

Phone Interview

HMK Company - David McKay

- Can you provide a detailed overview of your company's experience with municipal construction projects, specifically focusing on fire stations or similar emergency service facilities?

They specialize in working on government buildings, primarily within school districts. With a deep understanding of the nuances required for political environments, they excel in such specialized scenarios. With 28 years of experience in the field, their portfolio also includes past projects involving fire stations.

- How does your company approach communication and coordination with city officials and stakeholders during a construction project?

Open, consistent, and continuous communication is essential to their approach. They advocate for regular meetings, both weekly and bi-weekly, as part of their business model. Their strategy focuses on confronting and addressing issues directly, ensuring no problem is left unattended.

- Could you share examples of innovative solutions your team has implemented in past construction projects to address specific challenges?

They prioritize hiring local contractors who are inherently motivated to deliver their best work for their own communities. Furthermore, by leaving behind local contractors skilled in system repairs, they ensure sustainable maintenance. This approach also avoids the complications associated with hiring contractors from distant locations like Portland, where logistical challenges can hinder repair and maintenance efforts. Additionally, they favor using off-the-shelf components for systems like HVAC to reduce costs and simplify repairs, as specialized equipment often entails higher purchase and maintenance expenses.

- What has been your most challenging project to date, and how did you navigate the obstacles that arose?

All projects present challenges, but recent inflation has been particularly unprecedented. To navigate this, they focus on a robust design scope and proactively address supply chain issues.

- How do you ensure that the communication flow is maintained among all parties involved in a project? Could you describe your typical communication plan?

They adopt a team-oriented approach to communication, ensuring that all necessary participants are involved in discussions. In the past, they have successfully utilized informal 'coffee club' meetings to solicit feedback and deliberate on projects, with a particular emphasis on engaging residents. This method proved especially effective in a rural town with a significant farming community, where the casual coffee shop setting facilitated open and productive conversations.

- Miscellaneous

David's office is located in Salem, with an estimated one-way travel time of approximately 2 hours for meetings. While occasional hotel stays might be necessary, he does not anticipate this being a frequent requirement.

HMK acknowledges the challenges faced by the City of Gearhart and recommends organizing a kickoff meeting to discuss lessons learned from the previous two attempts.

Furthermore, they are informed about the community's potential for tsunami inundation and aim to address this issue collaboratively with the community.

Phone Reference Summary: HMK Co

Community Recreational Facility, Redmond, Oregon

Interviewee:

Katie Hammer, Executive Director

General Overview:

Katie has not yet observed significant cost savings, but she is impressed with HMK's diligent budget management. She appreciates their strict budget controls and their ability to keep the city within its financial limits. She has also repeatedly praised their meticulous attention to detail. Additionally, HMK has been very responsive in organizing and facilitating meetings, effectively fostering good public attendance and ensuring that the meetings are well-organized.

Issues Encountered:

During the design process, certain materials were considered that were unsuitable for the environment. HMK was able to identify and resolve these issues early on, ensuring that the best products were selected for their specific needs.

Above and Beyond:

Katie expressed her satisfaction with HMK's performance, noting their commitment to the project's success. She appreciates that they have consistently gone above and beyond, offering assistance in areas beyond their assigned responsibilities.

Final Remarks:

Katie praised HMK for their excellent communication skills. She believes that HMK has effectively supported her and her team through a challenging project, and she rates their performance highly in all aspects so far.

Phone Reference Summary: HMK Co

Junction City School District - Bond Planning

Interviewee:

Troy Stoops, Superintendent

General Overview:

Troy, who has known HMK Principal David McKay for years through previous collaborations, finds HMK to be very organized and excellent at managing the bidding process. He appreciates HMK's ability to hold general contractors accountable and their proficiency in tracking projects, which has given him great confidence in their work.

Issues Encountered:

Troy, who collaborates with numerous schools, highlighted a project with a limited budget where investing in HMK was particularly beneficial. HMK showcased their expertise by not only ensuring that contractors were well-qualified and fully understood the project's budget and requirements but also by saving money through prequalifying contractors and bundling projects for financial efficiency. Troy also commended HMK for their excellence in tracking projects and adhering strictly to processes.

Above and Beyond:

While working with a school, HMK assisted in applying for and administering TAP grants, which are exclusively available to public schools. David from HMK managed the grant application process, significantly reducing the workload on the school staff. This support was very helpful.

Final Remarks:

Troy was very pleased with HMK's engagement with the public board, noting their organization and transparency.

Phone Reference Summary: HMK Co

Jackson Co Fire District No. 5

Interviewee:

Fire Chief John Hanley

General Overview:

Chief Hanley was highly impressed with Dave and his team at HMK Co. They successfully constructed a multifunctional building that serves as a police station, fire station, and city hall, in a constrained location. This building has now become the benchmark for future fire stations within their district. HMK excelled in public engagement and effectively managed communications with elected officials. Their social media updates were timely and informative. With extensive experience in government projects, HMK has also contributed to the Phoenix School District updates, achieving significant cost savings. However, Chief Hanley cautioned that the cost per square foot for buildings accommodating police and fire services has increased significantly over the past two years.

Issues Encountered:

Chief Hanley noted that much of their district was damaged during the Almeda fire in the Phoenix and Talent areas of southern Oregon. HMK played a crucial role in the community's recovery, collaborating effectively with FEMA and other agencies to initiate rebuilding efforts. Previously, their station was a basic cinderblock structure with a double-wide trailer serving as offices. Now, they take pride in their improved facilities.

Above and Beyond:

Chief Hanley was very satisfied with HMK's assistance following the Almeda fire. He has collaborated with HMK on several projects and has no complaints about their performance.

Final Remarks:

Chief Hanley expressed his appreciation for HMK's valuable input on value engineering for the project. With construction costs skyrocketing, they effectively addressed budget challenges to ensure the project's success. HMK's efforts made the process as smooth as possible.



HMK
COMPANY

REQUEST FOR PROPOSAL
CITY OF GEARHART
CITY PUBLIC SAFETY BUILDING

HMK Company
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Salem, OR 97301

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Dear Chad Sweet and Members of the City of Gearhart Evaluation Committee,

On behalf of HMK Company, I am honored to present our proposal for the Owner's Representative role for the new City Public Safety Building. As HMK Company's CEO, I am deeply committed to supporting the safety and resilience of communities across Oregon, and I am confident that our team's experience and expertise uniquely position us to contribute significantly to the success of this vital project.

Our understanding of the urgent need for emergency response and disaster recovery is rooted in our extensive experience assisting public clients in the aftermath of the devastating September 2020 fires. We were on the ground within days, collaborating closely with organizations such as Jackson County Fire District No. 5, the City of Phoenix, the Blue River Fire District, the Panther Creek Water District, and the Santiam Canyon School District, among others. These efforts provided us with firsthand insight into the challenges and complexities of emergency first responders, reaffirming our commitment to building resilient communities.

Our ongoing projects with the City of Phoenix and our partnership with Fire Chief Charles Hanley of Jackson County Fire District No. 5 have further emphasized the critical importance of establishing emergency operation centers and facilities that are able to serve the program needs of first responders. We have witnessed the significant impact that well-equipped facilities can have on emergency response capabilities, and we are fully prepared to leverage our expertise to support the vision of the City of Gearhart.

What sets HMK Company apart is our unwavering focus on representing public owners—a commitment that permeates every aspect of our work. By aligning our interests with those of our clients, we deliver tailored solutions that address the unique needs of public projects.

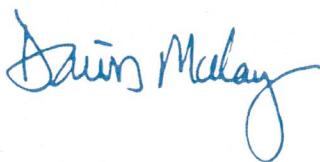
We have a long and substantial work history of assisting public organizations in Oregon with developing bond plans that their communities can support. Of the dozens of bond planning engagements we have been involved in, we have seen the passage of over 80%. We believe our experience as an Owner Representative over the last 28 years—shepherding our clients from bond planning through project closeout, and supporting those efforts with effective and consistent community engagement—will help the City of Gearhart develop a plan the community can support.

As CEO of HMK Company, I am the designated representative authorized to sign contracts on behalf of our firm.

Thank you for considering our proposal. We are eager to engage in discussions with your team and explore how we can collaborate to bring this important project from concept to completion.

Sincerely,

David McKay,
CEO, HMK Company





2. QUALIFICATIONS

2.1

Team Capacity and Relative Experience

Firm Description

HMK Company, co-owned by David and Karen McKay since 2013, specializes in representing public owners throughout Oregon in capital construction projects. Our firm's sole focus is on serving public bodies, offering a wealth of experience and expertise tailored to meet their unique needs. With many decades of collective experience, HMK Company has successfully managed projects totaling over \$2 billion in planning, design, and construction, earning the trust of our clients through dedication and proven results.

Key Personnel Profiles

David McKay

**Role: Co-Owner,
Principal in Charge**



With 45 years of construction experience and 28 years dedicated to serving local government entities in Oregon, David McKay brings unparalleled expertise to our team. His extensive background includes spearheading successful bond projects in over a dozen communities throughout the state, including the City of Phoenix legislative funding package for a new Government and Public Safety Building and Redmond School District's \$100M bond. David's leadership and guidance have been instrumental in fulfilling

bond promises and constructing facilities that communities take pride in.

Education: Idaho State University

Emily Valdez

Role: Project Manager



Emily Valdez brings 20 years of education experience, including roles as a teacher, administrator, and bond liaison for Greater Albany Public Schools' \$204M Capital Bond program. Her unique perspective, coupled with her active involvement in the Corvallis School District's community oversight committee, ensures a comprehensive approach to bond planning. Emily's expertise in community engagement and innovative strategies enhances our ability to develop solutions that resonate with stakeholders and align with project goals. Her diverse educational background equips her with a comprehensive understanding of educational systems and community dynamics, enhancing her ability to engage stakeholders effectively and develop innovative solutions.

Education: Bachelor of Arts, California State University Bakersfield; Master of Arts, University of Phoenix; Change Leadership Graduate Studies, Concordia University Chicago

Collaborative Approach

David and Emily will collaborate closely to provide services as defined in Phase 1 Predevelopment and Schematic Design Phase. David will serve as the primary point of contact, facilitating communication and coordination between the team, city staff,

Team Capacity and Relative Experience

and the community. Both David and Emily will actively participate in all meetings to ensure a holistic approach to project management and community engagement.

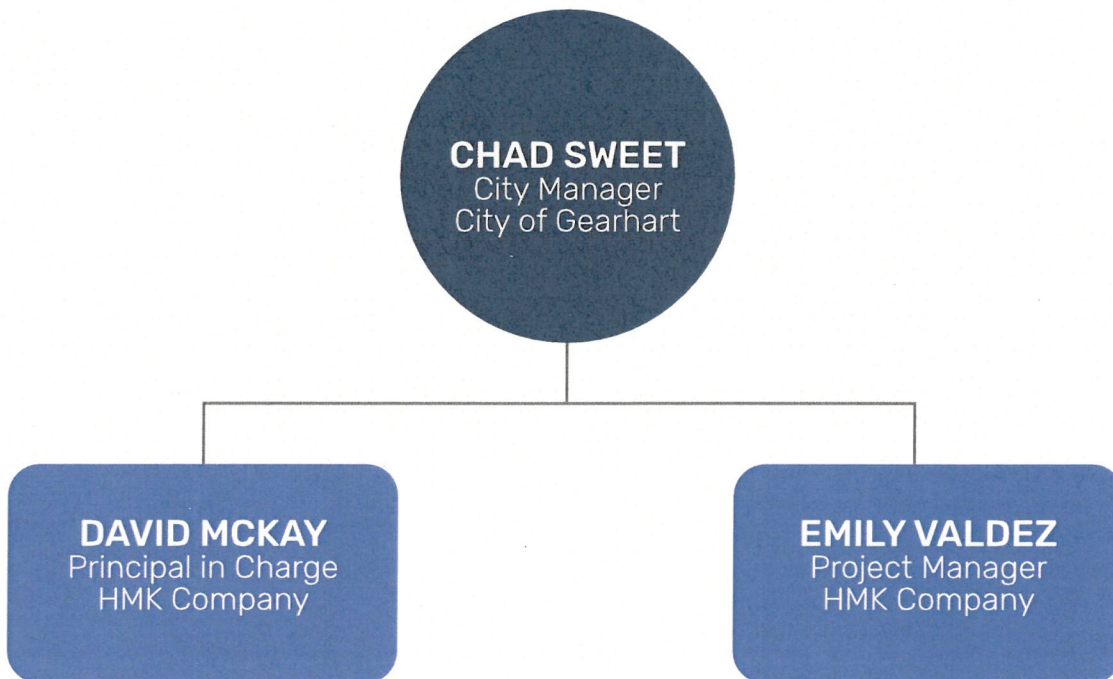
Available Capacity

David has 15% availability to dedicate to this project; his current workload aligns well with the requirements of this project, and his available capacity will ensure dedicated attention and timely delivery of services. Emily has approximately 40% of her time available, allowing for flexible allocation to support the City of Gearhart's planning process effectively.

