

SAVE CIVIC STADIUM

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*A Vibrant Sports and
Entertainment Hub
for Eugene*



REQUEST FOR PROPOSALS

ACQUISITION OF THE CIVIC STADIUM PROPERTIES

Lane County School District No. 4J
Facilities Management
715 West 4th Ave.
Eugene, OR 97402

RFP No. 11-02
Issue Date – October 1, 2010

Due Date – February 1, 2011

1.0 INTRODUCTION

1.1 REQUEST FOR PROPOSALS FOR ACQUISITION OF THE CIVIC STADIUM PROPERTIES

The Lane County School District No. 4J (SD 4J) is requesting sealed proposals from qualified Proposers for the ACQUISITION OF THE CIVIC STADIUM PROPERTIES including land and improvements.

RFP packages, which include submittal requirements, may be secured in person from Facilities Management, 715 West 4th, Eugene, OR 97402, or by e-mail request from Kathi Hernandez, Hernandez@4j.lane.edu, on or after October 1, 2010. All proposals are to be submitted to Kathi Hernandez, Management Assistant, Facilities Management, at the above address, by 2:00 p.m. February 1, 2011. Any questions about this solicitation are to be directed to civicrfp@4j.lane.edu.

Late proposals will not be accepted.

All Proposers are required to comply with Oregon Revised Statutes and District Board Policy. Attention is directed to ORS 244, Government Ethics; ORS 279A and 279B.

SD 4J reserves the right to:

- (1) Cancel the solicitation or reject any or all proposals in accordance with ORS 279B.100; (1) & (2).
- (2) Postpone selection of the apparent successful Proposer for a period not to exceed 90 (ninety) days from the date of Proposal Due Date.
- (3) Waive informalities in the proposal; and/or
- (4) Select the proposal which appears to be in the best interest of the district.

*PUBLISHED: Oregon Procurement Information Network (ORPIN)
Daily Journal of Commerce
Eugene Register Guard
Oregonian
Oregon Daily Emerald
Eugene Weekly*

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1.3 SIGNATURE PAGE

This page must be completed and included with all proposal submittals.

This proposal is submitted for the acquisition of the property indicated below (select one):

- Combined Properties
- Stadium Parcel Only
- North Lots Only

Proposer acknowledges review of Addenda number (s) _____ through _____

Proposer Acknowledges review of Reference Documents from SD 4J Project Website.

Agreed by:

Legal Name of Proposer: _____

Doing Business As (if applicable) _____

Address: _____

Telephone: _____ FAX: _____

Internet Email Address: _____

Proposer's Signature: _____

Type or Print Officer's Name and Title: _____

1.4 RFP SCHEDULE

<u>Key Action</u>	<u>Scheduled Date</u>
Issuance of RFP	10/1/2010
Property Inspection	11/2/2010
Deadline for Addendum Requests	1/4/2011
Deadline for Addendum	1/11/2011
Proposals Due	2/1/2011
Competitive Range of Proposals (Short List) Forwarded to Board	3/2/2011
Board Evaluation & Potential Interviews	3/2/2011 through 4/6/2011
Anticipated Award	4/20/2011 (Future Action) & 5/4/2011 (Action)

Eugene, Oregon

REQUEST FOR PROPOSALS (RFP)

Title: **ACQUISITION OF THE CIVIC STADIUM PROPERTIES**

Proposals Due: February 1, 2011

2.0 PROPERTY INFORMATION

2.1 INTRODUCTION & OVERVIEW

The Civic Stadium Properties located near East 20th Avenue and Oak Street in Eugene were acquired between 1938 and 1941 by the School District (SD 4J). The property is not needed for educational purposes and has been designated as surplus property since 2002.

The school board of directors (Board) has approved the superintendent's recommendation "to dispose of the Civic Stadium property and marketing the property for sale, long term lease or trade using a Request for Proposal (RFP) process."

The intent of the RFP process is to allow for the broadest range of proposed uses, including potential preservation of the stadium grandstand, and allow the Board to consider more than the financial bottom line when deciding whether to accept a proposal.

2.2 PROPERTY DESCRIPTION

The Property designated as CIVIC STADIUM PROPERTIES includes the land and all structural and site improvements of the following tax lots:

Tax Map 18-03-06-11

Stadium Parcel:

Tax Lot 8505 ---- 9.43 acres---zoned PL (Public Land)

North Lots:

Tax Lot 7900 ---- 0.49 acres---zoned R-2 (Medium Density Residential)

Tax Lot 7901 ---- 0.19 acres---zoned R-2 (Medium Density Residential)

2.3 ACQUISITION OPTIONS

The Proposer may submit a proposal for acquiring the North Lots only, the Stadium Parcel only, or the Combined Properties. The Proposer may submit a proposal for ground lease, or trade of properties, as an alternative to outright purchase.

SD 4J reserves the right to give preference to proposals for acquisition of the Combined Properties and to proposals for outright purchase.

2.4 REFERENCE DOCUMENTS

The following reference documents are available on SD 4J Project Website:
www.4j.lane.edu/civicstadium/documents

- RFP – Acquisition of the Civic Stadium Properties
- Proposed Findings of Fact and Appendices (Findings)*
- Civic Stadium As-Built Drawings
- Civic Stadium Surveys
- Asbestos Information and Survey Report
- Preliminary Title Report

*Proposed Finding of Facts accepted by the Board without modifications on June 16, 2010.

SD 4J makes no representations or warranties with regard to the accuracy of the documents, and shall not be liable to any party for any errors or omissions in such documents.

2.5 PROPERTY INSPECTION

A non-mandatory property site inspection is scheduled for Tuesday November 2, at 10:00 a.m., rain or shine. Inspection meeting will begin at Stadium north entry gate. Proposers may call Larry Massey, District Architect at 541-790-7428 for information regarding the site inspection. Proposers are encouraged to inspect the property.

2.6 PROPERTY ISSUES

The Property And Improvements Are Offered For Acquisition “AS-IS.”

The Revenue proposal must set forth the total payment to be made to SD 4J as compensation for fee ownership of the properties in the “As Is” condition. SD 4J makes no warranties, implied or otherwise, regarding the structural, functional, or environmental condition or viability of the property for proposed uses.

Access Issues with Neighboring Properties

For decades, a number of properties to the west have taken access across the stadium parcel along the Oak Street alignment, projected south from the intersection with 20th Avenue. There is no record of any grant of any access easement, and SD 4J is without knowledge or information sufficient to form a belief as to whether at any time any neighboring owner had permission from the school district, either expressed or implied. According to Oregon case law, publicly owned property is not subject to adverse possession or easements by prescription. Private property owners cannot successfully assert such claims in this situation, in the opinion of the SD 4J. However, alternative access routes for some properties are either problematic or impossible, and SD 4J has had a claim by a neighboring property owner to recognize his legal right to access, based on his claims for adverse possession, prescriptive easement, and equitable estoppel, in 2010. The owner based the claims on his knowledge of his own access from the property onto District property since 1986, when he acquired the property. Resolution of access claims is held in abeyance pending the disposition of the property and the successful Proposer’s plan to address such claims as part of the redevelopment of the site.

Therefore, these access issues should be considered in conjunction with development options and alternatives, particularly with regard to street connectivity issues discussed in the Findings. Because there are a number of potential solutions available to resolve the issue, the future development and/or use of the property and the successful Proposer’s desires will dictate the most appropriate course of action. Since SD 4J recognizes that change in ownership can

potentially highlight the access issue and claims of rights to access by adjacent property owners, SD 4J will coordinate/cooperate with the successful Proposer as needed to clarify the issue.

Utility Easements or Lack Thereof

Existing public utility locations with and without easements, refer to Findings and to Reference Documents – Preliminary Title Report (with attachments)

Environmental Conditions

Underground Fuel Tank removal and Soil Remediation, refer to Findings.

Systems Development Charge Credit

The System Development Charge (SDC) credit that will “travel” with property ownership is provided below. SD 4J continues to work with the City of Eugene to further refine the estimated credit based upon historical records. The estimate provided below is considered to be the minimum credit established at this time.

Transportation.....	\$113,392	
MWMC.....	\$ 35,466	
Parks		\$ 24,483
PFUs and Other	\$ 43,785	
Stormwater	\$ 26,035	
TOTAL ESTIMATED CREDIT.....	\$243,161	

2.7 DUE DILIGENCE

Each Proposer shall be expected to complete, prior to the submission of its proposal, certain due diligence related to the suitability of the Property for the Proposer’s intended use. Specifically, each Proposer shall complete any soils/geological tests, environmental reports, title examinations and property inspections that it deems necessary or desirable. Any expenses incurred by these evaluations will be the sole responsibility of the Proposer.

SD 4J has posted the Preliminary Title Report on the SD 4J Project Website, as well as supplemental information contained in the Findings regarding environmental conditions, easements of record (and lack thereof), etc. (See: Section 2.4 Reference Documents).

No proposal submitted may be conditioned upon the Proposer’s future approval of a due diligence report described above. Proposals may, however, condition their purchase on the satisfactory resolution of a specified problem identified by a due diligence report previously conducted.

