

AGENDA ITEM SUMMARY

DATE: 06/22/2011 **DEPT.:** Historic Preservation Commission / Admin **DEPT. HEAD SIGNATURE:** _____

SUBJECT:

Hailey Rodeo Park Interpretive Exhibit
Recommendation of Exhibit Design Firm for Conceptual Design

AUTHORITY: ID Code _____ IAR _____ City Ordinance/Code _____
(IF APPLICABLE)

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

The Hailey Historic Preservation Commission/Rodeo Park Interpretive Exhibit Team issued a Request for Qualifications for interpretive exhibit conceptual design. Nine submissions were received.

The team reviewed and ranked all submissions and then interviewed the three highest ranked firms. The team recommends The Portico Group as the selected firm for the exhibit conceptual design and seeks authorization to enter into contract negotiations for the required services.

The ranking matrices are attached. Copies of the submissions of the three highest ranked firms are included under separate cover.

FISCAL IMPACT / PROJECT FINANCIAL ANALYSIS: Caselle # _____
Budget Line Item # _____ YTD Line Item Balance \$ _____
Estimated Hours Spent to Date: _____ Estimated Completion Date: _____
Staff Contact: _____ Phone # _____

ACKNOWLEDGEMENT BY OTHER AFFECTED CITY DEPARTMENTS: (IF APPLICABLE)

___ City Attorney	___ Clerk / Finance Director	___ Engineer	___ Building
___ Library	___ Planning	___ Fire Dept.	_____
___ Safety Committee	___ P & Z Commission	___ Police	_____
___ Streets	___ Public Works, Parks	___ Mayor	_____

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Motion to authorize city staff to enter into contract negotiations with The Portico Group for the Rodeo Park Interpretive Exhibit Conceptual Design.

ADMINISTRATIVE COMMENTS/APPROVAL:

City Administrator _____ Dept. Head Attend Meeting (circle one) Yes No

ACTION OF THE CITY COUNCIL:

Date _____
City Clerk _____

FOLLOW-UP:

*Ord./Res./Agmt./Order Originals: _____ *Additional/Exceptional Originals to: _____
Copies (all info.): _____ Copies
Instrument # _____

Hailey Rodeo Park
Interpretive Exhibit Conceptual Design

Interviews

Applicant	Florence	Evelyn	Rob	Heather	Tracy	Interview Rank	Rank from Qualifications Review	Final Rank
Formations	3	3	3	3	3 ⁽¹⁵⁾	3	3	3
edx/Logic	2	1	2	2	1 ⁽⁸⁾	2	2	2
The Portico Group	1	2	1	1	2 ⁽⁷⁾	1	1	1

Qualifications Review

**Hailey Rodeo Park
Interpretive Exhibit Conceptual Design**

Applicant	Evelyn	Jenny	Joan	Rob	Florence	Heather	Tracy	SCORE	RANK
Condit Exhibits	7	6	8	5	6	4	3	39	5
Southwest Museum Services	6	5	7	7	5	8	5	43	8
deReus Architects	9	9	2	9	9	9	9	56	9
Formations	4	2	6	3	3	6	6	30	3
CTA	8	8	5	4	7	2	7	41	6
Experience Design	5	7	9	6	1	5	8	41	6
Edx / Logic	1	3	4	1	4	3	4	20	2
The Portico Group	2	1	3	2	2	1	1	12	1
Catapult 3	3	4	1	8	8	7	2	33	4

★

★

★

★ Interviews

**Hailey Rodeo Park
Interpretive Exhibit Conceptual Design**

Flavell

Applicant	Capability to perform the project (max 20)	Relevant project experience (max 20)	Quals. of project team (max 20)	Approach and schedule (max 25)	Interview (max 15)	Comments
Condit Exhibits, Denver	15	15	16	20	66 (6)	Difficult to determine what end product looks like from their conceptual drawings. Interactive experience.
Southwest Museum Services, Texas	20	18	15	17	70 (5)	Would take only 30 days to complete concept design? Seems short.
deReus Architects, Hailey	10	5	10	20	45 (9)	I like the idea of a design "in the round" with space for changing exhibits on both sides. May not work in Rodeo Park space.
Formations, Portland	20	20	12	25	77 (3)	The project examples are exciting and multidimensional, but there are no qualifications given for three of four key people.
CTA, Montana	15	10	15	18	50 (7)	CTA seems heavily weighted on graphic arts and interpretive signs. Not much use of multi dimension.

