

PRE-PROPOSAL MEETING

March 2, 2023



A CITY OF OPPORTUNITY



Request for Qualifications
& Approach #23-0206

PRE-PROPOSAL MEETING 3/2/23

AGENDA

OPPORTUNITY OVERVIEW

MAYOR DOMENIC SARNO
RICK SULLIVAN, EDC
SEAN DOLAN, MMC
LEO FLORIAN, SECC
TIM SHEEHAN, OPED
TIM BRANGLE, CCS
AMANDA PHAM, SRA

BREAK

SITE / CONTEXT TOUR

MGM TOUR



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SPRINGFIELD | MASSACHUSETTS

SPRINGFIELD REDEVELOPMENT
AUTHORITY



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OPPORTUNITY OVERVIEW

AMANDA PHAM
Executive Director
Springfield Redevelopment
Authority

Introductions



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SPRINGFIELD | MASSACHUSETTS

**SPRINGFIELD REDEVELOPMENT
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OPPORTUNITY OVERVIEW

MAYOR DOMENIC SARNO

City of Springfield

Welcome

Invitation



\$1 Billion MGM Springfield Anchor



\$70 Million MassMutual Garage, Retail & Events Plaza

A CITY OF INVESTMENT

SPRINGFIELD IS ATTRACTING NEARLY \$1.5 BILLION OF DEVELOPMENT

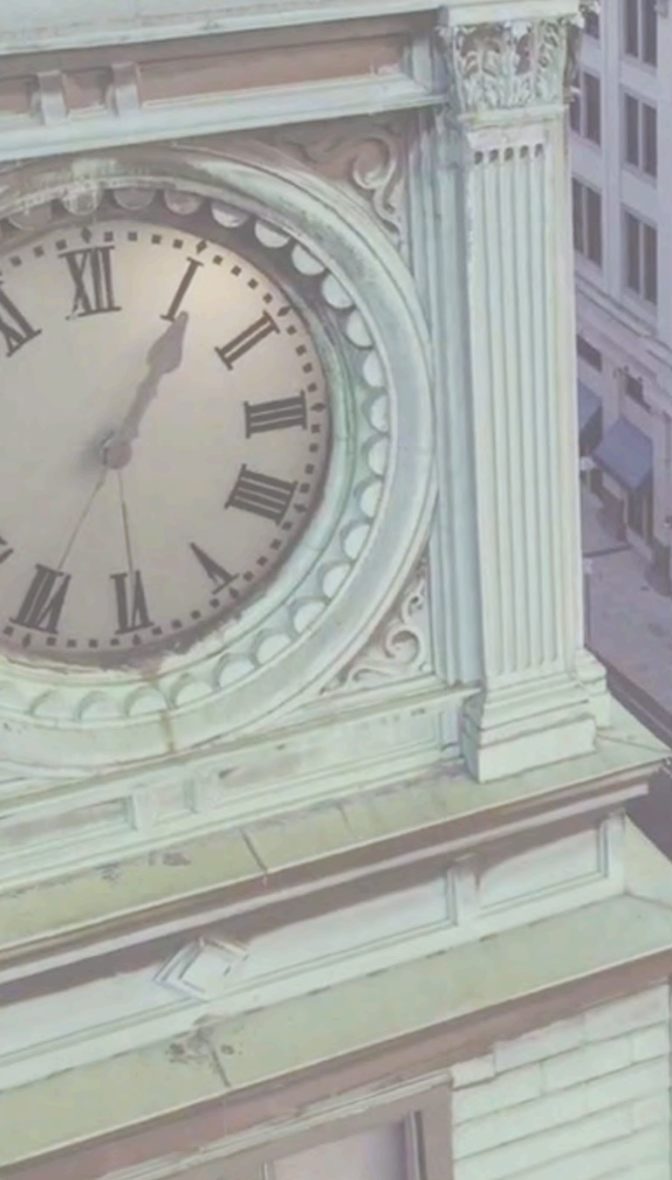


SPRINGFIELD REDEVELOPMENT
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OPPORTUNITY OVERVIEW

RICK SULLIVAN
President & CEO
Western Massachusetts
Economic Development Council

Region Overview



\$1 Billion MGM Springfield Anchor



\$70 Million MassMutual Garage, Retail & Events Plaza

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OPPORTUNITY OVERVIEW

SEAN DOLAN
General Manager
MassMutual Center

MassMutual Center Overview

Regional Attraction & Economic Engine

Reinvestment



A CITY TO SEE

SPRINGFIELD IS A GROWING, DYNAMIC DESTINATION



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MassMutual Center

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OPPORTUNITY OVERVIEW

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General Manager
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MassMutual Center Overview

Regional Attraction
&
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**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**



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OPPORTUNITY OVERVIEW

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Regional Attraction & Economic Engine



**DIVERSE LOCATIONS
UNDER ONE ROOF**



**EVENT DAYS
ANNUALLY**



**ATTENDEES
ANNUALLY**

ECONOMIC IMPACTS OF THE MMC (GROSS)



\$47.1M

**Total
Economic
Impact**



555

**Total
Jobs
Generated**



\$4.4M

**Total
State & Local
Tax Revenues**



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SPRINGFIELD IS A GROWING, DYNAMIC DESTINATION



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2022 Success

Post-Event Surveys

- Our post event surveys from our 2022 clients have averaged:
 - Overall Experience: 4.94 out of 5
 - Likelihood to Return: 9.69 out of 10
 - Likelihood to Recommend: 9.81 out of 10

Sales & Event Success

- In 2022, ~50% of Convention Center business booked was new business
- Sales team broke record for most business booked in a calendar year
- Record breaking numbers for Disney on Ice, Globetrotters, and Monster Trucks
- AHL Springfield Thunderbirds win Eastern Conference Championship

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Upcoming Events

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MassMutual Center

Regional Attraction & Economic Engine

Sales Success – New Groups

- Employers Association of New England – March 2023
- National Energy & Fuels Institute – June 2023
- New England Chapter of the American College of Sports Medicine – October 2023, 2024, 2025, 2026, 2027
- Association of Rural & Small Libraries – September 2024



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Regional Attraction
&
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REALITY CHECK
KEVIN HART
TOUR 2023
APRIL 20
MASSMUTUAL CENTER
GET TICKETS FRIDAY MARCH 3 AT 10AM
AT MASSMUTUALCENTER.COM

MGM SPRINGFIELD

The poster for Kevin Hart's "Reality Check" tour features a black and white photograph of Hart in a white polo shirt, looking thoughtfully at the camera. The text is bold and modern, with the tour name and date prominently displayed. The MGM Springfield logo is also present.

