



## FOR IMMEDIATE RELEASE

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# **Gilroy to Begin Evaluation Process for Proposals Regarding the 536-acre Project Site on Hecker Pass**

**Thursday, March 4, 2021 (Gilroy, CA):** The City received two (2) proposals in response to the request for a recreational tourism-based project located at the 536-acre project site at the edge of Gilroy on Hecker Pass Highway. Both proposals are available on the City's website for public review:

- [Imagine That!](#)
- [Select Contracts](#)

Over the next few months, each proposal will be studied and evaluated to determine viability, fit, sustainability, and overall benefit to the Gilroy community. This process is anticipated to take 2-3 months and will take place through the following phases:

### **1. Public Presentation of Each Proposal**

Each company will present its proposal at the March 15, 2021, City Council Meeting

### **2. Detailed Review by Stakeholder Representatives**

In-depth private interviews with each company will be conducted by representatives from the City of Gilroy, Economic and Planning Systems (EPS – the City's consultant for this project), Chamber of Commerce, Visit Gilroy, and Gilroy Gardens

### **3. Consideration by Stakeholder Boards**

Following the public presentation and review by stakeholder representatives, the proposals will be taken to the Chamber of Commerce Board, Visit Gilroy Board, and Gilroy Gardens Board for review and recommendation.

### **4. Recommendations Provided to City Council**

City of Gilroy staff, EPS, the Chamber of Commerce, Visit Gilroy, and Gilroy Gardens will present their official recommendations to City Council.

### **5. Further Council Discussion and Direction**

The 536 Proposals will come back to City Council and will be agendaized for further discussion and direction. At this phase, Council may choose to enter into an Exclusive Negotiating Agreement (ENA) with one of the companies during which time details of the specific proposal would be studied and negotiated to determine if the plan and project are suitable for moving forward. During the ENA process, a comprehensive outreach program including City Council study sessions, stakeholder meetings and community forums will be conducted to receive public input on the specifics of the proposed project.

Members of the public are invited to participate in the March 15, 2021, City Council Meeting and to provide public comment on the two proposals. Information on how to participate in this meeting will be included on the meeting agenda which will be posted on the City's website before the meeting.

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