



City of Apache Junction

Home of the Superstition Mountains

DATE: February 7, 2024

TO: Mayor and City Council

THROUGH: Bryant Powell, City Manager

FROM: Patrick Ainsworth, Economic Development Director
Kimberly Heldt, Purchasing Administrator

SUBJECT: Concentrated Downtown Master Plan Update RFP #ED2023-002

The [Economic Development Strategic Plan](#) (adopted in 2022) and the [Apache Junction General Plan](#) (adopted in 2020) have both called for an update to the Downtown Redevelopment and Implementation Strategy (adopted in 2010). With recent attention to the downtown, city staff finds it prudent to advance the implementation of these two plans and move forward with updating the DRIS document, but with a concentration on the Downtown Core area.

To meet the needs of the economic development division, the city issued a Request for Proposals on December 11, 2023, with a reply deadline of January 10, 2024. Three proposals were received, and one was deemed nonresponsive. The two proposals evaluated were:

SWABACK	\$ 90,000.00
Upfront Planning & Entitlements	\$ 88,932.14

Staff reviewed the proposals for proven technical ability, qualifications/experience, proposed solution/method of approach and pricing. SWABACK was deemed the most responsive and responsible bidder.

Staff requests council award the contract to SWABACK, including a 10% contingency fee for a total amount not to exceed \$99,000.00