

**REQUEST FOR PROPOSALS FOR
THE LEASE AND OPERATION OF THE**

CASPER SPEEDWAY

**THE CITY OF CASPER
CASPER, WYOMING 82601**

ISSUED: 10/16/14 DUE: 11/24/14, 10:00 AM

The City of Casper, Wyoming, is seeking proposals from individuals or groups to lease and operate the 60 acre, more or less, automobile racing facility located at 2117 East Road in North Platte River Park. The proposals should be designed to provide the City with a clear understanding of the individuals' or groups' qualifications to operate the facility. Please respond to the Request for Proposals with the intent of portraying to the selection committee that you are the most qualified, willing and able to successfully operate the Speedway. Individuals or groups responding will be evaluated and a short list developed for formal interviews to be conducted at a later date. Five (5) paper (non-electronic) copies of the written proposals shall be submitted to Dan Coryell, Parks Manager; 1800 East "K" Street, Casper, Wyoming; by or before 10:00 a.m. on November 24, 2014.

I. Introduction and Background

The City of Casper is soliciting this request for proposals with the intent of leasing the Casper Speedway to the individual or group which is most qualified and able to operate the facility for the purpose of automobile racing and other suitable events for the enjoyment of the spectators and participants. It is also the intent of the City that the facility be solely self-sustaining, with no direct or indirect City subsidy required to sustain the operation.

It is the intent of the city that the selected applicant would lease the facility for a total of three years. The lease would be structured as a one-year lease with the city having an option to renew the lease annually for up to two additional years.

II. General Criteria for Evaluating Proposals.

Experience: The experience of the principal parties should be documented, in particular, any experience in operations similar to that proposed by the City of Casper. This experience will be examined on the basis of the following:

1. Experience in dirt track racing and/or track management;
2. Related experience in finance, promotions and management; and,
3. Specific information which might support the ability to manage the operations, promotion, and finances of the operation.

Expertise: Provide any information that may indicate specific expertise in the following areas. Professional references shall be provided wherever practicable.

1. Track Operations;
2. Track Finances;
3. Event Promotions; and
4. Automobiles.

Workability: Provide information that would indicate the demonstrated ability to work with a diverse group of individuals and/or groups and agencies.

Special Qualifications: Identify any specific qualifications which might make the respondents uniquely qualified to provide the requested services. These may include similar work experience related to another community of similar size, unique familiarity with local racers, etc.

III. Property

A map and aerial view of the vicinity of the leased area is attached (Attachment A). The property is more specifically described as an area located within Sections 33 and 34, Township 34 N., Range 79 W., with the following metes and bounds description:

Commencing at the northwest corner of Section 34, Township 34 N., Range 79 W., being the Point of Beginning; thence east a distance of 500.00 feet to the northeasterly corner of the property; thence south a distance of 1,095.00 feet, more or less, to the southeasterly corner of the property; thence west and south a distance of 364.00 feet, more or less, to a point representing the north end of the entrance gate; thence south a distance of 93.00 feet, more or less, to the southerly boundary of the NW $\frac{1}{4}$ of the NW $\frac{1}{4}$ of Section 34, Township 34 N., Range 79 W.; thence west 160.00 feet, more or less, to a point along the section line common to Section 33 and Section 34, Township 34 N., Range 79 W.; thence south a distance of 200.00 feet to a point; thence west a distance of 1,860.00 feet, more or less, to the east right-of-way fence of East Road, being the southwesterly corner of the property; thence north and east along said east right-of-way fence a distance of 1,900.00 feet, more or less, to the northerly boundary of the NE $\frac{1}{4}$ of the NE $\frac{1}{4}$ of Section 33, Township 34 N., Range 79 W., being the northwesterly corner of the property; thence east a distance of 1,200.00, more or less, to the Point of Beginning and containing 60 acres, more or less.

