

Project Execution and Oversight

# Business Case Agreement

## Project Snapshot

<b>Project Name:</b>	Celebrate Antioch Event Center – Beede Lumber Site				
<b>Business Case ID:</b>	CCC-001	<b>Version No.:</b>	0.1	<b>CAF Ref#</b>	TBD
<b>Current TEAMS Phase:</b>	<input type="checkbox"/> <b>Qualified Idea</b>	<input type="checkbox"/> <b>Definition</b>	<input type="checkbox"/> <b>Deployment</b>	<input type="checkbox"/> <b>Agile Pathway</b>	
	<input checked="" type="checkbox"/> <b>Concept</b>	<input type="checkbox"/> <b>Development</b>	<input type="checkbox"/> <b>Project Closeout</b>		
<b>Reason for Submission:</b>	<p>The purpose of this document is to approve/grant Celebrate Antioch Foundation (CAF) with the exclusive use rights to develop the property referred to as The Beede Lumber Site into an Event Center and open space specifically for the benefit of the City of Antioch and its residents. The period of performance will start the day approval/grant is authorized and last for a period of 24 months.</p> <p>1) We are requesting the approval from the City/City Council to:</p> <ol style="list-style-type: none"> <li>a. Grant authorization of the City Attorney to draft and release a Request for Quotation (RFQ) for the proposed site to be used as an Event Center on behalf of CAF. Requirements for Event Center to be held solely in CAF;</li> <li>b. Grant authorization of CAF to release RFQ for public bid, with a minimum of 3 qualified suppliers submitting bids;</li> <li>c. Vest authorization in CAF to select the top two vendor quotations and present to the City for future authorization to select qualified vendor.</li> <li>d. Approve marketing means as presented herein, to solicit, collect, and manage all project funds associated with the CAF Event Center Project; and</li> <li>e. Grant authority in CAF to be the public interface to the press, news media, or any other method of communication about the subject venue</li> <li>f. Put a stay on the City to prevent requesting quotes to erect multiuse/dwellings on the proposed Beede Lumber site for a period of 6 months from date of approval. This is intended to permit exclusive rights of CAF to solicit bids, raise money, and establish a viable project with cooperation from the City/City Council;</li> </ol> <p>2) Acknowledge that “1.f.” above grants the exclusive permission of CAF to move forward without being impacted by the City’s unreasonably upholding any necessary permits, access to city public records, and/or any other means to stop forward progress by CAF, its assignees, or delegates.</p> <ol style="list-style-type: none"> <li>1. Total estimate costs of project will not be known pending solicitation and receipt of qualified bids within not more than 6 months of approval of this BCA.</li> </ol> <p>3) Funding revenue confirmation will be provided incrementally to the Council pending receipt of qualified bids at 3 month intervals to ensure timely delivery of project within the 24 month stated project target completion timeframe</p> <ol style="list-style-type: none"> <li>1. City to provide general ledger chart of accounts and designate limits for operating vs. capital expenses allocations as needed by the project team within 1 week of any requests by CAF.</li> </ol> <p>4) Project completion target: Spring 2017 or sooner, dependent on developer timelines</p>				

**Business Goal (Details in Section B):**

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Revenue Generating | <input type="checkbox"/> Regulatory Necessity             | <input checked="" type="checkbox"/> Other – Strategic; risk mitigation |
| <input type="checkbox"/> Cost Reduction                | <input type="checkbox"/> Compliance Requirement           |  |
| <input checked="" type="checkbox"/> City Improvement   | <input type="checkbox"/> Cost of Doing Business           |  |
| <input type="checkbox"/> Productivity Gains            | <input checked="" type="checkbox"/> Resident Satisfaction |  |

**Measurable Key Milestones (Details in Section C)**

Key Performance Indicator	Current State
Cost of Contract (annual)	\$0
Funding Milestone 1	3 month From Approval Date
Developer RFQ Released for Public Bid	Funding Date plus 2 months
Developer Award Date	2 Months Post Close of Public Bid Date
City Council Implementation Phase Gate Approval Date	1 Month After Contract Award Date
Break Ground	2 Months After Council Implementation Phase Gate Approval Date
Subsequent Milestones to be Determined	Concurrent with Contract Award Date

**A. EXECUTIVE OVERVIEW**

***Situation:***

Celebrate Antioch Foundation (CAF) is fully committed to helping the City of Antioch revitalize our downtown area. We believe that the best way to bring this about is to bring more people downtown as often as possible. We have seen firsthand how to make this happen when we successfully brought thousands to our 4<sup>th</sup> of July celebrations for the last four years. It is because of our past success that CAF is entering into an agreement with the City of Antioch to establish a permanent outdoor event center built on the vacant property located at 2<sup>nd</sup> and E streets in downtown Antioch, herein referenced as THE SITE.

