

Pendleton Round-Up & Happy Canyon Hall of Fame
1114 SW Court Avenue
Pendleton, OR 97801

REQUEST FOR PROPOSALS

PENDELTON ROUND-UP AND HAPPY CANYON HALL OF FAME

RENTAL AND REPURPOSE OF BUILDING SPACE

PROPOSAL DUE DATE – Proposals are to be e-mailed or postmarked on or before December 31, 2020

ATTACHMENT – Pendleton Round-Up and Happy Canyon Hall of Fame Real Estate Report

SCOPE OF REQUEST FOR PROPOSALS - The Pendleton Round-Up and Happy Canyon Hall of Fame (Hall of Fame) is seeking a renter for approximately 1600 square feet of retail space inclusive of one storage room. The vacant space is detailed in the attached real estate report. The available space provides opportunity in a prime retail area of Pendleton, Oregon and proposals received will be evaluated based on how the proposed intended use compliments the Hall of Fame with regard to exposure and foot traffic. The space is offered at \$1.00 per square foot per month rental fee plus a pro-rated share of utilities.

PROPOSAL SUBMISSIONS – Interested parties should submit the following in response to this RFP

- Cover letter explaining interest in the space and how business would complement the Hall of Fame, Pendleton Round-Up and Happy Canyon.
- History of the success of the entity and its long-term plans for continued success
- Single point of contact with authority to speak about all matters.
- Proposal outlining intent of use of space, including overview of business/service, any potential renovations, anticipated annual revenue, projected monthly visitor counts, projected number of employees, and any other details outlining the business's operations.

All submissions must be emailed to Hall of Fame Publicity Director Jordan McDonald at jordan.mcdonald@pendletonoverground.com no later than December 31st, 2020. Please contact Jordan McDonald if you have an interest in viewing the space prior to proposal submission.

BACKGROUND – The Hall of Fame is a member supported 501.c3 organization dedicated to preserving the heritage and artifacts of the Pendleton Round-Up and Happy Canyon Associations and is located at 1114 SW Court Avenue in Pendleton, Oregon. The organization operates a small museum of approximately 7000 square feet as our primary outreach to the community. The Hall of Fame has operated in coordination with our most previous tenant, the Pendleton Round-Up and Happy Canyon Gift Shop which drove traffic to both the museum and the retail store. The Gift Shop vacated the premises in August of 2020 and expanded their retail operations into a larger complex directly across S.W. 12th Street from the Hall of Fame building location.

The new complex that houses the Gift Shop includes the administrative offices of the Round-Up and Happy Canyon and a Dutch Bros drive thru coffee outlet. As noted in the real estate report attached the

Pendleton Round-Up & Happy Canyon Hall of Fame
Real Estate Report

four-corner area of “Centennial Plaza” includes the new building of the Round-Up and Happy Canyon, the Pendleton Round-Up Grounds, Roy Raley Park and the Hall of Fame Building making for a prime retail location. The available space is located within the Pendleton Urban Renewal District and may be eligible for enhancement programs of the District. Further information on the District can be found at <https://pendletonurbanrenewal.com/> Commensurate with the issuance of this RFP the Hall of Fame is also utilizing other means to actively find a tenant for the vacant space.

EVALUATION OF PROPOSALS – All entities expressing an interest to rent the available space will be evaluated on a “best fit” basis as to how the entity will complement the Hall of Fame and its significant partners The Round-Up Association and the Happy Canyon Company and their respective events and activities. The Hall of Fame anticipates review of proposals before February 1st 2021.



PENDLETON ROUNDUP & HAPPY CANYON HALL OF FAME REAL ESTATE REPORT

11/15/2020

ABSTRACT

Unique commercial space in high traffic area in Pendleton, Oregon. Expected availability date of 2/1/2021

Jordan McDonald

Publicity Director

Pendleton Round-Up & Happy Canyon Hall of Fame
Real Estate Report

Subject: Repurposing Court St. Retail Space

Summary: The Pendleton Round-Up & Happy Canyon Hall of Fame is a member supported 501.c3 organization dedicated to preserving the heritage and artifacts of the Pendleton Round-Up and Happy Canyon Associations and is located at 1114 SW Court Avenue in Pendleton, Oregon. The organization operates a small museum of approximately 7000 square feet as our primary outreach to the community. The Hall of Fame has operated in coordination with our former tenant, the Round-Up Association's retail store which has driven more traffic to both the museum and the retail store. The retail store vacated in September of 2020 to expand their retail operations into a larger complex constructed by the Round-Up Association. A committee was formed by the Hall of Fame to determine what options are available to repurpose the approximately 1600 square feet of retail space being vacated by the Round-Up retail store.

The Round-Up & Happy Canyon Hall of Fame is soliciting proposals from interested parties for use cases of the space. Interested parties may contact the Hall of Fame's Representative with questions, walkthrough requests or proposals.

