



July 2011

CITY OF CAMARILLO
601 Carmen Drive
Camarillo California 93010

Request for Qualifications Hotel Conference Center

"Las Personas Son La Ciudad: The People Are The City"

The Opportunity:

The City of Camarillo and Community Development Commission ("City/CDC") are requesting Statement of Qualifications from a limited group of firms and individuals.

The City/CDC owns two parcels just west of the Ventura Freeway US 101 at the Las Posas Road interchange ("Site"). The 12-acre Site is visible from the 101 Freeway. The City/CDC desires to facilitate development of a full-service, Four-Star hotel with conference and banquet facilities to address the deficiency of conference hotels. The City/CDC is seeking an approximately 200-room hotel with 12,000 square feet of conference/banquet facilities to accommodate 500 guests.



About the City:

Located in the heart of Ventura County, Camarillo is 15 minutes from the Pacific Ocean and one hour from downtown Los Angeles (see figure 1). The Site (see figure 2) is located in Ventura County's Technology Corridor and is minutes away from:

- Shopping (The Promenade / Camarillo Premium Outlets - Ventura County's #1 Tourist Destination);
- University (California State University Channel Islands);
- Transportation (Camarillo Airport, Hwys 101 & 1, Camarillo Train Station - Amtrak, Metrolink);
- Recreation (4-18-Hole Private and Public Golf Courses); and
- Employment and businesses.



Figure 1 - Regional Site Map



Figure 2 - Site Map



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The Development Palette

Technology Corridor industries in western Ventura County have stated that there is a deficiency of local hotels that can accommodate large conferences and banquets. To address this need, the City/CDC acquired the Site to facilitate a full-service conference hotel development with at least a Four Star rating. An ERA (AECOM) market study indicates that there is increasing demand for a new 200 room hotel with a 12,000 square foot conference/banquet facility to accommodate 500 guests. The City/CDC is interested in the development of a hotel accommodating these requirements.

The Site is available for hotel, conference center, and retail uses. The remaining required actions include processing a Mitigated Negative Declaration and Planned Development Permit. All arterial roadways will be improved by the City/CDC to their ultimate design requirements to accommodate anticipated traffic demand. All required backbone utility infrastructure (water, sewer, electric, telephone, and cable TV) is already in place. The City/CDC is willing to work with the selected development entity to cover or alter the existing concrete channel running through the site.

The Site is located within the City's Heritage Zone. The Heritage Zone is intended to provide those travelling along the 101 Freeway a snapshot of the character of the community. Development standards within the Heritage Zone call for a design theme that reflects the following styles: Mission, Monterey, Early California, Spanish, Mediterranean, or a modern interpretation of these. Heritage Zone design standards may be found in the City's General Plan in the Community Design element at the following link:

<http://www.ci.camarillo.ca.us/docs/ComDesn.pdf>.

Preferred Qualifications

The City/CDC is interested in working with a development entity who is experienced in the construction and operation of a full-service hotel development. The City/CDC will work closely with the developer regarding site design and development. The City/CDC is soliciting Statements of Qualifications from a limited list of interested parties. Following review, one or more firms may be selected to submit a more detailed proposal including concept design drawings, financial projections, and the financial terms for the purchase or lease of the land.

The City/CDC has established the following guiding principals for this Site:

- ❖ Secure a Four-Star Hotel and Conference Center that accommodates business clients and travelers; locate this facility in the Ventura County Technology Corridor.
- ❖ Consider land sale, or long term land lease options that best attract the desired hotel developers and operators, and affords the City/CDC some control over design and operations standards.

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Statement of Qualifications & Selection Criteria

The City/CDC requests that your firm submit a qualifications statement that expresses your entity's interest, vision and capability to develop and operate a conference hotel. We are specifically seeking the following materials:

Firm Specialty. Provide a narrative that details whether your firm develops or develops and operates conference hotel venues. Please identify the firm's specialization. If teams are proposed that would separately undertake the development and operating responsibilities, please provide information for each team member.