SANTANA
1001 RAINBOWS
2023 TOUR
MGM SPRINGFIELD PRESENTS
MASSMUTUAL CENTER | SUNDAY, AUGUST 6
TICKETS GO ON SALE THIS FRIDAY AT 10AM
SANTANA.COM

The poster for Santana's "1001 Rainbows" tour is vibrant and artistic. It features a central image of Carlos Santana playing an electric guitar, wearing a yellow hat and a colorful patterned shirt. The background is a mix of dark, textured colors with a rainbow-like glow. The text is stylized and colorful, matching the overall aesthetic.

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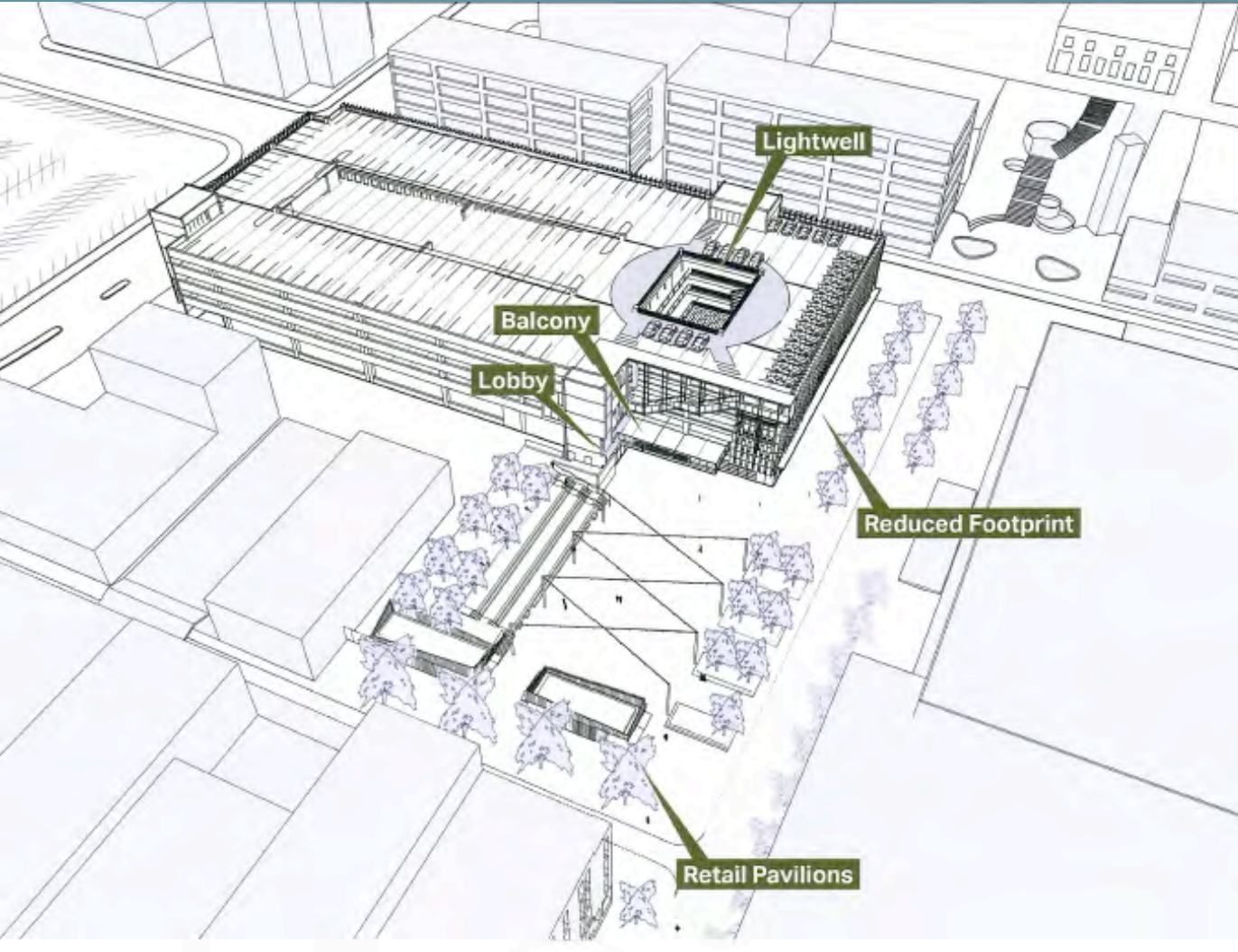
Civic Center Garage

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Reinvestment



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Civic Center Garage



Garage Approach from Market St



State Street Entrance



Current Capital Investments

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OPPORTUNITY OVERVIEW

SEAN DOLAN
General Manager
MassMutual Center

Reinvestment

- Convention Center Carpet Replacement
- 3-Sided Digital Marquee Equipment Upgrades (HVAC Refurbishment & Replacement, Radio Upgrades, etc.)
- Production Room Upgrade
- Concession Stand Upgrade
- Premium Arena Seating



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OPPORTUNITY OVERVIEW

LEO FLORIAN
President
South End Citizen's Council

Neighborhood Overview



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THE IMPLEMENTATION BLUEPRINT



MASTER DEVELOPMENT PLAN

Phase One

MARCH 2021

Prepared by The Chicago Consultants Studio, Inc. on behalf of the City of Springfield MA

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OPPORTUNITY OVERVIEW

TIMOTHY SHEEHAN
Chief Development Officer
Office of Planning & Economic
Development

