



Martin Luther King Jr.

COMMUNITY CENTER

CCC @ MLK
www.mlkcommunitycenter.org

The Heart and Soul of the Neighborhood

June 29, 2010

Susan Llewellyn
Seattle Public Schools
Contracting Services
Mailstop: 22-337
P.O. Box 34165
Seattle, WA 98124-1165

CC: Ron English
Deputy General Counsel

Re: Request for Proposal No. 01913, Addendum No. 5
Martin Luther King Elementary School Site

Dear Ms. Llewellyn,

In response to the reopening of Seattle Public Schools (SPS) **Request for Proposal process for RFP No. 01913 (Addendum No. 5)** and the Selection Committee's published analysis of our proposal as amended on December 1, 2009, the members of Citizens for a Community Center at M.L. King (CCC@MLK) are submitting the following modifications to our proposal:

- We have changed our offer for the purchase of the property from \$2.4 million to \$2.5 million, reflecting the increased funding provided by the Washington state legislature.
- We have clarified how our proposal will meet or exceed requirements for Youth Education support, thus enabling the District to directly negotiate with CCC@MLK.
- We have added more organizations to our list of Consortium partners, potential partners and interested parties.
- We have set a new rental rate for fixed tenant spaces that is beyond question substantially below the prevailing market rates.

Our modifications will be elaborated in association with the pertinent sections of our proposal in **Modifications to CCC@MLK Proposal -- Section B --** to follow.

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Susan Llewellyn
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A. Response to the Selection Committee's Analysis

CCC@MLK appreciates the opportunity to respond to the Selection Committee's published analysis of our proposal in its **Memorandum** accompanying **Addendum No. 5 to RFP No. 01913**. Individual points from the analysis are quoted below in bold italics, followed by our response.

(1) "...our analysis indicates that the CCC@MLK proposal still does not meet the requirement of at least 50% of the property being used in support of youth education..."

We are attaching as **Exhibit 1** hereto a spreadsheet, **Facility Usage Projection (see Modifications to CCC@MLK Proposal, Attachment No. 5, VII., c.)**, illustrating how the usable space of Martin Luther King Jr. School will be used for youth education, community and social services and how more than 50% of the total usable space will be devoted to youth education and programming.

(2) "Of the proposed use of space provided by CCC@MLK..., only 5 of the 25 spaces identified by CCC@MLK appear to be dedicated to Youth."

Our plan envisions a Community Center that will be open for 13 hours a day on weekdays and 8 hours per day on weekends. Different populations will be able to use the facilities at different times of the day and different times of the week. The computer lab, for instance, will be open before and after school, from 8 a.m. – 10 a.m. and 3 p.m. - 7 p.m. During this time youth will have access to tutors and can use the computers for school work, or they can participate in other fun and engaging learning programs to enhance their academic abilities. When they are done with their school work, students will be free to participate in other activities in our Community Center, including the gym, the clay studio, dance classes, etc. **(See Exhibit 2 - Before and After School Programming, Modifications to CCC@MLK Proposal, Attachment No. 5, VII., c.)**. We understand the importance of using best practices to ensure the success of our Community Center, which is why we anticipate using programming alignment principles similar to SPS' Alignment Partnerships Agreement 2010 - 2011 for Middle and High School sites. We will work with our various partners to benefit youth coming to our Community Center by helping them increase their homework completion, their engagement in learning, their health and their academic growth. During school hours on weekdays the lab will be available for seniors, veterans and other adults for a variety of programming, from computer literacy, life skills development, job search and job skills enhancement, to how to start your own business.

Another example of the use of the same space by several populations is the kitchen/cafetorium area. Several organizations are combining efforts with CCC@MLK to provide coordinated programming for our neighborhood's youth in health, nutrition and the culinary arts. Once again, there will be time for seniors, veterans and other adult

populations to take advantage of the similar programming during the weekday while younger students are in school.

As described above, multi-purpose spaces such as the kitchen/cafetorium, gym, outdoor play area and computer lab will be used by different populations at different times. For these reasons, CCC@MLK has measured the amount of Youth Education support we will provide through a combination of square footage and hours of use, rather than how many rooms are dedicated exclusively to Youth Education, the method the Selection Committee has chosen. While this method of rating the usage of the space may seem more complex than the Selection Committee's, we believe it is a more realistic and accurate method, given our efforts to plan the most efficient and cost-effective use of Martin Luther King Jr. School as a Community Center. We would argue that a strict adherence to the method chosen by the Selection Committee would rule out **any** proposal aiming to create a Community Center.

