacement equipment. Large kitchen infrastructure in the South Building needs to be replaced due to the age and the difficulty and expense in repairing the 20-year old units. Aventura also needs to invest in food-related equipment in order to remain competitive and cutting-edge among top-tier convention centers. Lastly, Aventura, as a Starbucks store franchisee, is financially responsible for making renovations and fixture and equipment upgrades that are required by the Starbucks Corporation.

If approved and once received, these investments would become City property and placed into PCCD inventory. The proposed amendment does not change any of the other contract terms; the City's commission is not affected by these changes.

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to amend Aramark's contract for upgrades to the PCCD's kitchen infrastructure, Starbucks Store, and increase equipment inventory levels.

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CITY COUNCIL REPORT

TO: Paul Blue
 Senior Executive Assistant to the
 City Manager

FROM: Debbie Cotton, Interim Director
 Phoenix Convention Center

SUBJECT: RFP 13-008 FY13/14 THAB CONTRACT AWARD RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to award and enter into a contract with the Greater Phoenix Convention & Visitors Bureau (GPCVB) for Fiscal Year 2013-14 Tourism & Hospitality Advisory Board (THAB) funds for a five-year contract term beginning January 1, 2014, through December 30, 2018.

THE ISSUE

On June 17, 2013, the Phoenix Convention Center Department (PCCD) issued Request for Proposal (RFP) 13-008 for the FY13/14 THAB. The RFP was advertised in the Arizona Business Gazette, Arizona Informant, Presena Hispana and Record Reporter. Additionally, it was posted on the City of Phoenix website. Ten firms downloaded the RFP from the City’s website.

Proposals were due on Tuesday, July 12, 2013. PCCD received one proposal, which was from the GPCVB.

The proposal evaluation process consisted of a technical evaluation by the THAB board comprised of eight hoteliers (one from each City Council District), two at-large members from hospitality-related industries, one City representative appointed by the Mayor’s Office and two City staff representatives (one of whom is a non-voting member).

TECHNICAL EVALUATION

The technical evaluation consisted of the following evaluation criteria and the points associated with each category for a total of 1,000 points:

RFP Criteria	Possible Points	Proposer Points (GPCVB)
Strength of Proposal	375	303
Proposer Qualifications and Experience	275	260
Funding Request (How Funds will be Used)	300	223
Overall Responsiveness to RFP	50	49
Total Points	1,000	835

The Board's comments regarding the GPCVB proposal were as follows:

- GPCVB's proposal requested for \$250,000 for Mega Event Support (Super Bowl 2015). The GPCVB assured the Board's that funds will be used to bring the Super Bowl events to downtown Phoenix. In addition, the GPCVB provided additional information on how the funds will benefit Phoenix only.
- GPCVB's proposal provided good information regarding the Client Hosting Obligations funding request of \$200,000.
- Overall the GPCVB's proposal was good.

FINANCIAL IMPACT

The availability of funds is determined by the collection of revenues from special excise taxes on hotel/motel lodging and rental cars. Funds available for FY13/14 are \$500,000.

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council approval to award and enter into a contract with the Greater Phoenix Convention & Visitors Bureau for the FY13/14 THAB funds for a five-year contract term with no extension options.

CITY COUNCIL REPORT

TO: Danny Murphy
Acting Assistant City Manager

FROM: Tamie Fisher
Acting Aviation Director

SUBJECT: INTERNATIONAL FACILITY IMPROVEMENTS FOR PHOENIX SKY
HARBOR INTERNATIONAL AIRPORT

The Aviation Department requests the Downtown, Aviation and Redevelopment Subcommittee's approval of the improvements to the International Facility at Phoenix Sky Harbor International Airport (PHX).

THE ISSUE

A study was conducted to identify the current capacity of the international facility and to determine the improvements needed to accommodate forecasted international passenger demand. Additionally the study identified long term development strategies.

