



	Approved	Denied
Action taken	3/20/06	
Other:		
Verified by:	W.A. Miller	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 06-14

TITLE: AWARD OF BID NO. 0602-0-2005/WM TO NORTHERN ECONOMICS, INC., IN THE AMOUNT OF \$39,060 FOR FINANCIAL IMPACT STUDY.

Agenda of: March 20, 2006

Date: March 9, 2006

Originator: William A. Miller, Purchasing Officer

Route to:	Department	Signature/Date
X	Public Works signature required	
X	Finance *signature required	<i>Diana E. Collier</i>
X	Clerk	<i>W.A. Miller</i>

REVIEWED BY MAYOR DIANNE M. KELLER:

Dianne M. Keller

FISCAL IMPACT: yes \$39,060 or no Funds Available yes no
 Account name/number: 110-4340-434.45-01
 Attachments: Example of score sheet and contract for Financial Impact Study

SUMMARY STATEMENT: On January 3, 2006, the City of Wasilla issued a Request for Proposals (RFP) from qualified vendors to conduct an economic impact study that will define the current impact of the Iditarod sled dog race, the Iron Dog snow machine race, the Multi-Use Sports Complex (MUSC), and the new amateur hockey team on the economy of Wasilla. The project scope requires the development of a plan that will identify strategies to optimize the role of these four revenue streams to further enhance the successful economic development of Wasilla, as well as, detail stating the desirable future impact of these institutions on municipal economic development.

Four proposals were received and a three person scoring committee consisting of Archie Giddings, Public Works Director, Sandra Garley, City Planner, and William Miller, Purchasing/Contracting Officer, reviewed the responses. Per WMC 5.08.120, the committee conducted thorough reference checks and scored each of them based upon the attached score sheet.

Based upon the results of the scoring, Northern Economics, Inc., met and/or exceeded the criteria of the proposal requirements (see table below). Northern Economics, Inc., is an Anchorage based economics consulting firm that has been providing expertise in

economic analysis, and community and economic development to public and private sector clients for over twenty years.

	Information Insights	Northern Economics	McDowell Group	Barrett Sports Group
Reviewer #1 Score	68	92	79	51
Reviewer #2 Score	72	90	77	65
Reviewer #3 Score	69	84	79	58
<i>Total Score</i>	<i>219</i>	<i>266</i>	<i>235</i>	<i>174</i>
Total Cost	\$47,600	\$39,060	\$29,960	\$110,000

STAFF RECOMMENDED ACTION: Council is requested to authorize award of contract number NORECON0602-0-2005 to Northern Economics, Inc., in the amount of \$39,060 for the above described financial impact study.