



**Birmingham Jefferson Convention Complex**

**address** 2100 Richard Arrington Jr. Blvd North  
Birmingham, AL 35203

**website** [www.bjcc.org](http://www.bjcc.org)

**phone** 205.458.8400

**REQUEST FOR PROPOSALS**  
**COMMERCIAL REAL ESTATE SERVICES**



**PROPOSALS DUE: June 30, 2022 at 4:00 pm**

All questions related to this RFP should be submitted via e-mail to [Jack.Fields@bjcc.org](mailto:Jack.Fields@bjcc.org) and [Sharon.Proctor@bjcc.org](mailto:Sharon.Proctor@bjcc.org).

## **A. Introduction and Purpose**

The Birmingham-Jefferson Convention Complex is an event and exhibit space conveniently located next to the Uptown Entertainment district in the heart of Birmingham, AL. One of the most compelling features of the BJCC is that it has all the right components - in one complex. The centrally located, modern facility includes:

- 220,000 square feet of flexible space in the Exhibition Hall.
- 100,000 square feet in 74 meeting rooms.
- The Forum Office Building consisting of 214,000 sq. ft. of leasable space on 7 floors. The tenant makeup is comprised of numerous GSA leases.
- The 45,000 seat Protective Stadium.
- The 19,000-seat Legacy Arena.
- A 3,000-seat Concert Hall.
- A 1,000-seat Theatre.
- A 274-seat Forum Theatre.
- 757 adjoining guest rooms at the Sheraton Birmingham Hotel.
- 294 adjoining upscale guest rooms in the Westin Birmingham Hotel.
- The Uptown Entertainment District which contains restaurants, coffee shop, bakery, Top Golf and soon to open jazz club.
- Alabama Sports Hall of Fame.
- On-site covered and valet parking.
- City Walk (programmable public space coming soon underneath the I 59/20 bridges) consisting of a feature dog park, pickleball courts, a regional skatepark and areas for developing pop up retail.

BJCC is seeking proposals in response to this RFP from qualified firms or individuals to provide a full range of commercial real estate services, including Landlord broker services, to support in the listing for lease of office and retail space, mixed-use portfolio strategy services, hospitality partner negotiations and third-party contract management.

## **B. Scope of Work**

BJCC is seeking commercial real estate consulting and leasing services for the properties located at 2100 Richard Arrington Jr. Blvd, North, Birmingham, AL 35203, and other locations as needed. The real estate professional and/or firm must be able to represent the BJCC in the following areas:

1. Landlord representation and leasing - negotiate lease terms and conditions, negotiate renewal terms and conditions, coordinate lease preparation and execution, review lease templates, work directly with BJCC, develop regular market reports and analysis as needed.
2. Property promotion – promote the retail and office space in the project. In connection therewith, assist with the preparation of such brochures and other marketing tools deemed necessary or advisable
3. Property management – assist in property management representation in the Forum office building as well as Uptown Entertainment District.

4. Merchant and district business coordination via a merchant's stakeholder group or similar entity. Develop marketing initiatives and programs for Uptown and possibly City Walk Bham.
5. Mixed-use portfolio strategy – establish goals for each asset, determine highest and best use of undeveloped land, master plan other assets to acquire, strategy development and management for existing and future tenant/operator partners
6. Third-party contract management – organize and manage responsibilities of the parties, analyze process and make recommendations for improvements, organize and catalogue rights pledged in agreements.
7. Retail parking management strategy.
8. Rent roll management assistance including tracking lease and rent remittance and assistance with delinquencies and collections.

### **C. Eligibility**

#### Minimum Requirements and Qualifications for Participation in the RFP Process

BJCC will accept and evaluate proposals only from bidders which meet all of the following criteria and requirements:

1. Brokers should have a primary headquarters office located in the Birmingham MSA.
2. Significant experience in the following areas:
  - a. Asset Management
  - b. Lease Contract Management (including parking strategy with 3<sup>rd</sup> party)
  - c. Property Management (including mixed-use development with 3<sup>rd</sup> party brokerage)
  - d. Retail Strategy, Marketing & Leasing
  - e. Strong experience with GSA leasing and recruitment processes.
  - f. Experience with onsite management in a dynamic, mixed use environment, ideally including hotels and sports/entertainment venues.
3. Possess demonstrated responsiveness.
4. Strong knowledge and understanding of the downtown Birmingham office and retail landscape, and the Birmingham MSA real estate market.