3.0 INSTRUCTIONS TO PROPOSERS

3.1 SPECIFIC SUBMITTAL CONTENT & PROPOSAL SCORING

Provide written responses to each of the following issues. Points to be used by the Screening Committee to rank the proposals to establish the competitive range (“short list”) are shown in parenthesis for each category.

3.2 PROPERTY DEVELOPMENT PROPOSAL (0 POINTS)

Describe type of development and specific use(s), timing of project development and compatibility with existing land use regulations. Provide summary of plans for the stadium grandstands and adjacent baseball field.

3.3 REVENUE (50 PTS)Economic Benefit to SD 4J / Total Purchase Price for all Properties Included in the Proposal.

Indicate total cash offer for each property or for combined properties.

Terms of Purchase

Indicate proposed terms of purchase if other than cash sale.

Sale Conditions/Contingencies and Projected Timeline to Resolve

List all proposed conditions/contingencies and projected time to resolve and remove conditions/contingencies from offer.

Development Proposal Follow-through Assurance

By establishing preference points for preservation of the stadium grandstands for continued use as a stadium venue, and further establishing preference points for community benefit, the Board has essentially determined that these categories will be an appropriate potential offset to revenue (direct benefit to SD 4J) and other indirect benefits to SD 4J. If the successful Proposer is selected on the basis of these criteria (grandstand preservation and community benefit of proposed use/development) as an offset to property value, SD 4J will require assurance that the use of the property and/or development will move forward as proposed, or protection from loss of revenue based upon difference in value between proposed development and actual development.

Indicate the mechanism(s) proposed to provide this assurance (e.g. performance bond, deed restriction, reversion clause, etc.), or alternatively, how SD 4J will be compensated if the property is not developed or used as proposed, based upon the difference in property value between the proposed development and actual development. The Proposer must indicate if no assurance or protection as described above is offered.

Requirement for Fundraising, and/or Public Contributions or Incentives

If the proposal is reliant upon future fundraising, capital campaigns, and/or public agency participation by way of direct contributions, incentives, or bond measures, specifically describe the conditions and amount of time projected to accomplish.

3.4 ADDITIONAL BENEFITS TO SD 4J (20 POINTS)

If the property acquisition and proposed development is considered to provide additional benefit (non-financial) to SD 4J, either direct or indirect, describe those benefits in sufficient detail for the screening committee to consider them in evaluating this section. Examples of additional benefits may include, but are not limited to access to the property and improvements for use in support of the district's educational mission, property tax revenue, potential for stabilizing affect on or increase in student enrollment, etc.

3.5 COMMUNITY BENEFIT OF PROPOSED USE (20 POINTS)

Describe the community benefit, if any, which would be provided by the proposed development.

3.6 PRESERVATION OF GRANDSTANDS FOR CONTINUED USE (10 POINTS)

Indicate what specific plans are proposed for the historic Civic Stadium grandstands and adjacent baseball field. If the proposal intends to raze, remove, memorialize, or significantly alter the stadium grandstands or field, describe the approach and process to be used to address the "listing" on the National Register of Historic Places. If the proposal intends to preserve the grandstands, but to alter the field use and space, describe what approach will be used to mitigate or address the inclusion of the field in the "listing" for the stadium.

3.7 PROPOSER QUALIFICATIONS & EXPERIENCE WITH SIMILAR PROJECTS (0 POINTS)

Describe similar projects, Proposer's representative, development description, challenges and solutions. Describe the Proposers financial capability as it relates to the successful completion of the proposed development.

3.8 SUBMITTAL FORMAT

Proposers to submit one (1) clearly marked original proposal and twelve (12) copies of the proposal. Proposals must be in 8-1/2 x 11 paper, portrait format, and typed, minimum font size 11 pt. Include a compact disc or thumb drive with one complete proposal in adobe acrobat (pdf) format.

Submit proposals in three ring binders, containing the following information, tabbed in the order below:

- 1) Copy of RFP
- 2) Cover Letter. Include the following:
 - a) Letter of introduction signed by an authorized principal of the proposing entity;
 - b) Name, address, email address, and phone number of the Proposer (including contact information for each affiliated member if the acquisition team includes more than one entity);
 - c) A brief summary of the proposal, and why the Proposer believes its proposal will best meet the goals of the SD 4J, [as described in Section 4.0 Evaluation & Selection Process and Section 3.0 Instructions to Proposers];
 - d) A statement that, except for the conditions/contingencies stated in response to Section 3.9 Conditions/Contingencies below, the proposal is binding on the Proposer for a period of not less than ninety (90) days.
- 3) Completed Signature Page
- 4) Property Development Description
- 5) Revenue
- 6) Additional Benefits to SD 4J
- 7) Community Benefit of Proposed Use
- 8) Preservation of Grandstands for Continued Use
- 9) Proposer Qualifications & Experience with Similar Projects

All materials must be submitted in a sealed envelope, box, or other wrapping, labeled with the name of the firm and the following title "ACQUISITION OF THE CIVIC STADIUM PROPERTIES" Proposals must be received by Kathi Hernandez, Management Assistant, Facilities Management, Eugene School District 4J, 715 West 4th Avenue, Eugene, OR, 97402, by 2:00 p.m. on February 1, 2011. Late submittals will not be considered.

Proposals may only be delivered via U.S Mail, courier service, or hand delivery. Electronic or facsimile proposals will not be accepted.

3.9 CONDITIONS/CONTINGENCIES

As described in Section 3.8 Submittal Format above, each proposal shall be considered binding, subject only to conditions expressly designated in the proposal. In addition, Section 2.7 Due Diligence limits permissible conditions related to the approval of certain due diligence reports.

The proposal shall expressly note if there are any material conditions on the Proposer's ability to execute a Purchase and Sale Agreement consistent with its proposal. The Proposer shall disclose in detail any such material condition(s).

If conditions to closing are stated, the Proposer shall address with specificity how the Proposer intends to satisfy each condition, and estimate the time period within which each condition will be satisfied (or removed).

All other things being equal, proposals without material conditions will have a significant advantage in the selection process.

3.10 CONFIDENTIALITY

The District is subject to the Oregon Public Records Law (ORS 192.410 to 192.505), which requires the District to disclose all records generated or received in the transaction of District business, except as expressly exempted in ORS 192.501, 192.502, or other applicable law. One example of an exemption that could be relevant is "trade secrets" (ORS 192.501 (2)). The District will not disclose records submitted by a Proposer that are exempt from disclosure under the Public Records Law, subject to the following procedures and limitations.

All pages containing the records requested to be exempt under ORS 192.501, or for which the Proposer seeks an exemption under ORS 192.502, shall be marked "confidential" and segregated in the following manner:

It shall be clearly marked in bulk and on each page of the confidential document. It shall be kept separate from the other RFP documents in a separate envelope or package. Where this specification conflicts with other formatting and response instruction specifications, this specification shall prevail. Where such conflict occurs, the Proposer is instructed to respond with the following: **"Refer to confidential information enclosed."** This statement shall be inserted in the place where the requested information was to have been placed.

Proposers who desire that additional information be treated as confidential must mark those pages as "confidential"; cite a specific statutory basis for the exemption and the reasons why the public interest would be served by the confidentiality (ORS 192.502 (4)). ***Should an RFP be submitted in this manner, no portion of it can be held as confidential unless that portion is segregated in the above manner and meets the above criteria. Neither the entire RFP, nor the summary of property development proposal or revenue to the district shall be marked confidential.***

At the time that the screening committee establishes the Competitive Range of proposals for Board review and consideration, a review of information identified as confidential will be conducted. If disclosure of any such information is determined, at the sole discretion of the District, to be essential to the process, the Proposer will be given the choice to agree to the disclosure of specific information identified, or to withdraw their proposal from further consideration.

Notwithstanding the above procedures, the District reserves the right to disclose information that the District determines, in its sole discretion, is not exempt from disclosure or that the District is

directed to disclose by the District Attorney or a court of competent jurisdiction. Prior to disclosing such information, the District will notify the Proposer.

3.11 DISCLOSURE OF PROPOSALS OR CONTENTS

Notwithstanding Oregon Public Records Law (ORS 192.410 to 192.505), proposals will be opened and evaluated so as to avoid disclosure of contents to competing Proposers during the evaluation and selection process. The District will prepare a list of proposals for disclosure which will include, at a minimum, summary of development proposal and revenue to the district, withholding any information identified as confidential by Proposers consistent with Section 3.10 Confidentiality. Proposals will be made available for public inspection after Board review of the Competitive Range of proposals and Intent to Award is issued.

3.12 QUESTIONS, CLARIFICATIONS, AND ADDENDUM

Potential Proposers are encouraged to ask questions and seek clarification of the RFP process. All questions should be directed to civicrfp@4j.lane.edu. No Proposer may rely on any oral answer or clarification, unless confirmed in writing.

It is the intent of SD 4J to post on the Project Website the answers to questions that SD 4J believes to be of value to other Proposers or might unfairly prejudice other Proposers if not equally provided. However, no Proposer or potential Proposer shall have any cause of action against SD 4J for its failure to provide answers on the Project Website, whether due to negligence, mistake, or otherwise. Specific questions related to Proposer's approach or Proposer's submittal will be answered only to the specific Proposer by e-mail to maintain confidentiality

Potential Proposers may submit a request for a change or amendment to this RFP by submitting the request in writing to civicrfp@4j.lane.edu, by no later than January 4, 2011. Include the reason(s) for the request and the proposed changes to the RFP provisions, terms, or conditions.