(3) "This includes two small atrium spaces identified by CCC@MLK that is (sic) currently filled with plants and locked off from public access."

In our planning, we have not restricted ourselves to the current or most recent usage of Martin Luther King Jr. School. We are being guided by the memories of neighborhood residents who attended, or whose children attended, the school when it was open. As a resident of Madison Valley for more than fifty (50) years and a third generation student of Harrison School (the name of the school prior to Martin Luther King Jr.), I (Ms. Adrienne W. Bailey, CCC@MLK President) remember teachers using the atriums referenced above as science learning spaces. These unique features of Martin Luther King Jr. property can be used once again to help educate neighborhood residents in healthy eating, gardening and learning how to grow their own vegetables, herbs and spices.

In the past, the community has used the cafetorium, stage and assembly area for its annual Spaghetti Dinners. The partition between the cafetorium and assembly area wasn't there when I attended the school. The partition now allows creative uses of both spaces to take place at the same time without one interfering with the other. This was how the School used the space prior to its closing.

(4) "The rents to be charged, \$16 per square foot per year, are significantly higher than rates charged by community groups at (other schools sold or leased by SPS)..." and "substantially higher than those offered to the District for closed schools in proposals submitted March 3, 2010."

CCC@MLK has revised the rate we intend to charge fixed tenants to less than \$.85 per square foot monthly or \$10.20 per square foot annually. For more detail, see the

offer were already provided. At that time, we provided ample evidence that this was not the case. It is confusing that the Selection Committee now claims that we do provide community programming and social services but that this programming would not count under the 2008 Board-Adopted Procedure.

In order to bring in expertise in how to better manage a facility that will provide Youth Education, community and social services and insure CCC@MLK's success in creating and running a viable Community Center, we decided to contract with Delridge Neighborhoods Development Association (DNDA), a Community Development Corporation (CDC). DNDA manages Youngstown Cultural Arts Center, a community center in which youth education and community programming are successfully incorporated. With their help, CCC@MLK intends to create a Community Center that will enrich and enhance the quality of life for the surrounding neighborhood and the wider Central Area Community.

(6) "The burden is on the applicant to demonstrate any support for youth education. CCC@MLK has failed to demonstrate any support for youth education, much less that half the site is used in that manner."

This is such a blanket dismissal of our proposal that it is hard to know where to start with our response. Until recently, we could not be absolutely certain that we could achieve the 50% usage for Youth Education, so we applied under the aforementioned Board-Adopted Procedure as a **"nonprofit organization that provides community or social services in the community and neighborhood surrounding the school"**. With the addition of more youth education partners to our consortium and the **Facility Usage Projection** (see **Exhibit 1- Modifications to CCC@MLK Proposal, Attachment No. 5, VII., c.**) we are now confident that we can meet the 50% level for Youth Education usage. However, from the beginning of the RFP process CCC@MLK has emphasized that youth education was a very important part of our plans and was, in fact, the primary mission of some of our partnering groups. Furthermore, youth education is crucial to community groups that have provided models for our approach. To argue that our proposal fails "to demonstrate any support for youth education", is therefore, specious and disingenuous.

(7) "Last, CCC@MLK's letter argues that the University Heights Community Center Association would not meet this test. The University Heights sale was made based on the Board-Adopted Procedure in effect prior to 2008, which provided for special treatment for any Youth and Family Center. Since that time, the procedure has changed, limiting the benefits to organizations that support youth education."

The 2008 revision of the Board-Adopted Procedure seems to be crucial to the Selection Committee's view of proposals which, like CCC@MLK's, aim to create Community Centers. However, it should be noted that the procedure as currently in place specifically

of Martin Luther King Jr. Community Center – James Washington Foundation, Bastyr University Nutrition and Culinary Arts, Seattle Chefs' Collaborative, Green Plate Special, Neighborhood Cooking Foundation (St. Cloud's homeless cooking program), Urban Gardening and Garfield Teen Life Center. We are attaching letters of support from some of these organizations see **Exhibit 3**.

b. Potential partners and interested parties

Pratt Fine Arts Center, Creatives4community, Meredith-Mathews YMCA, Neighborhood House, Madison Park Community Council, El Centro de la Raza, Hip Hop Summit UmojaFest P.E.A.C.E. Center, Feet First, West Seattle Tool Library and CADA (Central Area Development Association).

