

**CITY OF PEORIA, ARIZONA  
COUNCIL COMMUNICATIONS**

CC: \_\_\_\_\_  
Amend No. \_\_\_\_\_

Date prepared: March 25, 2010

Council Meeting Date: April 20, 2010

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**TO:** Carl Swenson, City Manager

**THROUGH:** Susan J. Daluddung, Deputy City Manager 

**FROM:** Scott Whyte, Economic Development Services Director

**SUBJECT:** City Council authorization for the award of a professional services contract to University Realty Advisors for the purpose of recruiting institutions of higher learning to the city, in an amount not to exceed \$51,000.

**RECOMMENDATION:** Discussion and possible action to authorize the City Manager to enter into a professional services contract with University Realty Advisors for the purpose of recruiting institutions of higher learning to the city, in an amount not to exceed \$51,000.

**SUMMARY:** The City recently finished a comprehensive study outlining the opportunity that Peoria has to attract institutions of higher learning. Based on those findings, we have selected University Realty Advisors to do the following:

- Conduct business calls to the list of 29 previously identified prospective education institutes, review the capacity and interest of each, and determine which are most likely to move forward with the location.
- Represent the city of Peoria at targeted university conferences to seek out additional prospects.
- Coordinate site visits to the city of Peoria including presentations and all follow up.
- Determine final group of prospects.
- Develop business plans for each final prospect based on the real estate models provided by the city.
- Facilitate location package, including real estate negotiations, incentives, lease agreements, financing, or other component of the deals.

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**CITY CLERK USE ONLY:**

- Consent Agenda
- Carry Over to Date: \_\_\_\_\_
- Approved
- Unfinished Business (Date heard previous: \_\_\_\_\_)
- New Business
- Public Hearing: No Action Taken

ORD. # \_\_\_\_\_ RES. # \_\_\_\_\_  
LCON# \_\_\_\_\_ LIC. # \_\_\_\_\_  
Action Date: \_\_\_\_\_

University Realty Advisors is a firm that was started by Dr. Edward Johnson after spending thirty years in leadership positions in post-secondary institutions, including Sterling College, ASU, and the Arizona Board of Regents. Dr. Jerry Israel, President Emeritus of the University of Indianapolis, as well as President of Morningside College and Dean of the College at Simpson College, will be collaborating with University Realty Advisors.

Following contract execution, a kick-off meeting has been planned for May 1 to review the work plan, discuss roles and responsibilities, and gather data and reports that are relevant to this project.

**FISCAL NOTE:** Payment in the amount of \$51,000 for this study will be made from the General Fund Other Professional Services Account 1000-0351-520099. Savings from the Higher Education Study totaling \$47,675 will be applied to this contract, as this effort is the implementation of that study. The remaining contract amount of \$12,325 will come from savings from the Healthcare Campus Location Study, approved by Council during the FY2009 budget process in the amount of \$150,000. Staff requests that a portion of this money be reallocated to the University Recruitment effort.

The solicitation number for this effort is P10-0056.

## **ATTACHMENT**

The contract  
pertaining to this  
agenda item is on file  
in the City Clerk's  
Office.