IV. Materials/Information to be Provided by the City of Casper

The City will make available all physical fixed assets currently on the premises that include the following major items:

1. 1/2 mile oval dirt track. The track may be classified as “dry, slick” with a high clay shale content with low water absorptivity. This is perhaps the most important maintenance problem with the track, since it requires frequent water and grooming to maintain a suitable track surface.
2. Concession building with potable water
3. Pit Building with “sky box” VIP seating above
4. Pit Shed with Drive In Window
5. Fixed Chemical Bathrooms (Men’s, Women’s, and Handicap Unisex)
6. Bleachers with an estimated seating capacity of 1,500
7. Merchandise Shed
8. Gate Building
9. Unpaved parking areas
10. Track lighting
11. Barrier walls and perimeter fencing
12. Scale House with vehicle scale
13. Observation/announcer’s booth
14. Amplifiers and announcer’s equipment
15. On-site, non-domestic, non-potable water supply for track watering

V. Facility Tour

Interested parties are encouraged to arrange for a tour of the premises prior to the RFP deadline. Interested parties should contact Dan Coryell, Parks Manager, 307-235-8281, to make arrangements for a tour. Requests for a tour must be made prior to 4:30 p. m. on November 7, 2014.

VI. Proposal Materials

Interested parties should submit the following documentation as a part of their proposal:

Section 1. Contact Information: Please fill out the “Contact Information” work sheet (Attachment B) and enclose it with your Proposal.

Section 2. Personnel / Boardmembers: Please provide a list of the key people who will be involved in the operation of the speedway, along with a brief explanation of their business qualifications and/or racing qualifications.

Section 3. Vision and Overview: Please discuss your vision for how the track will operate and change over the next three years. What do you like best about how the track is now, both its physical layout and how it is being operated? What goals would you set for yourself in terms of the track’s operation and its performance as a racing venue?

Section 4. Typical Season: Provide a written description of how you expect the track to operate for a typical season. Broadly discuss items such as: pre-season startup activities, times when races would be held (days of the week and hours of operation), special events (if any) you intend to hold, time you would spend in a typical week on maintenance and cleaning, time you would spend in a typical week on promotion and other business activities, yearend activities, etc. Please note that due to noise issues, past lease agreements have specified that all racing activities must cease by 10:30 PM.

Section 5. Racing Information: Please list the kind of racing you intend to support (stock, hobby stock, modified, dwarf, motorcycle, etc.). For each type of race vehicle, please answer:

1. Approximate number of races of that type that you intend to host each year.
2. Sanctioning body (USAC, IMCA, WISSOTA, USRA, etc.) whose rules will be applied for each racing class. Explain your current affiliation with the existing sanctioning body, and/or your intended future affiliation. If you are not currently affiliated, please explain the process you intend to go through in order to attain proper affiliation.
3. Name of person (or people) who will officiate at that type of race, along with their training/qualifications.
4. Proposed Entry fee for each type of race.
5. Proposed Payout schedule for each type of race.

Section 6. Annual Budget: Please provide a draft annual operating budget for the first year of track operations. Budget items should include things such as: insurance, prize money, merchandizing revenue and expenses, concession revenue and expenses, sponsorships, advertising, salaries, rental equipment, entry fees, electricity, association dues, etc.

Section 7. Investment at Startup: Please provide a proposed startup budget for the track. Please list:

- i. Any equipment that you already possess which will be delivered to and/or installed at the track prior to the first racing event of the lease term.
- ii. Any equipment that you intend to purchase which will be delivered to and/or installed at the track prior to the first racing event of the lease term.
- iii. Any construction enhancements that you intend to execute on either the track, its buildings, or supporting infrastructure prior to the first racing event of the lease term.

Section 8. Later Year Investments: Please provide a proposed budget for future investments that you intend to make at the track, if any. Please list:

- i. Any equipment that you intend to purchase which will be delivered to and/or installed at the track after the first racing event is held. Please specify whether it would be purchased by either (1) prior to the racing season of 2016, or (2) prior to the racing season of 2017.
- ii. Any construction enhancements that you intend to execute on either the track, its buildings, or its supporting infrastructure at some point after the first racing event is held. Please specify whether each enhancement would be made either (1) prior to the racing season of 2016, or (2) prior to the racing season of 2017.

Section 9. Requested Investment by the City: Please list any construction improvements that you would ask the city to make, either to the track itself or to its buildings.

