



Jantzen Beach Carousel: Request for Proposals

The [Jantzen Beach Carousel](#) was built by the C. W. Parker Amusement Company in 1921, and has called Portland home since 1928. Beloved by generations of Oregonians, it stands 28 feet tall and features four rows of elegant, hand-carved and painted wooden horses. It is the last remaining C.W. Parker Superior Park Model carousel known to exist.

[Restore Oregon](#), Oregon's only statewide nonprofit historic preservation organization, seeks proposals from entities including property owners, developers, municipalities, nonprofits or for-profit businesses interested in assuming ownership of the historic Jantzen Beach Carousel and returning it to public use, either by using it to enhance an existing tourist attraction or by creating an entirely new destination.

A successful applicant must be willing to take full ownership of this iconic piece of Oregon history **between September 15 - December 31, 2023**. Ownership includes assuming responsibility for the carousel's storage, insurance, restoration and reassembly, and a commitment to either manage or outsource all carousel operations including staffing, marketing, ticket and event sales, and ongoing maintenance and repairs.

Scope:

As outlined in our [Jantzen Beach Carousel brochure](#), this historic wooden carousel is over 100 years old and will require the following before it can operate again:

- a parcel on which to build a new, climate-controlled pavilion
- a business/operating plan and location that will ensure future financial stability
- restoration of wooden and mechanical/electrical elements
- a commitment to accessibility and inclusivity
- regular maintenance

Submission Overview

This offering is intended to be flexible. Restore Oregon is not requesting architectural plans or renderings, but rather seeks conceptual proposals from entities that can demonstrate ownership and/or development control over a specific property, as well as the financial and creative capacity to oversee construction of a new pavilion for the carousel on that property, restoration of the carousel, and operation of the carousel once it is restored.



In addition to transferring ownership of the carousel, Restore Oregon plans to provide the carousel's future owner with our research, archival materials, and Preservation Roadmap to help guide future restoration. Separately, we are open to potentially serving as preservation consultants to aid in the full restoration of the carousel. However, future operation and maintenance of the restored carousel will be the sole responsibility of the new owner.

Submission Criteria

Four threshold criteria must be met to move to the next round of this process. Respondents must:

1. be able to demonstrate that they have site ownership/development control of any proposed location for the carousel in the form of a deed, purchase and sale agreement, signed agreement in principle or other documentation which indicates site control.
2. be able to demonstrate an ability to pay for restoration of the carousel and construction of a new pavilion or share how they propose to raise the funds needed.
3. share their vision and plan for operation of the carousel.
4. have the ability to **take ownership of the carousel between September 15 - December 31, 2023.**

Submission Process

- Interested parties should submit a cover letter no longer than three pages outlining proposed plans for restoring, rehoming and operating the Jantzen Beach Carousel.
- Documentation indicating site ownership/site control of a property on which to build a new carousel pavilion is required.
- Supplemental materials such as biographies outlining the qualifications and experience of key team members, and letters of support from potential community partners or donors are strongly encouraged.
- Additional materials including photos, renderings or examples of successful past development projects may be included.



- If your proposed site has an existing master plan, please consider indicating where a future carousel pavilion might fit within that plan.
- Proposals should be submitted **via email to stephanie@restoreoregon.org no later than midnight on May 3, 2023.**

Selection Process

All proposals will be reviewed by a selection committee which will evaluate and rank each submission based on the candidate's qualifications and experience, the viability of their plans for the carousel, and their ability to meet the requirements outlined in this RFP.

Key Dates

- Proposals due: May 3, 2023
- Follow-up interviews with most competitive respondent teams: May 10 - 12, 2023
- Notify all respondents of their proposal's ranking: May 24, 2023
- Enter into ownership negotiations: June 1 - July 15, 2023*
- Target date of public announcement of new owner: September 15, 2023

The team with the most competitive proposal will be invited to enter into ownership negotiations no later than June 1, 2023, with the goal of transferring ownership in September. If negotiations fail for some reason, Restore Oregon will reach back out to other candidates in order of proposal rank to determine if they want to enter into ownership negotiations. If Restore Oregon fails to identify an Oregon solution through this process, we will begin to explore out-of-state solutions.

Conclusion

Restore Oregon is committed to identifying an entity who can steward the carousel into its second century of operation, and we eagerly anticipate receiving your proposal!

Please direct any inquiries regarding this opportunity and the RFP process to:
Restore Oregon's Director of Carousel Planning and Education, Stephanie Brown, at stephanie@restoreoregon.org .