All changes to the RFP will be made by addendum which will be posted to the Project Website.

3.13 EXPENSES

SD 4J shall not be liable for any of the costs of any Proposer or selected Proposer in connection with preparing a proposal in response to this RFP, surveys or site investigations, broker's finder fees, broker commissions, negotiating with the District, or otherwise participating in this RFP process.

3.14 ADDITIONAL REQUIREMENTS

Deed Restriction - Limitations of use

Upon transfer of title to the property, SD 4J will place a deed restriction to prohibit the uses that may injure public health, safety, or public morals, including but not limited to adult bookstores, adult magazine sales, adult cinemas or theaters, topless or nude bars or eating establishments, head shops (i.e. shops selling or dealing in drug related paraphernalia), medical marijuana dispensaries, adult shop/sex shops, escort services, online adult services or chat rooms, and adult call centers. This restriction is for the benefit of the Grantor and its successors and assigns.

3.15 OTHER REQUIREMENTS / RESERVATIONS

1. Should the Board modify the method and/or schedule for the selection, then the selection process described in this RFP will be appropriately modified to conform to Board direction.
2. Ratings of individual screening committee members will be based on point scorings. The screening committee may consider individual point scorings, group average scores, individual rankings, or group ranking in developing a committee ranking recommendation.
3. All Proposers are required to comply with Oregon Revised Statutes and District Board Policy. Attention is directed to ORS 244, Government Ethics; ORS 279A and 279B, Public Contracts and Purchasing and State of Oregon Department of Justice Attorney General's Model Public Contract Rules Manual.
4. The District reserves the right to seek clarification of each proposal and, further, the right to negotiate a final contract which is in the best interest of the agency, considering cost effectiveness and the level of Proposer time and effort required for the contract.
5. If a mutually acceptable contract cannot be negotiated SD 4J reserves the right to abandon negotiations with selected Proposer and begin to negotiate with the second highest rated Proposer.
6. SD 4J reserves the right to reject any or all proposals if there is good cause and the right to cancel the solicitation, in whole, or in part, if doing so would be in the SD 4J's best interest.

4.0 EVALUATION AND SELECTION

4.1 EVALUATION AND SELECTION PROCESS

The following process will be used in the evaluation of proposals and selection of the successful Proposer. SD 4J reserves the right to modify the evaluation and selection process and/or schedule as determined by SD 4J to be appropriate or in the best interest of SD 4J.

1. A screening committee consisting of district staff and real property consultant will review and rate the written proposals. Based on the allocation of points as set forth in Section 3.0 Instructions to Proposers, a range of proposals which are deemed to have a reasonable chance of being selected for award (the "Competitive Range"), will be determined. The Competitive Range is expected to consist of no more than three (3) proposals; however, SD 4J reserves the right to expand or reduce the number of proposals to be included in the Competitive Range. SD 4J will notify all Proposers whether or not they have been selected for the Competitive Range (or "short list").
2. The Competitive Range of proposals will be forwarded to the Superintendent and Board for further consideration, review, and evaluation. Competitive Range Proposers may be asked to prepare and present a live presentation of their proposal to be delivered to the Board in Executive Session. The purpose of the live presentations will be to allow the Proposers opportunity to provide supplemental information in order to provide clarification of the proposal contents, as well as to assist the Board in arriving at a decision to ultimately award a contract resulting from this RFP.

3. Each proposal in the Competitive Range will be evaluated by the Board in light of the goals listed below, as well as all other factors set forth in this RFP, including but not limited to Proposer's experience and qualifications, and financial capability. The evaluation by the Board will not be confined by the criteria and the associated allocation of points as set forth in Section 3.0: Instructions to Proposers.

The primary goal of School District 4J is to dispose of the Property for the highest possible revenue. To the extent that it does not materially and adversely affect the primary goal, SD 4J also has the following secondary goals:

To the extent not inconsistent with SD 4J's primary goal, SD 4J would like to sell the property to a Buyer that submits a proposal that provides other (non-monetary) benefit to SD 4J, provides community benefit, is compatible with the surrounding neighborhood and proximity to South Eugene High School, and that potentially preserves the Civic Stadium grandstands for continued use as an assembly venue.

4. SD 4J reserves the right to require a "Best and Final Offer" from Proposers within the Competitive Range. Revisions of the proposals may be permitted after the submission of the proposals and before award for the purpose of obtaining best and final offers.
5. The Board will discuss their deliberations in open session at a regular meeting of the School Board, following their evaluation.
6. All Proposers submitting proposals will be notified by facsimile transmission or e-mail of the proposed intent to award which will be issued prior to the Board meeting where the award is scheduled as a Future Action Item. Protests must be received to the SD 4J Project Website within 72 hours of the notification from the District. The Superintendent, or designee, shall consider all appeals and render a prompt and final decision.
7. Board decision to award will proceed immediately with the Proposer receiving tentative designation of intent to award, and after the protest period.
8. In any instance in which SD 4J determines that impasse has been reached in negotiations with the highest ranked Proposer, SD 4J may terminate negotiations with that Proposer and commence negotiations with the next highest ranked Proposer.

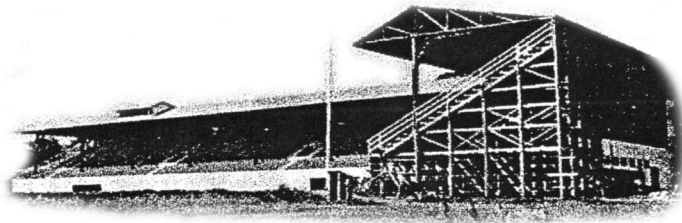
4.2 SOLICITATION PROTEST

Firms interested in formally protesting the terms of this proposal and selection process, and to address any area in which they believe competition is unduly inhibited, may do so by submitting a written signed statement to civicrfp@4j.lane.edu by 4:00 p.m., sixty (60) calendar days prior to Proposal Due Date. No comments or requests for modification will be received or considered after this date and time.

4.3 SELECTION PROTEST

Any firm or individual wishing to protest a Proposer selection may do so by submitting a signed statement in writing to civicrfp@4j.lane.edu within 72 hours after the "Intent to Award" is issued. All Proposers will be notified of Intent to Award.

END OF RFP



SAVE CIVIC STADIUM

BOX 50622 EUGENE OR 97405
SAVECIVICSTADIUM.ORG

Lane County School District No. 4J
Facilities Management
Attn: Kathi Hernandez, Management Assistant
715 West 4th Avenue
Eugene OR 97402

RE: ACQUISITION OF THE CIVIC STADIUM PROPERTIES

To the SD 4J Board of Directors:

Save Civic Stadium (SCS) is a Eugene non-profit dedicated to organizing and leading a community effort to preserve and rehabilitate Eugene's venerable, historic Civic Stadium. In light of its place on the National Register of Historic Places and its decades of serving as a popular community venue, Civic Stadium is held in high esteem by the entire Eugene community and especially the adjacent Friendly area neighborhood.

Our vision is not only to preserve the stadium but also transform the structure into a vibrant community resource and public space that is active year-round—with professional sports, youth sports and recreation, family entertainment, and more. Our enclosed proposal will detail our plans for making this vision a reality as well as providing economic development and new jobs.

We appreciate the opportunity to submit a proposal and the weighted system of evaluation being used by the district. We feel it will identify the proposal that provides the greatest good to the greatest number of people and we believe our proposal will be highly competitive in this regard.

Sincerely,

Ron Crasilneck
President, Save Civic Stadium Board of Directors

Contact information of the proposer

Proposer: Save Civic Stadium, an Oregon 501(c)(3) corporation
P.O. Box 50622
Eugene, Oregon 97405
information@savecivicstadium.org
Board President: Ron Crasilneck
541-344-7151

Brief summary of the proposal

Save Civic Stadium's proposal is a dynamic, professionally developed plan focused on the rehabilitation of the historic stadium and its conversion into a multipurpose venue anchored by a professional soccer team. SCS has conducted a thorough analysis of possible uses and has devised a staged plan for funding and development, including a five-year operating profit-and-loss forecast.

We believe this proposal best meets SD 4J's goals because it not only provides long-term economic benefits to the district and preserves the stadium but also provides over \$20 million in economic development, over 75 full and part-time jobs and much needed indoor recreation space available to our youth throughout the area.

Moreover, it serves the larger community by transforming the site into a vibrant community resource and public space that is active year-round— with professional sports, youth sports and recreation, family entertainment, and more.

Much of this plan is based on an extensive detailed report commissioned by SCS in early 2010. "G2 Strategic," a consulting firm operated by Marshall Glickman, a respected and experienced expert in stadium rehabilitation and sports franchising, provided a plan in May, 2010 which included an architectural overview and drawings by Gensler Architects and detailed construction estimates by Turner Construction.

This plan was based on a similar, successful development effort headed by Glickman for Portland's Civic Stadium (now PGE Park). However, SCS has determined Glickman's original plan essentially called for a Portland/Seattle sized project for a Eugene sized market; accordingly, SCS has taken G2's well researched plan and reconfigured it to a more realistic scale. While the G2 plan called for a \$70 million bond issue, our proposal anticipates no bond measure at all.