Section 10. Maintenance Plan: Describe how you intend to maintain the track, its buildings, and its facilities. Address building repair activities, dirt track maintenance, and general cleaning for both the buildings and the rest of the facility. Please be aware that the City of Casper will require all repairs to be made in a professional, workmanlike manner. The proposer may request that the City participate in the maintenance of the buildings and the surrounding areas, but if so, the applicant would be expected to reimburse the City for its labor and

materials. Please note that the City will not participate in the maintenance of the track surface itself.

Section 11. Dispute Resolution: The Casper Speedway is a publicly owned facility, and it is the intention of the City of Casper that it be enjoyed by the entire dirt track racing community. Please explain what measures you would take to ensure that the track's spectators and its racers will be treated in a fair, courteous, and professional manner, both by your organization and by the other racers/spectators. It is the expectation of the city that the selected lessee will report to the city on complaints received, and that the lessee will explain to the city how each dispute was resolved.

Section 12. References: Please provide a list of professional references who can attest to the professionalism, capabilities, and/or racing qualifications of the key people who will be involved in the track's operation.

Section 13. Additional Information and special qualifications: Please add any other information or material that you would like to share.

VII. Contract

The person or group selected will be required to sign a lease agreement with the City. The contents of the proposal of the successful respondent may become contractual obligations if the City of Casper wishes to execute a contract based on the submitted proposal. Failure of the successful respondent to accept these obligations in a contract may result in cancellation of the award.

VIII. Submission of Proposals

The proposal should respond to all information requested in the RFP. Any other information believed to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are provided, the document and page number shall be referenced.

Proposals must be delivered to:

Dan Coryell, Parks Manager
Casper Service Center
1800 E. "K" Street
Casper, WY 82601

Five (5) copies of the proposal should be submitted in a sealed package or envelope. The package or envelope should be externally labeled, "Speedway Proposal." It is the responsibility of the interested parties to ensure that the proposal arrives on, or prior to, 10:00 a.m. on November 24, 2014.

IX. Interviews

City staff will review all proposals and will select finalists for interviews. City staff will then make a recommendation to the City Council on which proposal to select, with or without modifications. Final selection will be made by the City Council through the execution of a lease agreement.

X. Acceptance, Rejection, and Changes

The City of Casper reserves the right to accept, reject, or request changes to any or all proposals. The City of Casper reserves the right to reject any or all submissions, and to waive informalities and minor irregularities in submissions received, and to accept any portion of a proposal or all items if deemed in the best interest of the City of Casper.

XI. Addenda to the Request for Proposals

In the event that it becomes necessary to revise any part of this RFP, addenda will be provided to all persons who have requested copies of this RFP.

XII. Late Proposals

Late proposals will not be accepted. It is the responsibility of the interested parties to ensure that the proposal arrives on, or prior to, 10:00 a.m. on November 24, 2014.

XIII. Response Material Ownership

The material submitted in response to the RFP becomes the property of the City of Casper and will only be returned at the City's option. Responses are presumed to be public, non-confidential information that may be reviewed by any person after the submission deadline. Any material that the respondent believes should be deemed confidential should be marked "confidential" on each page, along with a citation of the relevant section of the Wyoming Public Records Act (Wyoming State Statute 16.4.203). An explanation of why the records should be deemed legally confidential must be enclosed in the RFP.