Applicant	Capability to perform the project (max 20)	Relevant project experience (max 20)	Quals. of project team (max 20)	Approach and schedule (max 25)	Interview (max 15)	Comments
Experience Design, Boston	20	17	20	25	22 (1)	This is a very slick outfit with lots of experience, but I'm concerned about their distance geographically. A large travel footprint and I'm inclined to want to keep the money in our region.
edx / Logic, Seattle	18	15	15	23	71 (4)	Not much experience with interactive.
The Portico Group, Seattle	20	20	18	23	21 (2)	I was impressed with their personal cover letter. It shows that they know the area and understand the concept of Hailey being a specific place. Lots of interactive examples. Concerned about "series of presentations" Could be too much travel.
Catapult 3, Boise	10	10	12	17	49 (0)	Their projects shown here are primarily one dimensional, i.e. display cases, panels, signs.

By Evelyn

Hailey Rodeo Park
Interpretive Exhibit Conceptual Design

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Condit Exhibits	18	15	15	25	73 (X)	Not too impressed w/ exh. samples - some very expensive, they do their own fabrication well though.
Southwest Museum Services	20	20	18 (Hard to read)	20 (No steps or sub)	70 (6)	Cover letter lists rodeo + horse halls of fame so they shd. be qualified. But samples are of large projects - lots of info along wall
deReus Architects	10	5	15	15	45 (9)	These are architects trying to design exhibits. I think I know JOHN Rowland - son of Frank + Sue. Very good arch. - shd be on team
Formations	20	18	18	25	91 (A)	VERY IMPRESSIVE Beautiful exhibits Very Expensive More science oriented?
CTA	18	15	15	25	77 (6)	V. nice design for Champions Park - but not so nice w/ colors or graphics on vest. May be more print or Web oriented

Applicant	Capability to perform the project (max 20)	Relevant project experience (max 20)	Quals. of project team (max 20)	Approach and schedule (max 25)	Interview (max 15)	Comments
Experience Design	20	18	18	25	01 #5	You have to admire their enthusiasm to do horse exh. out west! Nice exhibits - I think we should stay w/ a Western firm.
edx / Logic	20	18	20	25	02 #3 01	I liked this firm - maybe because it is small - but had good projects, reasonable budgets + in their approach they paid attention
The Portico Group	20	20	20	23 (No sched. given)*	02 #4 02	VERY PROFESSIONAL - lots of experience - also garden + outdoor exhibits NO COSTS given - staff is quite qualified
Catapult 3	20	18	20	25	02 #4 03	LOCAL - a plus if they do fabrication in Base. Projects are nice but mostly 2D displays, no dioramas or video - audio

* the Portico Group does say they will present the concept to the public

Tracy

Hailey Rodeo Park
Interpretive Exhibit Conceptual Design

Applicant	Capability to perform the project (max 20)	Relevant project experience (max 20)	Quals. of project team (max 20)	Approach and schedule (max 25)	Interview (max 15)	Comments
Condit Exhibits	16	18	17	17	18 3	
Southwest Museum Services	15	18	18	15	14 5	
deReus Architects	10	10	10	10	10 9	
Formations	18	17	16	14	15 6	
CTA	17	15	17	15	14 7	

Applicant	Capability to perform the project (max 20)	Relevant project experience (max 20)	Quals. of project team (max 20)	Approach and schedule (max 25)	Interview (max 15)	Comments
Experience Design	15	15	17	15	6/21 80	
edx / Logic	16	15	17	19	6/27 4	
The Portico Group	19	18	18	20	7/5 1	
Catapult 3	20	17	17	19	7/9 2	

Heather Dawson

Hailey Rodeo Park Interpretive Exhibit Conceptual Design

6/6/2011

Applicant	Capability to perform the project (max 20)	Relevant project experience (max 20)	Quals. of project team (max 20)	Approach and schedule (max 25)	Interview (max 15)	Comments
Condit Exhibits	15	15	15	16	61 (4)	Established bell-curve with this adequate-in-all areas proposal.
Southwest Museum Services	15	10	15	5	45 (8)	Approach does NOT focus on us.
deReus Architects	13	10	10	10	43 (9)	Small team, no visual experience demonstrated. Nice idea, but assumes it is our idea.
Formations	15	12	15	15	57 (6)	Really like the emphasis on rodeo photos in proposal. Experience shown all in <u>large</u> spaces - what about small space venues? Distance approach.
CTA	15	15	13	20	63 (2)	interactive approach, w/ lots of community involvement