Leveraging the existing indoor events venue of the Nick Rodriguez Community Center and Theatre would support income capabilities when hosting events such as: 1) COMIC BOOK CONVENTION; 2) EDWARDIAN BALL; 3) FILM FESTIVAL; 4) SPEAKER SERIES; 5) THEATRICAL CLASSES; 6) PLAYS; and 7) TRAVELLING SHOWS as examples.

A new event center could open the door and make Antioch a premier venue for activities such as: 1) FOURTH OF JULY CELEBRATION; 2) CAR SHOWS; 3) SUMMER CONCERTS IN THE PARK; 4) FARMERS MARKETS; 5) HOLIDAY DE-LITES; 6) RIVERTOWN JAMBOREE; 7) FARM TO FORK / WINE TASTING; 8) MULTICULTURAL EVENTS; 9) FOOD TRUCK SHOWCASE; 10) MOVIE NIGHT; 11) OUTDOOR LIVE THEATRE; and 12) DOG SHOWS.

Revitalization of the Rivertown District has been in process for more than thirty years. Opening the THE SITE to establish a premier event venue would be the much needed boost the City needs to bring its citizens together to support businesses in the downtown area.

**Background:**

The Rivertown Community has 840 single family homes and duplexes within ¼ miles of the downtown business district. It also has about 80 multi-unit apartment structures. Combined, this local residential inventory houses approximately 2,330 citizens, all within a brisk walk of Rivertown businesses. In spite of this abundant local population, foot traffic in the downtown is at a stagnant level. There appears to be little incentive for local residents to frequent the downtown area.

Opening a community “green” or “commons” purposed to support a California destination venue will be the anchor to sustain people traffic and introduce more spending into the local economy. It will create a constant and consistent population of visitors to the downtown business district, drawn to the area by events such as concerts, theater productions, car shows, craft fairs and other recreation opportunities. This will drive the engine of a new and vibrant local economy. This would be in conjunction with the planned additional housing opportunities as proposed in the Antioch Downtown Specific Plan. Businesses will enjoy an opportunity to thrive with such a population infusion.

CAF is seeking approval and signed agreement to promote THE SITE including leasing to them at a low rate.

**Assessment:**

- The lot occupies a prime location in the Downtown Antioch area that could be utilized to promote the history of Antioch by erecting a multi-use Event Center and Venue to host events referenced in the Situation Section of this agreement
- Preserve and operate on one of the most significant historical and cultural resources in Antioch.
- Provide a quality venue for the presentation of cultural, entertainment, fundraising and community events by local organizations, individuals and businesses.
- Serve as a catalyst for the cultural growth and as a vibrant tourist hub.
- Support the economic vitality of the Antioch Community by creating interest in the Rivertown waterfront business district.
- Unite the Antioch Community by introducing the historic waterfront area to a significant number of residents from southeast Antioch.
- Operate as a cultural, performing arts and community event center which will feature the creative works of regional and local artists as well as events for all segments of the Antioch Community.

CAF seeks written commitment from the City to ensure non-competition in the development of THE SITE. Additionally, CAF requires agreements by the City to ensure that CAF is the primary governing body to meet site requirements and development proposal delivered at the Council Meeting on 6/22/15.

**Recommendation:**

- City to lease THE SITE to CAF for a period of 2 years for the sum of \$1
- CAF to provide quarterly status updates to ensure to show progress in funding, update qualified Developer Project Plan to promote end state implementation of the desired Event Venue on THE SITE
- City agrees to not unreasonably withhold permitting of improvements requested and will avoid undue delays in issuing said permits.
- City agrees to make CAF sole representation for all comments and information given to Media organizations
- City to agree to items outlined under Section 1) “a thru f” as stated on Page 1 of Project Snapshot.
- City and CAF will share maintenance responsibilities at THE SITE, all of which will be identified and negotiated by both parties at a mutually agreeable date.
- City shall not forfeit its rights and obligations to inspect THE SITE for any and all public safety issues and the City agrees to not exclude THE SITE from standard liability protection measures.
- The City shall continue to provide the service of policing as is the standard for all public parks and properties.

**B. BUSINESS JUSTIFICATION AND BENEFITS**

**Implement a centralized venue for future events as a host city.**

The Beede Lumber Yard site and underdeveloped land in front has been identified as an ideal location for future events.

Based on our current Rivertown events and participation, we have a reasonable expectation of growth in participation, vendors and local business income. In addition, the CAF Board of Directors will monitor individual events, vendors, and logistics for improvement and revenue development. Yearly evaluation will also be compared with similar cities/venues to offer a clear comparison and expectation for future planning. Measurements used to declare the viability of any particular event will include: revenue from vendors and tickets, total participation from vendors and citizens, satisfaction of participants, revenue to local businesses and city through increased business sales.