Initial funding will be primarily community based. Charitable contributions from businesses and individuals, grants for specific projects plus miscellaneous revenue will fund our first two years of development – in fact, our fundraising has already begun. The project has so much appeal, SCS has been able to collect pledges amounting to over \$50,000 in less than three weeks. After two years the entity's operations are projected to be sustained primarily with surplus revenue.

Capital projects will be funded through a variety of sources. Each portion of the seven capital construction projects will be financed separately based on its specific characteristics. Paid staff experienced in fundraising, managed by a board of directors with specialized skills (grant writers, developers, project managers) and aided by qualified consultants, like Abe Farkas at ECONorthwest, (who has already been involved with the project), will put together a multi-faceted capital acquisition effort. The funds will be generated from sources including: 1) public and private grants, 2) loans, both public and private, 3) disposition of the site acreage not used in the stadium renovation, 4) in-kind materials and services, 5) sponsorships and facilities naming opportunities.

This proposal has the potential to benefit more proposers than just us. The stadium complex will not encompass the entire 10.2 acre site. Therefore SCS will seek to partner with other entities, potentially including other RFP proposers, to develop the remaining acreage in a manner that is compatible with the stadium complex and adjacent neighborhood. It can truly be a win-win for multiple proposers.

We believe this proposal offers the greatest good to the greatest number.

This proposal is binding on Save Civic Stadium for a period of ninety (90) days.

1.3

SIGNATURE PAGE

This page must be completed and included with all proposal submittals.

This proposal is submitted for the acquisition of the property indicated below (select one):

- X Combined Properties
- Stadium Parcel Only
- North Lots Only

Proposer acknowledges review of Addenda number (s) _____ through _____

Proposer Acknowledges review of Reference Documents from SD 4J Project Website.

Agreed by:

Legal Name of Proposer: _____ Save Civic Stadium _____

Doing Business As (if applicable) _____

Address: _____ PO Box 50622, Eugene OR 97405 _____

Telephone: 541-344-7151 FAX: _____

Internet Email Address: _____ information@savecivicstadium.org _____

Proposer's Signature: _____

Type or Print Officer's Name and Title: Ron Crasilneck, SCS Board President



CIVIC STADIUM CONCEPTUAL SITE PLAN

Tab 4 - Property Development Description

SCS proposes to redevelop the site to continue as a sports and entertainment venue, but instead of a facility designed for baseball, it will become a venue for soccer specifically, plus football, lacrosse and other sports using a similarly configured pitch. The existing grandstand will remain along the western long axis (see Conceptual Site Plan.) There are complementary facilities: an indoor field house and restaurant. Though the plan's compatibility with existing land use regulations is not certain, it would seem the intended specific uses outlined below would fall within its present public use classification.

I. Site Development Plan

A. Capital Projects

Project objectives will include the use of green and sustainable design, materials, operating practices and energy use.

1. New East Grandstand

Along the east sideline of the soccer pitch, this will provide approximately 2,000 seats. It will also contain concessions, restrooms, locker rooms, broadcast booths, camera platforms, hospitality seating, press box, and a public concourse.

2. Field Improvements

The existing grass baseball field will be replaced with an artificial turf field meeting United Soccer Leagues (USL) requirements in size. New, improved drainage will be engineered. An electronic scoreboard will be installed, the design of which will allow for the later addition of an HD video board. New field lighting will also be added.

3. Grandstand

The historic grandstand will be renovated to include engineered structural improvements, new seating, and restoration of its original exterior appearance. Landscaping the surrounding area is planned along with construction of restroom facilities.

4. Site Improvement/Parking

The site will be enhanced to provide pedestrian and auto access, parking, a stadium entry, landscaping, and other city code required improvements.

5. Field House

A clear-span multi-purpose indoor sports and recreation facility, this 22,000 square foot structure will be an asset that can be used by the entire community. At present, Eugene has no such facility.

6. Restaurant

At the north end of the soccer pitch, there will be a 5,000 sq. ft., 2-level restaurant/club with a stair-stepped outdoor dining terrace overlooking the north goal.

7. New services building

This 12,000 square foot two story structure will include the box office, kitchen/commissary, cart/kiosk storage and team/venue offices.

B. Remainder of Site

One feature of this proposal is that it is not exclusive to Save Civic Stadium. That is, other entities submitting proposals for this site may be able to achieve their development objectives even if SCS's proposal is selected.

The stadium complex will not occupy the entire 10.2 acre site. SCS's goal is make the remainder available to developers who would like to design and build projects that would complement our goals—to draw the community to the site and make it a fun and vibrant place.

During the capitalization phase, SCS will actively seek developers, especially among those who also submitted proposals, and solicit the purchase of an option to develop the specified unused acreage. Planned usage will be a key criterion. The surrounding neighborhood will be involved in approving the type of development. Developers of student housing have expressed interest and The Eugene Family Y obviously would like to be on the site.

The structure of this partnership could include a ground sublease or subdivision and sale of the property, but particulars would depend on the goals of the partner. Zoning will have to be addressed, as the present classifications may not be suitable.

C. The City as a Partner

The city of Eugene must be a partner in this project, to address issues such as zoning, traffic flow, parking, signage, etc.

The City has already shown support for SCS by providing funds for the original "G2 Strategic" study referenced and allocating staff time to explore options with us as well.

Discussions with the mayor, city manager and city council are ongoing regarding a relationship with SCS if the site is acquired. A council work session to discuss Civic Stadium is scheduled for March 14. SCS is hopeful the city council will pass a resolution supporting our efforts due to the value this project brings in

terms of economic development, job creation, youth fitness and as a valuable resource to the citizens of Eugene.

II. Specific Uses

A. Professional Soccer

Anchoring this project is a new men's professional soccer team. Coaches will be hired, players will be drafted and signed and the renovated, 6,500 seat Civic Stadium will become the team's home.

Discussions are underway with the United Soccer Leagues, LLC (USL) regarding the purchase of a franchise for this area. The USL-PRO is composed of 16 professional soccer teams, primarily located in the eastern United States and Puerto Rico, playing a 24 game schedule. The USL-PRO division is sanctioned by the United States Soccer Federation (USSF) and is considered the top league below Major League Soccer (MLS).

Up until three years ago, the USL had three northwest teams, in Vancouver (British Columbia), Seattle and Portland. Two years ago, the Seattle Sounders moved up to the MLS, and immediately drew the highest attendance in the league. In 2011, both Vancouver and the Portland Timbers will join Seattle in the MLS. Portland's venue, PGE Park, is being renovated as a soccer stadium and season ticket sales have reached 10,000. The USL is understandably very interested in having a Eugene team as part of its ongoing effort to rebuild its northwest presence.

Please see at the end of this section: Letter of interest from Tim Holt, President of the USL and letter of support from Nate Jaqua, professional soccer player and member of the Seattle Sounders.

The cost of a franchise is relatively small (\$150,000) by professional sports team standards, especially considering the high level of play and resale value. A model business plan for operation of the team has been provided to us by the league, including average pay for players and coaches, how to find and sign players, and market and promote the team locally. After extensive analysis of the existing options for league affiliation, we have concluded the USL is the best one to join.

As a market for professional soccer, Eugene is well suited. As noted in G2's analysis, "...Eugene's demographic make-up, market size (277,600 in the Eugene/Springfield market area), lack of professional sports competition (only Eugene Emeralds single-A baseball team), presence of a major university and strong undercurrent of soccer support (Eugene Metros Futbol Club, American Youth Soccer Organization, Kidsports) collectively, will be enough to nurture and sustain an enthusiastic and robust fan base." In addition, soccer in Eugene is sure

to benefit from growing numbers of *futbol* fans in the area with roots in regions of the world where the game is wildly popular.

Attempts will be made to affiliate with the successful Portland Timbers organization, now in the MLS. Opportunities to explore include: player development, marketing, booking, branding, trademarks and exhibition games. G2 has discussed this with the Timbers and the Timbers have indicated serious interest.

Recognizing the importance of creating operating cash flow as soon as possible, the new team will prepare for league play as soon as possible, perhaps even before stadium improvements are complete. Contract use of other area venues, such as the University of Oregon's women's soccer field or local high schools would be sought.

Future considerations include opportunities to bring in other professional teams. USL offers franchises in women's professional soccer (which would be a natural offshoot of the U of O women's soccer program), indoor soccer (which could be played in the field house) and professional lacrosse.

B. Festivals, Community Events, Stage Shows, High School Sports

Civic is an ideal venue for concerts and other stage performances. It can seat approximately 4,500 (2,500 in the east grandstand, 2,000 on the field.) G2 found that in 2010, over 90 live concerts toured in the Northwest. Less than 13 came to Eugene. There is ample opportunity to host these events. Early conversations with The Shedd suggest there is potential for working together on concert programming.

The stadium is also ideal to host outdoor festivals and community events that will benefit the entire community and adjacent neighborhoods. The field will have controlled entries, portable modular staging, power, locker rooms, kitchen, storage and restrooms. There will be no need for set-up /take-down temporary facilities.

Creative promotion can bring in stage events like comedy shows for adults and live shows for kids.

High school sporting events and state tournaments can be proudly brought to Eugene in this venue. The venue would be very attractive for state high school soccer, football and lacrosse championships.