OTHER INFORMATION

The Aviation Department is actively marketing for additional international air service to PHX to enhance economic growth for the region through improved access to global markets. Volaris Airlines recently initiated international service to Guadalajara, Mexico and Mexico City flights will begin in November. The airport served 2.2 million international passengers in 2012. With new international service and the forecasted growth rate of the existing international carriers, the international traffic at PHX is forecasted to increase to 4.4 million annual international passengers by 2030.

Six international airlines currently operate at PHX: US Airways, AeroMexico, Air Canada, WestJet, British Airways, and Volaris. These airlines serve international destinations in Mexico, Canada, and England. All international flights arrive at one of seven international gates at the Terminal 4 N4 Concourse.

The study recommended improvements to accommodate and maintain an acceptable level of service for PHX international passengers, especially during heavy international arrival periods. These recommended improvements would increase the capacity of the international facility to accommodate the 4.4 million annual international passengers forecasted in year 2030. The recommended improvements include increasing the passenger queuing space, improving the vertical circulation to the facility, and increasing the baggage claim area.

In addition, the study determines when the current international facility can no longer accommodate the forecasted international passenger activity and when a new facility will be required. Staff has coordinated with internal stakeholders, Customs and Border

Protection staff, and airline business partners to solicit feedback on the proposed improvements.

The estimated cost of the recommended improvements is approximately \$27 million. The Aviation Department recommends that procurement activities for the recommended international facility improvements begin in January 2014.

RECOMMENDATION

The Aviation Department requests the Downtown, Aviation & Redevelopment Subcommittee's approval of the improvements to the International Facility at Phoenix Sky Harbor International Airport.

CITY COUNCIL REPORT

TO: Paul Blue
Senior Executive Assistant to the
City Manager

FROM: John M. Chan
Community and Economic
Development Director

SUBJECT: AMEND CITY CONTRACT NO. 135189 WITH DISCOVERY TRIANGLE
DEVELOPMENT CORPORATION FOR REDEVELOPMENT AREA STUDY

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorize the City Manager, or his designee, to proceed with the formation of a redevelopment area around the banks of the Rio Salado and amend City Contract No. 135189 (the Agreement) with Discovery Triangle Development Corporation to expand the scope of work to include the required redevelopment area study and to increase the contract amount by up to \$50,000.

THE ISSUE

Following a presentation of District 7 priorities at the June 11, 2013 City Council Policy meeting, the City Council directed staff to develop a plan that explores the benefits, costs and a possible schedule to create a new redevelopment area around the banks of the Rio Salado. Staff conducted a preliminary analysis of the region, determined a broad study area to research, and found that Discovery Triangle Development Corporation (DTDC), a consultant currently under contract by the City, is performing similar work in the region adjacent to the study area.

DTDC's current Agreement was authorized by the City Council on December 19, 2012 in order to fulfill the City's commitment for redevelopment area study under the HUD Community Challenge Planning Grant. Under this Agreement, DTDC has thoroughly researched the legal and regulatory requirements and standards related to redevelopment areas under Arizona law. Additionally, DTDC has successfully outlined the process required by Arizona law to create a new redevelopment area.

By amending this Agreement, the City can capitalize on DTDC's experience and technical knowledge to efficiently research, analyze and document the Rio Salado area. This approach will result in the most timely and economical method to study and document the potential creation of this redevelopment area.

If approved, this amendment will expand the scope of work to include the research, analysis and documentation needed to declare a finding as necessary to establish a redevelopment area around the banks of the Rio Salado, generally between 19th

Avenue and 16th Street, and increase the contract amount by up to \$50,000. This amendment will not extend the term of the Agreement. All other terms and conditions would remain unchanged.

No General Funds are required. Funds are available in the Downtown Community Reinvestment Fund (\$25,000), and from the Street Transportation Department Arizona Highway User Revenue Reserve (\$25,000).

RECOMMENDATION

Request the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorize the City Manager, or his designee, to proceed with the formation of a redevelopment area around the banks of the Rio Salado and to amend City Contract No. 135189 with Discovery Triangle Development Corporation to expand the scope of work to include the required redevelopment area study and increase the contract amount by up to \$50,000.