What Sets HMK Company Apart

- Exclusive focus on representing public owners, ensuring a deep understanding of their unique needs and challenges
- Extensive experience working with over 125 different public bodies across Oregon, particularly in rural communities
- Proven track record, including successful completion of a large portfolio of projects, soon to include the City of Phoenix Government and Public Safety Building (anticipated completion date 5/13/24)
- In-depth knowledge and expertise gained from recovery work following the 2020 Oregon wildfires
- Process-driven project management approach, with templated documents and a dedicated Communication department to support community engagement
- Established relationships with reputable design firms, enabling us to assist the City in selecting the best-suited partners for the project

Organizational Chart



2.2

Community Engagement Experience

At HMK Company, we recognize the critical importance of ongoing communication and community outreach, particularly for high-profile projects like the City of Gearhart Public Safety Building. Our seasoned Communication department has a long track record of supporting our clients in project planning, design, and construction, ensuring their project stories are effectively communicated and distributed across various platforms.

Understanding that many of our clients do not have dedicated communication resources, we have developed comprehensive communication services to alleviate this burden. While we do not position ourselves as a public relations firm, we have partnered with reputable firms like Wright Public Affairs when clients require a more robust engagement process.

Since 2017, we have cultivated a strong social media presence across Facebook, Instagram, and LinkedIn, with an average monthly reach exceeding 250,000 impressions. Through targeted ad spending, we can precisely tailor our posts to reach specific geographic areas, ensuring meaningful engagement with pertinent community members. This strategic targeting approach has consistently garnered HMK Company clients an average of over 20,000 impressions each month.

We specialize in crafting engaging social media posts and developing collateral materials, including flyers, newsletters, and informational videos tailored to each project's unique needs. Our expertise extends to building and maintaining bond websites, or "landing pages," hosted on our platform, providing seamless integration with the City's website.

In collaboration with the project team, including the City of Gearhart, design firm, and construction company, we will develop communication strategies that effectively

communicate the project plan throughout the bond planning and project delivery phases. By leveraging public feedback and working closely with stakeholders, we aim to ensure transparency, engagement, and stakeholder consensus throughout the project lifecycle.

By effectively communicating the details, importance, and value of the project, we aim to keep citizens informed and engaged throughout the bond planning and campaign process. We understand that stakeholder consensus is vital to moving the project forward. We are committed to leveraging the public feedback received through these engagement efforts to inform and advance the project in collaboration with the City of Gearhart.

We have included a dedicated Community Engagement appendix with this RFP response, showcasing examples of our communication collateral materials.

2.3

Civic Facilities Experience

Construction Management Services for a Public Emergency Facility in Phoenix, OR

City of Phoenix Government and Public Safety Building



City of Phoenix 3D View - Presentation, Main Entry from Street

Budget: \$19.9 million

Timeline: October 2021–May 2024

Funding Sources: HB 5006, HB 5202, FEMA Public Assistance, and local borrowing

Program Director: David McKay

Client Representative: Charles Hanley, Fire Chief, Jackson County Fire District No. 5

HMK Company spearheaded the design and construction of the City of Phoenix Government and Public Safety Building—a multifaceted facility housing various municipal functions, including city government offices, police headquarters, and Fire District facilities. Central to this project was the establishment of an innovative emergency operations center (EOC) equipped to support coordinated emergency response efforts and ensure community safety.

After the Alameda Fire in 2020, which swept across Phoenix, Talent, and Southern Medford, the City of Phoenix recognized that to increase public safety and emergency preparedness, they needed to centralize their city government and emergency service facilities.

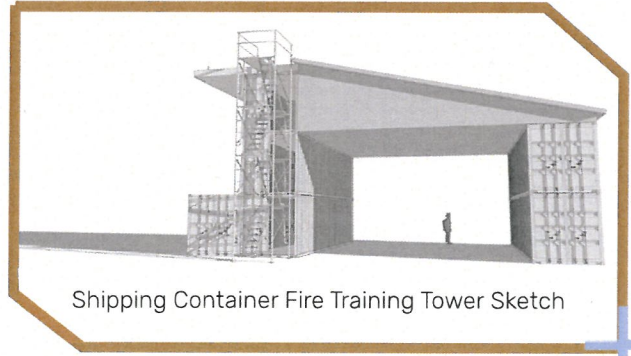
The City of Phoenix entrusted our company to develop, concept, and plan a legislative funding package. Once funded, HMK Company was retained to manage the design and construction of a new, state-of-the-art government and safety building.

Utilizing our expertise in owner project management, we collaborated closely with stakeholders and developed a comprehensive plan that addressed the city's need for robust emergency response capabilities.

Under the leadership of Program Director David McKay and the guidance of Client Representative Fire Chief Charles Hanley, HMK Company navigated the complexities of this project and ensured alignment with the City's vision and operational requirements. Oregon House Bills 5006 and 5202 provided \$16,338,000 in funds for the construction project with a \$240,000 funding match made by insurance and FEMA proceeds. The new, innovative facility spans 25,000 square feet and will stand as a cornerstone of Phoenix's emergency response infrastructure. We are proud to have played a pivotal role in enhancing community resilience and serving the Phoenix community in times of crisis.

Managing the Construction of a Fire Station Training Center

Development of Master Plan for a Training Center at the Main Station



Shipping Container Fire Training Tower Sketch

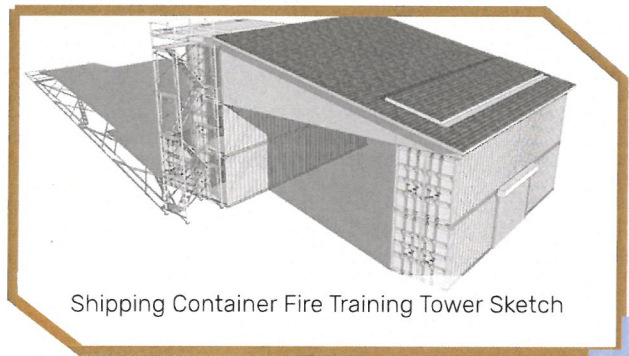
Budget: \$1 million

Construction Timeline: To commence upon funding availability

Fire District Contact: Charles Hanley, Fire Chief, Jackson County Fire District No. 5

HMK Company collaborated with Jackson County Fire District No. 5 to develop a comprehensive master plan for the construction of a training center at their main fire station. The goal of this new facility is to meet the critical need for enhanced training facilities.

Working closely with Chris Brown from arkitek: design & architecture, we formulated a strategic plan to integrate a multistory training tower with critical adjacencies to the existing fire station. Leveraging our expertise in construction management and facility planning, we identified optimal placement for the training facilities on the Station No. 5 property.



Shipping Container Fire Training Tower Sketch

To realize the vision outlined in the master plan, we assessed funding options, including grants, general funds, and other potential sources. While construction has yet to commence pending funding availability, our proactive approach to budgeting and resource allocation ensures readiness to

move forward with the project once funding is secured.



Shipping Container Fire Training Tower Sketch

Throughout the planning process, we collaborated closely with Fire Chief Charles Hanley and other stakeholders to ensure alignment with the Fire District’s operational needs and objectives. Additionally, we facilitated the procurement of storage containers to be utilized in the training center, further enhancing the District’s training capabilities.

The Jackson County Fire District No. 5 training center project exemplifies our commitment to providing construction management services for public emergency management facilities. By facilitating the planning, budgeting, and stakeholder collaboration needed to get this project to its readiness stage, we have laid the groundwork for the development of a state-of-the-art training center that will bolster the District’s capacity to respond effectively to emergencies and protect the community.

Construction Management of Fire Station Seismic Renovation

Project Management of Seismic Rehabilitation Grant Submission and Building Renovation



JCFD - Station No. 4 (Formerly No. 2) After

Budget: \$1.8 million

Timeline: 2021–2023

Renovation Scope: Seismic rehabilitation of existing facility

Fire District Contact: Charles Hanley, Fire Chief, Jackson County Fire District No. 5

In response to the critical need for updates and enhancement of Station No. 2 (which serves a rural area outside of Ashland), HMK Company spearheaded project management efforts to secure funding through the Seismic Rehabilitation Grant program and provided project management for design and construction to seismically renovate the existing fire station.



JCFD - Station No. 2 Before

The building, prior to renovation, was a preengineered pole barn converted into a fire station. It was an under-equipped facility located in an area of the Fire District that lacked proper protection. With funding from the State of Oregon Seismic Rehabilitation Grant program, HMK Company facilitated the complete rehabilitation of the facility.

The renovation incorporated new features designed to enhance the station’s functionality and resilience during emergencies—features such as the installation of bifold fire doors that can be operated manually during power outages. Additional dormitory quarters to accommodate temporary staff during the summer fire season were also added. This newly revitalized fire station not only addresses the immediate need for seismic reinforcement, it also strengthens the Fire District’s capacity to respond effectively to natural disasters.

Our construction management services in the seismic renovation of Station No. 2

(now Station No. 4) played a vital role in the execution and success of this project. Through comprehensive planning and strong leadership, HMK Company helped Station No. 4 remain a viable asset to the community it serves.

Owner Project Manager for a New Community Recreational Facility in Redmond, OR

Construction Management Services for Redmond Area Park and Recreation District



RAPRD project - Southeast

Budget: \$55 million

Timeline: September 2023–December 2025

RAPRD Executive Director: Katie Hammer

HMK Company is currently serving as the Owner Project Manager for the design and construction of a community recreational facility in the Redmond area. Situated at SW35th and Lava Avenue, this greenfield project presented unique challenges that required innovative solutions and proactive project management.

One of the initial challenges we encountered was the need to align the project scope with the available budget. Given the significant inflation in the Central Oregon construction market, this was difficult. Despite this hurdle, HMK Company effectively navigated the complexities of the project by implementing strategic measures that optimized budget allocation while ensuring adherence to the project's vision and objectives.

Under the guidance of RAPRD Executive Director Katie Hammer, HMK Company provided oversight of the design and construction processes, ensuring seamless coordination among project stakeholders and adherence to project timelines and milestones. Our initiative-taking approach to

project management enables us to address evolving challenges promptly and effectively, fostering a collaborative and efficient project environment.

To expedite project delivery and mitigate risks, HMK Company utilized a Construction Manager | General Contractor delivery method. This approach facilitated early engagement with key project partners, enabling collaborative cost estimating, ongoing value engineering, and early procurement of site development plans.

Additionally, we navigated complex regulatory requirements, including annexation into the City of Redmond and developing a site plan that optimized land utilization while respecting BPA high-power transmission lines.

The completion of the new community recreational facility will represent a significant milestone for the Redmond area. It will provide residents with access to state-of-the-art recreational amenities while promoting community engagement and well-being. By effectively managing the project's complexities and delivering exceptional results, HMK Company has contributed to the enhancement of the local quality of life and recreational opportunities.



RAPRD project - Southwest

The Redmond Area Park and Recreation District project exemplifies HMK Company's experience in providing construction management services for public facilities. Through strategic project oversight, innovative solutions, and unwavering commitment to project success, we have demonstrated our capability to deliver transformative projects that meet the needs of the communities we serve.