Proactive Planning

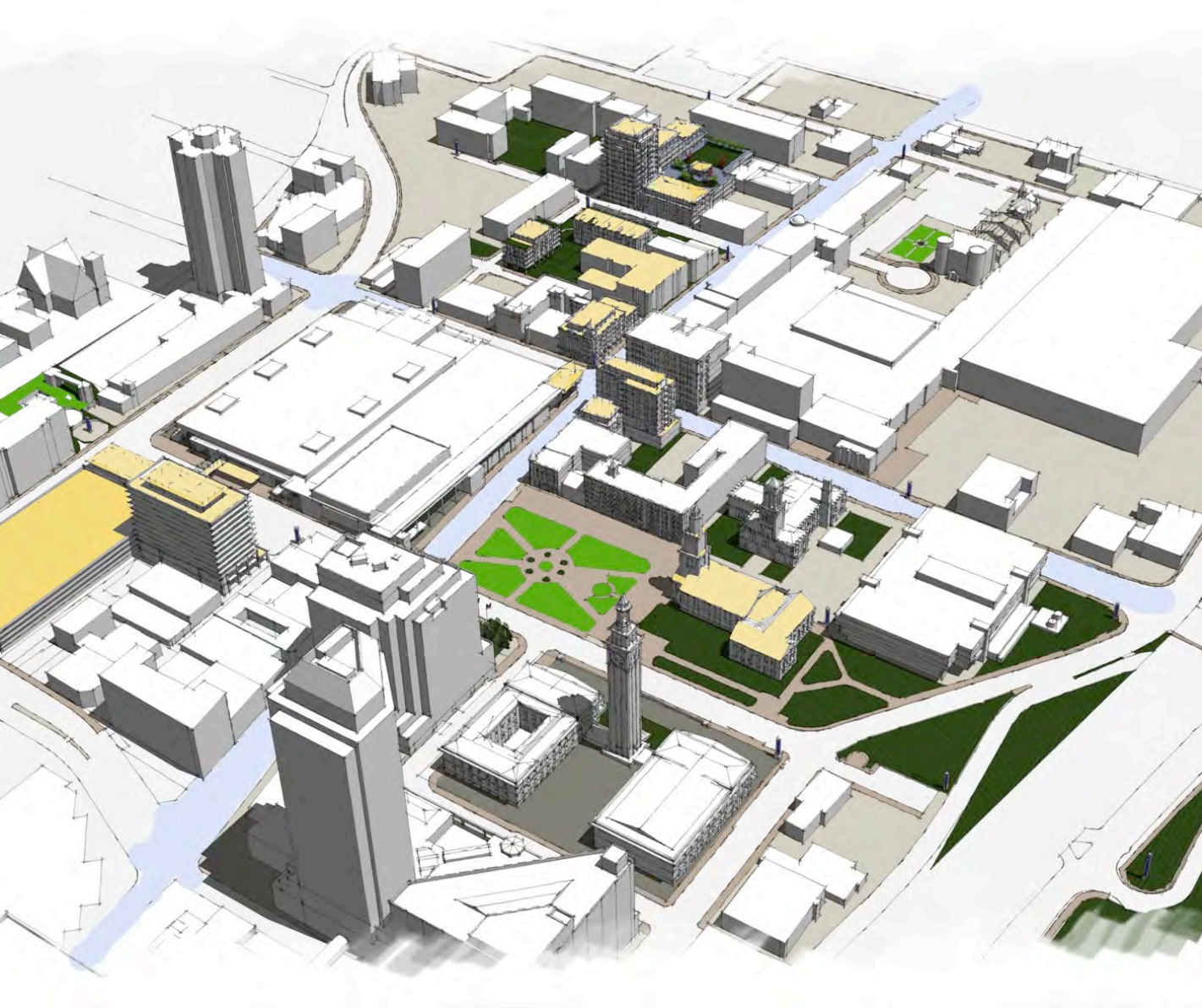
Clarity

Collaboration

Implementation



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TIMOTHY SHEEHAN
Chief Development Officer
Office of Planning & Economic
Development

Clarity



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OPPORTUNITY OVERVIEW

TIM BRANGLE
The Chicago Consultants Studio

Why Springfield?

**Rich Cohesive
District**

Site / Location

**Public / Private
Collaboration &
\$1.5B of Investment**



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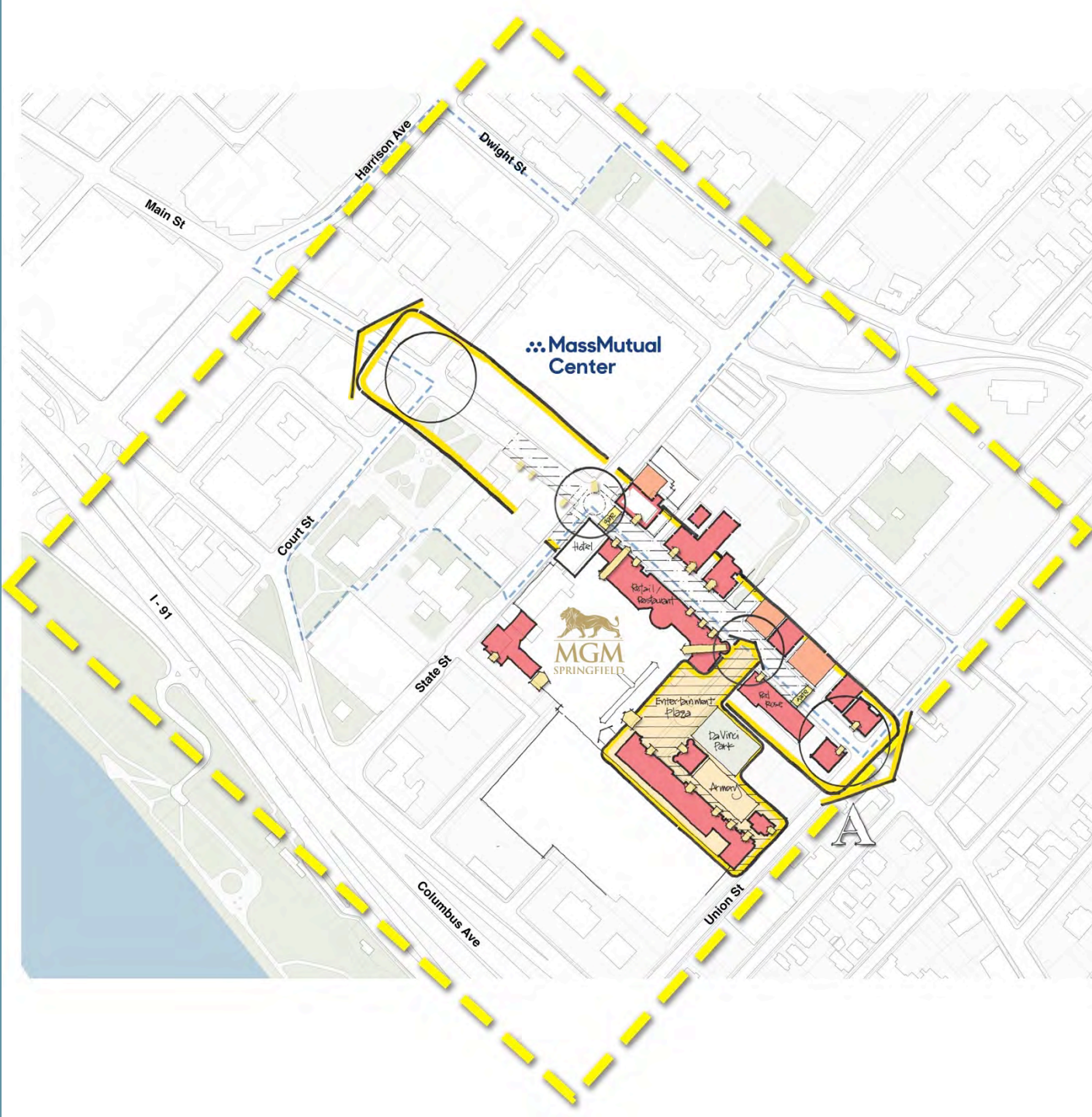
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MAIN STREET &
CONVENTION DISTRICT