The stadium can also be used for community recreation, like city adult sports leagues.

Neighborhood impact will be considered and there will be a legally binding “Good Neighbor Agreement,” with provisions for limiting the number of concerts annually, an agreeable time that events must end and lights turned off and parking accommodations.

Please see at the end of this section: Letter of support from Friendly Area Neighbors.

C. Field House

This facility will be available for area high schools including nearby South Eugene and local youth sports organizations, including Kidsports, Eugene Metros soccer and other groups providing football, volleyball, lacrosse and baseball. Lane Community College teams could also use it. The professional soccer team will train here. Adult indoor sports, including city leagues in volleyball and basketball can be scheduled. Though not a major revenue producer (since it will be rented “at cost”) it will bring many people to the site and is projected to be used 18 hours a day.

Please see at the end of this section: Letters of support from Bev Smith, executive director of Kidsports, and the leadership of Eugene Metros Futbol Club.

D. Restaurant

The restaurant building will be leased to an experienced operator, who will outfit and operate within guidelines negotiated with SCS. It will include a small conference/private dining room. The lower level will have restrooms and a team retail store. The restaurant will be important to support the sale of premium seating that would be part of club membership packages. The restaurant and its lounge will also serve the indoor field house clientele as a place for parents to wait while their young athletes train, or for recreation after adult league games.



December 14, 2010

Mr. Ron Crasilneck
Save Civic Stadium
2123 Spring Terrace
Eugene, OR 97405

Re: Save Civic Stadium

Mr. Crasilneck,

Thank you for your interest and support of United Soccer Leagues.

For the purpose of a potential USL PRO franchise in Eugene, Ore., USL and Save Civic Stadium have entered into and are conducting formal discussions.

Through our discussions, the focus will remain on this tremendous opportunity for both parties as Eugene has been identified as a primary market of interest for USL. USL has provided the USL PRO business plan to Save Civic Stadium in order to begin the franchising process. Through Save Civic Stadium's efforts to acquire the facility, USL is prepared to continue formal discussions working towards franchise acquisition.

We look forward to our future discussions and working towards a USL PRO franchise in Eugene, Ore. Thank you for your interest and support of United Soccer Leagues.

Respectfully,

Tim Holt
President
United Soccer Leagues





January 20, 2011

Dear School Board Members, District 4J,

My name is Nate Jaqua and I am writing you in support of bringing a USL soccer team to Eugene and Civic Stadium. I grew up playing soccer in Eugene and attended South Eugene High School where some of my fondest memories include playing soccer under the lights at Civic. I graduated as an Axemen, went on to the University of Portland as a student/athlete and have since spent the last 8 years playing professional soccer. I am currently based in the northwest, playing with the Seattle Sounders.

I was contacted by Ron Crasilneck last year and have since met with him and Marshall Glickman as the plan to save Civic and bring a USL franchise to Eugene has grown. While I admit to some initial skepticism, I have come to embrace the idea. I truly believe that a USL soccer team would be positive to the community and ultimately be successful.

I think one of the most important things to understand about soccer in America is the gratefulness that all players, coaches and everyone within a given organization have towards the community that supports them. People within professional soccer understand it's precarious nature and work hard to grow the sport and genuinely connect with the community. Many players coach during their free time and become ingrained within local youth soccer. Also, every organization that I have been with places an emphasis on running charitable events, partnering with charitable organizations and having players personally involved within charities.

In addition to being a positive force within the community, I believe that soccer could succeed as a business venture at Civic Stadium. What has amazed me in my past two seasons in Seattle is the level of fan support and the overall interest soccer has garnered. The culture of the northwest is uniquely suited to embrace soccer. Seattle, with only two years in the MLS, has managed to become the highest attended club in the league with an average attendance above 30,000. Portland has arguably been the most supported team in the USL and with their emergence into MLS this coming year they will likely challenge Seattle's level of support. Eugene, while truly its own place, shares this cultural element that has allowed soccer to thrive in the Northwest and with the energy being created by Seattle and Portland, I believe Eugene has a special opportunity to get involved.

A USL team would add an exciting element to the community and in the process save a piece of Eugene that holds many great memories. I hope that you will join me in supporting this project.

Sincerely,

Nate Jaqua

A handwritten signature in black ink, appearing to read "Nate Jaqua", written over a horizontal line.

FAN



Friendly Area Neighbors Executive Board

January 28, 2011

Honorable board members of the 4J School District,

The Friendly Area Neighborhood Association has voted, without dissent, to endorse the RFP being advanced by the Save Civic Stadium Group. We believe that this is a viable plan and that it best guarantees that this critical multifaceted community resource will remain to enhance the lives of our residents for decades to come. We encourage you to accept this plan, even if the financial perspective seems somewhat less attractive in the short term, because we feel that the stadium's value to the community is more than can be measured solely in dollars and cents. We are very much aware of the financial straits that the school district is attempting to navigate. However, we know that the economy will eventually recover and believe that other solutions must be found for the interim. Selling off that which can never be replaced will tear at the very fabric that binds us together as a community. Please vote to accept the RFP from the Save Civic Stadium Group.

Sincerely,

Carlos Barrera, co-chair
Friendly Area Neighborhood Association



Attention School District 4J Board of Directors:

Feb. 1st, 2011

As the Executive Director of Emerald KIDSPORTS, I am writing on behalf of the organization to support Save Civic Stadium's (SCS) proposal for the 4J School District's 10.2 acre property at the old Civic Stadium site.

Save Civic Stadium's (SCS) proposal speaks to a vibrant and central sports and entertainment hub for the city of Eugene. The proposal details a multi - purpose venue anchored by a professional soccer team with facilities for youth sports, family recreation, and entertainment.

KIDSPORTS enthusiastically supports this proposal as there is great need in our community for open spaces and fields to accommodate all of our children's outdoor team sport activities. And as importantly, the SCS's proposal includes not only the construction of a new soccer field but as well, the construction of a 22,000 square foot multi - purpose indoor sports and recreation facility that can be used by the entire community for multiple sports and training.

Though the need for more outdoor sport fields is high, the need for more indoor practice space is even greater for our indoor sport participants. Current facilities (our schools) are now bursting at the seams in an attempt to meet the needs of our indoor user groups and a field house would alleviate that stress by providing much needed space for youth basketball, volleyball and multi - skill activities.

It is our hope that 4J will seriously consider the SCS's proposal for the Civic Site as not only does it revitalize and rehabilitate of one of our more historic sites in the city, but as well, it provides a vehicle from which to transport a future generation of families and children into an active and thus healthier lifestyle.

If you would like to speak to me further about KIDSPORTS support and enthusiasm for this project, please contact me at any time at the number and address listed below.

Sincerely,

A handwritten signature in black ink, appearing to read "Bev Smith", is written over the typed name.

Bev Smith

Executive Director

KIDSPORTS

2190 Eugene, Or 97405

541 683 2374 ext 109

Emerald KIDSPORTS

2190 Polk Street • Eugene, Oregon 97405 • (541) 683-2374 • Fax (541) 302-9430 • E-mail: info@kidsports.org • www.kidsports.org



Dear Eugene School District 4J Board of Directors,

January 24, 2011

I am writing to support the Save Civic Stadium nonprofit group's proposal to preserve the historic grandstand and transform the facility into a new space for athletic and community events. As the Director of Coaching for Eugene Metro FC, I oversee the area's largest competitive youth soccer club, which currently has over 500 players, ages 8-18. In addition to providing soccer opportunities for area youth, Eugene Metro FC has organized four international "friendly" men's soccer games with clubs from Italy, Mexico, and Germany. These men's games were important fund-raising events for the Eugene Metro FC scholarship program, which provides fee assistance to over 20% of our club's lower income soccer players.

The Save Civic Stadium proposal to bring professional men's soccer to our community is an exciting and feasible vision for the now-vacant property. Each international game Eugene Metro FC organized drew nearly 2000 fans from throughout Lane County to watch these high-level men's soccer games. Our international games attracted a diverse group of families, students, adults and youth who love soccer, and it is not difficult to imagine a re-cast Civic Stadium filled with soccer fans on future summer nights. In the Save Civic Stadium vision, a new community tradition will be born when another generation of fans sits in the old bleachers each season to watch the home soccer team play rival northwest and international club teams.

I am also supportive of the Save Civic Stadium proposal's commitment to include an indoor athletic facility that would be available for a variety of youth and adult uses. Those of us who work throughout the year organizing sports activities are constantly struggling to rent indoor space. Providing more opportunities for youth athletics and recreational activities is a worthy goal for 4J, especially since available land for future athletic facility projects in the central corridor of our community is limited.

In short, the Save Civic Stadium proposal to introduce soccer and include other athletic and recreational activities is the right vision for this community. Preserving the historic stadium and using the facility for professional men's soccer games will provide an exciting, affordable sport venue in the heart of our city. Including indoor space for athletic training contributes to the area's shortage of rentable spaces for youth and adult fitness and athletics. Accepting this group's proposal to lease the property would both demonstrate 4J's commitment to preserving the historic stadium and move toward a financially responsible development project that serves the community well. This group offers a plan that truly offers opportunities for community building, healthy activities, and excitement to our area.

