



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
<b>Total Project Budget</b>	<b>\$50,000</b>

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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April 13, 2021

Page | 3

	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				Planning			Public-Facing					
Phase III. Building Project Assessment & Estimated Utilization												
Task 1: Estimated Utilization & Building Program Recommendations								M				
Task 2: Site Analysis & Identification												
Update Presentation #2												
Phase IV. Operational, Financial, & Economic Analysis											M	
Draft Report Submittal												

 Potential Site Visit or Virtual Meeting

 Check-In Meeting

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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](mailto:jlenshardt@cslintl.com) or Adam Kerns at 972-571-7323 or [akerns@cslintl.com](mailto:akerns@cslintl.com).

Sincerely,



Jay Lenhardt  
Principal  
CSL International