



## Recommendation for Action

**File #:** 21-3600, **Agenda Item #:** 39.

12/9/2021

### Posting Language

Authorize negotiation and execution of a contract with Sabre Development, LLC to develop a framework for the cultural districts in the City, for a term of two years for a total contract amount not to exceed \$120,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were no subcontracting opportunities therefore, no subcontracting goals were established. However, the recommended contractor identified subcontracting opportunities).

### Lead Department

Financial Services Department.

### Client Department(s)

Economic Development Department.

### Fiscal Note

Funding is available in the Fiscal Year 2021-2022 Operating Budget of Economic Development Department.

### Purchasing Language:

The Financial Services Department issued a Request for Proposals (RFP) 5500 AVB3001 for these services. The solicitation was issued on June 21, 2021 and it closed on August 3, 2021. Of the four offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=135291)  
<[https://www.austintexas.gov/financeonline/account\\_services/solicitation/solicitation\\_details.cfm?sid=135291](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=135291)>.

### For More Information:

Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Persons: Didi Broniszewski, at 512-974-9382 or [Didi.Broniszewski@austintexas.gov](mailto:Didi.Broniszewski@austintexas.gov) <<mailto:Didi.Broniszewski@austintexas.gov>> or Cyrenthia Ellis, at 512-974-1709 or [Cyrenthia.Ellis@austintexas.gov](mailto:Cyrenthia.Ellis@austintexas.gov) <<mailto:Cyrenthia.Ellis@austintexas.gov>>.

### Additional Backup Information:

The contract will be used to develop a framework for districts in the City of Austin. This framework will serve as a guide inclusive of processes, programs, and policies for creating, retaining, and enhancing districts across the City in an equitable and consistent manner.

As part of the Palm District Master Plan Resolution (No. 20190523-029), Council directed the City Manager to initiate the process for a cultural district designation of the corridor. In response to this resolution, staff provided a memorandum to Council on December 13, 2019, that included a best practice report on district guidelines and criteria as well as priority recommendations for district development. The report notes that Austin does not have a unified policy framework for place-based economic development, specifically designating, managing, or

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sustaining a wide variety of districts. The report recommended the development of a policy framework for district development aligning with national best practices. This contract will address this recommendation by developing a comprehensive district framework.

The framework will build a full typology and place appropriate interventions, requirements, and outcome metrics within that framework, to support district development that may include the following categories: Economic Districts, Entertainment /Live Music Districts, Culture and Arts Districts, Heritage Districts, and Neighborhood Business Districts/Small Business Districts and others as applicable. The contract will recommend programmatic, financial, and regulatory tools to support the preservation and development of districts that reflect Austin's heritage, history, culture, and support vibrant public spaces and strong neighborhood micro-economies.

This is a new contract. Estimated values are based on the provision of deliverables including existing conditions and best practices reviews, targeted stakeholder engagements, process and policy recommendations, and a comprehensive district framework and typology.

An evaluation team with expertise in this area evaluated the offers and scored Sabre Development, LLC as the best to provide these services based on contractor experience, personnel qualifications, management structure, project work plan, price, local preference, and service-disabled veteran business enterprise.

**Strategic Outcome(s):**

Economic Opportunity and Affordability.