Relevant Project Experience

David McKay: Relevant Project Experience

Client Name	Year	Services Provided
Redmond Area Park and Recreation District	2023–2025	Oversight of design and construction of new recreation facility
Southern Oregon ESD	2020–2025	Design and construction of new office building destroyed by the 2020 Almeda fire
City of Phoenix Government and Public Safety Building	2020–2024	Development of request for funding through House Bills 5006 and 5202 Design and construction of new Government and Public Safety Building, housing City Government, City Police, and Jackson County Fire District No. 5. Building includes a new Emergency Operation Center.
Redmond School District	2020–2024	Oversight of design and construction of \$35M Capital Bond program
Greater Albany Public Schools	2016–2022	Program manager of \$200M Capital Bond program Design and construction of two new elementary schools, modernization of four middle schools, additions and remodeling of two high schools, design and construction of 300 distinct critical facility upgrade projects
Willamette ESD	2016–2019	Remodeling of 55,000 SF office building, including construction of new conference center

Emily Valdez: Relevant Project Experience

Client Name	Year	Services Provided
Linn Benton ESD	2021–2023	Design, construction, and outfitting with new FF&E the complete remodel of Linn Benton Lincoln ESD's Albany offices
Southern Oregon ESD	2020–present	Design, construction, and outfitting with new FF&E the Southern Oregon ESD Phoenix offices destroyed by the September 2020 Almeda Fire
Greater Albany Public Schools Bond	2017–2023	Planning, design, construction, and outfitting projects throughout the District's \$204M bond
Corvallis School District	2018–2023	Community member of the Citizen Oversight Committee

Complete List of HMK Company Projects for the Last 3 Years

Client Name	Year	Services Provided
Greater Albany Public Schools	2016–2023	Owner Representative through the bond planning phase that developed the bond plan for May 2017 election; responsible for overseeing design and construction for \$204M bond
Santiam Canyon School District	2019–2022	Owner Representative through the bond planning phase that developed the bond plan; responsible to oversee design and construction replacing the Middle School & High School campus.

Relevant Project Experience

Client Name	Year	Services Provided
Dayton School District	2019–2023	Owner Representative design and construction for \$21M bond
Ashland School District	2019–present	Owner Representative for District’s \$130M bond program
City of Phoenix Government and Public Safety Building	2020–2024	Development of request for funding through House Bills 5006 and 5202 Design and construction of new Government and Public Safety Building, housing City Government, City Police, and Jackson County Fire District No. 5. Building also includes a new Emergency Operation Center.
Southern Oregon ESD	2020–present	Design, construction, and outfitting the Southern Oregon ESD Phoenix offices destroyed by the September 2020 Alameda Fire
Redmond School District	2020–present	Design and construction of the District’s 2020 \$32M bond
Jackson County Fire District No. 5	2021–2023	Seismic Renovation of Station No. 4
Linn Benton ESD	2021–2023	Design, construction, and outfitting complete remodel of Linn Benton Lincoln ESD’s Albany offices
Perrydale School District	2021–2023	Owner Representative design and construction for \$10M bond
Central Point School District	2021–2023	Provide FF&E coordination for multiple schools. Services included procurement, order management, installation, and warranty management.
Three Rivers School District	2021–present	Manage multiple projects as the project manager of record; projects include 4 different seismic projects, addition to Elementary School, and restroom upgrades across multiple buildings throughout the District
St. Paul School District	2022–2023	Bond planning: successful November 2023 bond election
Amity School District	2022–present	Owner Representative design and construction for \$35M bond
Eagle Point School District	2022–2023	Owner Representative for classroom addition at Table Rock Elementary School
Junction City School District	2022–2024	Bond planning for \$60M general obligation bond on the May 2024 ballot
Redmond Area Park and Recreation District	2023–present	Oversight of design and construction of new recreation facility
Jackson County Fire District No. 5	2023–present	Planning for a new fire training center
Redmond School District Bond Planning	2023–present	Assisting the District with developing a \$100M bond plan for the November 2024 general election
Central Curry School District	2023–present	Owner Representative for District’s \$30M bond program
Medford School District	2024	Currently managing a seismic retrofit project at North Medford High School

References

City of Phoenix

Program Executive: Charles Hanley, Fire Chief, Jackson County Fire District No. 5

Email: hanley@jcfcd5.com

Phone: (541) 951-8414

Program Director: David McKay

Project Manager FF&E Coordination: Emily Valdez

Jackson County Fire District No. 5 Training Center

Program Executive: Charles Hanley, Fire Chief, Jackson County Fire District No. 5

Email: hanley@jcfcd5.com

Phone: (541) 951-8414

Project Manager: Richard Randleman

Principal in Charge: David McKay

Station No. 4 Seismic Project

Program Executive: Charles Hanley, Fire Chief, Jackson County Fire District No. 5

Email: hanley@jcfcd5.com

Phone: (541) 951-8414

Project Manager: Richard Randleman

Principal in Charge: David McKay

Linn Benton ESD Albany Offices Renovation

Program Executive: Jason Hay, Superintendent

Email: jason.hay@lblesd.k12.or.us

Phone: (541) 812-2601

Principal in Charge: David McKay

Project Manager: Steve Earle

Project Manager FF&E Coordinator: Emily Valdez

Greater Albany Public Schools

Program Executive: Russ Allen, Former Director of Operations (during bond program)

Email: russ.allen@wesd.org

Phone: (541) 409-5795

Principal in Charge: David McKay

Project Liaison: Emily Valdez

Junction City School District – Bond Planning May 2024

Program Executive: Troy Stoops, Superintendent

Email: tstoops@junctioncity.k12.or.us

Phone: (503) 559-5957

Principal in Charge: David McKay

Project Manager: Emily Valdez

St. Paul School District – Bond Planning November 2023

Program Executive: Joe Wehrli, Superintendent

Email: joe.wehrli@stpaul.k12.or.us

Phone: (503) 949-2358

Principal in Charge: David McKay

2.4

CM | GC Experience

Project Delivery Method

Selecting the appropriate project delivery method is crucial for successful project execution. We are proficient in three primary delivery methods: traditional Design-Bid-Build, Design-Build, and CM | GC.

Our extensive experience with the CM | GC delivery method is exemplified by our successful implementation on a diverse array of projects. Notable examples include the City of Phoenix Government and Public Safety Building, Jackson County Fire District Station No. 4 Seismic Project, and multiple endeavors for the Ashland School District, Redmond Area Park and Recreation District, Linn Benton Lincoln ESD, Greater Albany Public School District, Amity School District, Perrydale School District, and Dayton School District, among numerous others. Our track record demonstrates a long history of delivering successful projects utilizing the CM | GC delivery method.

Procurement Expertise

Our in-depth understanding of Oregon's public contracting statutes ensures compliance and efficiency throughout the procurement phase. We have developed well-established procurement documents that streamline the selection process, regardless of the chosen delivery method.

Contractor Selection Process

Our decades-long experience in selecting contractors is guided by a rigorous process

aimed at identifying the best-fit candidates. We evaluate contractors based on their ability to align with the City's vision and goals. Our comprehensive RFP process includes targeted questions to assess contractors' experience, personnel, and processes accurately. During the interview process, we prioritize the presence of the CM|GC key individuals who will be directly involved in the project. This ensures effective communication and collaboration, fostering a partnership conducive to achieving the City's objectives.

2.5

Contract Agreements and Negotiations

Contract Agreements and Negotiations

HMK Company brings unparalleled expertise in negotiating and facilitating agreements with architects, contractors, and project consultants, derived from our extensive experience managing design and construction projects and insights gleaned from similar initiatives.

Tailored Processes for Public Entities

Our firm has developed custom processes tailored explicitly for public entities, designed to streamline operations, reduce costs, and ensure compliance with Oregon public contracting statutes. These processes encompass solicitation documents, contracts, specifications, and project procedures, effectively safeguarding our client's interests while minimizing administrative burden.

Deep Understanding of Public Contracting Statutes

Renowned throughout the state, our firm's deep understanding of public contracting statutes ensures all agreements and negotiations adhere to legal requirements, providing our client with protection and

compliance. Our commitment to excellence is underscored by David McKay's frequent delivery of public contracting workshops, reinforcing our dedication to upholding the high standards and remaining current with public bidding and contracting requirements.

Ensuring Owner Protection through Robust Contracts

Effective contracts are paramount for mitigating risks and safeguarding the interests of project owners. Leveraging our extensive experience, we have collaboratively crafted contracts with legal counsel to ensure fair and reasonable protection for owners. Our meticulously drafted language serves as the foundation for contracts and specifications used throughout the project lifecycle, facilitating streamlined negotiations and ensuring comprehensive owner protection. These contracts will be the basis of review with the City's legal counsel.

We possess a comprehensive understanding of conducting fair negotiations with design firms, CM | GC contractors, and other project consultants, consistently delivering substantial savings for our clients. Two notable examples underscore our ability to achieve cost efficiencies while maintaining project integrity:

In negotiations with the Amity School District, our negotiation strategies resulted in savings of \$500,000 without compromising project scope or design deliverables.

Similarly, during Phoenix-Talent School District's Phoenix High School project, we successfully reduced design fees by \$975,000 through innovative approaches that preserved project goals without sacrificing the quality of final deliverables.

These achievements highlight our commitment to maximizing value for our clients through strategic negotiation practices while ensuring project success and adherence to established objectives.



3. PROJECT APPROACH & METHODS

3.1

Project Approach and Methods

Our Approach and Methods

HMK Company's approach and methodology are tailored to meet the specific requirements outlined in Exhibit A, ensuring seamless alignment with the City of Gearhart's needs and project objectives.

Consistent Team and Process

We offer unwavering support to the City of Gearhart with a dedicated team and consistent project management process. Unlike other project management firms that utilize 1099 contractors—who may vary in regards to points of contact or project methodologies—our full-time employees provide continuity from concept to construction closeout, ensuring a streamlined and reliable experience for the City. David and Emily will work together to respond to various project demands and meet the deadlines as required throughout the Phase I Predevelopment and Schematic Design phase.

Ambitious Project Goals

At the core of our approach are ambitious project objectives designed to surpass conventional expectations. We will establish a comprehensive planning schedule delineating key deliverables, and diligently manage project stakeholders to ensure timely completion of their respective responsibilities.

Our flexible approach enables us to recalibrate project priorities at every juncture, yielding outcomes that surpass initial anticipations.

Robust Relationships and Regulatory Compliance

With extensive experience in public construction projects across Oregon, we boast robust relationships with design professionals, contractors, and regulatory authorities. Our intimate understanding of Oregon statutes governing public purchasing ensures seamless compliance with legal and regulatory requirements. These relationships enable swift permit approvals and meticulous schedule management, facilitating efficient project execution.

Service-Based Support

As a service-based organization, our primary goal is to alleviate the administrative burden from the cities we serve. By acting as gatekeepers and managing all communication channels, we enable City staff to focus on their core responsibilities. Our streamlined communication protocols ensure efficient decision-making processes and timely responses to project demands and deadlines.

Fostering Collaboration

We foster a collaborative environment among architects, contractors, stakeholders, and regulatory bodies to ensure project success. Our approach begins with setting the tone for collaboration and initiating open communication channels from project onset. We develop comprehensive communication

"We found HMK Company and its team of staff to be very knowledgeable, professional, and cooperative throughout the multitude of school bond projects. In addition, we have found their collaborative style of project management, responsiveness, and coordination with the City of Albany, as the permitting jurisdiction, helped lead to a smooth and efficient project delivery and aided in quickly identifying and resolving any minor issues that arose."

Matthew Ruettgers
City of Albany

plans, schedule regular meetings, and facilitate consistent reporting to keep all stakeholders informed and engaged throughout the project lifecycle.

Technology Integration

Utilizing industry-leading collaboration tools such as Google Docs, Dropbox, Smartsheet, Zoom, and Microsoft Teams, we ensure seamless communication and information accessibility for all project stakeholders. Our technology-driven approach enhances efficiency and transparency, enabling effective project management and decision-making processes.

Integration of Staff Time and Resources

The involvement of the City of Gearhart's staff is paramount in comprehending project requisites, formulating the project program and schematic design, and evaluating optimal site selection for the new facility. Leveraging their insights from previous bond attempts

in 2007 and 2023, alongside other pertinent data, is crucial in shaping the project's plan. Seamless collaboration is imperative for the effective development of the plan and fostering community engagement.

