



WESTERN REGION

Date: February 13, 2015
To: Thomas Wiley, Director of Project Planning
From: Marcos Rodriguez, Senior Consultant
Subject: Garfield Park proposal

Enclosed is the proposal for Garfield Park. TechCon Consultants is seeking funding from The Western Foundation Grant for Community Development to build a new community recreation area between 4th and 5th streets just south of Garfield in downtown Phoenix, Arizona.

The proposal describes TechCon's plan for revitalization of the aforementioned area in an effort to bring in more foot traffic beyond the monthly First Friday art walk. New interest in downtown Phoenix exists after having hosted a number of Super Bowl 49 events and TechCon would like to be at the forefront in giving back to the community that has done so much for us.

Please look over this proposal at your earliest convenience. TechCon welcomes any suggestions or areas where this plan may be improved. We plan to submit the final version of this proposal by May 2015.

If you have any questions, please feel free to contact me at (480)-234-5678 or you may email me at marcos@techcon.com.

Enclosed: Proposal for Garfield Park



Garfield Park

Proposal



prepared for:
Thomas Wiley, Director of Project Planning
Western Foundation
4456 South Capitol Street
Denver, CO 78655

prepared by:
Marcos Rodriguez, Senior Consultant
TechCon Consultants
454 West Yucca Road
Mesa, AZ 85606

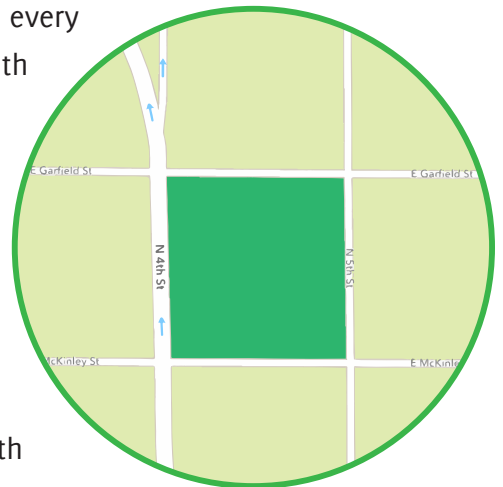


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INTRODUCTION

TechCon Consultants' downtown Phoenix office is located just south of Roosevelt on 5th Street. This is better known as the First Friday area, where every month galleries and shops stay open late as the arts district thrives with thousands of visitors. This once monthly event is very popular during the cooler months and is a Phoenix tradition. The rest of the month sees a drastic drop in visitors and TechCon Consultants would like to change that. TechCon is proposing the building of a **community park** at the lot south of Garfield between 4th and 5th street. This park would have benches, a fountain and shade structures outfitted with solar panels that would provide lighting at night and power for the fountain pumps and miscellaneous events. TechCon, along with local galleries and shops in the area, would host weekly community events in an effort to bring more people downtown beyond the First Friday art walk.



EXECUTIVE SUMMARY

TechCon Consultants is the leader in graphic and architectural design in the central Phoenix area. We provide a broad range of services from visual identity and branding to commercial and residential architectural designs. With over 50 clients, TechCon has doubled in size in the seven years since its creation. We project another doubling in size in the next five years.

We believe downtown Phoenix is at the forefront of revitalization after having hosted a number of Super Bowl 49 events. Using this momentum and regained interest in the area, TechCon Consultants has proposed the construction of an outdoor recreation space called **Garfield Park**.



CURRENT SITUATION



The lot between 4th and 5th streets just south of Garfield has been empty since the early 90's. It was once a hardware store, but has since been demolished. Many areas downtown have seen revitalization in the last few years, with more government funds becoming available. Phoenix recently hosted Super Bowl 49, which brought in money for beautification of downtown amongst other areas. The neighborhoods just north of McKinley, west of Central Avenue, were not considered for revitalization.

Super Bowl 49 brought in millions of visitors to Phoenix in the weeks leading up to the game. Downtown Phoenix has this momentum to keep drawing in locals and visitors alike and we feel the Garfield Park is the perfect place to start.





