

### Consultant Scope of Work – City of Jackson

The general scope of work is modified to reflect past planning efforts for the repurposing of the city-owned property: Hayes Hotel, 228 W. Michigan Avenue, Jackson.

#### Scope:

For this specific site, the scope of services includes the following components:

1. **Direct Engagement** with League staff, MEDC, and key local stakeholders in the city of Jackson. A hybrid method of remote and in-person engagement is preferred, building upon substantial existing documentation from previous iterations in this redevelopment process.
2. **Consensus Building** by planning and executing hands-on, interactive workshops to engage key stakeholders. Due to the stage of program development and previous local conversations, public engagement will be minimal. The Consultant will use a combination of in-person and remote stakeholder focus group meetings and online platforms to check consensus and build momentum on previously established site goals where they exist.
3. **Delivering Work Products**, including but not limited to:
  - a) **Aerial video and high-resolution** still images of the site. Although we are restricted to a height of 100 ft, due to the proximity of the Jackson Municipal Airport, these images and video will show the site itself and its surroundings.
  - b) **Renderings** of up to 2 alternative conceptual site plans or rehabilitation plans, which may include volumes and elevations compliant with the community's existing code and master plan or stated vision. With the city's stated intention to preserve the building in its current overall building form, the rehabilitation plans will explore opportunities to blend the ground floor building space in with the public realm, including surrounding sidewalks and plazas.
  - c) **Financial & Market Analysis** for each site, reviewing the community's desired development scenario for the site against market conditions through the conduct of market and/or demographic studies appropriate to the scope and scale of each priority site. Of particular importance are rental demand and pricing studies, potential residential absorption rates, and commercial leakage rates. These analyses will advise the League and community on demand, forecasted sales prices, incentives strategies, and overall feasibility of the desired development. Our market analysis will primarily focus on the feasibility of a hotel, residential and office uses, with ancillary ground floor retail and restaurant uses.
  - d) **Estimated Pro Forma**, including estimated construction or rehabilitation costs and a forecasted package of development incentives, with potential inclusion of local corporate contributions.
  - e) **Request for Qualifications (RFQ)** document for use in marketing the priority site, based on the best practices and formatting guidelines set forth by the League and MEDC. Consultant is responsible for providing text and images for the RFQ document, and the MEDC will provide appropriate report templates and branded cover images. All images included in the formatted RFQ must be delivered by the Consultant for use in marketing by MEDC.

**Budget & Timeline:** The League's funding for this scope is obtained through a technical services contract with the Michigan Economic Development Corporation (MEDC). The budget is set at \$30,000 and funds continue until the end of March 2021.

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