### **D. Submission Requirements**

The bidder's proposal must provide a detailed response and supporting documentation, where requested to each of the following areas:

1. Company Information and Past Experience
  - a. Provide a brief summary of your firm and its culture and a description of key staff proposed to be assigned to BJCC's account (brochures and marketing materials may be included as an appendix, but should not take the place of a brief written response).
  - b. Indicate the primary physical location from which you will be providing your services.
  - c. Provide a summary of your experience within the last 12 months relevant to the Scope of Work.

- d. Provide a description of the techniques, approaches, strategies, and methods you or your firm uses, including any unique qualifications or capabilities with regard to real estate portfolio strategies and the Scope of Work.
2. Services Description
    - a. What is included in your core benefits brokerage and consulting services?
    - b. Are other services available? If so, please provide an overview.
  3. Fee Proposal
    - a. Describe your proposed form of compensation (i.e. commission, annual retainer, fee-for-service).
    - b. Specify which services are included in this compensation and which services would require additional fees.
  4. References
    - a. Provide references with contact information from a minimum of three clients from the Birmingham MSA who currently use bidder's services. A minimum of one in each of the three areas of work detailed in the Scope of Work.
  5. Sample Materials
    - a. Include sample materials that are representative of the support you provide your clients. These might include sample listings, meeting materials, contracts, information databases, etc.

**E. Submission of Proposals and Closing Time**

Please submit proposals to: Sharon A Proctor, Purchasing Manager  
 Birmingham Jefferson Civic Center Authority  
 2100 Richard Arrington DR, N, Dock #2  
 Birmingham, AL 35203  
 Email: Sharon.Proctor@bjcc.org

Proposals are due by: June 30, 2022  
 4:00pm – Central Standard Time

All questions pertaining to this RFP must be made via email to [jack.fields@bjcc.org](mailto:jack.fields@bjcc.org) and [Sharon.Proctor@bjcc.org](mailto:Sharon.Proctor@bjcc.org).

**F. Proposal Timeline and Evaluation**

**1. Proposal Timeline**

BJCC intends to follow the below timeline for review and award of this solicitation:

Deadline for Submittal:	June 30, at 4:00pm (CST)
Review of Proposals:	July 1 – 10, 2022
Interviews of Additional Questions Conducted	As needed
Company Selected:	July 25, 2022

## **2. Proposal Evaluation**

BJCC is committed to a transparent process of selection, with the intention to secure the best possible real estate solution(s) for BJCC's ongoing needs while ensuring an optimal financial and operational outcome.

An evaluation team will review, in detail, all proposals received. Following the initial review and screening of the written proposals, using the selection criteria described below, bidder(s) will be invited to participate in the final selection process, which may include participation in an oral interview and or submission of any additional information as requested by BJCC.

The following evaluation criteria will be utilized to evaluate the proposals by an internal evaluation team from BJCC to determine the highest scored bidder. A bidder can receive a maximum of 100 pts:

- a. Company Information and Past Experience (50%)
- b. Services (25%)
- c. Fees (10%)
- d. References (15%)

### **G. Solicitation Terms**

1. Agreement  
BJCC intends to issue an exclusive agreement for a base period of up to one (1) year to the successful bidder from this procurement process
2. Discretion  
BJCC may, at its sole discretion and after the evaluation process, choose not to issue any agreement as a result of this process. BJCC may also, at its sole discretion, choose to issue as many or as few agreements as deemed necessary to meet BJCC's needs.
3. Offers/Quotations  
Prices must be inclusive of all costs, including taxes and fees, in US Dollars. Quotes and prices should remain valid for ninety (90) calendar days from proposal submission.
4. Proposal Costs  
There is no reimbursement for costs associated with preparing or submission of proposals in response to this RFP or costs associated with possible award negotiation.