CITY COUNCIL REPORT

TO: Paul Blue
Senior Executive Assistant to the
City Manager

FROM: John M. Chan
Community and Economic
Development Director

SUBJECT: ADAMS STREET ACTIVATION STUDY UPDATE AND PRELIMINARY
RECOMMENDATIONS

This report requests the Downtown, Aviation and Redevelopment Subcommittee provide input on the Adams Street Activation Study preliminary recommendations, and recommend City Council approval of the Study.

BACKGROUND

In December 2012, the City issued a Request for Proposals for consultant services to conduct a conceptual master planning study to explore strategies to activate and enhance the pedestrian and economic vitality of Adams Street between Central Avenue and Second Street. On March 20, 2013, the City Council authorized the contract with Gensler to conduct the Adams Street Activation Study (Study).

The scope of the Study included direct outreach with individual area businesses and property owners, and hosting community stakeholder meetings to gather input on potential concepts to improve the experience in the Adams Street corridor for residents, visitors, businesses, students and workers. The goal of the Study was to generate concepts for enhanced connectivity and pedestrian comfort, while providing a friendly and inviting atmosphere that is representative of the cultural identity of Phoenix. The Study also sought to maximize utilization of the right-of-way and adjacent City properties to enhance City revenue through increased commercial opportunities and tourism.

THE ISSUE

Over the past six months, Gensler conducted more than 30 meetings with individual property and business owners located on and adjacent to Adams Street. In addition, Gensler hosted four interactive community stakeholder meetings at the Phoenix Convention Center, where more than 100 stakeholders provided ideas and feedback on concepts to activate and enhance Adams Street. Participating stakeholders included residents, students, business owners and operators, downtown workers, community group representatives and the media.

Updates on this study were previously presented to City Council members at the Parks & Arts Subcommittee on June 12, 2013, and to the Downtown, Aviation and Redevelopment Subcommittee on June 18, 2013.

Through these outreach efforts, Gensler collected, analyzed and refined input from the stakeholders, studied best practices from other communities around the country, and developed a series of recommendations to activate Adams Street. The recommendations are based on the premise that any sustainable activation of Adams Street requires three key elements:

- Content (activities and uses that provide a reason for people to want to be on Adams Street);
- Form (physical infrastructure that enhances the street for pedestrians, increases economic activity and supports special events in the street); and
- Operation (systems to support and enhance the ability to successfully program and host special events and to operate businesses in a collaborative and streamlined manner).

The recommendations are summarized below:

- Streamline the ability to temporarily close and hold special events in Adams Street by designing and installing the required infrastructure. Identify funding sources for improvements that make it easier to meet special event needs including power, theatrical lighting, a stage, speaker positions, signage, restrooms, bollards and security.
- Create, fund and enable a special events entity responsible for coordinating and managing the approval process for all special events in downtown, including Adams Street, developing a more robust, year-round events program, and facilitating event-related communication among impacted businesses and stakeholders.
- Add public art and enhanced streetscape all along Adams Street. Enhance the street with improvements including conversion to parallel parking, increasing shade through use of trees and shade canopies, installing bike racks and bike share facilities, and improving lighting and directional signage to enhance connectivity.
- Activate the Hyatt edge with new retail shops, restaurants, patios or other pedestrian-friendly uses by collaborating with hotel ownership and management. Encourage expansion of the building footprint by making more area available by reducing the street width. Plan for City investment in enhanced right-of-way improvements concurrent with the Hyatt's investment in its property.
- Enhance the Renaissance edge by encouraging the hotel to relocate its main entrance and drop-off from Adams Street to First Street. This allows for improving the pedestrian experience with expanded patio dining, wider sidewalks and new retail shops. Plan for City investment in enhanced right-of-way improvements concurrent with the Renaissance's investment in its property.