Harrison Ave

Pynchon Park

Quadrangle



Dwight St



MassMutual Center

to:
Boston, MA
Albany, NY



Springfield
Symphony
Orchestra

Symphony
Hall

Court St



Court Square
Park



113 State
St.

11-21
Stockbridge

Stockbridge
Court

1155 Main
St.

State St



MGM
SPRINGFIELD

DaVinci
Park

I-91

Riverfront
Park



REGAL

E. Columb

Union St





MassMutual
Center



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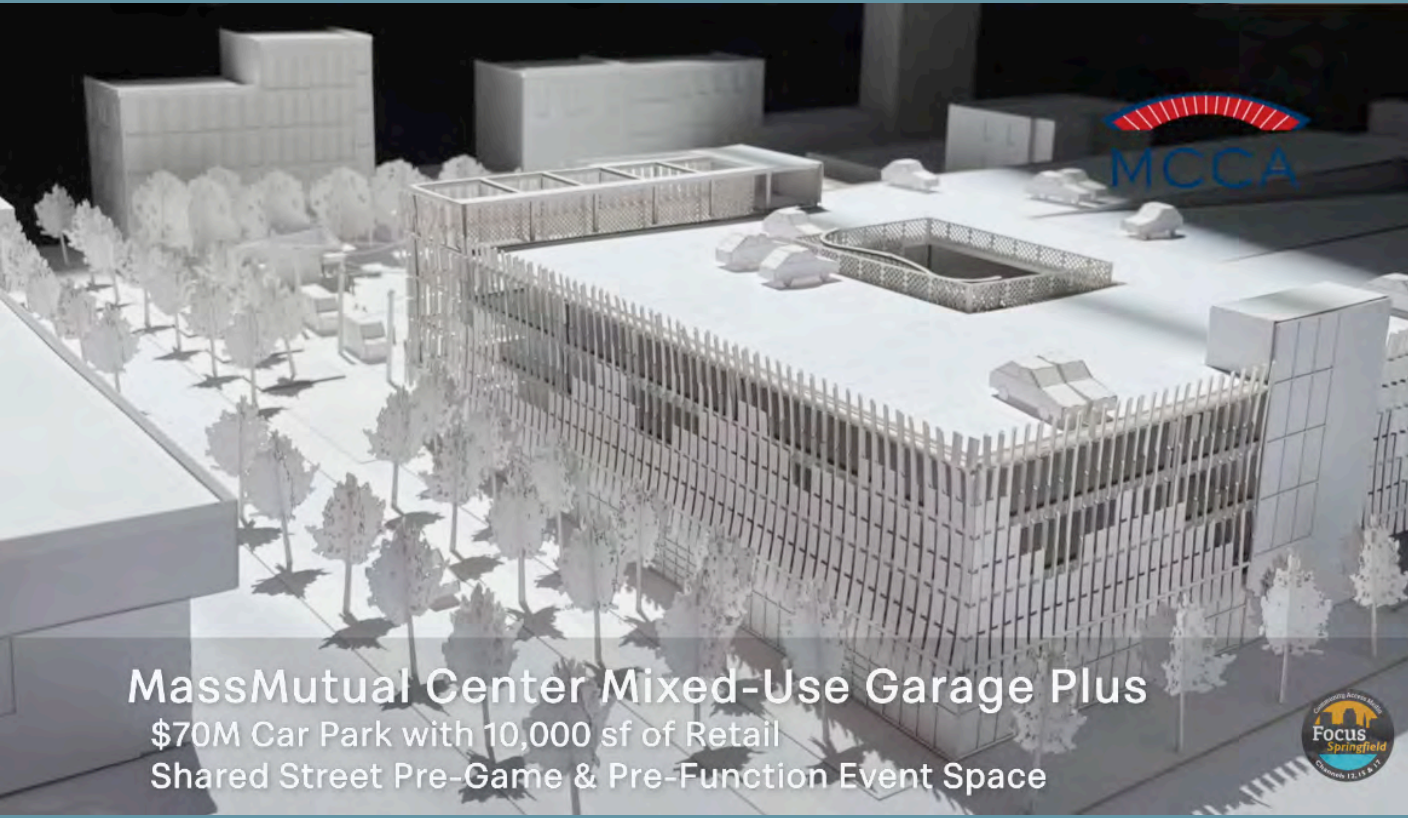
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MassMutual Center Mixed-Use Garage Plus
\$70M Car Park with 10,000 sf of Retail
Shared Street Pre-Game & Pre-Function Event Space



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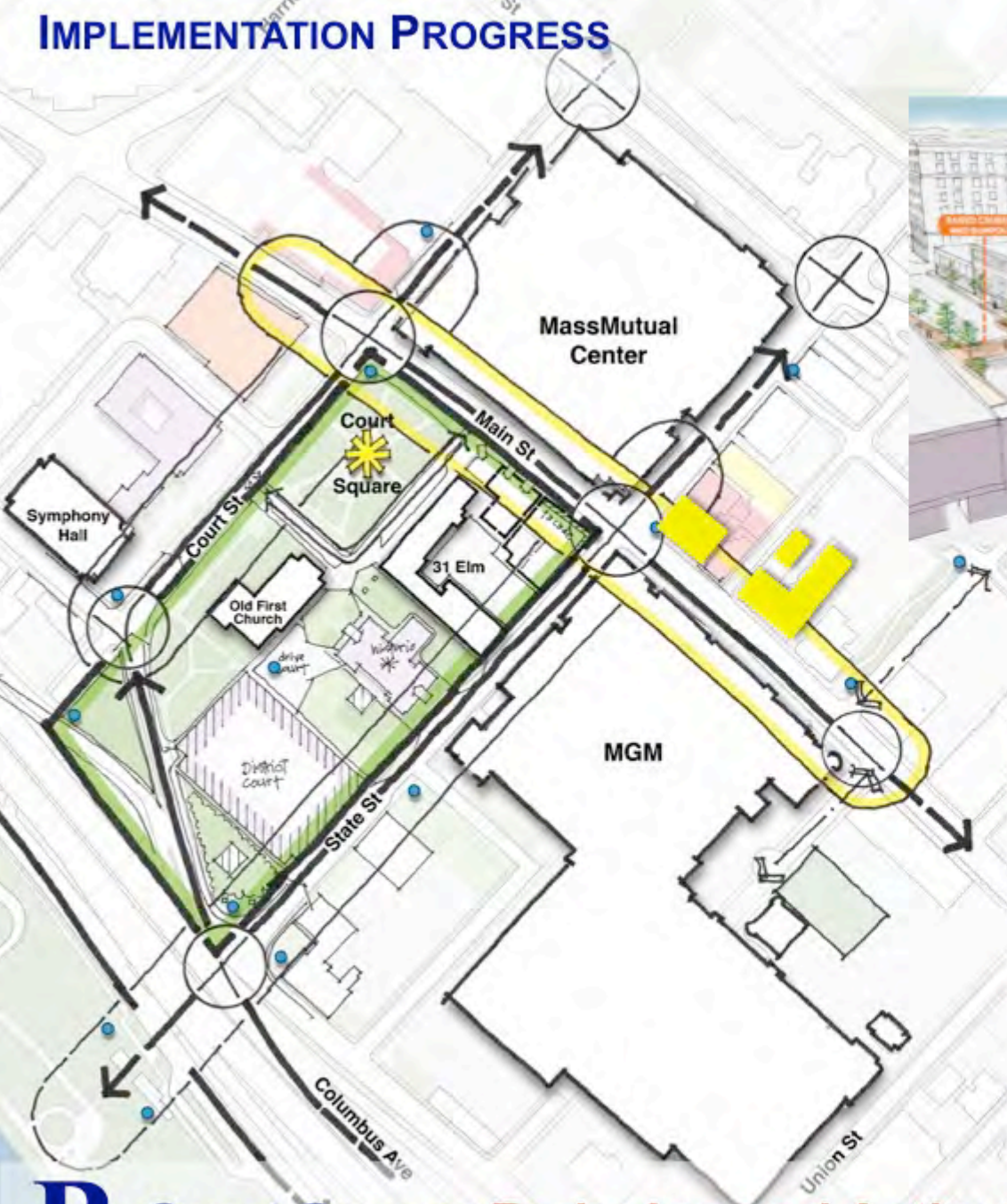
Public / Private
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IMPLEMENTATION PROGRESS



