Request for Proposals (RFP)

Feasibility Study and Highest & Best Use Analysis

Newport International Terminal

1510 SE Bay Blvd, Newport, Oregon 97365

Issued By

Port of Newport
600 SE Bay Bvld
Newport, Oregon 97365

RFP Title

Feasibility Study and Highest & Best Use Analysis for Newport International Terminal Property

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1. Introduction

The Port of Newport ("Port") is seeking proposals from qualified consulting firms to conduct a comprehensive Feasibility Study and Highest & Best Use (HBU) Analysis for property located at the Newport International Terminal (NIT), 1510 SE Bay Boulevard, Newport, Oregon.

The selected consultant will evaluate the property's economic potential, operational capabilities, market opportunities, development constraints, and long-term strategic value. The study will provide actionable recommendations regarding the most financially viable, operationally compatible, and sustainable future uses of the property while supporting the Port's mission to maximize economic development, maritime commerce, and community benefit.

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2. Project Background

The Newport International Terminal serves as a strategic maritime asset on Oregon's central coast and plays a vital role in supporting commercial fishing, seafood processing, marine transportation, logistics, and regional economic development.

As market conditions, trade patterns, infrastructure needs, and environmental considerations continue to evolve, the Port seeks a detailed assessment of the property's highest and best use opportunities. The study should identify opportunities to maximize investment, attract tenants, expand trade activity, and strengthen the Port's competitive position in domestic and international markets.

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3. Project Objectives

The consultant shall:

A. Highest & Best Use Determination

Identify the most financially viable and strategically advantageous use(s) of the property by evaluating:

- Current and future market demand
- Physical and operational suitability
- Regulatory compliance requirements
- Long-term sustainability and adaptability
- Compatibility with existing Port operations

B. Strategic Investment Attraction

Develop recommendations and strategies to:

- Maximize private and public investment opportunities
- Increase tenant recruitment and retention
- Expand cargo, trade, and maritime business activity
- Position the Terminal for long-term economic growth

C. Stakeholder Alignment

Assess compatibility with:

- Existing terminal operations
- Community and regional economic development objectives
- Environmental considerations
- Maritime industry needs
- Public and private stakeholder interests

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4. Scope of Services

The consultant shall perform, at minimum, the following tasks:

Task A: Site and Asset Assessment

Evaluate the property's physical and operational characteristics, including:

- Existing facilities and infrastructure
- Marine terminal capabilities
- Utility availability and capacity
- Transportation access and connectivity
- Current operational uses
- Site conditions and any physical constraints

Analysis shall include:

- Environmental restrictions
- Land use and zoning considerations
- Access limitations
- Road and maritime connectivity
- Infrastructure improvement needs

Task B: Market and Industry Analysis

Conduct a comprehensive analysis of market opportunities and industry trends.

Analysis shall include:

Maritime and Trade Assessment

- Local maritime activity
- Regional cargo movements
- National and international trade trends
- Emerging maritime industry opportunities

Competitive Analysis

Evaluate competing and complementary facilities, including:

- Oregon ports
- Pacific Northwest ports
- Regional logistics hubs
- Similar maritime development sites

Market Demand Assessment

Identify current and projected demand for:

- Cargo handling and transshipment
- Warehousing and distribution
- Commercial fishing and seafood processing
- Manufacturing and industrial development
- Logistics and supply chain operations
- Renewable energy support services
- Tourism, cruise, and visitor-oriented activities
- Mixed-use commercial development

Task C: Regulatory and Policy Review

Review all applicable regulatory requirements impacting development opportunities, including:

- Local land use regulations
- State and federal maritime regulations
- Environmental permitting requirements
- Coastal zone management considerations
- Port policies and regulations

Identify:

- Development restrictions
- Required approvals and permits
- Incentive programs
- Funding opportunities
- Economic development tools

Task D: Financial and Economic Evaluation

Develop financial analyses for viable development alternatives.

The evaluation shall include:

Financial Analysis

- Preliminary development cost estimates
- Capital investment requirements
- Operating cost projections
- Revenue forecasts
- Return-on-investment scenarios

Risk and Sensitivity Analysis

Assess performance under varying assumptions, including:

- Market demand fluctuations
- Construction cost escalation
- Regulatory changes
- Financing conditions
- Commodity and trade cycle impacts

Economic Impact Assessment

Estimate impacts including:

- Job creation
- Economic output
- Tax revenue generation
- Trade volume increases
- Regional economic benefits

Task E: Risk and Constraint Analysis

Identify and evaluate risks associated with development alternatives.

Areas of analysis shall include:

- Environmental constraints
- Climate resilience considerations
- Sea level rise impacts
- Regulatory and permitting risks

- Market volatility
- Supply chain disruptions
- Geopolitical influences affecting trade

Task F: Highest & Best Use Analysis

Apply recognized Highest & Best Use methodologies and evaluate alternatives using the four accepted HBU criteria:

Legally Permissible

Determine whether proposed uses comply with applicable laws and regulations.