Applicant	Capability to perform the project (max 20)	Relevant project experience (max 20)	Quals. of project team (max 20)	Approach and schedule (max 25)	Interview (max 15)	Comments
Experience Design	16	13	16	15	60 (5)	All museums, no integrative centers shown in exhibits.
edx / Logic	16	14	16	16	62 (3)	Although work shown is in large spaces, proposal addresses the small space challenge / indoor/outdoor. - Distraction.
The Portico Group	17	15	16	20	68 (1)	"Place-based approach" shows in their work exhibits. Extremely diverse project experience shown. <u>Public Process</u>
Catapult 3	15	15	15	10	55 (7)	Experience w/ both mid- and small spaces - Process stands w/client. - NO timeline given -

Tracy Anderson

From: Rob Lonning [ralonning@mac.com]
Sent: Monday, June 06, 2011 4:04 PM
To: Tracy Anderson
Subject: Re: ranking

Rob L.

Tracy,
Here are the point totals that match my rankings:

- edx/Logic = 85 1
- Portico Group = 80 2
- Formations, CTA, Condit Exhibits = 78 3, 4, 5
- Experience Design, Southwest Museum Services = 70 6, 7
- Catapult 3 = 60 8
- deReus Architects = 30 9

Thanks,
Rob

Tracy Anderson

From: JOHN A DAVIES [jdavies2348@msn.com]

Sent: Sunday, June 05, 2011 11:06 PM

To: Tracy Anderson

Subject: Call for Qualifications

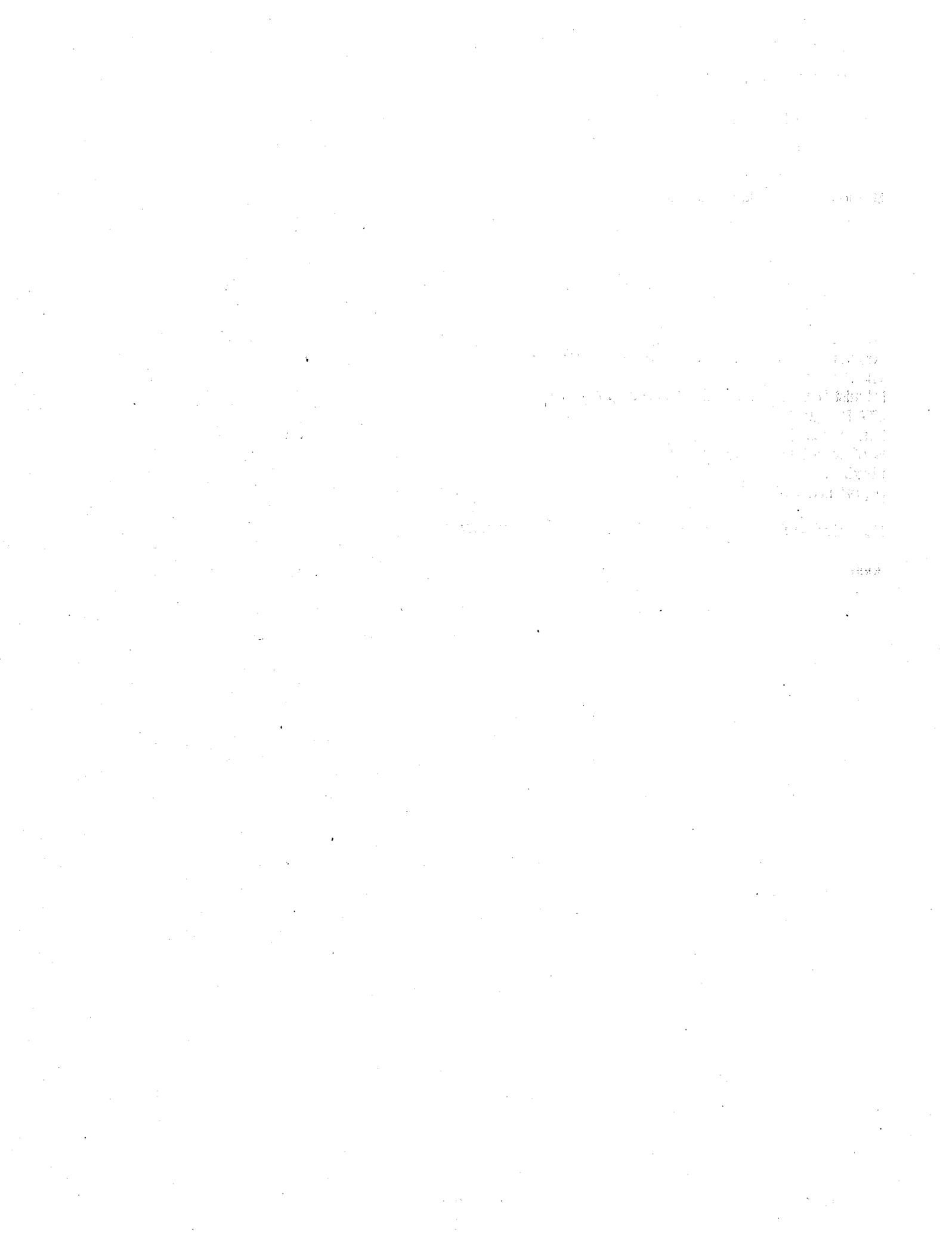
Tracy:

