

REQUEST FOR PROPOSALS
FOR
MARKET FEASIBILITY STUDY
FOR
CASPER ICE/MULTI-SPORT COMPLEX

The City of Casper, Wyoming, Parks and Recreation Department, Recreation Division will accept proposals until 4:00 p.m., Wednesday, September 4, 2019, for a market, financial and economic study and report of the Casper area and surrounding states region. One electronic copy or one hard copy of the proposal shall be submitted to the following individual and address, by the above noted deadline.

Tim Cortez, Parks and Recreation Director
City of Casper, Parks and Recreation Department
1801 East 4th Street
Casper, Wyoming, 82601
(307) 235-8485
tcortez@casperwy.gov

The Requests for Proposals, Project Summary and the Scope of Services information for this project are available from the above noted individual, and/or office.

Proposals will be evaluated on the thoroughness of the individual's or business's response to this request, the experience of the proposed staff, ability to comply with all analysis requirements, procurement of proper insurance, etc. Certain businesses or individuals may be selected for personal interviews based on the City's evaluation of the proposals and a final selection made. The successful Responder should be prepared to assume responsibility for the project beginning September 18, 2019, and complete, with electronic and hard-copy report delivery, November 22, 2019, followed by a presentation to staff and council December 3, 2019.

Proposals received after the above deadline will be returned to the respective business or individual unopened. If there are any questions regarding any part of this Request for Proposal, the questions shall be directed to: Tim Cortez, Parks and Recreation Director, (307) 235-8361, tcortez@casperwy.gov. Proposals delivered in person shall be hand carried to the Casper Ice Arena, 1801 East 4th Street, Casper, Wyoming 82601; mailed proposals shall be addressed to the same. All methods of delivery are subject to the same deadline date.

Publish:
August 14, 2019
September 4, 2019

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I. SUMMARY

The City of Casper, Wyoming, Parks and Recreation Department, Recreation Division desires to procure the services of professional consultant, hereafter referred to as Responder, to research, study, organize, manage and report data in a comprehensive understandable written and presentational format. The Responder supplying this service must be adept in recreation facilities operations management and experienced in economic, financial and market study of recreation facilities, recreational activities, athletic/sports programming, geographic regions and populations. The Responder must be able to obtain all pertinent permits and licenses, and pay all associated local, county, state, and federal fees, registrations, and taxes as required. The selected Responder must be fully insurable to City established levels of coverage, name the City of Casper as an additional insured, and keep in effect all required coverages during the term of the procured study if chosen as the successful Responder. Proposals will be reviewed by personnel from the City of Casper, Parks and Recreation Department.

The successful Responder must enter into a professional services contract with the City of Casper for the period retained, abide-by all contract conditions and procure all pertinent insurance requirements.

II. OBJECTIVE

A. To identify the local and regional feasibility of a public indoor ice/multi-use facility designed with the following premises.

1. Base surface changes roughly three times each year to utilize the indoor space for year-round use. Referred to as period(s) throughout the document, the three surfaces include; Ice sports during the months of November through March, turf field during the months of April through July and court sports during the months of August through October.
2. Should the NHL ice rink dasher boards be installed year-round or removed during the turf and/or court floor periods?
3. Will current local sports efficiently use the complex throughout the calendar year? What additional sports/programming will be supported during each period?
4. Will year-round opportunities such as batting cages, golf simulator, climbing wall and/or regulation or a walking track add sufficient Return on Investments (ROI) to off-set added building/space costs.
5. Will a four-month (spring) turf field be sufficient for the athletic community or is a separate year-round turf field necessary?
6. Is a larger complex with an NHL size ice rink and year-round turf more efficient for the community?

B. To identify the communities desired architectural design.

1. What architectural theme/design, exterior and interior, will provide the most long-term value to the community and the most competitive draw for regional events?

III. SCOPE OF SERVICES

The Responder shall address and provide all the information requested under this proposal in connection and respect to the following goals, objectives, and provisions for the previously described project.

A. Responder shall, at a minimum, include and provide the following information:

Market analysis—local and regional

1. Conduct a comparative review of the Casper regional sports tourism market versus a competitive set of at least three other cities similar in size, geographical complexity, economic structure, and population complexity.
2. Define the geographical area impacted by Casper's current and proposed facilities and the competitive advantages and disadvantages of the proposed complex's location within the market.
3. Determine Casper's current market position and show changes with relation to the proposed complex.
4. Develop a local and regional sports tourism profile and projections for 1-3 years, 3-7 years and 7 -15 years
5. Conduct a comparative assessment of current Casper sports and indoor recreation facilities and relative saturation levels.

