

RESPONSE TO QUESTIONS

RFP for Consultant Services for Eastside Market Study

City of West Hollywood, CA

Posted: April 9, 2014

1. **Can the City provide a fee range for the Eastside Market Study in order for the consultants to gauge the level of effort that can be undertaken?**

Consultants should provide a scope of services and fee that they think adequately responds to the goals and tasks of the project stated in the RFP.

2. **Would participating in this study would preclude a firm from pursuing future work associated with the Eastside Community Plan.**

No.

3. **Also, can you clarify what is meant in task 1a when you note that the market analysis should include a “fiscal analysis” of the project area?**

In 2010, the City completed a fiscal analysis for the General Plan 2035. This study is available here: <http://www.weho.org/Home/ShowDocument?id=13178>

As part of the fiscal analysis for the Eastside Market Study, the City would like the consultant to update the findings from the 2010 General Plan study, looking specifically at revenues and expenditures in the eastside of West Hollywood. This study should include a review and comparison of annual sales tax data and estimate how revenues (and expenditures) may change in the project area based on the uptick of new development in the area.

Note: Every quarter, the City receives sales tax data that is broken down by industry groups and geographic areas. The City will provide the selected consultant with more detailed confidential information. A copy of the public sales tax information is available here: <http://www.weho.org/business/facts-figures/quarterly-sales-tax-updates>

A copy of the City’s Annual Financial Report is here:

<http://www.weho.org/home/showdocument?id=15032>