B Court Square Redesign and Activation



WinnCompanies
Development • Residential • Military

OPAL Real Estate Group
commercial real estate services



WinnCompanies
Development | Residential | Military

OPAL Real Estate Group
commercial real estate services

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OPPORTUNITY OVERVIEW

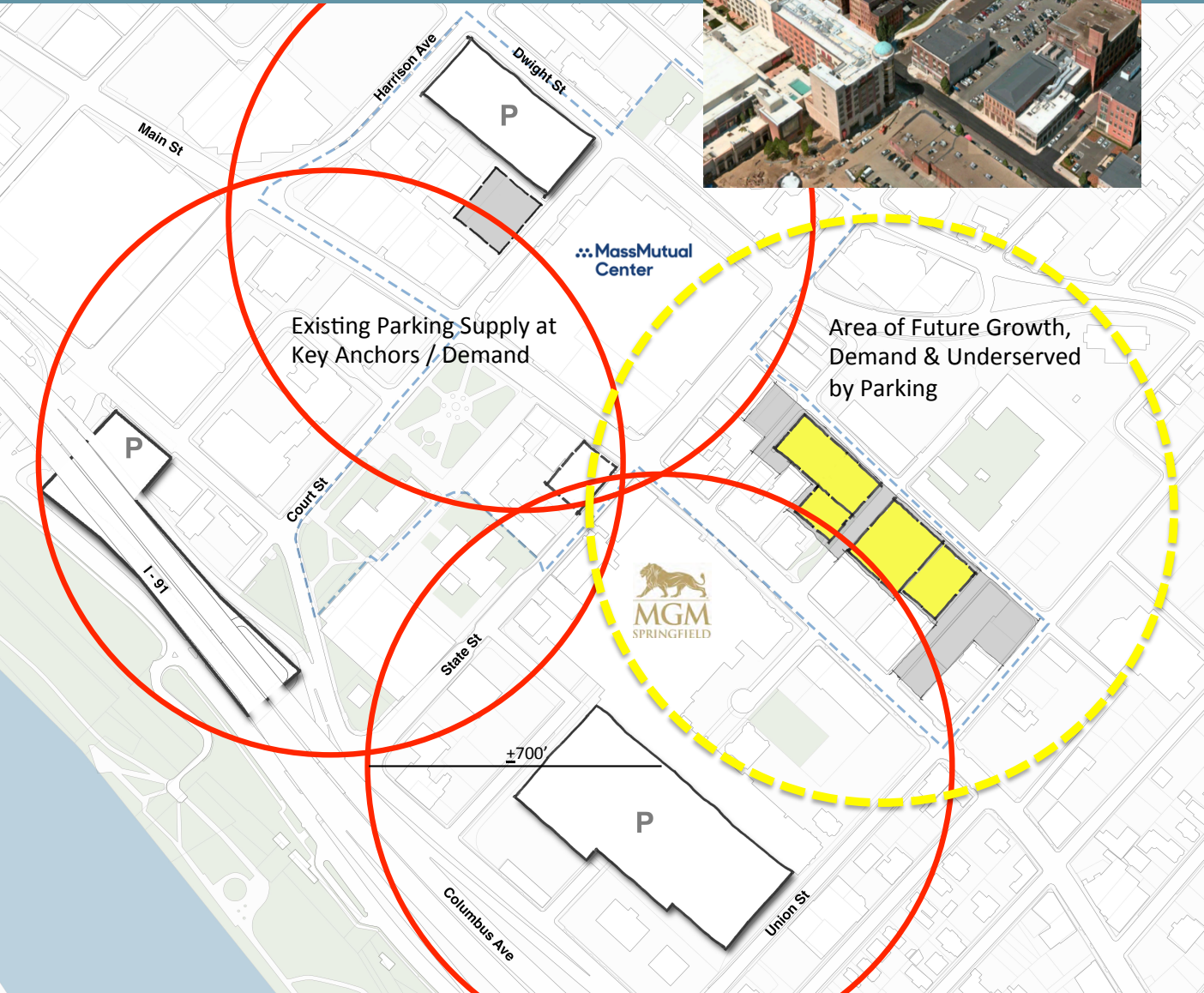
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Why Springfield?