Designated Representative:

Jordan McDonald
Publicity Director
Round & Happy Canyon Hall of Fame
1114 SW Court Ave.
Pendleton, OR 97801
Jordan.mcdonald@pendletonoverground.com
541-310-9329

Traffic Statistics:

From the 2018 ODOT TVT Report -

7,800 AADT* Traffic Count – From traffic station .02 Miles east of 10th St On Court Ave. In simple terms, on average 7,800 vehicles per day drive past the primary entrance to our building.

Annual average daily traffic, abbreviated AADT, is a measure used primarily in transportation planning, transportation engineering and retail location selection. Traditionally, it is the total volume of vehicle traffic of a highway or road for a year divided by 365 days. AADT is a simple, but useful, measurement of how busy the road is.

Museum Visitor Count:

The Museum has historically seen visitor counts of about 2700 annually, in 2019 when the museum changed to free admissions, we saw over 3700 visitors. This number is likely substantially undercounted because not all volunteers have tuned in visitor counts, and we allowed the retail store to open the museum on a case by case basis when we are not staffing the museum where visits go unrecorded.

Commercial Space

Area: 1605 Square Ft floor space, 110 Square foot office (See figure 1)

Restrooms: Shared with Museum

Parking: 8 Spaces, off street.

Tax Statement: Attachment A

Expected Availability: September 21st 2020

Centennial Plaza

Centennial Plaza is the intersection of SW 12th & SW Court Avenue. (see figure 3) The four corners of the plaza are the Round-Up grounds, Roy Raley park, the Hall of Fame Building, and the Round-Up administrative offices and retail store.

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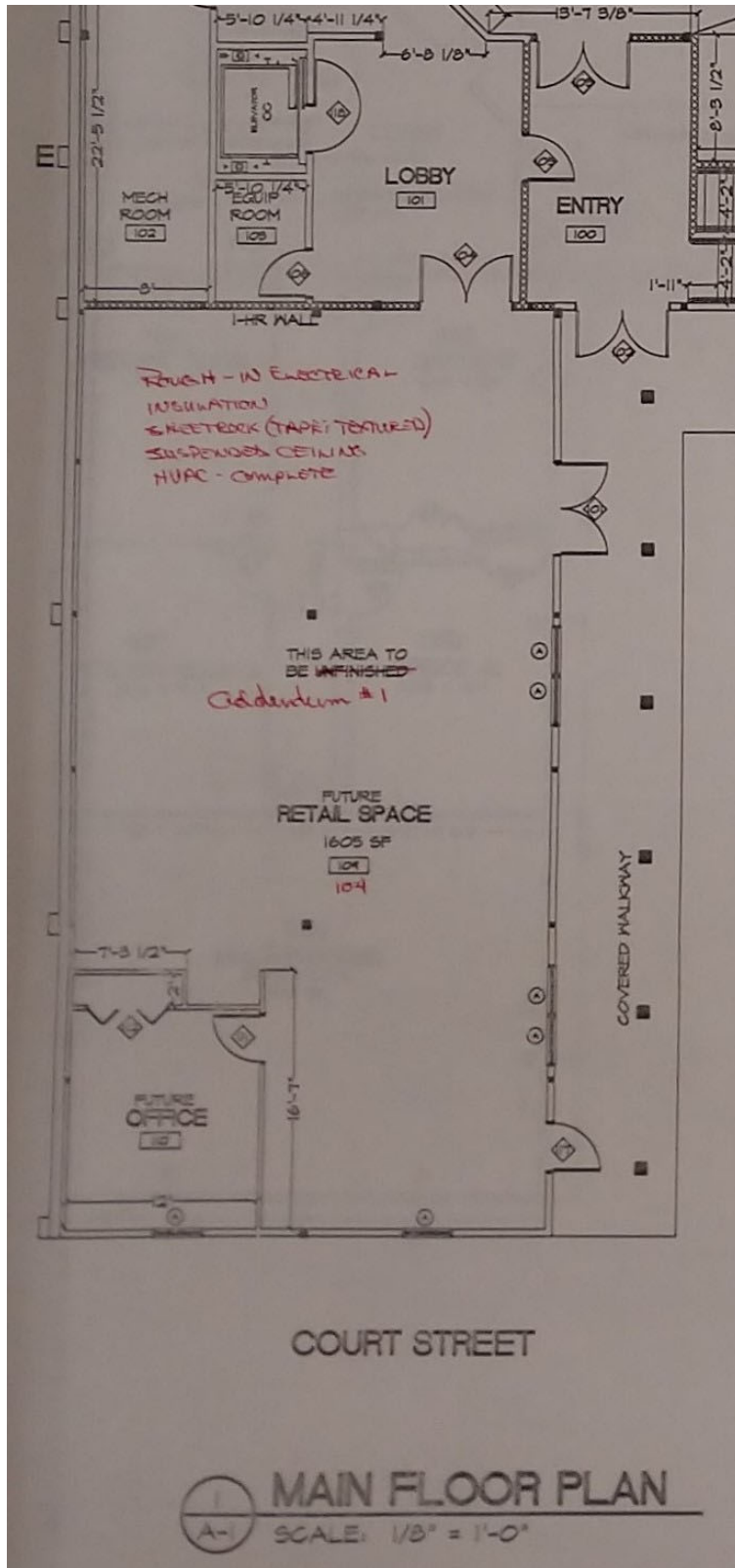


Figure 1 - Retail Area 1605 Sq Ft.

