



SANTA MARIA

TELEPHONE 805/922-1726  
FAX 805/922-0677

Website: [www.fly2smx.com](http://www.fly2smx.com)

---

PUBLIC AIRPORT DISTRICT

## REQUEST FOR PROPOSALS FOR REAL ESTATE

### MARKETING AND BROKERAGE SERVICES

At

**Santa Maria Public Airport District**

The Santa Maria Public Airport District (SMPAD) seeks a real estate firm specializing in commercial real estate to provide brokerage and marketing services for property owned by SMPAD, located in Santa Maria, California. It is the intent of this RFP to have the successful broker/firm enter into a Professional Services Contract with SMPAD to supply real estate services as outlined herein. The initial properties consist of three (3) areas ranging in size from 3.89 acres to 14.5 acres shown on Exhibit "A" areas 1, 2, and 3. The firm is expected to meet the development objective of SMPAD to lease land to targeted industry sectors; therefore having a global reach will be important. The firm is expected to market the properties to public agencies, budding entrepreneurs, and existing or new firms seeking a new Central Coast California location.

#### **Background**

The Santa Maria Public Airport District (SMPAD) is a California Special District located entirely within the city limits of the City of Santa Maria.

SMPAD has properties made up of a complex of buildings, state-of-the-art aviation facilities and acres of natural open space, the SMPAD is committed to the development that creates:

- A variety of corporate, business, academic, recreational, and community services.
- A vibrant live, work, and learn environment.
- Centers of excellence for technology innovation, environmental sustainability, and "green" community development.
- A strong sense of place based on smart growth principles.

#### **Target Market Opportunities**

Potential land use opportunities and key market segments that are viable include:

- Aviation and Aerospace
- Cargo and Shipping
- Community Facilities
- Commercial Services

#### **Request for Proposals**

To be considered, **five (5) copies** of the proposal must be received by the General Manager of the Santa Maria Public Airport District, 3217 Terminal Drive, Santa Maria CA 93455 by **4:00 p.m. on**

**Monday, July 14, 2014**; clearly marked on the outside "Proposal – Real Estate Brokerage Services". Selection is expected to be made by July 24, 2014.

The real estate firm will be paid strictly on commission basis and will be expected to work closely with SMPAD designated personnel and provide monthly updates to the General Manager.

SMPAD reserves the right to reject any and all proposals, or parts of proposals, when it is judged to be in the best interests of SMPAD.

#### **A. SCOPE OF SERVICES**

The successful firm shall agree to contract with SMPAD to provide the following:

- Perform market analysis.
- Develop strategies for leasing of properties.
- Work with General Manager to negotiate the lease of properties with buyers and prospects.
- Coordinate real estate appraisals.
- Handle all other customary activities and services associated with real estate transactions.
- Attendance and presentations at meetings of the Board of Director meetings of SMPAD may be required.

#### **B. BROKER'S QUALIFICATIONS**

Respondents to this RFP shall have the following qualifications:

- Must be licensed and in good standing with the California Bureau of Real Estate.
- Must have an excellent reputation in the real estate community.
- Must be knowledgeable in the local real estate market and have experience with small and large commercial properties.
- Must be knowledgeable in the use of all public real estate records.

#### **C. INSURANCE REQUIREMENTS**

For proposal purposes, proposers must submit copies of certificates of insurance for general liability and workers compensation (if applicable). The successful contractor must provide original certificates prior to commencing services.

#### **D. FEE SCHEDULE**

The proposed fee schedule shall include the following items:

- State your commission rate for leasing properties.

#### **E. TERM OF CONTRACT**

The contract period for the successful broker/firm will be from date of award for one year, with renewable options up to three additional one year terms.

## **F. EVALUATION AND AWARD PROCESS**

Issuance of this RFP and receipt of proposals does not commit SMPAD to award a contract. SMPAD reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.

## **G. ORAL PRESENTATION/INTERVIEWS**

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way will change the original proposal submitted. Interviews are optional and may or may not be conducted.

## **H. SELECTION CRITERIA**

1. Knowledge of the local real estate market and Central Coast region.
2. Commercial real estate experience, qualifications and references.
3. Proven commercial real estate track record.
4. Knowledge of various industry sectors.
5. Ability of the contractor(s) to meet or exceed the requirements defined in the RFP.
6. Fee schedule.
7. Completeness of response to RFP as outlined in this solicitation.

## **I. RFP SUBMITTAL REQUIREMENTS**

By submitting a proposal, you represent that you have (1) thoroughly examined and become familiar with the scope of services outlined in this RFP and (2) are capable of performing quality work to achieve SMPAD's objectives.