Socioeconomic analysis

1. Develop a 5-year, 10-year and 20-year profile of the local/regional population and economic trends and the relative impacts on recreation facility use and sports participation.
2. Develop a local and regional sports tourism impact profile for the local economy in relation to indoor sports, facility saturation and the impact of the proposed complex.

Competitive market analysis

1. Define and compare local and regional athletic sports trends versus three other national regions comparable in size, population, and economic makeup.
2. Conduct a comparative review of the nationally supported indoor sports of ice hockey and indoor soccer based on local play only (no travel outside of city/county), recreational sports (in-state travel only), and state, regional and national competitive travel sports.
3. Conduct a competitive review comparing local and regional recreational facilities and athletic activities/programs versus current and future opportunities with the additional amenities of the proposed complex.

4. Conduct a competitive review comparing local and regional events and tournaments versus current and future opportunities, ROI and economic impact involving the proposed complex

Community Engagement

1. Conduct community meetings and interviews with stakeholders, user groups and general public to assess the demand for the proposed complex.
2. Identify the needs of the athletics/community in regard to athletic offerings and recreation facilities.
3. Identify saturation points and gaps in facilities and offerings
4. Identify and connect private and public funding sources with strategies that combine the resources for optimum project value including but not limited to:
 - a. Sports/special interest groups;
 - b. Economic development related groups;
 - c. Sports Tourism groups;
 - d. Key City officials and local partner boards and groups;
 - e. State, regional, national and international funding opportunities;
 - f. School district and higher education athletic directors;
 - g. Youth and adult sport's players and organizations; and
 - h. Community Recreation Foundation and Leisure Services Board.
5. Conduct workshop(s) with City staff and community to present findings and gather additional input for final report.

Building Project Assessment

1. Assess the proposed complex's concept drawings and amenities scope with regard to the study's findings.
2. Identify and prioritize construction phases, environmental opportunities (LEED), sustainable construction materials and practices.
3. Identify and recommend internal amenities and design features.
4. Identify and recommend modern systems including but not limited:
 - a. Whole complex access and security systems;
 - b. Electronic functions with central remote and/or wireless controls;
 - c. Full-complex audio system with central and local controls;
 - d. Digital screens and video input portals; and
 - e. Best practice cloud based POS, registration and facility scheduling system.

Operational, Financial, Economic analysis

1. Identify and develop strategic enterprise revenue resources such as individuals, user groups, community partners and outside resources.
2. Identify and develop ways to expand and improve community partnerships among these entities, opportunities to connect and coordinate partnerships with existing facilities, and initiatives that tie revenue generation to cost recovery and accurate year-over-year projections.
3. Conduct a comparative review of our cost recovery plan versus five other complexes' similar in size, public subsidy, geographical complexity, and population density using at least two in-state facilities.

5. Identify and develop detailed revenue projections and a base fee structure for daily, monthly and annual facility use along with current programming and opportunities using the proposed complex.
6. Identify and develop realistic projections for use and the impact on the local economy using current facilities along with the proposed complex.
7. Identify and develop detailed estimates for annual costs of operating the complex in conjunction with current operating facilities—Casper Ice Arena. Compare this with the same for a similarly proposed stand-alone complex.
8. Identify and develop a capital replacement plan for five, 10, 20, and 30-year increments.

Final Report and Deliverables:

1. Kick-off Meeting;
2. Bi-monthly conference calls or meetings with City staff and specified stakeholders;
3. Consultant to develop three concept plans to address needs and market potential based on financial viability, market need and public input;
4. Draft a report of Market Analysis, Competitive Market Analysis, Building Project Assessment and Operational, Financial, Economic analysis for committee review and input;
5. Presentation of findings to staff, City Council and Key Stakeholders; and
6. Final written report including five hard copies and one digital PDF file.

B. City Provided Accommodations:

The City will provide access to staff and facility budgets pertaining to analysis of the requested information, contact information for key stakeholders, known user groups, and documents on file from the development of concepts and drawings.