As there is incorrect information regarding CADA and the ownership of Martin Luther King Jr. School circulating in the Central Area Community, we felt it would be prudent to communicate directly with CADA's Executive Director. Given CADA's ties to the Community and its status as one of the last CDCs in the Central Area. CCC@MLK welcomes the opportunity to collaborate with CADA. CADA's expertise and experience, however, is primarily in housing, and the organization has no experience working with Youth Education, programming or running a Community Center.

c. Coordinated services for children and families

Estimated per cent of Martin Luther King Jr. Community Center devoted to Youth Education support activities:

CCC@MLK will use 54% of the property for Youth Education support activities. Spreadsheets illustrating the percentage of the building usage from two perspectives, proportionally between Youth Education, Community and Social Services and solely for the youth programming, are attached:

Exhibit 1 Facility Usage Projection

Exhibit 2 Before and After School Youth Education Programming

X. CCC@MLK's Business Plan

CCC@MLK has prepared a revised business plan that will allow us to achieve self-sustaining operations while also generating excess funds available for capital improvements and contingencies. This revised business plan includes lower rental rates for fixed tenant spaces at the Center. Two revised charts – Projected Rental Revenue, and Projections-Revised – are attached hereto as **Exhibit 4**. We project annual rental

revenues from fixed tenant spaces and short-term/flex rental spaces of about \$343,000 annually, and total operating costs of about \$255,000 annually, for an excess of rental revenue over costs of about \$88,000. We expect to seek additional funds through governmental and private foundation grants (projection of \$40,000 annually) and private donations (projection of \$10,000 annually). With additional funds in the amounts projected, the Center would generate excess funds of about \$138,000 each year.

Fixed Tenant Rental

The Projected Rental Revenue charts reflects Triple Net Rents for fixed tenant spaces that have been set below \$.85 per square foot per month (\$10.20/sq. ft. annually), and Utility Charges that have been set at below \$.20 per square foot per month. The lower rents will make the Center more affordable to the fixed tenants, and permit them to offer programming at a lower cost. The \$.85 per month rental rent is based on the average rate being charged to tenants at the Youngstown Cultural Arts Center in West Seattle (run by the Delridge Neighborhoods Development Association). The \$.20 per month utility charge is based on the rate charged to tenants at the Youngstown Cultural Arts Center. The triple net rate of about \$10 per year per square foot is substantially lower than prevailing rates in Madison Valley and the surrounding area. **Exhibit 5** is a June 27, 2010 printout from the website www.commercialmls.com of available office space rentals in the 98112 zip code. Annual triple net rents run range from \$16.00 to \$28.00.

The \$16 rate offered at the Madison Ridge Office Building at 2014 E. Madison St. applies to a rental space of 3,790 (which is markedly larger than the Martin Luther King Jr. building classroom size ranging from 816 to 1,280 square feet. The \$18 rate offered in the same building applies to a rental space of 2,264, again much larger than the fixed tenant spaces that would be offered at the Center. The highest rate of \$28.00 applies to a space of 900 square feet in a building at 2915 E. Madison St., which is just blocks away from the school site.

The \$10 rate is comfortably below the high end of the range of \$5 to \$12 sq. ft. per year cited by the Selection Committee in its May 17, 2010 Memorandum as the range of rents charged by community groups at University Heights, Phinney Neighborhood Association, Fauntleroy Community Services Agency, and Small Faces at Crown Hill.

The revised, lower triple net rent is absolutely competitive and significantly lower than rents for comparable, available offer spaces near the school site. Compared to rates of \$20 or higher, it is 50% less, or more, than such rates. Accordingly, organizations who rent space at the lower rate would be receiving a substantial rent subsidy versus available market rents. The lower rate would benefit all fixed tenants at the Center, including those tenants who offer Youth Education Services. The Selection Committee's May 17 Memorandum focuses on the requisite financial "support" criteria that applies special consideration (direct negotiations) based on a Youth Education Services use under Board-Adopted Procedure H.02.01. Clearly the proposed \$10 rate (subsidy of \$10 or more) demonstrates financial support to prospective fixed tenants who offer Youth

Education Services.