PROJECT TIMELINE

TechCon has partnered with M and R Construction for the building of Garfield Park. They have summarized the below plan for revitalization. TechCon has added additional events to this timeline.

milestone 1

- Plan design
 - Engineering
 - Land surveying
- Design approval
 - Architecture

milestone 2

- Site preparation
 - Removing dead vegetation, trash
 - Demolishing, filling, grading
- Utility openings (plumbing, electrical)
- Commission local artists to submit proposals for artwork on shade structures

milestone 3

- Installation of shade structures and solar panels
- Completion of concrete paving and installation of benches

milestone 4

- Planting of grass, trees and other vegetation and landscaping

milestone 5

- Inauguration event
- Live installation of shade structure artwork with the community watching



EXPERIENCE



M and R Construction built the greenbelt that runs 12 miles from south to north Scottsdale. This is the largest commercial park in their portfolio, with a number of parks much smaller in size. Todd McLaws will be the project manager for the Garfield Park. He has built similar parks in roughly five months time.



Marcos Rodriguez is a graphic designer and architect at TechCon Consultants. He will draft plans and work closely with Todd McLaws during each phase of construction of Garfield Park. Though he has not worked on a commercial project of this nature, he has designed residential projects larger in size with similar landscaping and outdoor features planned for Garfield Park.

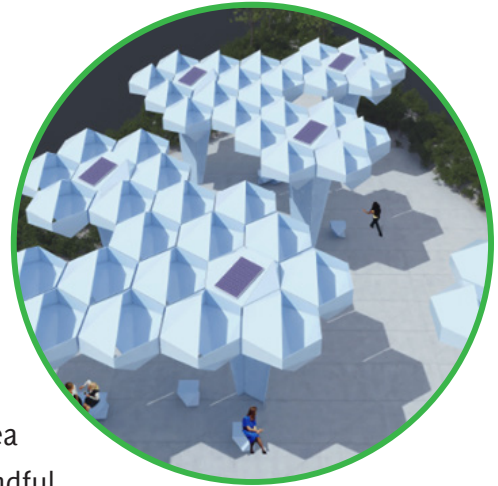
COSTS



TechCon Consultants will provide half of the \$300,000 estimated by M and R Contractors to build Garfield Park. We are asking Western Foundation for the remaining \$150,000 for completion of this project. We anticipate breaking ground on January 15th, 2016 with completion by Memorial day 2016.

● Month 1	Design	\$20,000
● Month 2	Site preparation	75,000
● Months 3-4	Construction	100,000
● Month 4	Landscaping	50,000
● Month 4	Solar shade structures	55,000
Total		\$300,000

BENEFITS



Garfield Park will attract new and existing visitors to the First Friday arts district beyond the monthly event. This influx of people will shop and eat at the business in the area and boost the local economy. This is in addition to a handful of business along with TechCon that have pledged to host weekly community events like live music, art shows and movie screenings. Jamburrito, Green Chile Truck and Pizza People have also shown interest in parking their food trucks at Garfield Park to keep visitors fed.

Both grass and concrete shaded areas to sit and relax in the eternally sunny city of Phoenix will be a huge draw for Garfield Park. Concrete shade structures will work double duty with solar panels that will offer lighting at night. A fountain in the center will be solar powered and will encourage visitors to enjoy themselves.

TechCon's office will be located adjacent from Garfield Park, next to GrowOp. GrowOp sells vintage and modern clothing and has a large garden at surrounding their store. GrowOp's garden produces local and organic fruit and vegetables for the surrounding community. They have a large team of volunteers that maintain this garden and have offered to provide upkeep for the Garfield Park.

SUMMARY



Garfield Park is a project aimed at bringing in more visitors to the First Friday arts district beyond the monthly event. This park will be located just south of Garfield between 4th and 5th streets. It will have shade structures that will power lighting and a fountain in the center. Lush vegetation and trees will form a landscape to entice visitors to relax for an afternoon or evening in Garfield Park. Weekly events like movie screenings, live music and art installations will be hosted in this convenient downtown Phoenix location.

TechCon Consultants is providing \$150,000 toward the \$300,000 estimated cost for construction of Garfield Park. We are asking The Western Foundation for the remaining \$150,000 from the Grant for Community Development. Once funded, we anticipate breaking ground in January 2016 with completion by Memorial Day 2016.

Garfield Park will be at the forefront of the revitalization of the First Friday arts district with the aim to bring in visitors more than just once a month.