**Improve the downtown waterfront to create a “destination” within the city.**

Recognizing that the motto of Antioch is “Gateway to the Delta” and that our city logo features the Riverfront, development of a Riverfront venue serves the dual purpose of attracting business and people. Success can be measured through monitoring of revenue from Rivertown businesses, foot traffic, number of new businesses in Rivertown vs. closed businesses, monitoring applicants for events in Rivertown venues: Theatre, Lumber Yard, Parades on streets, etc.

**C. MEASURABLE OBJECTIVES**

**Create a sustainable income-generating venue.**

In anticipation of the need to provide site services such as security, landscaping, physical development and custodial care, the CAF has a plan to generate sustainable income through membership, donation and capital gifts. For 2015-16, there is a Donation goal of \$50,000, a Capital goal of \$450,000, a Grants goal of \$200,000 and a Naming goal of \$60,000. Memberships (Individual, Family and Small Business) will be solicited on an individual basis and through membership drives. There is a goal to raise an initial seed money of \$460,000 by November 30, 2015. By August 2016, all year one milestones are anticipated to be met to meet Phase I goals.

**D. PROJECT CORE TEAM**

- CAF President: Wayne Harrison
- CAF Financial Director: Joy Motts
- CAF Marketing Director: Jim Lanter
- CAF Project Manager: TBD
- Implementation Advisor: Rebecca Prosnick, Kerry Motts
- Event Planner: Valerie Ricks
- Development Contractor/Manager: TBD
- Additional Project Core Team members may be added as needed.

**E. PROPOSED SCOPE**

***High-Level Plan and Approach:***

**SHORT TERM PLAN**

1) Event Center Plaza (March-August 2016)

- a) Plant grass & trees, install sprinkler system with possible use of reclaimed/recycled water or well to reduce costs.
  - i) plumbing consultant
- b) Install stage, sound system, stage and pathway lighting, Projector screen
  - i) electrical consultant
- c) Install vehicle accessible pathway to serve productions, maintenance activities and emergency responses.
- d) Install anti-vehicle barriers along the perimeter of THE SITE
- e) Restroom Facilities
- f) Identify clear usable space for vendors

2) Membership Drive & Capital Gifts (Start ASAP)

- a) Individual and family memberships range from \$20-\$35, \$100 for small businesses
- b) Memorial and living donations accepted
- c) Year One Goal: \$50,000
- d) Capital Gifts, Grants and Naming Opportunities:

Naming rights for the Pavilion/Stage \$30,000 per year, first 5 yrs.	\$150,000
Permanent naming rights for fountains Two large fountains to be included @ \$25,000 each.	\$ 50,000
Naming rights for Heritage Educational Walk	\$ 15,000
300 Individual/Business donors @ \$1,000 each A permanent wall will be constructed to include Donors.	\$300,000
Memorial Park Bench naming rights - 50 @ \$350.	\$ 17,500
Memorial Tree naming rights – 75 @ \$350.	\$ 26,250
<b>TOTAL</b>	<b>\$558,750</b>

Annual Membership Drive

3) Logistical Needs

- a. Office supplies & Signage
- b. Storage space
- c. Security funds
- d. Event operational funds (insurance, entertainment, inflatables, advertising awards, Contra Costa County Health Department permits, website, printing, etc.

**LONG TERM GOALS**

1. Playground equipment
2. Honored veterans square
3. Sponsor columns
4. Bocce Courts
5. Walk-up Concession Center and Gift Shop

**F. STRATEGIC ALIGNMENT**

The recently approved Downtown Specific Plan addresses a possible path forward to a sustainable recovery and economic revitalization of the Rivertown Business Community with implementation over the next 5 to 10 years. What CAF promotes here with the implementation of the Event Center over the next two years would be the much needed catalyst to the City's plan.

**APPROVALS**

Signatures	Obtained	Description of accountability
<hr/> Wayne Harrison - President, CAF	<input type="checkbox"/>	Acknowledges and agrees to the stated Business Objectives, Risks and Contingencies, Benefits and Measurable Objectives in this proposal.
<hr/> Accountable City Official	<input type="checkbox"/>	Acknowledges and agrees to the stated Business Objectives, Proposed solution costs, Risks/Contingencies, and Impact of proposal and alternatives to the business. Agrees with the completed review checklist above.
<hr/> Joy Motts Treasurer/Finance Director, CAF	<input type="checkbox"/>	Acknowledges and agrees to the stated Business Objectives and has reviewed and agree with the financial costs and benefits impacting the regions as stated in this proposal.