- Improve the Regency Garage edge by filling the vacant street level tenant spaces. Solicit proposals for self-sustaining uses that support and enhance the Adams Street experience. Encourage restaurant uses where possible, and consider a full renovation of all tenant spaces if funding is identified. This solicitation could be issued in early 2014.
- Solicit proposals for private development on the Adams Street Lot, focused on a mixed-use, mid-rise or high-rise development that is oriented to Adams. This solicitation could be issued in early 2014.

Gensler has begun compiling the final report, and will further refine these preliminary recommendations based on input from the Downtown, Aviation and Redevelopment Subcommittee and the Parks and Arts Subcommittee. A final report, including renderings and detailed findings, will be presented to the City Council this winter.□

RECOMMENDATION

Staff requests the Downtown, Aviation and Redevelopment Subcommittee provide input on the Adams Street Activation Study preliminary recommendations, and recommend City Council approval of the Study.

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CITY COUNCIL REPORT

TO: Paul Blue
Senior Executive Assistant to the
City Manager

FROM: John M. Chan
Community and Economic
Development Director

SUBJECT: DISPOSITION AND REDEVELOPMENT AGREEMENT WITH
ROOSEVELT HOUSING ASSOCIATES FOR "THE ROW" PROJECT

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorization to enter into a Disposition and Redevelopment Agreement with Roosevelt Housing Associates, or its City approved designee, to develop the "The Row," a transit-oriented, mixed-use development on Second Street, between Roosevelt and Portland Streets in downtown Phoenix.

THE ISSUE

Following City Council authorization in late 2011, the Community and Economic Development Department (CEDD) issued a Request for Proposals (RFP) on September 10, 2012 to develop urban and/or mixed-use projects in downtown Phoenix. On May 9, 2013, Addendum 4 to the RFP was issued, adding seven City-owned properties on North Second Street, between Roosevelt and Portland Streets. Addendum 4 solicited proposals for the private finance, rehabilitation and adaptive reuse of the historic Knipe House and development of an urban mixed-use project on the vacant City properties. This solicitation was issued in accordance with the City Administrative Regulations 3.10.

Additional elements of Addendum 4 included a requirement that proposers purchase the City-owned properties; finance the rehabilitation of the Knipe House; develop, construct and manage an urban mixed-use development on the other properties; propose development that is financially viable, aesthetically and functionally compatible with the neighborhood; provide the greatest return for value of the City properties; and accept the 25-year façade conservation easement on the Knipe House.

Addendum 4 closed on June 7, 2013 and the City received four proposals: DAVIS "The RoTwo Residences"; Rainey Development LLC / Butler Housing Company Inc. "Shade on Roosevelt"; Roosevelt Housing Associates "The Row"; and Urban Sol Development. A synopsis of these proposals is included in Attachment A to this report.

Proposals were evaluated based on the process and criteria outlined in the RFP and Addendum 4. Following a two-step evaluation process, Roosevelt Housing Associates (RHA) was selected as the consensus recommendation by a seven-member evaluation panel. The panel included the following individuals: Cory Kincaid (Evans Churchill Community Association Board), Diane Barker (Roosevelt Action Association Board), Dan Klocke (Downtown Phoenix Partnership), Molly Ryan Carson (Ryan Companies),

Jeff Moloznik (RED Development), Michelle Dodds (City of Phoenix Historic Preservation Officer) and Jeremy Legg (City of Phoenix Economic Development Program Manager). The RFP and Addendum 4 gave the panel the option to interview proposers, but the panel agreed this step was unnecessary and elected to make its recommendation without conducting interviews.

RHA's "The Row" proposal includes a viable development and financing plan, a specific business plan and tenant for the Knipe House, and a qualified project team with recent urban infill experience. Members of the RHA team completed a similar transit-oriented development in downtown Tempe, which was awarded a 2013 Arizona Forward Crescordia Award for Environmental Excellence, and have another project nearing completion in downtown Mesa. Based on the panel's recommendation, the proposal from RHA was moved forward to the negotiation process.