E. Proposal Submittal and Timetable:

The Proposal is due on Wednesday, September 4, 2019, at 4:00 p.m., at the Casper Recreation Center, 1801 East 4th Street, Casper, Wyoming 82601. Proposal submittals shall be directed to: Tim Cortez, Parks and Recreation Director, (307) 235-8361. The successful Proposer shall be prepared to begin services on September 18, 2019. The proposal submittal will be the Responder's indication that they can adhere to this schedule.

Proposed timeline:

RFP advertised	August 14 – September 4
Selection	September 13
Council approval	September 17
Award contract	September 18
Written report due	November 22
Present report to Council	December 3

F. Proposal Submittal and Preparation Costs:

In making a Proposal, the Responder hereby certifies by signing and returning this Request for Proposal (RFP) that (s)he has reviewed this RFP and is familiar with all conditions contained therein. The City will not be responsible for nor incur any cost associated with the submittal or preparation of this Request for Proposal.

IV. PROFESSIONAL COMPANY QUALIFICATIONS

In addition to the items addressed in the Scope of Services, the following information relating to the Responder qualifications is requested:

1. Responder's name, address, and telephone number(s);
2. Types of services which Responder is qualified to provide;
3. Name, qualifications and experience of key personnel available for this project; and
4. Recent list of references and completed work(s) similar in nature.

V. CONTRACT PROVISIONS

The contents of this RFP, for the successful Responder, may become contractual obligations if the City of Casper wishes to execute a contract based on the submitted proposal. Failure of the successful Responder to accept these obligations contractually, in a purchase order, contract, or similar instrument may result in cancellation of the agreement and such Respondent may be removed from future solicitations.

VI. INSURANCE PROVISIONS

Prior to commencement of work, Responder shall procure, and at all times thereafter maintain, with insurer, insurance acceptable to the City, which is generally summarized as follows:

	<u>LIMITS</u>
A. Workers' Compensation	Statutory (Wyoming)
B. Comprehensive General Liability	\$250,00 per occurrence/\$500,000 aggregate
C. Professional Liability	\$250,00 per occurrence/\$500,000 aggregate
D. Automobile Liability	\$500,000

Responder shall provide the City with certificates evidencing such insurance as outlined above prior to beginning any work under this agreement. Such certificates shall provide the thirty (30) days advance written notice to the City of cancellation, material change, reduction of coverage, or non-renewal, and shall list the City of Casper and its employees as an additional insured.

For Comprehensive Liability, Responder shall provide the City with copies of insurance policies and/or policy endorsements listing the "City of Casper, its City Council, City Manager, officers, employees, agents, volunteers, and sub-contractors" as an additional insured.

VII. SPECIAL PROVISIONS

The City reserves the right to reject any and all proposals and to waive any informalities. The Responders shall be responsible and responsive to the City in its requirements within the scope of this proposal and shall confer with and be guided by the directive of the City through the office of the City Manager, or his designated representative. The Responders shall attend any special meetings with the City Manager, or City Staff, relating to questions, performance or negotiations concerning this proposal.

In the event that it becomes necessary to revise this RFP, an addendum to this RFP will be provided to each Responder. The City reserves the right to change submission date(s) for any reason, including an addendum or supplement to the RFP. Late proposals will not be accepted. It is the responsibility of the Responder to ensure that the Proposal arrives prior to 4:00 p.m., Wednesday, September 4, 2019.

I have read, understand, and will comply with all of the conditions of this RFP, as it applies to my company responsibilities, as described in the above proposal information.

Authorized Individual Signature: _____ Date: _____

Print Above Name: _____

Individual/Company Name: _____

Email Address: _____

Address (Street and/or P.O. Box): _____

City State ZIP Telephone

CITY OF CASPER – ICE/MULTI-SPORT COMPLEX
MARKET FEASIBILITY STUDY
Potential RFP Respondents

<u>Company Name & Address</u>	<u>Representative</u>	<u>Telephone/Fax No.</u>
Ballard-King and Associates 2743 E. Ravenhill Cr. Highlands Ranch, CO 80126 bka@ballardking.com	Jeff King Founder/Partner	303-470-8661
Victus Advisors 2720 Homestead Rd. Suite 130 Park City, UT 84098 bconnolly@victusadvisors.com	Brian Connolly Founder/Manager	435-604-0874(o) 214-422-6248(c)
MSA Design=MSA Sport 316 W 4 th St Cincinnati, OH 45202 bbaker@msaarch.com	Bill Baker Principal/The City	614-300-3357 (o) 513-383-7575 (c)