Sincerely,

Jurgen Ruckaberle
Director of Coaching
Eugene Metro FC
www.emfc.org

Tab 5 - Revenue

I. Terms of Purchase

This proposal does not call for an outright property purchase. SCS feels a long-term lease provides greater economic benefit to SD 4J.

SCS hereby offers to lease the entire site, with an option to purchase. The lease period would be 25 years with an option for renewal. The purchase option could be exercised at any time, with written, advance notice. Lease details would be negotiated.

Save Civic Stadium would lease the property in as-is condition. All maintenance, upkeep and renewal would be the responsibility of Save Civic Stadium.

Save Civic Stadium would pay SD 4J \$70,000 in annual rent, the same as the last stadium tenant, the Eugene Emeralds baseball club. Above and beyond this, there would also be an “additional rent” provision, based on the surplus revenue generated by stadium operations, as long as the lease is in force: 15% of net excess revenue would be payable in an annual payment to the leaseholder. Following implementation of capital improvements, forecasts call for excess rent to be generated immediately and to exceed \$100,000 in the first year (see Section 9, five year Profit/Loss Proforma.)

If the purchase option is exercised, the price would be based on a three party appraisal to be conducted three months before execution.

In terms of economic benefit to SD 4J, this proposal is superior to a cash offer as it provides an income stream to the district while maintaining property ownership. The advantage of maintaining property ownership is that the value of the site in today’s economy is predictably low compared to what it should be worth in the future. Therefore putting off sale of the asset - while offloading maintenance costs, earning a regular stream of revenue (plus upside potential for additional rent) and allowing for site renewal - is a superior option. If the lease is not renewed and the purchase option is not exercised by SCS, the property would revert to SD 4J having been maintained and improved.

II. Sale Conditions/Contingencies and Projected Timeline to Resolve

The SCS proposal contains no conditions or contingencies.

III. Development Proposal Follow-through Assurance

Assurances from SCS involving use restrictions (proposed versus actual development) can easily be built into the lease agreement. As to the preservation of the grandstand, since that is a cornerstone of this proposal, Save Civic Stadium gives

enthusiastic assurance that the grandstand will not be removed. Language to that effect will be built into the lease agreement. There will be numerous details that must be negotiated during this process. SCS would be willing to be required to seek owner approval for specified actions, as long as that approval is not unreasonably withheld.

In providing assurance to SD 4J that SCS can move forward as proposed, our chief challenge is fundraising. And though we are confident in our ability to raise necessary funds, a variety of factors will affect our success, some of which can be controlled and others not. For example, expertise and experience in fundraising can be assembled. The SCS board already possesses this (see section 9) and will add more. But uncontrollable factors, including competing capital campaigns, a sluggish economy and the like can be problematic. So while SCS cannot provide assurance or protection or compensation in the event funds cannot be raised, several factors should be considered:

- A. The project has to date proven to be very popular among those exposed to it, increasing the likelihood the public and granting organizations will embrace it. Fundraising for efforts involving our youth have proven to be the most successful.
- B. If the project does not succeed, SD 4J still owns the site, and,
 1. improvements may already be complete, property values will probably have increased over what they are today,
 2. rental revenue will already have been collected and no maintenance or management costs will have been incurred.

The district will still be able to sell the property, hence there will be no lost revenue realized if the property reverts to SD 4J.

IV. Requirement for fundraising and/or public contributions or incentives

A. Development/Pre-opening Costs

To fund the development of this project, it is expected that approximately \$1.2 million will be needed over the first two years. The largest component is personnel costs.

Funds Needed	Year 1	Year 2	Two Year Total
Lease	\$70,000	\$70,000	
Legal	\$25,000	\$25,000	
Site Maintenance	\$15,000	\$15,000	
Research	\$5,000	\$5,000	
USL Franchise Fee		\$235,000	
Personnel	\$130,625	\$337,500	
General/Admin	\$ 45,000	\$50,000	

Funds Needed (cont.)	Year 1	Year 2	Two Year Total
Marketing	\$33,000	\$33,000	
Site plan design	\$50,000	\$50,000	
Total	\$373,625	\$820,500	\$1,194,125

FUNDS NEEDED - DETAIL

Legal (representative list of likely costs)

Year 1

Ground Lease Option Agreements
 Ground Lease Definitive Agreements
 Tenant Lease Option
 RFP Offer Review
 City of Eugene Dev/Op Agreements
 Land Use
 Property Acquisition Agreement (4J)
 USL Franchise review
 Partner Option Agreement

Year 2

Sponsorship Agreement template)
 Membership Agreement (template)
 Naming Opportunity Agree (custom)
 Architectural Services Agree (pre-dev)
 Booking Agreement (template)
 Utilization Agreements (template)
 Construction Management Agreement
 Project Management Agreement
 Legal Reimbursable Expenses
 Trademark & Service Registration

Maintenance

There could be some minor revenue offsets from limited rental income.

Personnel Years 1 & 2	monthly salary	average months of work over 2 years
Executive Director	\$5,000	22
Executive Assistant	\$2,500	21
Project Director	\$4,000	20
Marketing Director/staff	\$5,000	12
Accounting Staff	\$5,000	12
Soccer Team Mgt (includes 25.0% fringe)	\$6,000	6

General/Admin	monthly cost
Travel	\$750
Entertainment	\$150
Accounting/Bookkeeping Fees	\$500
Insurance	\$50
Bank Fees	\$100
Phones	\$150
Recruiting and Training	\$150
Office Equipment	\$500
Supplies & materials	\$200
Office rent	\$750
Misc.	\$200

Site Plan Design	Master Plan	Travel & Expenses
	Comprehensive Bldg Program	Transportation Study
	Conceptual Venue Design	Structural/Engineering
	Cost/Schedule Estimates	Renderings
	Other Design services included in capital costs	
Marketing	Naming Opp Presentation	Sponsorship Presentation
	Website development	Membership Sales Presentation
	Website hosting and related	Printing
	Website content mgmt	Fundraising Materials
USL Franchise	Performance bond	\$50,000
	Franchise fee	\$150,000
	Annual operating fee	\$35,000

The majority of these funds will be generated through tax-deductible charitable contributions. By year two, grant funding will provide a portion. Additional funds will be raised by selling options to site development partners, short term rental fees and the like.

Fundraising has already begun for Year 1, the expenses for which are detailed above. This is a “silent phase” or major gifts effort focused on a limited group. We are proud to announce that we have already raised over \$50,000. This phase will continue until the RFP is awarded and we will keep SD 4J updated on our progress.

Immediately upon approval of our proposal, the public phase of our fundraising campaign will begin. This phase will be launched from the base of public goodwill and support that SCS has garnered over the past three years. We have a groundswell of committed and enthusiastic local supporters and contributors: The list of those who have actively supported saving the stadium totals more than 3,700. This list includes people from the entire local area, north of the river as well as south.

Significant fundraising efforts were never before conducted because stadium development rights did not belong to SCS. Campaigns aimed at our local supporters and the Eugene community at large—plus those in Roseburg, Florence, Bend and other nearby areas—can be successfully launched upon proposal approval.

SCS’s program will also include a team membership campaign. A model for this exists with the Seattle Sounders organization, a Major League Soccer franchise. The Sounders were very successful with this when they moved up from the USL to MLS and now average over 30,000 fans for their home games, the best soccer attendance in the United States.

The program is designed to “...involve the fans in the decision making process of the team,” according to the Sounder’s web site. “Fans will have a say in the direction of the franchise, including a vote on retention or lack of confidence for the general manager every four years” it goes on to say. Joe Roth, majority owner adds, “Members can voice their opinions on a wide variety of issues from team play to game presentation and ultimately to the performance of our management. Although membership groups like this are new to American sports, they are important to world class European soccer clubs like Real Madrid and FC Barcelona.”

Capacity building grants from a variety of sources can provide additional funds as well.

A sample target fundraising chart is shown below:

Silent phase	40 contributors @ average \$10,000	\$400,000
Public phase	5,000 members @ average \$120	\$600,000
Grants	8 grants @ average \$25,000	\$200,000
Misc. including options sold to site development partner		\$50,000
Total		\$1,250,000

The team should be ready to compete by the start of year three and hence the entity will begin generating revenue. (See five-year pro-formas in section 9.)

B. Capital Project Funding

Estimated costs to redevelop the stadium complex are based on preliminary program and site plans developed by Gensler Sports and Entertainment Group and an estimate by Turner Construction. Gensler’s president is Ron Turner, who has led design teams over three decades, including 13 NBA/NHL facilities and the 1970 renovation of Yankee Stadium. In a letter to Glickman last April, after touring the site, Mr. Turner wrote, “Overall, we think rehabilitation of the grandstand, together with additional new buildings that can activate the site year-round, is a very special redevelopment opportunity that can be a model of sustainability, historic preservation and economic success.”

Turner Construction is well known in its field. They were general contractor and construction manager of Portland’s Rose Garden and PGE Park renovation. Terry Shugrue, a Eugene resident, is a Turner project executive and helped formulate the Civic Stadium estimate. KPFF Consulting Engineers of Seattle also examined the grandstand and made recommendations regarding renovation.

The budgeted cost at present for the seven-part project is about \$20 million and will be phased in as funding is secured. Additional design and construction estimates, from local firms, are planned and will further define the exact costs.