Physically Possible

Assess suitability based on site conditions, infrastructure, and operational characteristics.

Financially Feasible

Evaluate economic viability and investment attractiveness.

Maximally Productive

Determine which use or combination of uses generates the greatest long-term value.

The consultant shall rank feasible alternatives and provide recommendations based on:

- Financial performance
- Strategic alignment
- Market demand
- Community benefit
- Long-term adaptability

Task G: Implementation Roadmap

Develop an implementation strategy for recommended alternatives.

The roadmap shall include:

- Phased development options
- Priority investments
- Potential funding sources
- Public-private partnership opportunities

- Potential operators, investors, and tenants
- Key milestones
- Recommended next steps

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5. Marketing Strategy Component

The consultant shall prepare a comprehensive marketing strategy to support implementation of the recommended highest and best use.

Positioning and Branding

Develop a clear value proposition highlighting key competitive advantages, such as:

- Deep-water maritime access
- Strategic coastal location
- Existing terminal infrastructure
- Access to fishing and seafood industries
- Ocean access and transportation connectivity

Develop a compelling brand narrative that appeals to targeted industries and investors.

Target Market Segmentation

Identify and evaluate opportunities with:

- Shipping lines
- Logistics providers
- Distribution operators
- Manufacturers
- Commercial fishing enterprises
- Seafood processors
- Cruise operators
- Renewable energy developers
- Domestic investors
- International investors

Promotion and Outreach

Recommend strategies including:

- Digital marketing initiatives
- Industry-specific campaigns
- Trade show participation
- Maritime conferences and expos
- Investment forums
- Partnerships with economic development organizations
- Trade association engagement

Lead Generation and Conversion

Provide recommendations for:

- Investor prospectus development
- Data room creation and management
- Incentive packaging
- Lease structures
- Infrastructure support programs
- Prospect relationship management

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6. Deliverables

The selected consultant shall provide:

1. Comprehensive Feasibility Report

Including:

- Supporting data
- Market analysis
- Site assessment findings
- Regulatory review
- Financial evaluations

- Maps and graphics

2. Comparative Use Analysis

Evaluation and ranking of alternative development scenarios.

3. Financial Models

Detailed financial models for the top three highest-ranking opportunities.

4. Marketing Strategy Plan

Including implementation recommendations and outreach strategy.

5. Executive Summary

A concise summary suitable for Port Commissioners, stakeholders, investors, and decision-makers.

6. Final Presentation

Presentation of findings and recommendations to Port leadership and designated stakeholders.

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7. Project Timeline

The anticipated project duration is approximately **8 to 12 weeks** from notice to proceed.

Proposers shall submit a project schedule outlining:

- Key milestones
- Stakeholder engagement activities
- Draft report delivery
- Final report delivery
- Presentation dates

Project duration may be adjusted based on data availability and stakeholder participation.

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8. Proposal Requirements

Proposals should include the following:

Firm Qualifications

- Company background
- Relevant experience

- Similar port, maritime, industrial, or economic development projects
- References from at least three comparable clients

Project Team

- Principal-in-charge
- Project manager
- Key personnel
- Relevant qualifications and experience

Technical Approach

- Understanding of the project
- Proposed methodology
- Data collection approach
- Stakeholder engagement plan

Schedule

- Detailed project timeline
- Major milestones and deliverables

Cost Proposal

- Lump-sum fee
- Task-based budget
- Assumptions and exclusions
- Hourly rates for key personnel

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9. Evaluation Criteria

Proposals will be evaluated based on:

Criteria	Weight
Relevant Experience and Qualifications	20%
Understanding of Project and Technical Approach	20%
Project Team Expertise	20%

Marketing and Economic Development Experience	15%
Project Schedule and Responsiveness	5%
Cost Proposal	20%

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10. Submission Requirements

Proposals shall be submitted electronically in PDF format.

Proposal Due Date: September 4, 2026

Submission Email: pmiranda@portofnewport.com

Contact for Questions:

Port of Newport
600 Bay Blvd
Newport, Oregon 97365

Contact Person: Paula Miranda, Executive Director
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11. Reservation of Rights

The Port of Newport reserves the right to:

- Reject any or all proposals;
- Waive informalities or irregularities in proposals;
- Request additional information from proposers;
- Negotiate scope, schedule, and fees with the selected consultant;
- Cancel or modify this solicitation at any time.

Expected Outcome

The completed study will provide the Port of Newport with a clear, data-driven roadmap identifying the highest and best use of the Newport International Terminal property, along with practical implementation and marketing strategies to maximize investment, attract tenants, increase trade activity, and support long-term economic development objectives.