We are dedicated to strategizing the integration of HMK Company's team, the selected Design team, and potentially the CM | GC with City of Gearhart staff to cultivate a unified and cohesive team approach, with HMK Company and the Design team taking on the bulk of the responsibilities.

Consistency and Dedication

HMK Company is dedicated to providing the required support to the City of Gearhart throughout every phase of the project. With a committed team of experienced professionals, we guarantee consistency in project management, communication, and execution, ensuring the successful realization of project objectives and the fulfillment of the city's vision from inception to completion.



Greater Albany Public School District

Figure: Ribbon cutting at West Albany High School, where HMK Company oversaw construction of new building



4. PROPOSED COST

4.1

Proposed Cost

Based on the scope of work outlined in this RFP, HMK Company proposes a time and effort approach to the initial Predevelopment and Schematic Design phase. Below is a breakdown of our proposed plan and associated costs:

1. Project Kickoff Meeting:

- Meet with City staff to understand previous bond plans, project goals, expectations, and desired election timeline. HMK Company will produce a bond planning timeline.
- Discuss next steps, including Design team solicitation and gathering pertinent project-related information
- Determine whether engaging with a Construction Manager | General Contractor is important during this phase
- Thoroughly review provided information from the City of Gearhart

2. Design Solicitation:

- Develop a design RFP
- Review and incorporate recommended contract with the RFP, in conjunction with City's legal counsel
- Receive RFP responses and conduct reference checks
- Facilitate a committee of City stakeholders to score RFP responses and conduct interviews with short-listed firms
- Fee negotiations with the highest-ranking firm

3. Other Solicitations (as Needed):

- Develop other RFP solicitations as needed during this planning phase, such as geotechnical survey, topographical survey, and hazardous material consultants (cost to be determined as requested)

4. Schematic Design:

- Engage with the Design team to develop numerical program, and conceptual and schematic design of the new building
- Evaluate various site options
- Conduct four design review meetings with internal City staff and four community meetings
- Facilitate a cost estimate by an independent cost estimator upon completion of the Schematic Design phase

5. Community Meetings:

- Working in conjunction with the City and Design team, facilitate community meetings to discuss project needs and possible options. Currently planning for four community engagements to garner community support.

6. Communication:

- Develop a communication plan including regular social media posts, a bond landing page, video interviews, and other collateral materials required for community engagement
- Continue community engagement efforts as mutually agreed upon

Hourly Rates:

- **David McKay, Principal in Charge:** \$150
- **Emily Valdez, Project Manager:** \$150
- **Project Administrator:** \$90
- **Project Accountant:** \$90

Additionally, we request a 3% cost-of-living increase annually, effective each January. Reimbursable costs will be billed at cost plus 10%, including mileage at IRS rates and travel/per diem at GSA rates for the local area.

Please find the detailed breakdown of hourly rates and associated costs in the attached exhibit on page 20. We understand that the proposed fee schedule is one of several evaluation criteria and look forward to further discussions regarding our proposal.

4.1

Proposed Cost Task Detail- Exhibit i

Detailed services to be provided by Owner's Representative in this phase include, but are not limited to:

		Number of Meetings	Principal in Charge	Program Manager	Project Admin	Subtotal	
			\$150.00	\$150.00	\$90.00		
1	Participation in a project kickoff meeting or meetings	1	8	8	0	\$2,400.00	
2	Review of project information created to date		4	8		\$1,800.00	
3	Participation in internal staff coordinating meetings, when requested	4	2	2		\$2,400.00	Based upon four (4) remote meetings prior to engagement with Design team
4	Design professional solicitation and construction services (dependent on the selected project delivery method)	1	4	12	20	\$4,200.00	Based upon one (1) RFP solicitation process for design services (add same amount of time if CM GC RFP is desired)
5	Assist City staff in evaluating firms that submitted proposals based on the solicitations	1	16	16	8	\$5,520.00	Based upon one (1) RFP solicitation process for design services (add same amount of time if CM GC RFP is desired)
6	Design meeting kickoff	1	8	8	0	\$2,400.00	In-person meeting
7	Internal project team design review and project planning meetings	4	8	8		\$9,600.00	Assume four (4) in-person meetings. Time would be reduced when remote meetings are utilized.
8	Provide independent cost estimates to COIC in evaluating design options and cost proposals	1				\$7,500.00	This is estimated for an independent cost estimator subconsultant to the City

Proposed Cost Task Detail- Exhibit i

		Number of Meetings	Principal in Charge	Program Manager	Project Admin	Subtotal	
			\$150.00	\$150.00	\$90.00		
9	Assist in selecting additional consultants as necessary	1		14	14	\$3,360.00	Time based on one (1) for each subconsultant RFP, such as geotechnical, topographical survey, and hazardous material
10	Community meetings	4	8	8		\$9,600.00	
11	Asssit the City with Community Communications Engagement Plan	1	4	4		\$1,200.00	Develop plan for social media, bond website, and facilitate other types of communication
12	Provide communication support on an agreed-upon, regular basis	1					Price will be quoted as requested
13	Monthly social media support with strategic regional reach approach	1					Price will be quoted as requested
14	Build and maintain bond landing page	1					Price will be quoted as requested
15	Newsletters	1					Price based upon materials needed and will be quoted as requested
16	Video production	1					Price will be quoted as requested
17	Other relevant duties and oversight as directed by the City						To be determined and based upon set hourly rates

Estimated Phase I fee based upon itemized list \$42,480.00

Independent cost estimates will be provided by subconsultants directly to the City. Customized communication plan will be determined in agreement with the City's needs with price proposal.

City of Gearhart

**REQUEST FOR PROPOSALS
CITY PUBLIC SAFETY BUILDING**

City of Gearhart Acknowledgement of Addendum

I/we have received and reviewed the RFP and any Addenda issues by the City of Gearhart and this submission is our entire proposal. Addenda received:

Addendum No. _____ Date Received _____

Addendum No. _____ Date Received _____

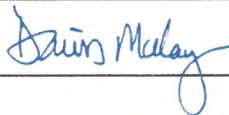
Addendum No. _____ Date Received _____

Addendum No. _____ Date Received _____

Addendum No. _____ Date Received _____

If no addendum received write "None" None

Firm Name: HMK Company

Authorized Signature: 

Printed Name: David McKay

Title: CEO

Date: 3/25/24

APPENDIX CONTENTS

5 Bond Story Community Engagement Package

5.1 Example Social Media SEO Reports

5.2 Project Web Page Example

5.3 Example Newsletter

5.4 Videography Examples





**Thank you for considering us for the
City's Public Safety Building Project**





5 TELL YOUR BOND STORY

Community Engagement Package

HMK Company stands out among Owner's Representative firms with our unique offering of a dedicated Communications department. We recognize and appreciate the importance of effectively telling our clients' stories through various communication channels. By doing so, we not only keep citizens informed of the successes achieved through each bond program but also convey the profound impact these projects have on the entire community. Our Communications department specializes in crafting compelling narratives through a range of mediums, including a dedicated bond program website, informative email newsletters, and engaging custom videos.

As part of our comprehensive proposal package, we've included the following examples of our expertise:

- Example Social Media SEO Reports
- Project Web Page Example
- Example Newsletter
- Videography Examples

These resources serve as tangible demonstrations of our commitment to transparent communication and strategic storytelling, ensuring that our clients' achievements are effectively shared and celebrated with the wider community.

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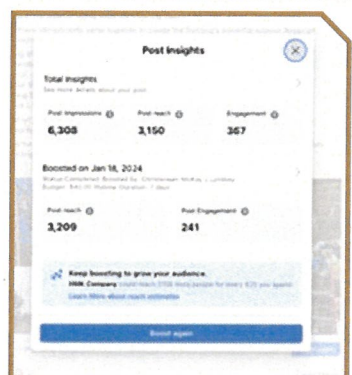
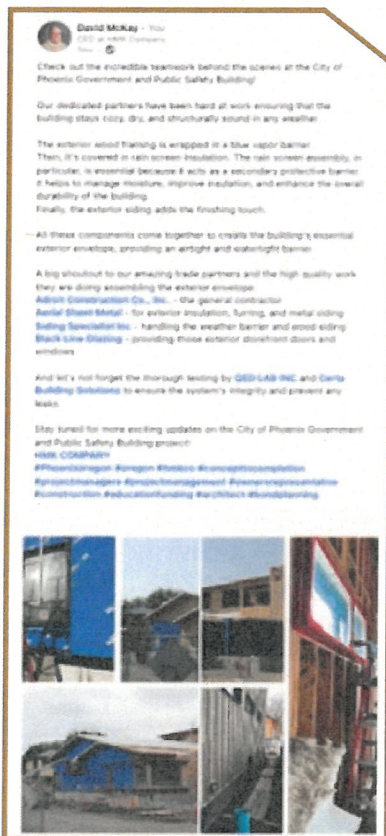
5.1 EXAMPLE SOCIAL MEDIA SEO REPORTS

A QUICK PEEK AT THE ANALYTICS OF OUR
SOCIAL MEDIA CONTENT

City of Phoenix - January

City of Phoenix - 1,778 engagements
 17,610 people reached
 53,633 impressions in the Phoenix (25+ mile radius) community
 5 sponsored posts
 15 posts total to Facebook, Instagram, and LinkedIn

Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
✓	Post: 'City of Phoenix, Oregon Every week, ...	226 Post engagements	6,114	10,341	\$0.27 Per Post Engagement	Above average	Above average	Average	\$60.00
✓	Post: 'Check out the incredible teamwork be...	241 Post engagements	3,209	6,427	\$0.17 Per Post Engagement	Average	Above average	Below average	\$40.00
✓	Post: 'Behind the scenes at the City of Phoe...	498 Post engagements	7,583	13,472	\$0.12 Per Post Engagement	Above average	Above average	Average	\$60.00
✓	Post: 'The interior walls and door frames are...	367 Post engagements	6,509	13,415	\$0.21 Per Post Engagement	Average	Above average	Below average	\$77.00
✓	Post: 'City of Phoenix, Oregon Firefighters f...	446 Post engagements	5,914	9,978	\$0.11 Per Post Engagement	Above average	Above average	Average	\$49.78
Results from 5 ads		1,778 Post engagements	17,610 Accounts Center ads	53,633 Total	\$0.16 Per Post Engagement				\$286.78 Total spent



City of Phoenix - February

City of Phoenix - 839 engagements
 8,294 people reached
 18,831 impressions in the Phoenix (25+ mile radius) community
 2 sponsored posts
 6 posts total on Facebook, Instagram, and LinkedIn

Ad	Results	Reach	Frequency	Cost per result	Bid	Amount spent	Ends	Quality ranking	Engagement rate ranking	Conversion rate ranking	Impressions	CPM (cost per 1,000 impressions)	Link clicks
Post: "In these recent drone shots, you can s..."	624	7,067	1.75	\$0.08	U.	\$50.00	Feb 19, 2024	Above average	Above average	Average	12,361	\$4.04	
Post: "Check out the incredible teamwork be..."	215	2,949	2.16	\$0.23	U.	\$50.00	Feb 14, 2024	Average	Above average	Below average	6,470	\$7.73	
Results from 2 ads	839	8,294	2.27	\$0.12		\$100.00					18,831		

David McKay · You
 CEO at HMK Company

In these recent drone shots, you can see the exterior siding being installed on the north exterior of the building, thanks to the work of Siding Specialists. There are multiple layers covering and protecting the building with the weather barriers, insulation, and siding, most of which can be seen in different phases of installation in these photos.

Admit Construction Co., Inc. has been busy developing the east parking lot recently as seen in these photos as well, including the generator pad enclosure close to the building. Having this powerful generator is important for providing power in emergency situations to the government agencies and community seeking safe shelter during a time of disaster.

OLW Architecture
 HMK COMPANY
 Aerial Shear Metal
 Siding Specialist Inc.
 #PhoenixOregon #Oregon #hmkco #conceptcompletion
 #projectmanagers #projectmanagement #ownersrepresentative
 #construction #educationfunding #architect #bondplanning

643 impressions

David McKay · You
 CEO at HMK Company

Check out the incredible teamwork behind the scenes at the City of Phoenix Government and Public Safety Building!

Our dedicated partners have been hard at work ensuring that the building stays dry, dry, and structurally sound in any weather.