Stadium Complex Construction Estimates

	sq. ft.	cost	\$/sq ft
East Grandstand	46	\$4,918,000	\$106.91
Field/scoreboard	105	\$1,800,000	\$17.14
Historic Grandstand	20	\$2,299,875	\$114.99
Field house	22	\$3,222,275	\$146.47
Restaurant	5	\$1,191,300	\$238.26
Services Building	12	\$1,906,707	\$158.89
Site Improvement/parking	75	\$1,156,500	\$15.42
soft costs 25%		\$4,123,664	
Total		\$20,618,321	

Estimates from Turner Construction, April, 2010, based on drawings by Gensler Architects and preliminary program. Additional estimates will be sought.

Fundraising for these capital improvements will begin immediately upon this proposal being selected. Since the project can be broken into seven segments, funding will be conducted separately for each based on its characteristics. For example, the grandstand funding can be based on historical preservation.

The majority of capital will be sought from grants and loans.

Grants from local, state and federal jurisdictions are available for historic preservation, economic development and youth development. Additional funding will be sought from grantors close by like Meyer Memorial Trust, Oregon Community Foundation, Collins Foundation, M. J. Murdock Charitable Trust and Spirit Mountain plus larger, more global ones like Kresge Foundation.

Loans are an important part of the financing mix since they enable immediate construction while seeking donor or grant funds later. State bonding authority makes low interest loans available to non-profits. Unsecured loans from donors will be sought. The project's pro-forma profit/loss budget (section 9) leaves ample funds for debt service. Public financing in the form of a general obligation bond is not now anticipated but could be considered as a last resort and only for a limited portion of the project.

Locally, Pearl Buck Center's recent successful capital campaign is an example of the use of funds borrowed through state bonding authority (the Oregon Facilities Authority.) About \$3 million was borrowed at an attractive interest rate which enabled them to complete site construction and move in while relying on operating cash flow and future contributions to provide for debt service.

In-kind donations will be a significant source of capital, both materials and labor. Major sponsorships and naming opportunities will also be offered. Options or

rights sales to developers or other partners for the unused portion of the site will generate capital as well.

The amount of time necessary to raise this capital and finish construction has not yet been forecast. Once qualified staff have been hired and consultants like EcoNorthwest and Affinity Financing have been retained, as per our plan, detailed timelines will be developed. Nonetheless, putting the full operating plan into place will be dependent upon facilities being available, thus a two to three year window is expected.

A sample funding package target to raise \$20 million might look like this:

25%	grants	\$5.0 million
50%	loans	\$10.0 million
15%	in-kind	\$3.0 million
5%	naming/sponsors	\$1.0 million
5%	site partners	\$1.0 million

Tab 6 - Additional Benefits to SD 4J

Benefits to the district have been listed earlier and include the availability of sports and recreational facilities to SD 4J students. These facilities include a brand new, high quality turf field for field sports. SD 4J student athletes and their families and friends will appreciate games played in this combination of historic and state-of-the-art facilities, especially in tournaments.

In addition, the indoor field house can provide opportunities never before available in district gymnasiums. With schools possibly closing and increased demand, space for indoor sports and recreation is more difficult to find and manage for district students, especially for indoor sports, and for training during our dark, damp winters. The additional facilities offered by a new 22,000 square foot field house in a well-lit location, close to the center of town and available on a bus route will be a valuable resource for the district.

Tab 7 - Community Benefit of Proposed Use

Benefits to the community have also been shown earlier and include:

- I. **Economic development**, with approximately \$20 million in capital construction projects, plus business opportunities for many local companies in concessions, promotion, advertising, etc.
- II. **Job creation**, with 75 or more full and part time new jobs, not to mention jobs created in companies providing services to the entity.
- III. **Indoor space for youth (and adult) sports, fitness, recreation**, with 22,000 square feet of affordable facilities that can be used by the entire community, including youth sports providers and other youth services, adult sports leagues, and activities for people with disabilities.
- IV. **A new exciting, high profile professional sports team** that will energize the entire community, draw spectators (and tourism revenue) from out of town.
- V. **A large, versatile venue for community events**, festivals, state and regional sports tournaments, again adding to tourism revenue.
- VI. **A nodal center** for social gatherings and family entertainment.
- VII. **A broad base of community support** including the enthusiastic support of the surrounding neighborhood. (*see letter of support from Friendly Area Neighbors in Tab 4*)

Tab 8 - Preservation of Grandstands for Continued Use

The Civic Stadium grandstand is worth preserving for its future potential as well as the nostalgia so many feel toward it. Experts examining Civic Stadium agree that it is sound and stands ready for a restoration that captures its amazing hand-made beauty. Depression era, WPA built ballparks are a disappearing treasure. One of the main reasons many of them have been razed is that they were located outside of town and the trend is to use ballparks to revitalize downtowns. Eugene, though, has a genuine historic stadium adjacent to downtown ready to be restored. Is there any use for the ten-acre site that would not be enhanced by the presence of this magnificent grandstand when it is rehabilitated? Of the 3700 people who signed in support of retaining the stadium, many cited the “feel” of the place, the history, the view and more as their reasons. All of these features will be enhanced in a renovated Civic Stadium.

In SCS’s opinion, the proposed change from a baseball stadium to a soccer/football venue will not affect its listing on the “National Register of Historic Places,” since the facility was originally designed and built for football. This renovation will actually restore it to its original design use.

Tab 9 - Proposer Qualifications & Experience with Similar Projects

I. Organization of Save Civic Stadium

SCS is managed by a policy-making board of directors. Directors' names and short biographies are listed below. Due to the uniqueness of this project, please note the experience board members have in projects of a similar nature. The board will be expanding to add even more members with expertise in specific, targeted areas (fundraising, business leadership, property development, for example.)

A paid staff, led by an executive director, and hired for their skill and experience in specialized areas, will operate the entity on a day-to-day basis.

SCS Board of Directors:

- A. Ron Crasilneck, President. Semi-retired businessman. Former owner of a local \$10 million manufacturing company. 25 years in non-profit board management. Board Chair at Pearl Buck Center during recent, successful \$6 million capital campaign. For vitae, www.marmana.com
- B. Jonathan Brandt, Vice President. Owner of Journey Tree Financial Planning and Investments. 18 years in financial planning and investment management. Past board director and president of several community organizations. Experienced in fundraising and capital campaigns.
- C. Tom Halferty, Treasurer. Co-founder of Save Civic Stadium, environmental consultant, 40 years as volunteer in youth programs and neighborhood organizations.
- D. Jim Watson, Secretary. SD 4J and Lane Educational Service District educator, trainer, behavior support coordinator, volunteer in schools and community organizations.
- E. Dennis Hebert, Board Chair. Founder and symbol of Save Civic Stadium, local activist, heartfelt supporter of Eugene's historic heritage.
- F. Joyce Berman. Presently with State of Oregon's Student Assistance Commission. Formerly board chair, executive director and marketing director of Science Factory Children's Museum and Planetarium. Previous work includes leadership in the successful Yes for Schools Campaign, producing \$70 million for Eugene Schools; the successful Eugene Public Library Campaign; the Lane County Children and Youth Summit; and the launch of Eugene's Readin' in the Rain citywide book reading initiative.
- G. Val Hoyle. state legislator, Associate Director for Health, United Way of Lane County.
- H. Alan Beck. 30 years in TV news management, in New York City, Minneapolis and at KEZI in Eugene. Winner of 9 regional Emmy awards, formerly on board of governors for the National Academy of Television Arts and Sciences, past board president of Wildish Theater in Springfield and Associated Press of Oregon. Freelance theater critic for Register Guard and director of local theater productions.

- I. Lisa Raleigh. Director of Development Communications for the College of Arts & Sciences at the University of Oregon. 25 years in communications, as a journalist in Silicon Valley, a section editor for the San Jose Mercury News, a magazine editor for Apple Computer Inc., a grants strategist for Planned Parenthood and a freelance publication and editorial consultant.
- J. Christine Thompson. University of Oregon campus planner. Responsible for staffing the Campus Planning Committee, maintaining and developing campus planning and design policies applying to all campus buildings and landscapes. Managing campus historic preservation planning issues. Ten years of work on many projects ranging from large-scale development to detailed design standards. Eugene Historic Review Board member for eight years.
- K. Patricia Skipper. Fundraising consultant and community volunteer. Formerly marketing director at Tamarack Wellness Center, Past President of City Club of Eugene, Development Director, Willamette Family, Fund Development Director of Wilani Council, Camp Fire U.S.A., Annual Fund Director, Oregon Bach Festival, Assistant Director of Development at University of Oregon School of Architecture and Allied Arts.
- L. Trey Imfeld. Eugene resident since 1988. Educator in the Philippines and now librarian at South Albany High School. Currently vice-president and Board member of the Eugene Gleemen.
- M. Nancy Classen. Eugene native, retired elementary school educator, board member of Friendly Area Neighbors.
- N. Greg Foote. Retired circuit court judge, field announcer for South Eugene High School sports, playwright, actor, retired high school soccer coach.

II. Operating Pro-formas

SCS's financial capability as it relates to the successful completion of the proposed development is directly related to its operating forecasts. As an ongoing business generating surplus revenue, the entity can repay debt, plan to expand its activities and accomplish its previously stated goals.