Joan

Catapult3, Inc. 1
deReus Architects--would like a better example. 2
The Portico Group 3
Edquist Davis Exhibits and Logic, Incorporated 4
CTA Design 5
Formations 6
Southwest Museum Services 7
Condit 8
experience design 9

Hope this is what you need. I will be in Boise until Thursday.

Joan



AGENDA ITEM SUMMARY

DATE: June 27, 2011 DEPARTMENT: Community Development

DEPT HEAD: BR

SUBJECT: Participation in the HUD Home Sales Program

AUTHORITY: ID Code _____ IAR _____ City Ordinance/Code _____
(IF APPLICABLE)

BACKGROUND/SUMMARY OF ALTERNATIVES CONSIDERED:

ARCH has requested the city's participation in the HUD 1\$ program which enables local governments to purchase homes for \$1 after they have been foreclosed and gone through the three stages of the HUD Homes sales program. After an FHA home is foreclosed and is an asset on the HUD books, there are three stages HUD undertakes to sell the home.

1. This is the "exclusive" stage in which only owner occupiers, non-profits and local governments may bid on the home. This period lasts 30 days
2. This is the "all bidders" stage in which any person or organization may bid on the home including developers. This period lasts 150 days
3. This is the 1\$ Home period in which ONLY the local government where the home is located may purchase the home for 1\$. This period lasts 10 days.

In order for the local government to purchase the home, they must obtain a "NAID" number. In order to obtain a NAID number, the government must complete a 1111sams and submit a written request to the regional HUD office. This would be an annual submittal should the City want to have the ability to participate in the program. There is no fee for the application. The form required to be submitted is attached.

Homes purchased under this program by the city would be used for affordable housing for residents of Blaine County and be sold as deed restricted affordable housing. Residents served will be low income earning at or below 80% of AMI. The proceeds from these sales would be used by ARCH Community Housing Trust, a CHDO, to develop additional affordable housing in our community. If homes were purchased by the city under this program ARCH would annually prepare for the city to certify, a report for HUD which includes all information on the ultimate property purchaser, the amount of profit generated by the sale and where and how these profits were used to further develop affordable housing. Council would be notified of potential properties that could be bid on under this program in executive session.

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 Staff Contact: _____ Phone # _____
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ACKNOWLEDGEMENT BY OTHER AFFECTED CITY DEPARTMENTS: (IF APPLICABLE)

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> City Administrator | <input type="checkbox"/> Library | <input type="checkbox"/> Safety Committee |
| <input checked="" type="checkbox"/> City Attorney | <input type="checkbox"/> Mayor | <input type="checkbox"/> Streets |
| <input type="checkbox"/> City Clerk | <input type="checkbox"/> Planning | <input type="checkbox"/> Treasurer |
| <input type="checkbox"/> Building | <input type="checkbox"/> Police | _____ |
| <input type="checkbox"/> Engineer | <input type="checkbox"/> Public Works, Parks | _____ |
| <input type="checkbox"/> Fire Dept. | <input type="checkbox"/> P & Z Commission | _____ |

RECOMMENDATION FROM APPLICABLE DEPARTMENT HEAD:

Request approval to submit required HUD paper work to obtain a NAID number.