The exterior wood framing is wrapped in a blue vapor barrier. Then, it's covered in rain screen insulation. The rain screen assembly, in particular, is essential because it acts as a secondary protective barrier. It helps to manage moisture, improve insulation, and enhance the overall durability of the building.

Finally, the exterior siding adds the finishing touch.

All these components come together to create the building's essential exterior envelope, providing an airtight and watertight barrier.

A big shoutout to our amazing trade partners and the high-quality work they are doing assembling the exterior envelope:
 Admit Construction Co., Inc. - the general contractor
 Aerial Shear Metal - for exterior insulation, furring, and metal siding
 Siding Specialist Inc. - handling the weather barrier and wood siding
 Black Line Glassing - providing those exterior storefront doors and windows

And let's not forget the thorough testing by QED LAB INC and Cesta Building Solutions to ensure the system's integrity and prevent any leaks.

Stay tuned for more exciting updates on the City of Phoenix Government and Public Safety Building project!

HMK COMPANY
 #PhoenixOregon #Oregon #hmkco #conceptcompletion
 #projectmanagers #projectmanagement #ownersrepresentative
 #construction #educationfunding #architect #bondplanning

643 impressions

HMK Company is in Phoenix, AZ

In these recent drone shots, you can see the exterior siding being installed on the north exterior of the building, thanks to the work of Siding Specialists. There are multiple layers covering and protecting the building with the weather barriers, insulation, and siding, most of which can be seen in different phases of installation in these photos.

Admit Construction Co. has been busy developing the east parking lot recently as seen in these photos as well, including the generator pad enclosure close to the building. Having this powerful generator is important for providing power in emergency situations to the government agencies and community seeking safe shelter during a time of disaster.

643 impressions

Post Insights

Total insights for this post: 13,030

Post Impressions	Post Reach	Engagement
13,030	7,632	1,974

Boosted on Feb 12, 2024

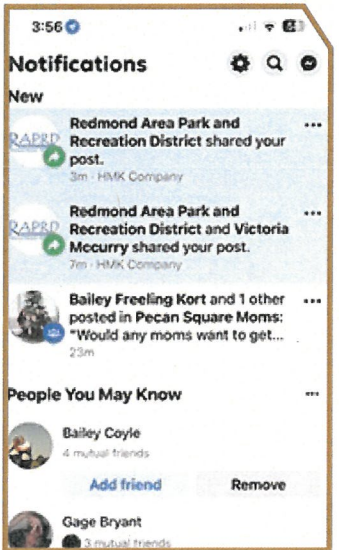
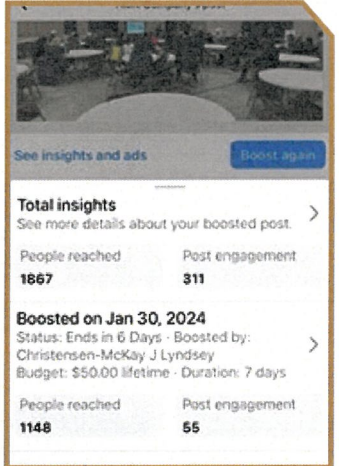
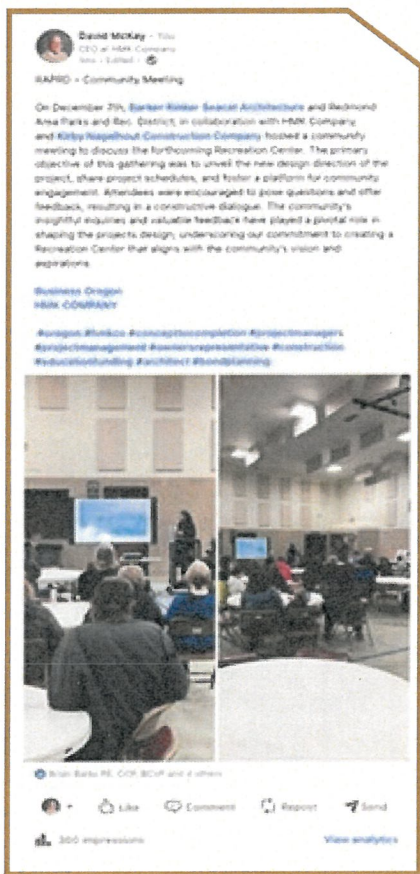
Post reach: 7,667 | Post Engagement: 624

Keep boosting to grow your audience

Redmond Area Park and Recreation District

Redmond Area Park and Recreation District - 47,108 engagements
 14,867 people reached
 19,811+ impressions in the Redmond (25+ mile radius) community
 2 ads
 6 posts total to Facebook, Instagram, and LinkedIn

Off / On	Ad	Reach	Frequency	Cost per result	Budget	Amount spent	End	Quality ranking	Engagement rate ranking	Conversion rate ranking	Impressions
	Post: "We are pleased to provide an update..."	5,673	1.97	\$0.06	Using campaign ...	\$48.96	Feb 6...	Average	Above average	Average	11,148
	Post: "RAPRD - Community Meeting"	4,444	1.80	\$0.24	Using campaign ...	\$49.17	Feb 6...	Average	Above average	Below average	8,014
Results from 2 ads		8,222	2.33	\$0.09		\$98.13				Bottom 35% of ads	19,162
		Accounts Center ac.	Per Accounts Cente...	Per Post Engagement		Total spent					Total



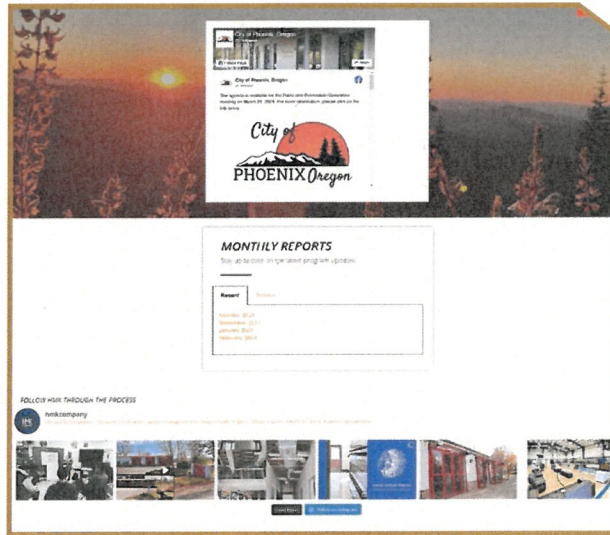
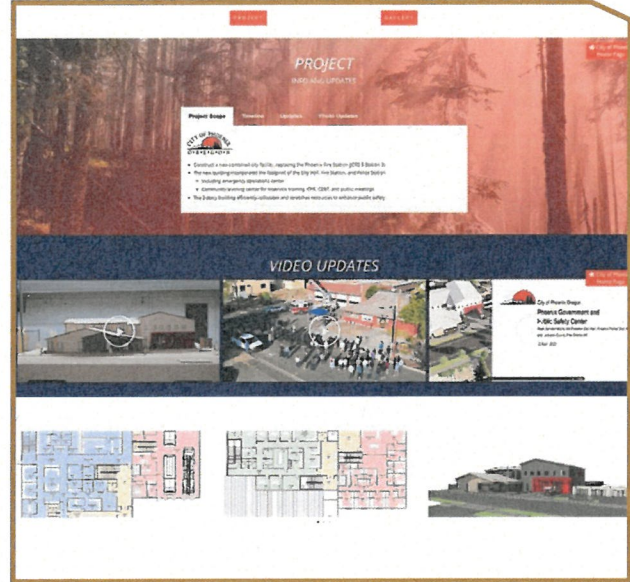


5.2 PROJECT WEB PAGE EXAMPLE

**WE CREATE A UNIQUE WEB PAGE FOR EVERY
BOND PROGRAM WE WORK ON**

City of Phoenix Safety Building Project Website

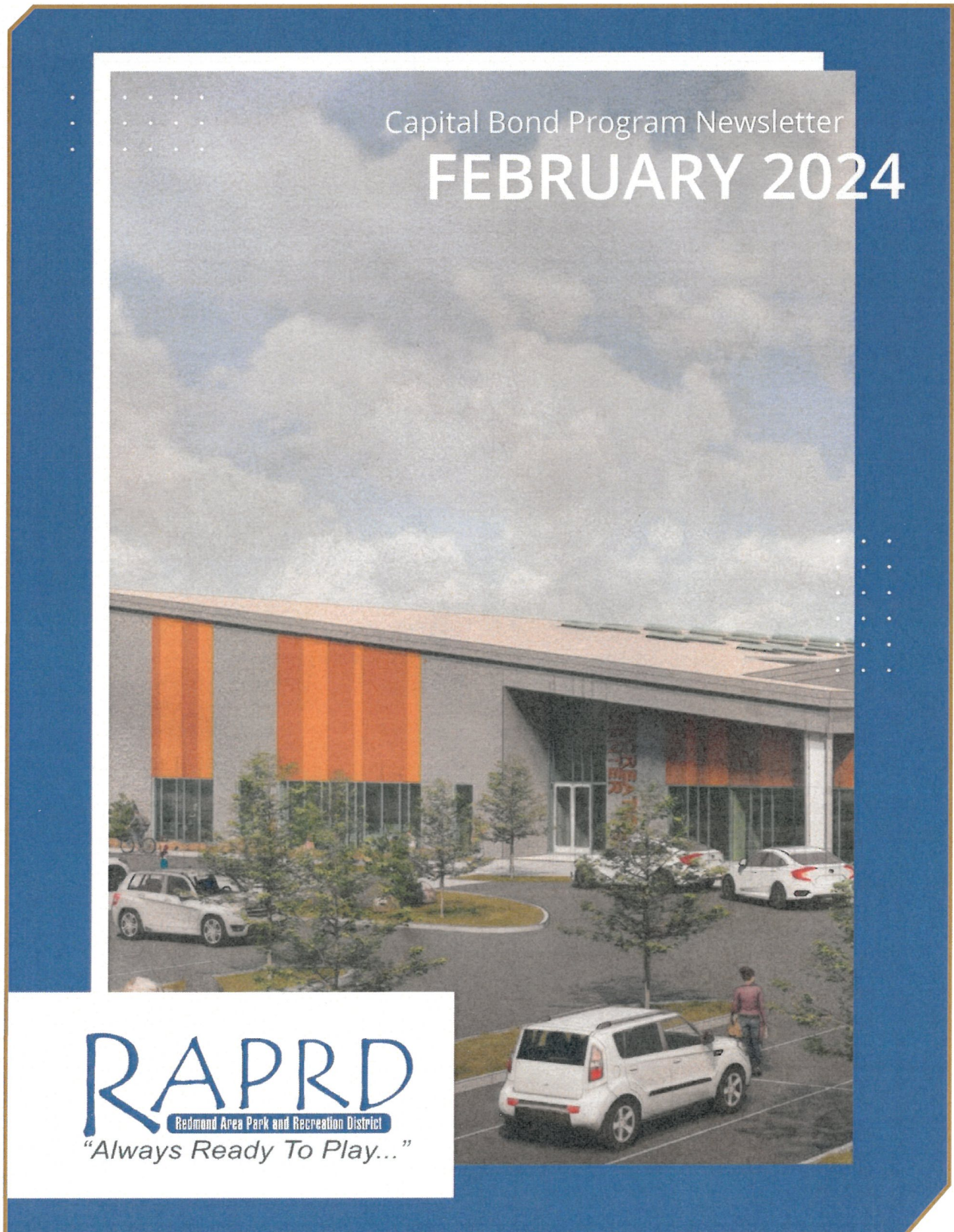
<https://hmkco.org/cityofphoenix/>





5.3 **EXAMPLE**
NEWSLETTER
BOND PROGRAM NEWSLETTER

Redmond Area Park and Recreation District



RAPRD
Redmond Area Park and Recreation District
"Always Ready To Play..."

Redmond Area Park and Recreation District



GENERAL PROGRAM UPDATE

As Redmond rapidly continues to grow in population, the new recreational center will provide enhanced facilities to meet the needs of the community and stand as an investment in future generations.