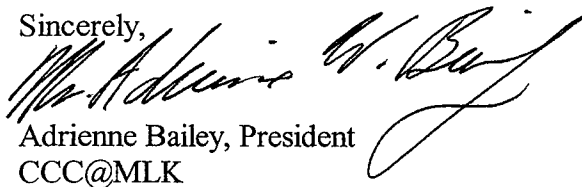
Short-Term / Flex Space Rental

The rental rates for Short-Term / Flex Space rentals remain the same as those set forth in our initial proposal. Those rates are list on the **chart on page 4 of Tab 16 of the Appendix**. We are submitting a chart (part of **Exhibit 6**) that lists those rates, and compares them to rates for comparable spaces at the Phinney Neighborhood Center, the University Heights Center, and at Seattle School District elementary school building. In all cases the rates for Martin Luther King Jr. Communtiy Center are lower than corresponding rates at the other centers and school district buildings. Indeed, the rates charged at school buildings are substantially higher, after factoring in startup and heating/cooling charges, and custodial/security charges if applicable. It is our understanding that much higher rates are charged for space rentals at community centers run by Seattle Parks and Recreation, such as Garfield Community Center and Miller Community Center. CCC@MLK's proposed rates are very competitive, and offer individuals and groups wishing to rent affordable space options that are less costly than rates at other available facilities nearby, such as Madrona Elementary School, Meany Middle School, Garfield High School and the two aforementioned Parks & Receptions community centers.

Conclusion

We believe CCC@MLK qualifies for special consideration under the 2008 Board-Adopted Procedure as an organization that will provide both (1) youth education services and (2) community and social services. We thank Seattle Public Schools again for the opportunity to offer our proposal to purchase Martin Luther King Jr. School for the purpose of creating a Community Center and look forward to a timely decision on the disposition of this valuable community asset.

Sincerely,



Adrienne Bailey, President
CCC@MLK

EXHIBITS

Exhibit 1

Martin Luther King Jr. Community Center Facility Usage Projection

Space Description	Room/Space	Sq footage	Youth Education	Community	Social Services	Total
		31,806				
Classroom	Square Footage Building & Portable	1,024				1,024
Classroom	Herndon Alliance	1,024		1,024	1,024	1,024
Classroom	Fixed Tenant	1,024				1,024
Classroom	Green Plate Special	1,024	1,024			1,024
Classroom	Short-Term / Flex Rent	1,024		1,024		1,024
Classroom	Short-Term / Flex Rent	1,024		1,024		1,024
Classroom	Cuddles Daycare	1,024				1,024
Classroom	Cuddles Daycare	1,024				1,024
Classroom	Cuddles Daycare	1,280				1,280
Kindergarten	128/129	840	324	314	202	840
Classroom	Computer Lab	816	816			816
Classroom	Seward Pk Clay Studio	816	816			816
Classroom	Green Plate Special	840	840			840
Library	118	840	840			840
Bookroom	Spectrum/Dance Studio	570	190	380		570
Small Office	Group Non-Profit Offices/Incubator	140	140			140
Small Office	Mitchell's House	180	180			180
Small Office	Fixed Tenant	75	75			75
Small Office	Fixed Tenant	75	75			75
Kitchen/Cafeteria & Assembly	101-104	2,325	840	559	925	2,325
Stage/Seating Area	Kitchen/Cafeterium - Short Term / Flex Rent	1,675	858	818		1,675
Gym & Gym Office	105	2,870	1,573	432	864	2,870
Principal's Office	107/108	270	90	90	90	270
Office & Front Desk	Administration	370	123	123	123	370
Teacher's Lounge	139	270	90	180		270
Outdoor Play Court	140	3,430	2,177	627	627	3,430
Court Yards/Atrium	112	800	600	200		800
Portable One	Planting Court (2)	1,536	77	384	1,075	1,536
	AAVGWS - Veterans					
TOTAL of Usable Space		26,271	14,161	7,179	4,931	26,272
			54%	27%	19%	100%

Exhibit 2