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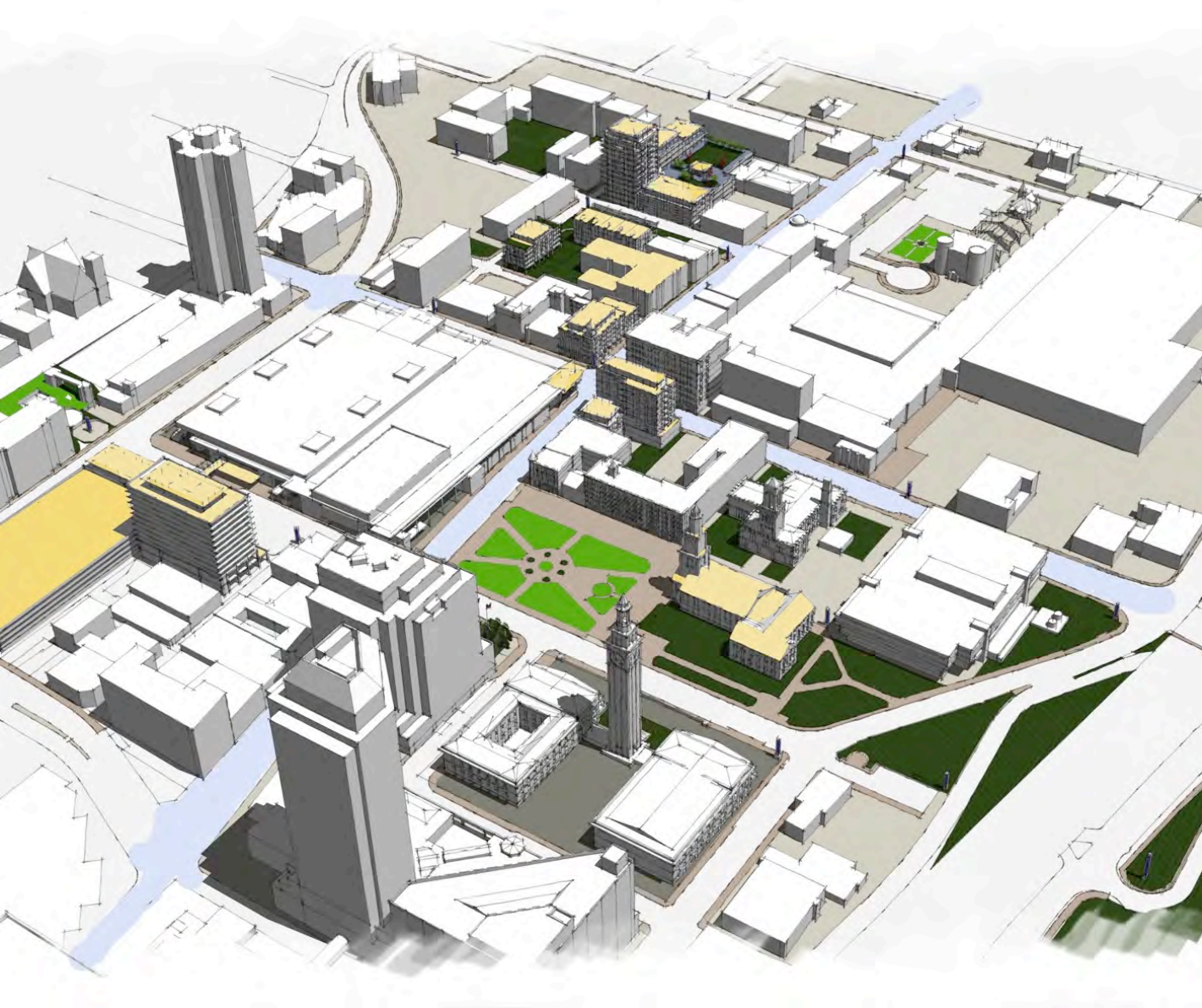
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IMPLEMENTATION



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Court Square Urban Renewal District Plan Amendment 12



Request for Qualifications
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OPPORTUNITY OVERVIEW

AMANDA PHAM
Executive Director
Springfield Redevelopment
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The SRA