Currently, the Redmond Area Park and Recreation District (RAPRD) administration and activities are hosted at the only public pool in Redmond – the Cascade Swim Center. Opened in 1979, the swim center catered to a population of about 6,500 people in the recreation district. Now, the district encompasses roughly 45,000 people, which has stretched the Cascade Swim Center in capacity with no room for growth in activities.



RAPRD passed a \$49M bond in November 2022 to fund the facility.

After the first design phase and based on the actual concepts, the program team realized that adjustments were needed in order to align the project with the budget and maintain the bond commitments.

Redmond Area Park and Recreation District



This construction of a new recreational facility will sit on 10 acres at SW 35th Street and Lava Avenue in Redmond, and is planned to include both a competitive pool and leisure pool, locker rooms, gymnasium, exercise facilities, group fitness rooms, special event spaces, offices and other administrative/support spaces, and more.

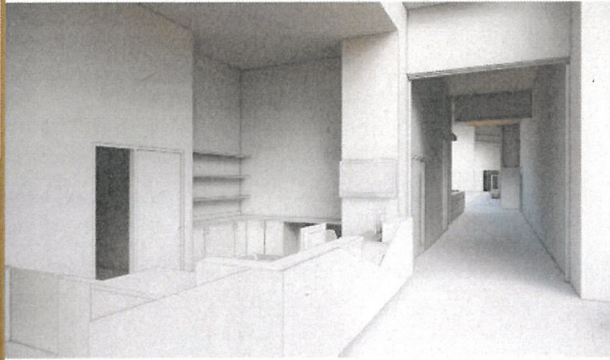
The Redmond Area Park & Recreation District project is a crucial investment in the future of the community. It will provide state-of-the-art facilities, modern amenities, and the ability for growth in adding programs and recreational opportunities for generations to come.



REDMOND REGIONAL RECREATION CENTER

Redmond Area Park and Recreation District

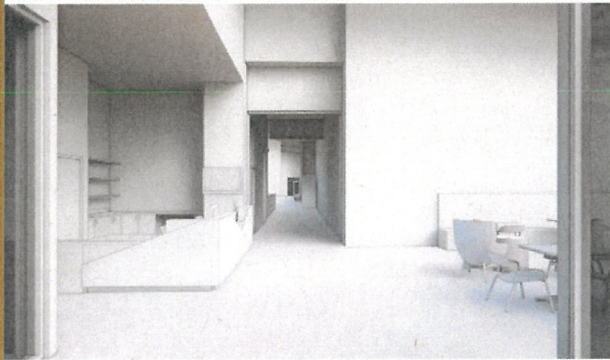
RENDERINGS SUBJECT TO CHANGE



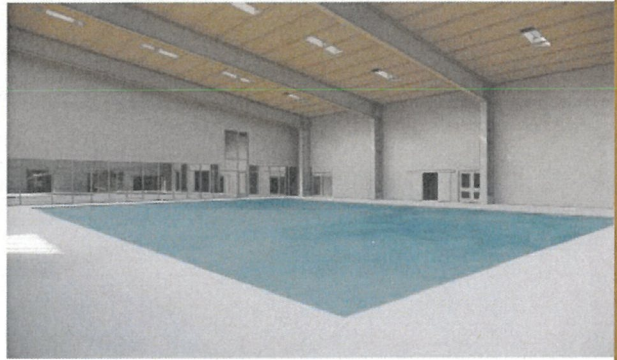
FRONT DESK



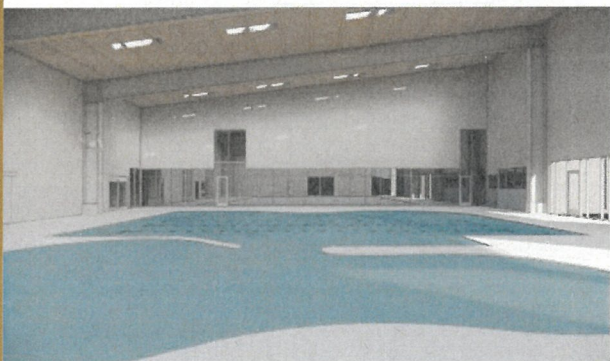
GYM



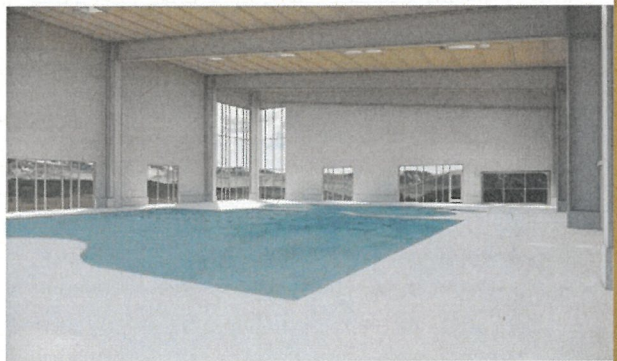
FRONT DESK



LAP POOL



LEISURE POOL



LEISURE POOL

Redmond Area Park and Recreation District

ADDITIONAL HIGHLIGHTS

- Early Trade Partners – KNCC has brought on Electrical, Mechanical, and PEMB (Pre-Engineered Metal Building) for early trade partners. This is so those partners can get ahead of any long lead items, assist by collaborating in the design with Engineers from a real-world perspective, and aid in helping control budget.
- Design development completed.



LAP POOL

NEXT STEPS

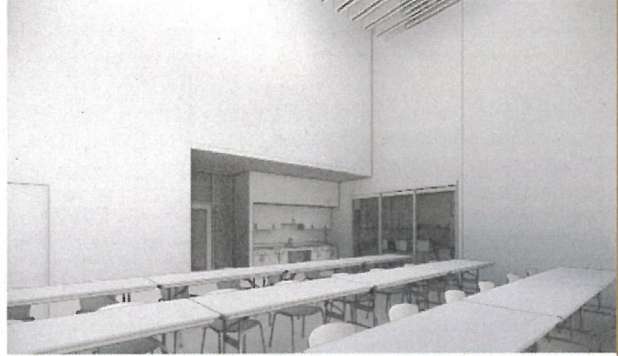
- As referenced above, the 100% Design Development documents were completed and sent to the project teams (Contractor, Estimators, Commissioning Agent, Envelope Consultant) for review and we will schedule a page turn in mid February.
- Cost Estimators (both contractor and an independent estimator) will do an estimate of the 100% DD document followed up by a reconciliation to make sure both understand the documents and we have comparable estimates.
- Construction documents will commence afterward – these documents will be the basis of bidding and construction.

Redmond Area Park and Recreation District

RENDERINGS SUBJECT TO CHANGE



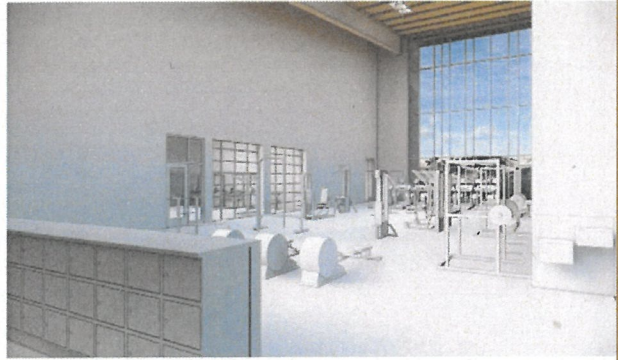
LOUNGE



MULTIPURPOSE ROOM



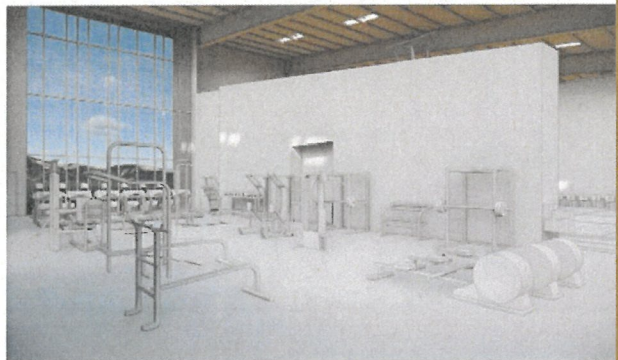
MULTIPURPOSE ROOM



OPEN FITNESS



OPEN FITNESS



OPEN FITNESS

Redmond Area Park and Recreation District



PARTY ROOM

LOCAL VENDORS AND CONTRACTORS WORKING ON SCHOOL PROJECTS

Currently, 27% of the awarded contracts have been awarded to local contractors, which amounts to \$1,261,701 of the \$4,678,740 awarded

- HMK Company
- Kirby Nagelhout Construction Co.
- HWA, Inc.
- The Wallace Group
- Systems West Engineers



5.4 VIDEOGRAPHY EXAMPLES

TELLING THE BOND STORY THROUGH
VISUAL STORIES

Videography

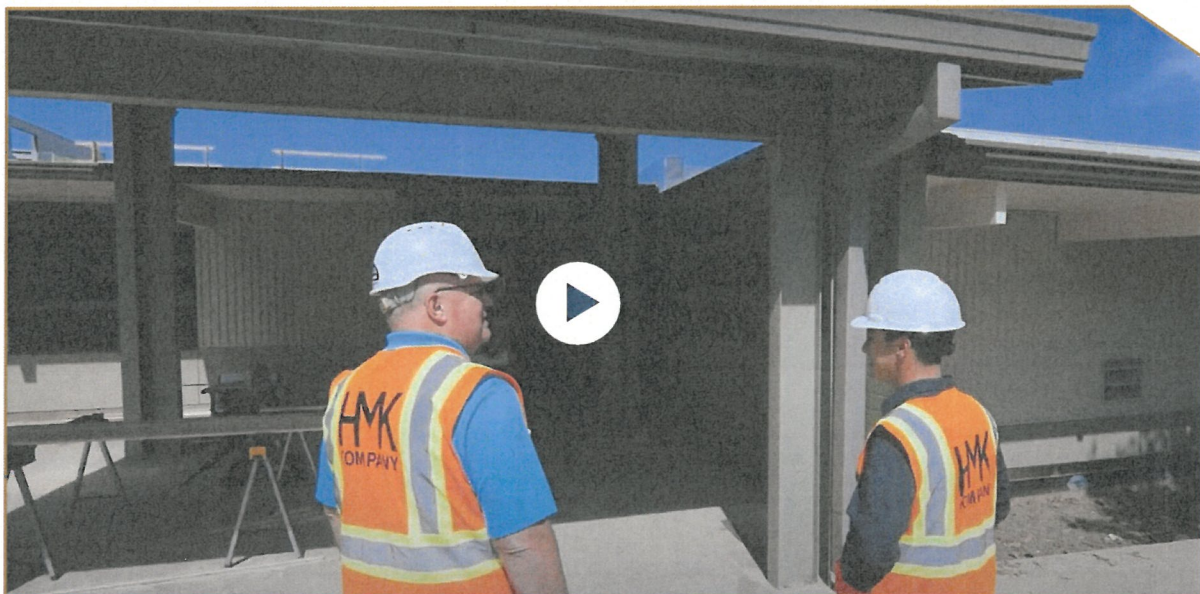
Visual stories are a powerful way to capture the vision and emotion behind projects that impact the lives of the broader community.


Through capturing interviews with staff, architects, construction managers, and others— as well as footage of the current condition of facilities—videography is an effective way of communicating the investment not only to current members of the community, but also to future generations.

RAPRD - Community Recreation Center | Bond Kickoff - July 2023



HMK Company YouTube Page





Thank you for taking the time to read our proposal and for considering us for the City of Gearhart's Public Safety Building Project.



5 TELL YOUR BOND STORY

Community Engagement Package

HMK Company stands out among Owner's Representative firms with our unique offering of a dedicated Communications department. We recognize and appreciate the importance of effectively telling our clients' stories through various communication channels. By doing so, we not only keep citizens informed of the successes achieved through each bond program but also convey the profound impact these projects have on the entire community. Our Communications department specializes in crafting compelling narratives through a range of mediums, including a dedicated bond program website, informative email newsletters, and engaging custom videos.

