



April 13, 2021

Mr. Jared Lustig
Recreation Manager
Parks, Recreation & Cultural Services
City of Valdez
414 W. Hanagita Street
P.O. Box 307
Valdez, AK 99686

Subject: Itemized Budget for Multi-Use Recreation Center/Indoor Recreation Facility Feasibility Study

Dear Mr. Lustig:

Conventions, Sports & Leisure International (“CSL”) and Perkins & Will (“PW”) are pleased to present our detailed itemized budget to the City of Valdez (“City”) to conduct a Multi-Use Recreation Center/Indoor Recreation Facility Feasibility Study.

Our detailed itemized budget is presented in three parts: scope of service, detailed itemized budget, and project schedule. The following presents a summary of our approach:

Scope of Service

Based on our understanding of the project goals and objectives outlined in the Request for Proposal (“RFP”), as well as those communicated in the proposal presentation, we have developed a scope of service detailing the work plan that we believe will provide the City with the necessary information and analysis to assess the feasibility of the proposed Multi-Use Recreation Center/Indoor Recreation Facility. Our project work plan consists of the following components:

Phase I. Market Analysis

- Task 1 – Review of Existing Recreation Offerings
- Task 2 – Demographic & Socioeconomic Profile
- Task 3 – Recreation & Sports Industry Trends
- Task 4 – Comparable Benchmarking
- Task 5 – Potential User Interviews

Phase II. Community Engagement

- Task 1 – One-On-One Interviews (in-person or virtual)
- Task 2 – Public Forums (in-person or virtual)

Phase III. Building Project Assessment & Estimated Utilization

- Task 1 – Estimated Utilization & Building Program Recommendations
- Task 2 – Site Analysis & Identification

Phase IV. Operational, Financial, & Economic Analysis

- Task 1 – Detailed Financial Projections

Detailed Itemized Budget

We are prepared to deliver the scope of services outlined above for \$50,000 inclusive of out-of-pocket expenses incurred in performance of these services such as transportation, lodging, and meals associated with travel related to the project, printing, postage, supplies, and other costs incurred on behalf of the project. The following presents our detailed itemized budget:

Valdez Multi-Use Recreation Center Itemized Project Budget	
Project Component	Total Fees
Phase I. Market Analysis	\$22,500
Phase II. Community Engagement	\$7,500
Phase III. Building Project Assessment & Utilization	\$10,000
Phase IV. Operational, Financial & Economic Analysis	\$10,000
Total Project Budget	\$50,000

The detailed itemized budget presented above includes seven (7), one-person site visits, which could be combined in accordance with travel for the project kick-off meeting, community engagement efforts, presentation of the final report, etc. Our project team will utilize virtual conferencing to supplement in-person visits (or take the place of select in-person visits, pending client preference) to ensure consistent communication and collaboration throughout the engagement.

Project Schedule

The schedule on the following page outlines the expected timing associated with the scope of service presented herein. As shown, we will complete the scope of service within twelve (12) weeks of the contract date.

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	MONTH 1				MONTH 2				MONTH 3				
Project Kick-Off Meeting	■												
Phase I. Market Analysis													
Task 1: Review of Existing Recreation Offerings			M										
Task 2: Demographic & Socioeconomic Profile													
Task 3: Recreation & Sports Industry Trends													
Task 4: Comparable Benchmarking													
Task 5: Potential User Interviews							M						
Update Presentation #1							■						
Phase II. Community Engagement													
Phase III. Building Project Assessment & Estimated Utilization													
Task 1: Estimated Utilization & Building Program Recommendations													
Task 2: Site Analysis & Identification													
Update Presentation #2													
Phase IV. Operational, Financial, & Economic Analysis													
Draft Report Submittal													

■ Potential Site Visit or Virtual Meeting

M Check-In Meeting

We look forward to the opportunity to serve the City of Valdez. If you have any questions regarding our scope of service, detailed itemized budget, or project schedule, please do not hesitate to call me at 214-277-9320 or jlenshardt@cslintl.com or Adam Kerns at 972-571-7323 or akerns@cslintl.com.

Sincerely,



Jay Lenhardt
Principal
CSL International