If approved, this project will result in the preservation and adaptive re-use of the Knipe House as part of a craft brewery / restaurant with a committed tenant (Pints Brewing Company of Portland, Oregon), and the private development of a rental residential project of approximately 56 units in buildings of 3-5 stories, and activated ground floor uses including resident amenities, offices and live/work units.

Similar to its recent, award-winning developments in Tempe and Mesa, RHA currently intends to develop the residential component as an age- and income-restricted development with a diverse mix of residents. However, RHA intends to remain flexible in order to respond to market demand. If affordable housing is included, RHA has indicated that in addition to private equity and traditional financing sources, RHA may seek low-income housing tax credits through the Arizona Department of Housing.

Under the proposed agreement, the City would convey the Knipe House property to RHA at no cost, acknowledging RHA's estimated \$1,100,000 investment to improve and open the historic Knipe House as a restaurant / brewery, the value of the 25-year façade conservation easement, the creation of net new jobs and sales tax revenues, and the community benefit of activating this prominent historic property.

RHA will purchase the remaining properties at the appraised value of \$1,045,000. At the City's option, the City may credit RHA a portion of the cost of improvements in the public right-of-way which are above and beyond the City's requirements, or provide broad public benefit to the neighborhood, to be applied toward the purchase price, in an amount not to exceed \$250,000. Pending City Council approvals and subsequent execution of agreements, RHA will provide a performance deposit; begin renovations to the Knipe House in 2014, and complete in 2015; and begin construction on the residential phase in 2015, and complete in 2016.

This project represents significant new private capital investment of approximately \$12.5 million in the community, and would enhance the Evans Churchill Neighborhood by converting a vacant building and dirt lots into a vibrant, mixed-use project that offers homes to new residents, improved streetscape and a new dining option for the community. This project would also achieve several priority themes from the City Council-adopted Downtown Strategic Plan, including the high quality housing noted in the Downtown Living theme, the mixed-use focus of the Great Neighborhoods theme,

the variety of dining opportunities targeted in the Distinctive Shopping theme, and the historic preservation elements of the Great Places / Great Spaces theme.

RECOMMENDATION

This report requests the Downtown, Aviation and Redevelopment Subcommittee recommend City Council authorization to enter into a Disposition and Redevelopment Agreement with Roosevelt Housing Associates, or its City approved designee, to develop the “The Row,” a transit-oriented, mixed-use development on Second Street, between Roosevelt and Portland Streets in downtown Phoenix.

Attachment A

Synopsis of Proposals Received for Downtown Development RFP, Addendum 4 (RFP-CED-2012-UMD01-A4)

	DAVIS “The RoTwo Residences”	Rainey / Butler “Shade on Roosevelt”	Roosevelt Housing Associates “The Row”	Urban Sol Development
Knipe House	Rehabilitate; no specific use or tenant; suggested relocating house to another site	Restaurant / café / bar operated by Shade Projects	Craft brewery and restaurant operated by Pints Brewing	Caribbean restaurant; no operator identified
Proposed New Development	Expand pocket park and surface parking Build apartments, commercial space and parking garages No time commitment or requirement to build	Apartments, micro units, live/work space, parking garages and rooftop cinema at monOrchid Phased completion through 2015	Apartments, street-level offices, resident amenities and live/work studios Phased completion through 2016	Grocery store (no tenant or operator identified) Condominiums, retail and parking garages Phased completion through 2015
Proposed Business Terms	Purchase all City property at appraised value, minus costs to rehabilitate Knipe House	City gets rights to 50 parking spaces in exchange for all land City to provide GPLET and sales tax rebates	Purchase all properties except Knipe House at appraised value, minus credit for quality public amenities City to convey Knipe House at no cost; GPLET + sales tax rebates (withdrawn)	Lease 1 acre at \$2/yr for 42 years; City provide GPLET and sales tax rebates Purchase 0.5 acres in 2014-2017, at 2013 appraised value