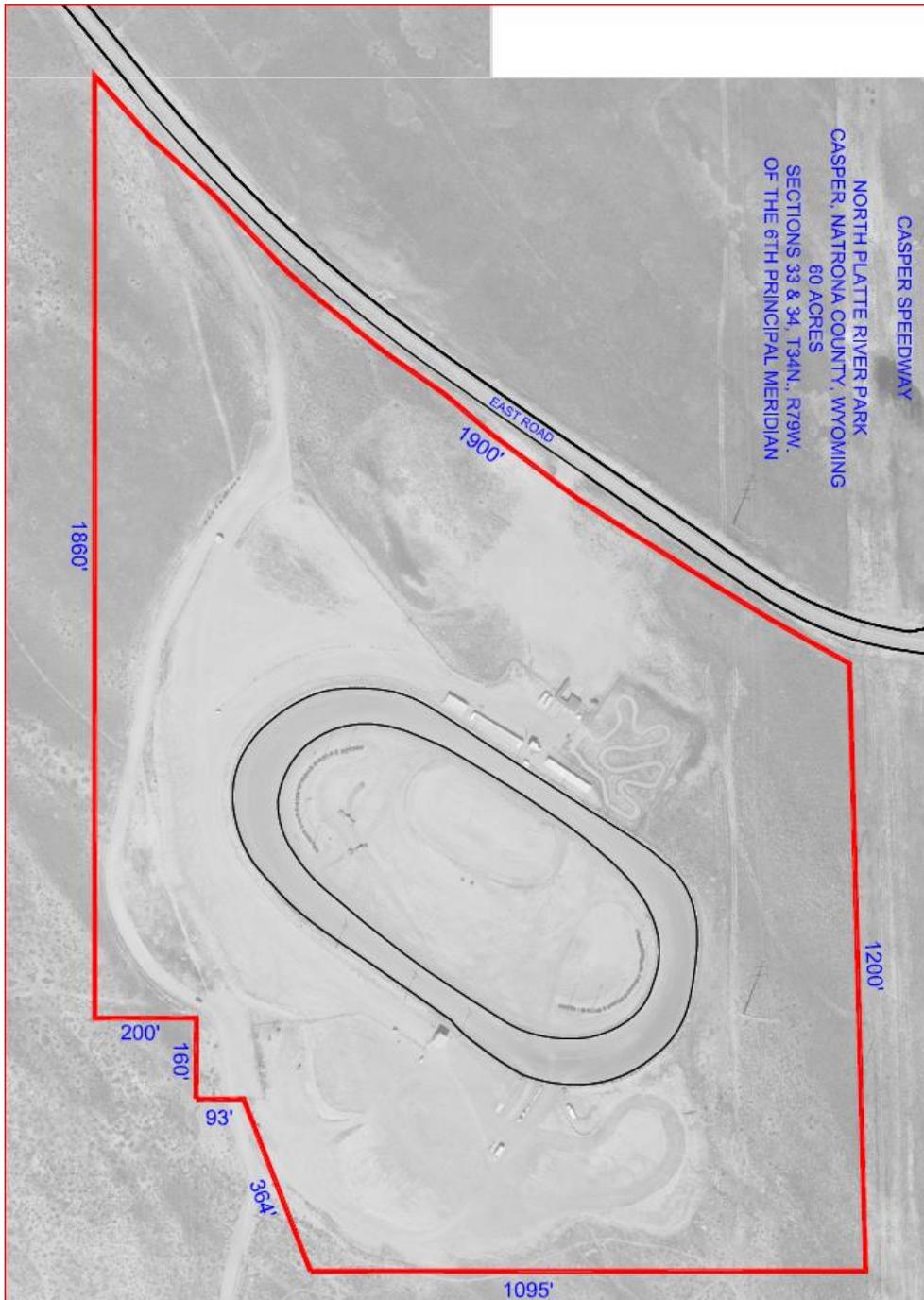
The City of Casper reserves the right to use any or all ideas presented in any reply to this request. Disqualification of a respondent does not eliminate this right.

XIV. Reference Checks

The City of Casper reserves the right to contact any reference, or any persons or organizations listed in the documents for information which may be helpful to the City in evaluating the respondent's previous performance and qualifications.

Attachment A

Aerial view of the Casper Speedway



Contact Information

- 1. Contact Person's Name: _____
- 2. Mailing Address: _____

- 3. Physical Address (if different from Mailing Address): _____

- 4. Phone Number: _____
- 5. Email Address: _____

Organizational Information:

If the applicant is applying as an individual and not as an organization, then leave this section blank.

- 1. Organization Name: _____
- 2. Type of Organization: Pick the classification that best describes the type of organization:
 - For Profit Corporation or LLC
 - For Profit Partnership, Firm, or Sole Proprietorship
 - Non Profit Corporation
 - Informal Club
 - Other (Please Explain) _____
- 3. Wyoming Secretary of State Filing ID
(Write "NA" if you are not registered with the SOS): _____
- 4. IRS Tax ID Number
(Write "NA" if you are not registered with the IRS): _____
- 5. Number of Boardmembers for your Organization: _____