The Offering

Process

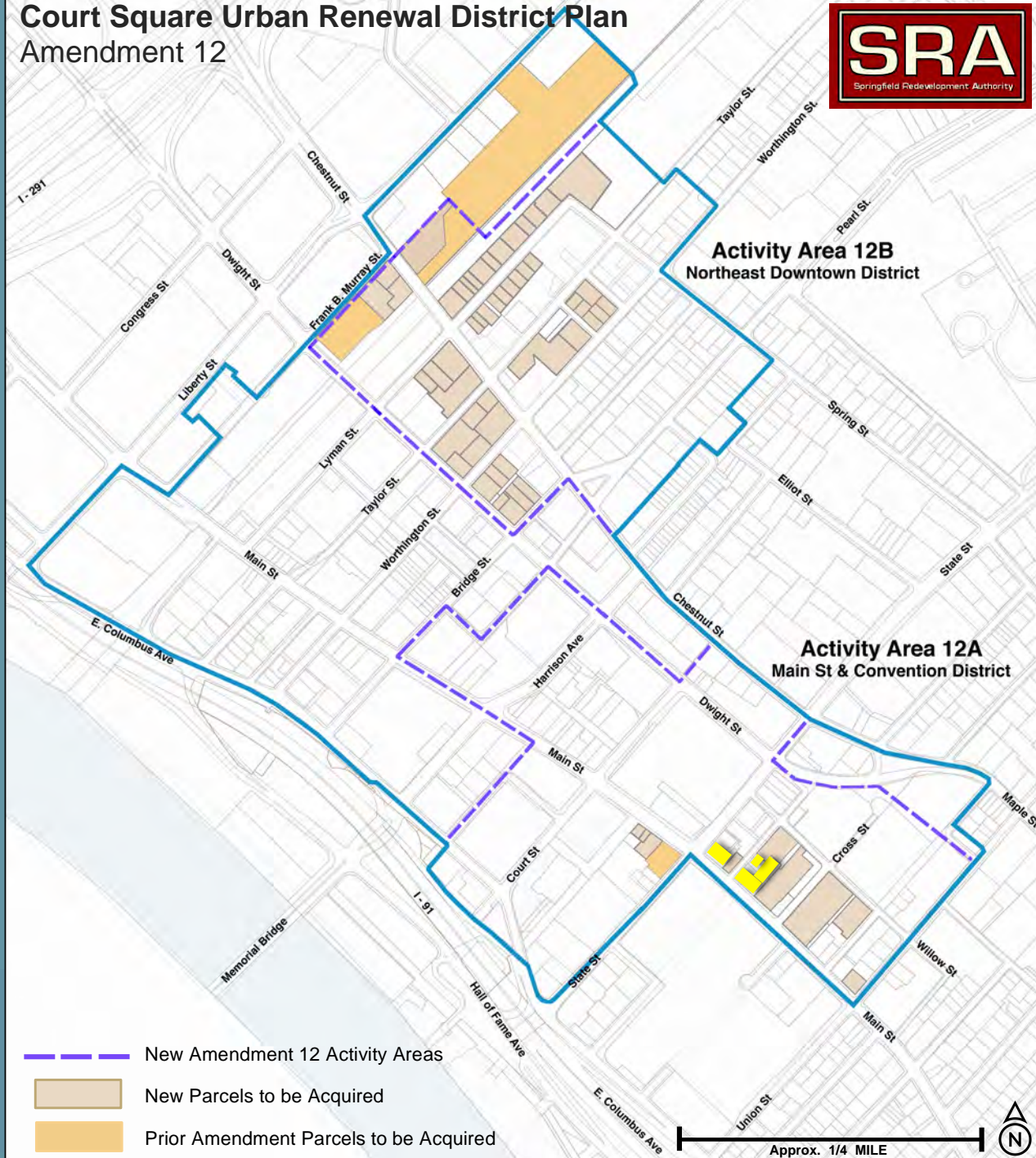
Key Requirements

Priorities

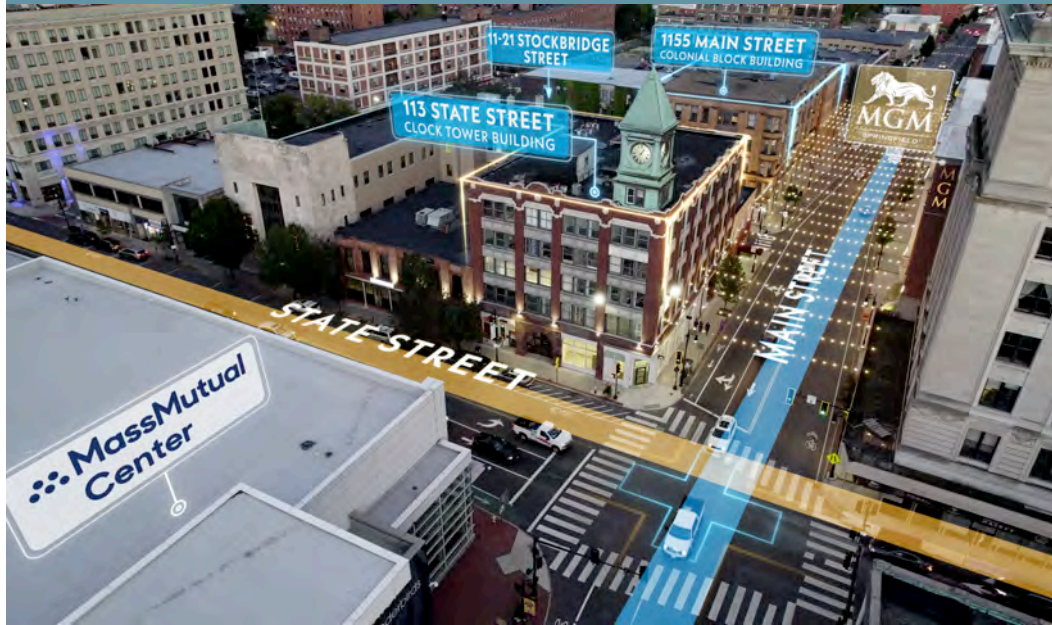
Timing



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REQUEST FOR QUALIFICATIONS & APPROACH #23-0206
MAIN STREET & CONVENTION DISTRICT
Reuse & Redevelopment Opportunities



Advancing Development in Downtown Springfield, MA
PHASE ONE MASTER DEVELOPMENT PLAN IMPLEMENTATION

Three Prime Properties at the Intersection of State Street & Main Street
113 State Street • 1155 Main Street • 11-21 Stockbridge Street

Issued by:
The SPRINGFIELD REDEVELOPMENT AUTHORITY
70 TAPLEY ST.
SPRINGFIELD, MA

RFQ/A SUBMISSION DUE DATE: March 24, 2023



Request for Qualifications
& Approach #23-0206

OPPORTUNITY OVERVIEW

AMANDA PHAM
Executive Director
Springfield Redevelopment
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Three prime opportunities along historic Main Street, at the intersection of State Street adjacent to MGM Springfield and MassMutual Center including:

113 State Street, "Clock Tower Building"

- Iconic 5-story "gateway" building at prime State & Main address
- 46,000 SF gross area with 7,500 SF ground floor retail potential
- 170 linear feet of State & Main frontage

1155 Main Street, "Colonial Block"

- Historic Mixed-use 5-story building
- 82,000 SF gross area with 14,500 SF ground floor
- 120 linear feet of Main Street frontage

11-21 Stockbridge Street

- Contemporary 2-Story brick structure built in 1962
- 8,400 SF gross area with 2,800 SF ground floor
- Steps from Main Street offering unique live/work opportunity

RFQ Proposals Due March 24, 2023



113 State Street "Clock Tower Building"



1155 Main Street "Colonial Block"



11-21 Stockbridge Street

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OPPORTUNITY OVERVIEW

Requirements

Development Team, Qualifications, Experience, Capacity

Preliminary Project Approach, Conceptual Directions

Preliminary Deal Structure, Financial Targets

Financial Capacity

Schedule

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A. PROPOSER'S TEAM, QUALIFICATIONS, RELATED EXPERIENCE, & REFERENCES		
Development Team Composition Quality, depth, and completeness of Development Team and resources to undertake the project and achieve goals, including key personnel roles and expertise, and minority participation		○
Development Team Experience with Similar, Relevant Projects Quality, depth, comprehensiveness, relevance, and successes of Team experience in planning, designing, developing, constructing and selling/leasing projects of similar size, complexity, and uses		○
Quality & Experience of Lead Developer, including as Master Developer The Team leader or prime demonstrates the composition, depth and qualifications in prior successful roles as master developer in similar urban mixed-use development projects and adaptive reuse, including project reference recommendations where applicable		○
Team Dynamics & Experience Working Together Demonstrated team dynamics and work experience on successful development and relationship with the Owner which may include prior government or major institution experience, but such experience is not required		○
Capacity of Master Developer / Development Team to Execute Demonstrated capacity of Developer Team to execute the Project from selection to implementation and management including Team commitments and projection of effort		○
B. PRELIMINARY CONCEPTUAL APPROACH, DIRECTION, PROGRAM & SCHEDULE		
Development Narrative's Responsiveness to Goals and Opportunities The extent to which the proposed development approach comprehends, responds to, and/or advances the City and SRA's goals and objectives for a vibrant urban environment, synergies with MGM Springfield, MMC and surrounding area, and district cohesion		○
Initial Strategies for Implementation Initial strength, comprehensiveness, creativity, and viability of Development team's strategy to advance the project from selection, design, approvals, construction, leasing and management		○
Conceptual Plan/Approach Creativity, Viability & Maximization of Potential Quality, creativity and viability of Proposer's preliminary concepts, program/uses, urban/architectural response and enhancements that leverage maximum potentials from Properties, historic reuse, adjacencies, project forward		○
Vibrant Mixed Use Development Responsive to Environment The extent to which the proposed mix of uses contributes to a vibrant urban environment, works in synergy with the MGM Springfield, MMC and surrounding area, and takes advantage of the current and future markets presented by the emerging District, and the surrounding area		○
Preliminary Process Timeline and Key Milestone Viability and clarity of projected timing of key steps, milestones and approvals to move project forward in an efficient and timely manner		○
Overall Duration and Expediency of Project Proven ability and commitment to deliver the project in the most expitious and efficient timeframe		○
C. INITIAL DEAL STRUCTURE, OWNERSHIP STRUCTURE, FINANCIAL CAPACITY & COMMITMENTS		
Proposed Project Deal Structure The extent to which the proposed deal structure is realistic, creative, resourceful, and viable to ensure desired "returns" to the City/SRA (from financial targets, to community/social benefits, to job generation, to minority participation)		○
Project Return & Impacts For deals anticipating public sector funding, subsidy, and or other assistance, the extent to which the proposal identifies clear need, justification and the related impact, value and enhancement accruing to the project, the District, the City, and/or Community		○
Preliminary Ownership Structure Demonstrated ability of proposed legal structure of Development entity and Ownership team to execute a deal and implement project based on experience, resources and references provided		○
Ownership Composition Clarity and comprehensiveness of Ownership team composition, roles, responsibilities and ownership percentages, including minority participation, if any		○
Financial Capacity to Secure Funding Proven ability and financial strength of lead Developer and equity partners, based on current capacity in addition to past performance and firm financials, to secure necessary funding for urban, mixed-use projects of similar size, scale and scope including any letters of commitment or capacity from lending institutions		○
Financial Success on Similar Projects Lead Developer's demonstrated financial success as prime on developments of similar size, scale, scope, and complexity		○
Funding Strategy & Experience in Public Sector Funding if applicable Preliminary equity and debt percentages, sources and uses, and public subsidies, if any, including success in public sector funding through local, state and/or federal grants, tax credits, or related programs		○
Legal Actions, Inquiries or Investigations History of Development Team key members to deliver projects generally free of legal disputes arising from neglect, defaults, foreclosures, malpractice, bankruptcy, liens or other potential negative impacts to project successful implementation and operation		○
D. MBE / WBE, LOCAL HIRING & SUSTAINABILITY GOALS		
Commitment to Diversity Initial commitment to meet SRA's mission for minority participation in all facets of the project and local hiring		○
Initial MBE/WBE Strategy Clarity and comprehensiveness of Proposer's strategies to achieve those goals		○
Commitment to Local Hiring Initial commitment to hiring locally where possible to support area workforce and economy		○
Sustainability Approach Proposer's initial goals and approach to sustainability across the project		○