As part of our comprehensive proposal package, we've included the following examples of our expertise:

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- Project Web Page Example
- Example Newsletter
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5.1 EXAMPLE SOCIAL MEDIA SEO REPORTS

A QUICK PEEK AT THE ANALYTICS OF OUR
SOCIAL MEDIA CONTENT

City of Phoenix - January

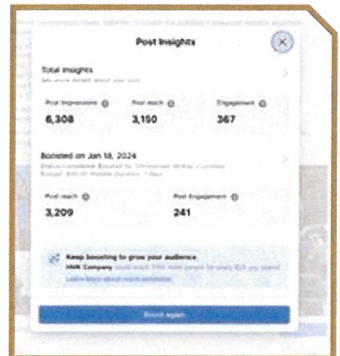
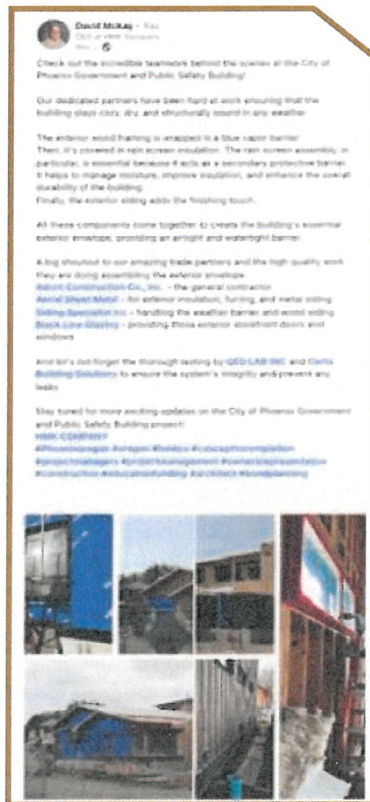
City of Phoenix - 1,778 engagements
 17,610 people reached
 53,633 impressions in the Phoenix (25+ mile radius) community
 5 sponsored posts
 15 posts total to Facebook, Instagram, and LinkedIn

Ads HMKCO (191397217549020) Updated 10 minutes ago Discard drafts Review and publish

Search and filter

Campaigns 20 selected Ad sets 5 selected Ads 5 selected

Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
✓	Post: 'City of Phoenix, Oregon Every week...	226	6,114	10,341	\$0.27	Above average	Above average	Average	\$60.00
✓	Post: 'Check out the incredible teamwork be...	241	3,209	6,427	\$0.17	Average	Above average	Below average	\$40.00
✓	Post: 'Behind the scenes at the City of Phoe...	498	7,583	13,472	\$0.12	Above average	Above average	Average	\$60.00
✓	Post: 'The interior walls and door frames are...	367	6,909	13,415	\$0.21	Average	Above average	Below average	\$77.00
✓	Post: 'City of Phoenix, Oregon Firefighters f...	446	5,914	9,978	\$0.11	Above average	Above average	Average	\$49.78
Results from 5 ads		1,778	17,610	53,633	\$0.16				\$286.78



City of Phoenix - February

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 2 sponsored posts
 6 posts total on Facebook, Instagram, and LinkedIn

Ad	Results	Reach	Frequency	Cost per result	Bid	Amount spent	Ends	Quality ranking	Engagement rate ranking	Conversion rate ranking	Impressions	CPM (Cost per 1,000 Impressions)	Link clicks
Post: "In these recent drone shots, you can see..."	624	7,067	1.35	\$0.09	U.	\$50.00	Feb 16, 2024	Above average	Above average	Average	12,361	\$4.04	
Post: "Check out the incredible framework be..."	215	2,949	2.16	\$0.23	U.	\$60.00	Feb 14, 2024	Average	Above average	Below average	6,470	\$7.73	
Results from 2 ads	839	8,294	2.27	\$0.12		\$100.00					18,831	\$5.31	

In these recent drone shots, you can see the exterior siding being installed on the north exterior of the building, thanks to the work of Siding Specialists. There are multiple layers covering and protecting the building with the weather barriers, insulation, and siding, most of which can be seen in different phases of installation in these photos.

Admit Construction Co., Inc. has been busy developing the east parking lot recently as seen in these photos as well, including the generator pad enclosure close to the building. Having this powerful generator is important for providing power in emergency situations to the government agencies and community seeking safe shelter during a time of disaster.

OSW Architecture
 HMK COMPANY
 Prime Rock Excavation Inc.
 Aerial Sheet Metal
 Siding Specialists Inc.
 #Phoenix #Arizona #Construction #Architecture #ProjectManagement #WeatherBarriers #Insulation #Construction #AerialSheetMetal #Architecture #Building #Construction

643 impressions

Check out the incredible framework behind the scenes at the City of Phoenix Government and Public Safety Building!

Our dedicated partners have been hard at work ensuring that the building stays dry, dry, and structurally sound in any weather.

The exterior wood framing is wrapped in a blue vapor barrier. Then, it's covered in rain screen insulation. The rain screen assembly, in particular, is essential because it acts as a secondary protective barrier. It helps to manage moisture, improve insulation, and enhance the overall durability of the building.

Finally, the exterior siding gets the finishing touch.

All these components come together to create the building's essential exterior envelope, providing an airtight and watertight barrier.

A big shoutout to our amazing trade partners and the high quality work they are doing assembling the exterior envelope:
 Admit Construction Co., Inc. - the general contractor
 Aerial Sheet Metal - for exterior insulation, furring, and metal siding
 Siding Specialists Inc. - handling the weather barrier and wood siding
 Black Line Glassing - providing those exterior storefront doors and windows.

And let's not forget the thorough testing by QED LAB INC and Certa Building Solutions to ensure the system's integrity and prevent any leaks.

Stay tuned for more exciting updates on the City of Phoenix Government and Public Safety Building project!

HMK COMPANY
 #Phoenix #Arizona #Construction #Architecture #ProjectManagement #WeatherBarriers #Insulation #Construction #AerialSheetMetal #Architecture #Building #Construction

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643 impressions

Post Insights

Total insights: 12,361

Post engagement: 7,067 (58%)

Impressions: 12,361 (100%)

Reached: 8,294 (68%)

Engaged: 624 (5%)

Posted on Feb 12, 2024

Reached and engaged by: 1,000 people

From: 80% of your audience

View insights

Redmond Area Park and Recreation District

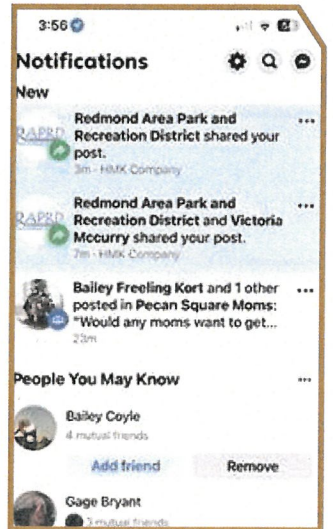
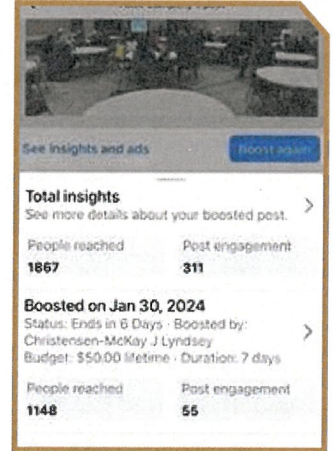
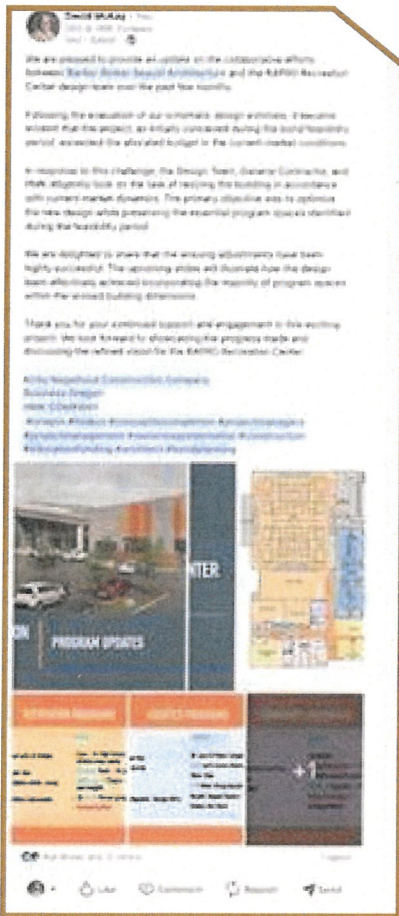
Redmond Area Park and Recreation District - 47,108 engagements
 14,867 people reached
 19,811+ impressions in the Redmond (25+ mile radius) community
 2 ads
 6 posts total to Facebook, Instagram, and LinkedIn

Ads HMKCO (1913972175499020) Updated just now Discard drafts Review ads

Search and filter

Campaigns 20 selected Ad sets 2 selected Ads for 2 Ad sets

Off / On	Ad	Reach	Frequency	Cost per result	Budget	Amount spent	End	Quality ranking	Engagement rate ranking	Conversion rate ranking	Impressions
On	Post "We are pleased to provide an update ..."	5,673	1.97	\$0.06	Using campaign ...	\$48.96	Feb 6...	Average	Above average	Average	11,148
On	Post "RAPRD - Community Meeting"	4,444	1.80	\$0.24	Using campaign ...	\$49.17	Feb 6...	Average	Above average	Below average	8,014
Results from 2 ads		8,222	2.33	\$0.09		\$98.13					19,162
		Accounts Center ac...	Per Accounts Cente...	Per Post Engagement		Total spent					Total