The following information must accompany your proposal:

1. List years in business and previous names of the firm, if any.
2. Description of your firm, including size of firm, location, lead broker to be assigned to perform the proposed services, including a brief resume.
3. Describe experience (minimum five years previous experience with proven effectiveness) your firm or organization has in pertinent real estate experience.
4. Experience in assisting similar size entities, including any and all services for government agencies.
5. List of at least three references where and when your firm provided similar services. Please provide names and telephone numbers of contact persons for each reference.
6. Listing of current litigation, outstanding judgments and liens, if any.
7. Fee schedule:
  - State your proposed commission rate for leases.
  - State any other costs SMPAD may anticipate relating to the real estate services to be provided.

Exhibit "A"



Exhibit "A"



Exhibit "A"

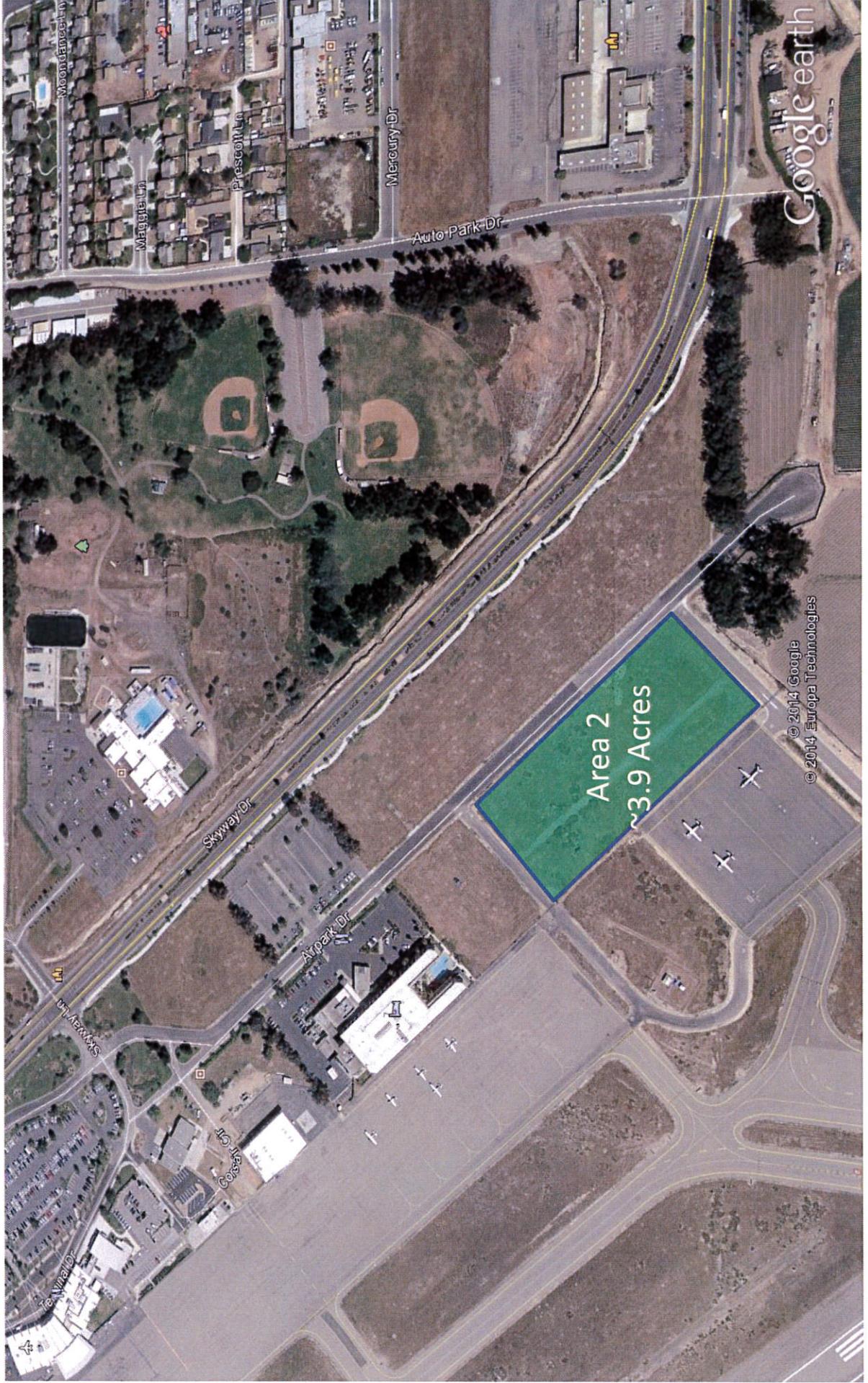


Exhibit "A"