OPPORTUNITY OVERVIEW

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The SRA

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ANTICIPATED TIMING

Part One: RFQ/A Issuance	February 13, 2023
Pre-Proposal Meeting / Site Tour	March 2, 2023
Question / Clarifications Deadline	March 10, 2023 4pm
RFQ/A Due Date	March 24, 2023 2pm
Review & Shortlist Selection	March 31, 2023
RFP Issuance / Process	April-May, 2023
RFP Due Date	June 2, 2023 2pm
Developer Selection/Negotiation	June/July, 2023
Land Disposition Agreement	July/August, 2023
Purchase/Lease Agreement	TBD, 2023

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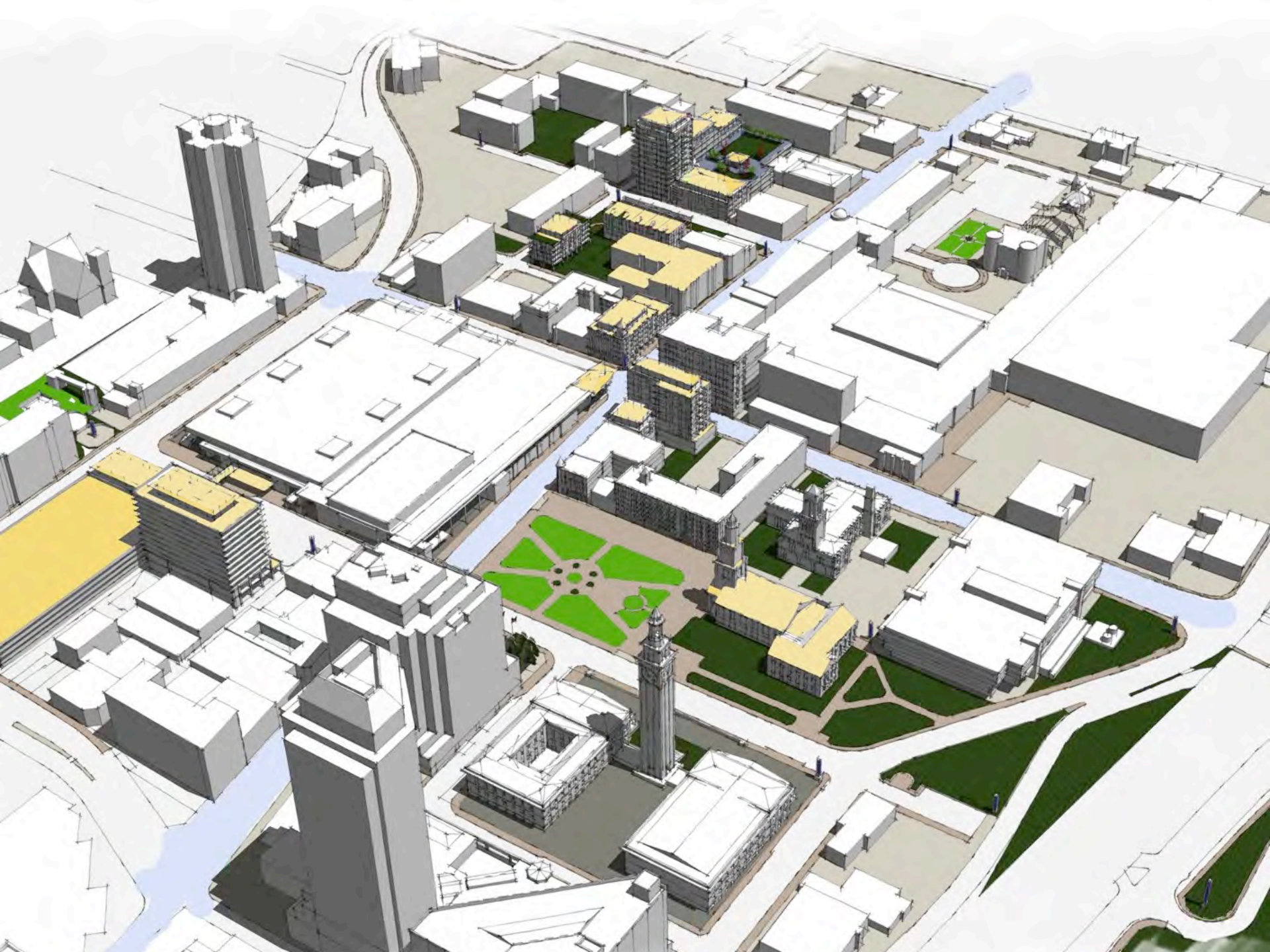
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assMutual Center
f the Springfield Thunderbirds



MGM







SPRINGFIELD MASSACHUSETTS

CITY OF OPPORTUNITY