



July 13, 1995

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**SUBJECT: SOLICITATION OF INTEREST IN PROVIDING PLANNING SERVICES FOR A  
CONFERENCE/EXHIBITION CENTER IN CLARKSVILLE, TN**

The city of Clarksville, Tennessee is located on the Cumberland River approximately 45 miles northwest of Nashville. With the associated community of Hopkinsville, Kentucky, the Clarksville-Hopkinsville metropolitan area is the fifth largest in population terms in the State of Tennessee. Clarksville has a dynamic, vibrant economy that is supporting substantial new commercial investment. It has a strong downtown revitalization program and is the location of Austin Peay State University, the principal liberal arts university in the Tennessee university system.

Since the mid-1980's Clarksville's River District Commission has been planning for and orchestrating development in the city's riverfront and adjacent downtown areas. As part of that process, in the spring of 1994, Legg Mason Realty Group, Inc., an economic consulting firm, was retained by the Commission to investigate need, market feasibility, and utilization elements related to the potential development of a conference/exhibition center to serve the Clarksville area. In September, 1994 LMRG presented its report to Clarksville officials and citizens. That report concluded that a modest sized facility (approximately 35,000 s.f. of building area) located at any one of five potential sites would experience good utilization and fill a community need.

Development of Clarksville's Conference/Exhibition Center is expected to occur in four phases:

- Phase I: Establish need, utilization and market feasibility;
- Phase II: Determine development feasibility and initial planning;
- Phase III: Prepare architectural design and structure financing;
- Phase IV: Construct conference/exhibition facility.

With Phase I completed, the community is proceeding with Phase II. The Phase II work will be managed by the Clarksville-Montgomery County Economic Development Council (EDC). It is the EDC's intention to retain a firm with planning and/or design and/or architectural capabilities to assist it with the Phase II development feasibility and planning work. The planner's portion of Phase II will include, at a minimum, the work set forth below.

- CLARKSVILLE AREA CHAMBER OF COMMERCE  
(615) 647-2331; Fax: (615) 645-1574
- INDUSTRIAL DEVELOPMENT BOARD  
(615) 647-8011; Fax: (615) 645-1574
- TOURIST COMMISSION  
(615) 648-0001; Fax: (615) 648-3646

- \* Refinement of the space program for the proposed center.
- \* General analysis of two already identified sites to determine their physical ability to accommodate the proposed center.
- \* Preparation of a schematic design to include a general plan showing the massing of the facility and identifying its support component needs (parking, road service, utilities, etc.).
- \* Preparation of a rough floor plan for each usable floor of the building.
- \* A general vicinity plan to illustrate how the center would relate to properties adjacent to it.
- \* Preparation of a color perspective drawing of one elevation of the center at one of the two locations.
- \* Very general evaluation of traffic issues related to the center.
- \* Preparation of a refined estimate of the cost of building the facility based on the schematic design and individual site issues.

The EDC has retained LMRG to provide technical advisory services with regard to the Phase II work. In addition, LMRG will analyze the economic impact generated by the facility, work with the planner/designer with regard to establishing an updated utilization profile and space program based on that profile, investigate funding/financing options, and identify sources of funding.

Your firm has been identified as one believed to be qualified to provide the planning/design services required for the Phase II work. If you are interested in receiving the RFP and the Executive Summary from LMRG's Phase I study report, please request same on your firm's letterhead and mail or fax it to:

Clarksville-Montgomery County Economic Development Council  
 Attn: Mr. George Halford  
 312 Madison Street  
 Clarksville, Tennessee 37040  
 Fax #: (615) 645-1574

Request for proposal (RFP) packets will be issued to firms requesting them beginning July 24th with proposals due on August 18, 1995. It is expected that the contract with the selected firm will be effective before October 1. The work is to be completed to draft report stage by December 15, 1995 for local review prior to finalization. A maximum budget of \$45,000 has been established for the services of the planner/designer.

Sincerely,

Ben Kimbrough  
 Chairman  
 Conference/Exhibition Center Task Force