Vision and Development Program Summary. Identify your vision for the conference hotel and describe how the Camarillo property would fit into your firm's overall business strategy. Translate your vision into a development program that identifies the type and quality level of hotel and conference facilities your firm would develop, as well as the lodging market this facility would access. Also, please detail ancillary (for example restaurant, retail, and spa) uses your firm, or another entity, would develop in conjunction with the hotel development program.

Operations Franchises. Identify anticipated hotel operators for the hospitality venue. Also identify other proposed operators for all ancillary uses. Illustrate the brand promise, marketing program and reservation system that is unique to the hotel operator.

Experience. Include a detailed resume for your firm (or if a team, for each participating firm) citing specific experience with developing/operating Four-Star conference hotel venues. Identify other projects your firm has developed and/or operates including their location, size, ancillary uses, and quality level. Also provide information regarding your firm (if a development team include each firm on the team) that identifies length of time in business, ownership structure, operating structure, principal offices, and the office that would service this project. Further, identify the project manager and personnel that would be assigned to this project including their level of experience and responsibility.

Financial Capability. Identify the firm's or team's capacity to secure the equity and financing required to implement the proposed development program. Confidential information can be submitted to the City/CDC's Economic consultant. Please disclose if your firm has ever defaulted on its financial obligations, has had developments that were foreclosed upon, or if bankruptcy has ever been filed.

Implementation Time Frame. Outline the time period your firm would propose to initiate site and development program planning activities upon signing an exclusive negotiation agreement. Discuss your firm's ability to initiate construction activities within 12 months after executing a disposition and development agreement.

The following criteria will be used to evaluate the qualifications statement submittals:

- ❖ The development program should feature a full-service, whole ownership, Four-Star quality hotel with at least 200 guestrooms and 12,000 square feet of conference and banquet space to accommodate 500 guests.
- ❖ The development program should establish Camarillo as the business conference and banquet location.
- ❖ The hotel operations must include a reservation system so that national and international business and leisure travelers have easy access to this property.

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- ❖ The development entity must demonstrate extensive experience with designing, building, and operating Four-Star conference hotels. Extensive experience entails at least five or more properties.
- ❖ The development entity must demonstrate that it has access to at least \$30,000,000 of capital to underwrite construction and initial operating capital requirements.
- ❖ The development entity must demonstrate that it is ready to initiate site and development program planning activities upon signing an exclusive negotiation agreement, and that it will commence construction activities within 12 months after executing a disposition and development agreement.

Submittal Requirements

This request for qualifications remains open until filled. Please submit ten (10) copies of the qualification statement package, to the attention of:

Mr. Robert W. Burrow, AICP
Assistant Executive Director
Camarillo Community Development Commission
601 Carmen Drive
Camarillo, CA 93010-6091

CONTACTS

All questions regarding the site and/or the qualifications statement should be directed to either the City's Community Development Assistant Director or the City/CDC's Economic Consultant for the project. Contact information is listed below:

CITY OF CAMARILLO, COMMUNITY DEVELOPMENT DEPARTMENT

Brian Pendleton
Assistant Director of Community Development
Redevelopment & Economic Development
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ROSENOW SPEVACEK GROUP INC. (RSG)

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SELECTION PROCESS

As qualification statements are received they will be reviewed by a selection committee comprised of the City/CDC staff and advisors which will evaluate submittals as to how well they meet the Selection Criteria detailed herein. Interviews will be scheduled on an on-going basis for firms or teams which have been found to be the most responsive to the request. Following review, one or more firms may be selected to submit a more detailed proposal including concept design drawings, financial projections, and the financial terms for the purchase or lease of the land. From this information, the selection committee will then recommend that one firm be considered by the CDC Board for an exclusive negotiation agreement.

This solicitation does not require the City/CDC to award a contract, to pay any cost incurred with the preparation of a qualifications statement, or to procure or contract for services or supplies. The City/CDC reserves the right to accept or reject any submittals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this process if it is in the best interest of the City/CDC. Prior to negotiations, prospective entities may be required to submit revisions to their qualifications statements. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of the City/CDC staff and the approval of the City/CDC Board.

We thank you for your interest with this hotel development opportunity and we look forward to reviewing your proposal. Please do not hesitate to contact Mr. Pendleton, Mr. Spevacek, or Ms. Howard with any questions or further information needs.