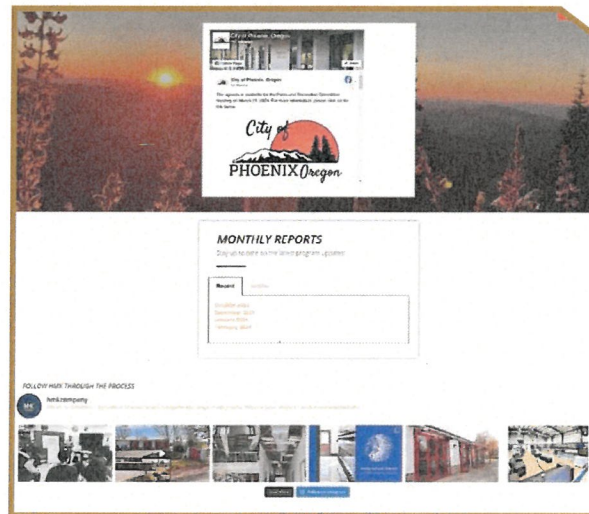


5.2 PROJECT WEB PAGE EXAMPLE

**WE CREATE A UNIQUE WEB PAGE FOR EVERY
BOND PROGRAM WE WORK ON**

City of Phoenix Safety Building Project Website

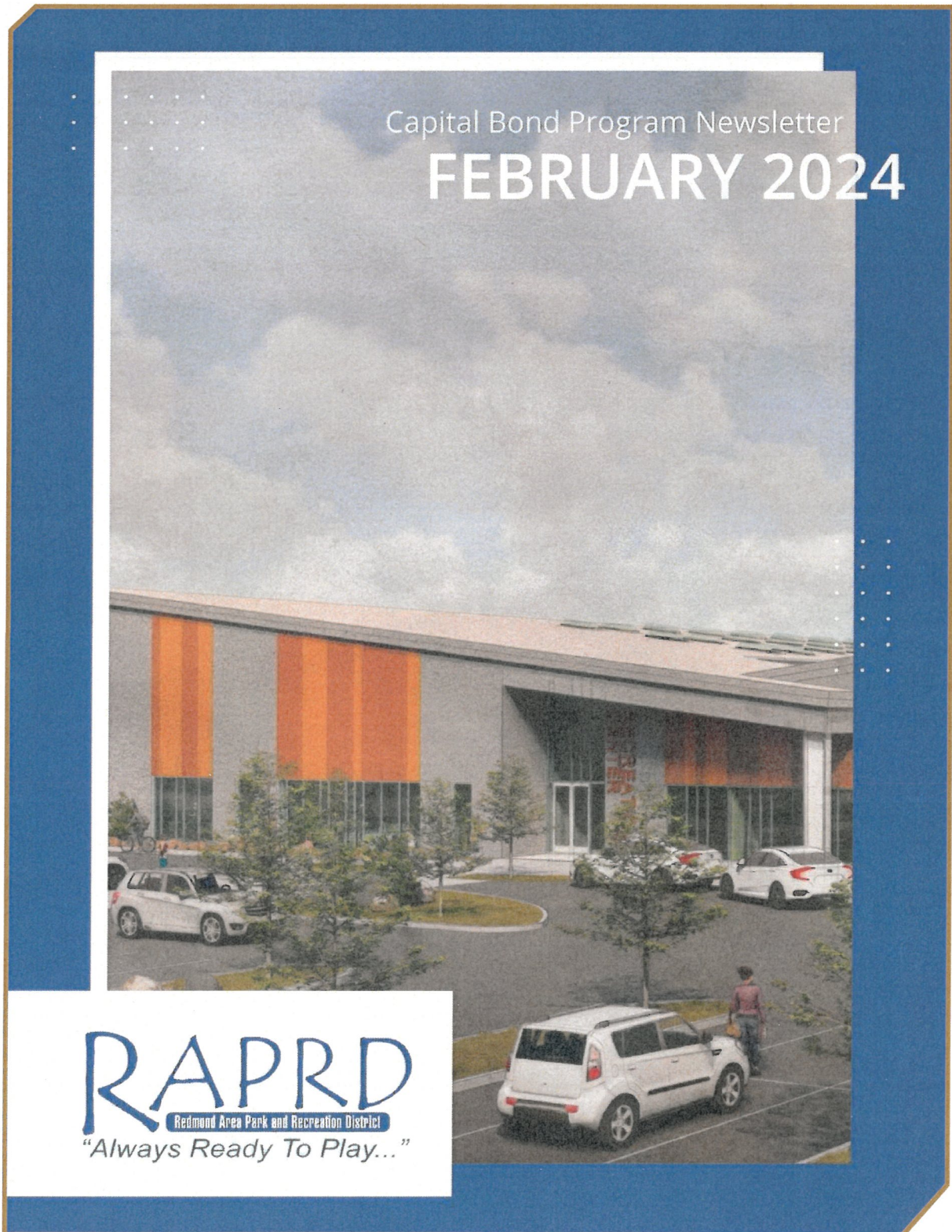
<https://hmkco.org/cityofphoenix/>





5.3 EXAMPLE
NEWSLETTER
BOND PROGRAM NEWSLETTER

Redmond Area Park and Recreation District



Redmond Area Park and Recreation District



GENERAL PROGRAM UPDATE

As Redmond rapidly continues to grow in population, the new recreational center will provide enhanced facilities to meet the needs of the community and stand as an investment in future generations.

Currently, the Redmond Area Park and Recreation District (RAPRD) administration and activities are hosted at the only public pool in Redmond – the Cascade Swim Center. Opened in 1979, the swim center catered to a population of about 6,500 people in the recreation district. Now, the district encompasses roughly 45,000 people, which has stretched the Cascade Swim Center in capacity with no room for growth in activities.

RAPRD passed a \$49M bond in November 2022 to fund the facility.

After the first design phase and based on the actual concepts, the program team realized that adjustments were needed in order to align the project with the budget and maintain the bond commitments.

Redmond Area Park and Recreation District



This construction of a new recreational facility will sit on 10 acres at SW 35th Street and Lava Avenue in Redmond, and is planned to include both a competitive pool and leisure pool, locker rooms, gymnasium, exercise facilities, group fitness rooms, special event spaces, offices and other administrative/support spaces, and more.

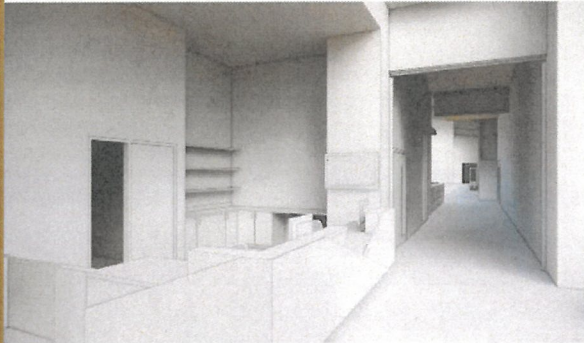
The Redmond Area Park & Recreation District project is a crucial investment in the future of the community. It will provide state-of-the-art facilities, modern amenities, and the ability for growth in adding programs and recreational opportunities for generations to come.



REDMOND REGIONAL RECREATION CENTER

Redmond Area Park and Recreation District

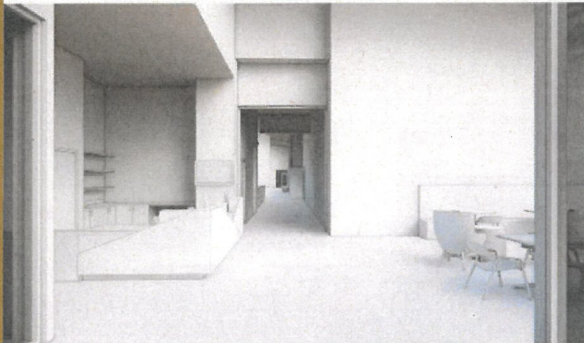
RENDERINGS SUBJECT TO CHANGE



FRONT DESK



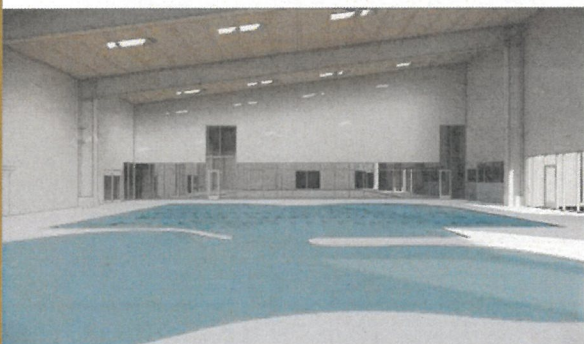
GYM



FRONT DESK



LAP POOL



LEISURE POOL



LEISURE POOL

Redmond Area Park and Recreation District

ADDITIONAL HIGHLIGHTS

- Early Trade Partners – KNCC has brought on Electrical, Mechanical, and PEMB (Pre-Engineered Metal Building) for early trade partners. This is so those partners can get ahead of any long lead items, assist by collaborating in the design with Engineers from a real-world perspective, and aid in helping control budget.
- Design development completed.



LAP POOL

NEXT STEPS

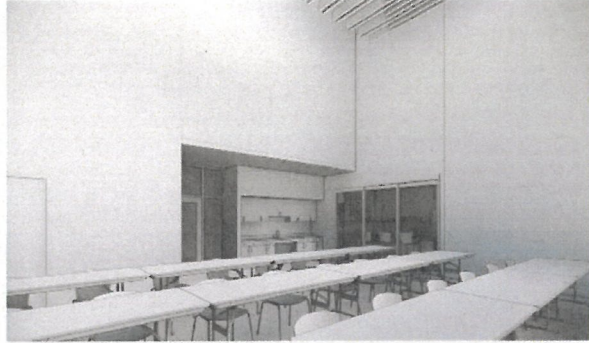
- As referenced above, the 100% Design Development documents were completed and sent to the project teams (Contractor, Estimators, Commissioning Agent, Envelope Consultant) for review and we will schedule a page turn in mid February.
- Cost Estimators (both contractor and an independent estimator) will do an estimate of the 100% DD document followed up by a reconciliation to make sure both understand the documents and we have comparable estimates.
- Construction documents will commence afterward – these documents will be the basis of bidding and construction.

Redmond Area Park and Recreation District

RENDERINGS SUBJECT TO CHANGE



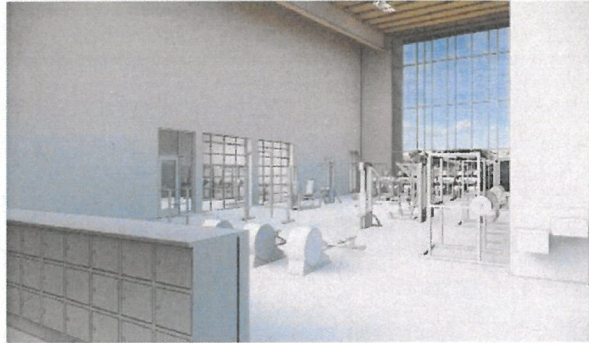
LOUNGE



MULTIPURPOSE ROOM



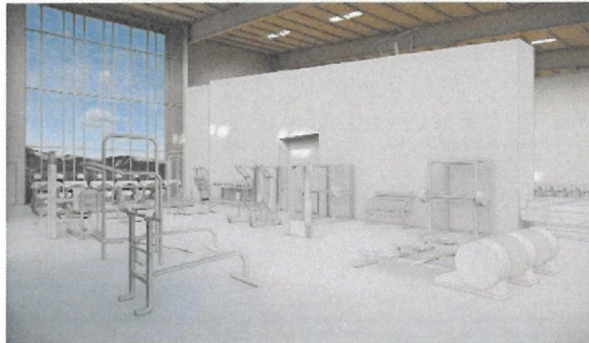
MULTIPURPOSE ROOM



OPEN FITNESS



OPEN FITNESS



OPEN FITNESS

Redmond Area Park and Recreation District



PARTY ROOM

LOCAL VENDORS AND CONTRACTORS WORKING ON SCHOOL PROJECTS

Currently, 27% of the awarded contracts have been awarded to local contractors, which amounts to \$1,261,701 of the \$4,678,740 awarded

- HMK Company
- Kirby Nagelhout Construction Co.
- HWA, Inc.
- The Wallace Group
- Systems West Engineers



5.4 VIDEOGRAPHY EXAMPLES

TELLING THE BOND STORY THROUGH
VISUAL STORIES

Videography

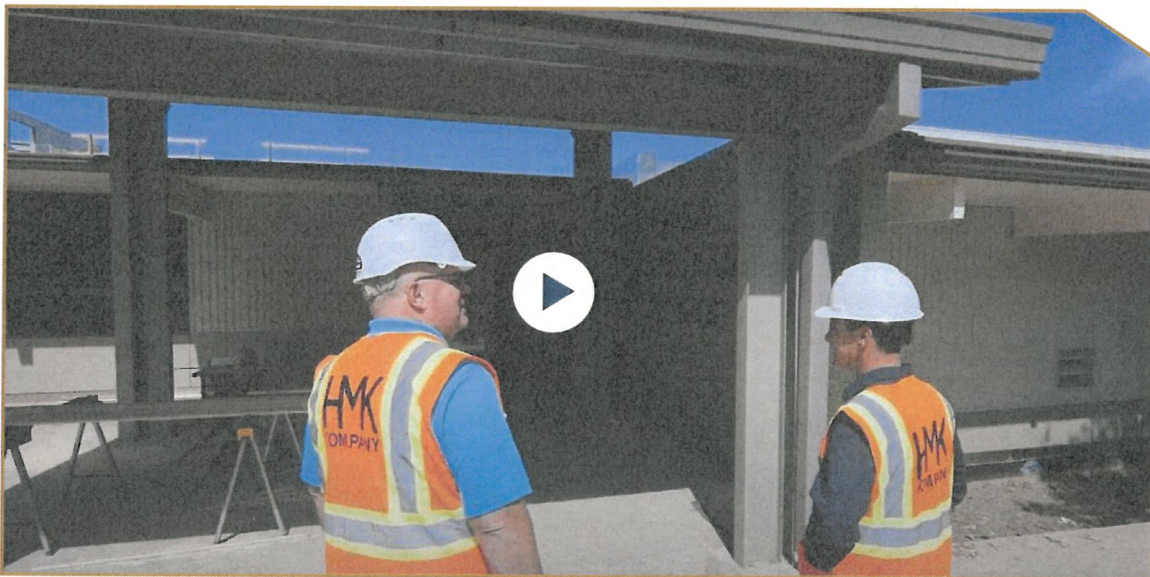
Visual stories are a powerful way to capture the vision and emotion behind projects that impact the lives of the broader community.



Through capturing interviews with staff, architects, construction managers, and others—as well as footage of the current condition of facilities—videography is an effective way of communicating the investment not only to current members of the community, but also to future generations.

RAPRD - Community Recreation Center | Bond Kickoff - July 2023



HMK Company YouTube Page





Thank you for taking the time to read our proposal and for considering us for the City of Gearhart's Public Safety Building Project.