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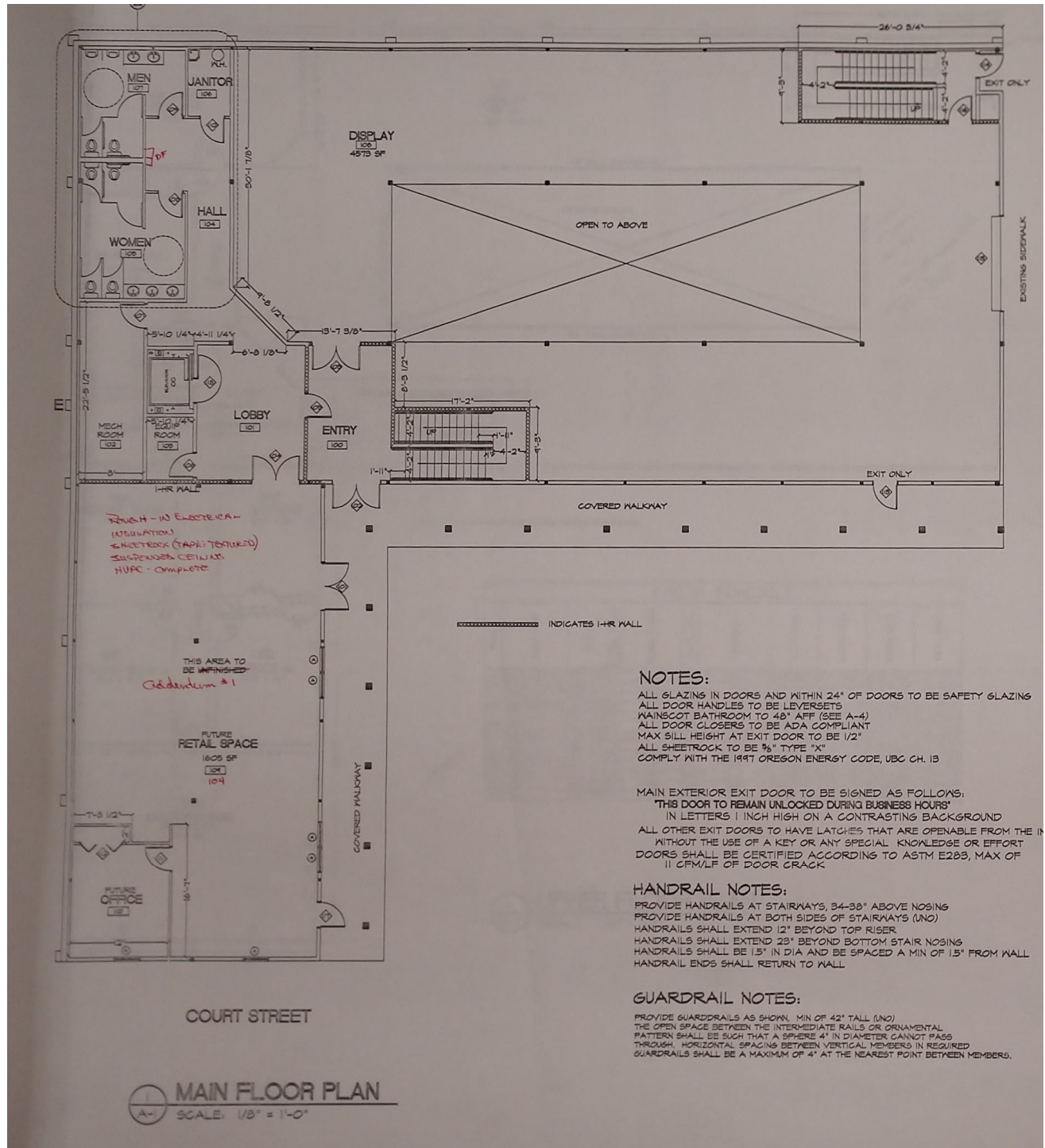


Figure 2 – Building Floor Plan

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Figure 3 - The Hall of Fame Building shot from the statue in front of the Round-Up's ticketing gate.

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Figure 4 – Building, South Side.



Figure 5 - Aerial from above Round-Up Arena

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Figure 6 - Commercial Storefront



Figure 7 - View from commercial space storefront

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Figure 8 - Former tenant occupying the retail space, Round-Up & Happy Canyon Gift Shop

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Figure 9 - Second photo of retail space



Figure 10 - Retail space behind counter office area

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Figure 11 - Retail space manager's office



Figure 12 - Museum Photo showing view from mezzanine

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Figure 13 – Boardroom



Figure 14 - Subject property, left and showing completed construction of neighboring R-UP Association Building