These profit/loss pro-formas assume reasonable pricing and attendance numbers, many based on industry averages and from similar operations. They are achievable.

Operations are expected to begin in the third year. Hence Operating Year 1 is projected to be Year 3.

SUMMARY (in thousands)

	OpYr 1	OpYr 2	OpYr 3	OpYr 4	OpYr 5
Revenue					
Event Revenue (1)	\$991	\$1,020	\$1,051	\$1,082	\$1,115
Food and Beverage (2)	\$752	\$774	\$797	\$821	\$846
Merchandise (3)	\$53	\$54	\$56	\$57	\$59
Contractual (4)	\$675	\$695	\$716	\$738	\$760
Facility Charge (5)	\$72	\$74	\$76	\$79	\$81
Restaurant Rental \$1.50/sf/mo	\$90	\$90	\$90	\$90	\$90
TOTAL	\$2,632	\$2,708	\$2,786	\$2,867	\$2,951
	OpYr 1	OpYr 2	OpYr 3	OpYr 4	OpYr 5
Expenses					
G&A front office (6)	\$498	\$512	\$528	\$544	\$560
Sales/Mktg (7)	\$270	\$278	\$286	\$295	\$304
Venue Operations (8)	\$1,095	\$1,127	\$1,161	\$1,196	\$1,232
Contingency (9)	\$50	\$52	\$53	\$55	\$56
Net Site Lease (10)	\$30	\$31	\$32	\$33	\$34
Additional Rent (11)	\$90	\$93	\$95	\$98	\$101
TOTAL	\$2,032	\$2,093	\$2,156	\$2,220	\$2,287
10% renewal reserve	\$51	\$52	\$54	\$56	\$57
Net Operating Surplus	\$459	\$525	\$541	\$557	\$573

notes:

- 1. additional potential but non-budgeted revenue includes team sponsored tryouts, camps and clinics*
- 2. no debt service included, though anticipated.*
- 3. personnel costs do not include performance based bonuses that are planned but not budgeted.*

	OpYr 1	OpYr 2	OpYr 3	OpYr 4	OpYr 5
(1) Event Revenue					
Soccer (a)	\$848,000	\$873,440	\$899,643	\$926,632	\$954,431
Concerts (b)	\$60,000	\$61,800	\$63,654	\$65,564	\$67,531
Festivals/Events & Stage Shows	\$62,500	\$64,375	\$66,306	\$68,295	\$70,344
School Events(c) Community	\$10,000	\$10,300	\$10,609	\$10,927	\$11,255
TOTAL	\$990,500	\$1,020,215	\$1,050,821	\$1,082,346	\$1,114,816
(2) Food/Beverage					
Soccer (e)	\$555,250	\$571,908	\$589,065	\$606,737	\$624,939
Concerts	\$78,750	\$81,113	\$83,546	\$86,052	\$88,634
Festivals/Events & Stage Shows	\$56,250	\$57,938	\$59,676	\$61,466	\$63,310
School Events	\$61,250	\$63,088	\$64,980	\$66,930	\$68,937
TOTAL	\$751,500	\$774,045	\$797,266	\$821,184	\$845,820
(3) Merchandise					
Soccer (f)	\$29,475	\$30,359	\$31,270	\$32,208	\$33,174
Concerts/shows	\$15,188	\$15,643	\$16,112	\$16,596	\$17,094
High School events	\$7,875	\$8,111	\$8,355	\$8,605	\$8,863
TOTAL	\$52,538	\$54,114	\$55,737	\$57,409	\$59,131
(4) Contractual					
Club Memberships (g)	\$325,000	\$334,750	\$344,793	\$355,136	\$365,790
Naming Opportunities	\$150,000	\$154,500	\$159,135	\$163,909	\$168,826
Advertisements	\$50,000	\$51,500	\$53,045	\$54,636	\$56,275
Sponsorships	\$50,000	\$51,500	\$53,045	\$54,636	\$56,275
Pourage	\$50,000	\$51,500	\$53,045	\$54,636	\$56,275
Family Deck	\$50,000	\$51,500	\$53,045	\$54,636	\$56,275
TOTAL	\$675,000	\$695,250	\$716,108	\$737,591	\$759,718
(5) \$1 per ticket	\$72,000				
(6) G&A Front Office – annual costs					
Personnel (includes 25% fringe)	\$307,500		President/Exec Dir	\$72,000	
			Project Director	\$48,000	
			Controller & Staff	\$90,000	
			Admin Asst	\$36,000	
Travel/Entertainment	\$25,000				
Insurance	\$65,000				
Bank Fees	\$20,000				
IT consulting	\$7,500				
Dues/Subscrip/Postage	\$7,500				
Printing	\$10,000		tickets, programs, etc.		

(6) G&A Front Office – annual costs (continued)

Accounting/Legal	\$30,000	allowance
Purchased Services	\$25,000	PR, advertising, consultants

(7) Sales/Marketing

Personnel (annual) (including 25% fringe)	\$240,000	Mktg Director	\$60,000
		Customer Service (2)	\$60,000
		Acct Exec-ticket sales	\$36,000
Sales Promotion	\$100,000		
Advertising	\$60,000		
Signage	\$25,000		
Travel & client service	\$30,000	sponsorship sales & client retention	

(8) Venue Expenses**Soccer Team** (from USL franchise services)

Player salaries	\$150,000		
Coaches/staff salaries	\$86,400	head coach	\$48,000
		asst. coach	\$19,200
		trainer	\$19,200
event staff	\$62,500		
fringe (25% of all venue salaries)	\$74,725	part-time event staff	
travel	\$80,000	staff	40
hotel/per diem	\$30,000	hrs/match	5
fees (USL, USSF)	\$45,000	hourly ave	\$13
game ops/entertainmnt	\$10,000	matches	25
broadcast fees	\$10,000		
referees	\$16,000		

Venue Operations

F.T. personnel (including 25% fringe)	\$420,000	Venue GM	\$60,000
		Fieldhouse Mgr	\$36,000
		GameOpsMgr	\$36,000
		Maint. Staff (3)	\$90,000
		Food/Bev Mgr	\$42,000
		Support Staff (3)	\$72,000
Utilities	\$35,000		
Other costs	\$75,000		

(9) Contingency

For misc. and unexpected expenses

(10) Net Site Lease

\$70,000 per year less \$40,000 anticipated sublease on additional site development

(11) Additional Rent based on Surplus

When operations result in excess revenue, 15% will be given to property owner, SD 4J.

(a) Soccer Revenue Worksheet

		Ave Ticket Price	Ave paid Attendance	Revenue
Reg.Season - 12 games				
# premium games	3	\$18	4,000	\$210,000
# weekend prime	5	\$12	3,500	\$210,000
# weekday prime	4	\$7	2,500	\$70,000
TOTAL				\$490,000
Exhibitions & Friendly's - 8 games				
# premiums	4	\$18	4,000	\$288,000
TOTAL				\$358,000

(b) Concert/Festival/Stage Show/Community Event Revenue Worksheet

	event days	ave pd attendance	ticket price	revenue	net revenue
Concerts					
small	4	1,500	\$20	\$120,000	\$12,000
large	4	3,000	\$40	\$480,000	\$48,000
Festivals/Community Events/Stage Shows (Promoter Rents Venue)					
	event days		rent per day	revenue	
	25		\$2,500	\$62,500	

(c) High School Events (Soccer, Football)

playoffs	10	\$1,000	\$10,000
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(d) Community Recreation (Kidsports, EMFC, etc.)

facilities charge for use of field and field house on a per student season basis, like paid to school district - \$1 per student, over three sports seasons.

(e) Food and Beverage Worksheet

Food and Beverage service rights retained for all events except festivals/community events, where venue shares in margin. Industry average used in the chart on the next page for per person revenue.

Food and Beverage Worksheet

	spent per person	margin	num of event days	wtd ave attend	revenue
soccer events	\$10	50%	20	3,275	\$327,500
concerts	\$7	50%	10	2,250	\$78,750
stage shows	\$10	50%	5	2,250	\$56,250
high school events	\$7	50%	10	1,750	\$61,250
fest/com events	\$7	50%	20	2,250	\$31,500
					(10% of gross)
TOTAL					\$555,250

(f) Merchandise Worksheet

rate per person assumes 9% of attendee's spend \$10

soccer events	\$0.90	50%	20	3,275	\$29,475
concerts	\$0.90	50%	10	2,250	\$10,125
stage shows	\$0.90	50%	5	2,250	\$5,063
high school events	\$0.90	50%	10	1,750	\$7,875
TOTAL					\$52,538

(g) Club Memberships

125 pairs of memberships at \$1,500 each per year. Membership benefits include exclusive restaurant access, parking, special events, and more. It does not include tickets.

Conclusion

While Save Civic Stadium may not be a traditional proposer to this type of solicitation, we feel we are the best fit to redevelop the facility because:

- we will be saving a valued historic community asset
- we will be providing opportunities for a cross section of local interests (e.g., youth sports, profession soccer, various events, commercial development that benefits the neighborhood, etc)
- we have a strong base of support already including people that have experience in raising funds from various sources and managing complex undertakings
- we are removing the facility as a 4j liability quickly.