

REQUEST FOR PROPOSAL

MARKET FEASIBILITY STUDY FOR BOTH A CONVENTION CENTER / CIVIC CENTER AND A CONCERT VENUE IN BUTLER COUNTY, OHIO



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SECTION 1 - GENERAL INFORMATION

1.1 Project Overview

The Butler County Visitors Bureau, the official destination marketing organization for Butler County, Ohio, is seeking the services of a qualified consulting firm (or team of firms) to conduct a market feasibility study for both a Convention Center / Civic Center and a Concert Venue in Butler County. In addition, to also study alternative Community / Entertainment type facilities that will further fill the product entertainment mix in Butler County.

This Request for Proposal (RFP) describes the study background, proposed scope of work, selection criteria, and submission instructions. **As detailed later in this RFP, all proposals must be submitted to the BCVB no later than 5.00 p.m., Friday January 11th, 2019.**

1.2 Introduction and Background

Butler County, Ohio founded in 1803 is one of Ohio's oldest counties yet one of the fastest growing today. As the birthplace to four governors and home to thriving industry, education, arts and sports, Butler County comprises both small, rural settlements and flourishing cities.

Butler County is located in Ohio's southwestern corner. Located between the cities of Cincinnati and Dayton on Interstate 75, Butler County is within 600 miles of 64% of the nation's population. It is within a one-day drive to 20 major metro markets including Atlanta, Charlotte, Chicago, Detroit, Nashville, Milwaukee, Pittsburgh, St. Louis, Toronto and Washington DC. Its western boundary lies on the Indiana border. The county is generally rural, although urban areas cover twelve percent of Butler County's 467 square miles.

The county's largest city is Hamilton, the county seat, with a population of 62,062 people in 2017. Middletown and Fairfield are the next two largest cities, with populations of more than forty two thousand people in 2017. Over 380,000 people resided in Butler County in 2017. An increase of 3.4% since 2010. Butler County is one of 88 counties in Ohio and its 2017 population of 380,604 ranked 8th in the state.

Liberty Township located in the southeast side of Butler County has plans to develop a new interchange off I-75. The Millikin Way Interchange will open more than 700 acres for commercial development along the I-75 corridor.

The Butler County Visitors Bureau was formed in 2005. The Bureau is funded by a 3% transient occupancy tax implemented by the Butler County Commissioners. There are currently just over 3,200 hotels rooms in Butler County. The BCBV is governed by the Board of Directors. The Board of Directors is comprised of representatives from lodging, parks, arts, history, insurance and banking.

As the tourism pioneer in Butler County, one of the major strategic roles of the BCBV is to examine opportunities for enhancing tourism in Butler County. Earlier this year, the BCBV hired Zeitgeist Consulting to conduct a strategic development review. One of the key recommendations from the review was to explore the development of new entertainment facility venues.

1.3 Key Dates

Event	Date
RFP Issued	November 12th, 2018
Deadline for Questions	December 3rd, 2018
Deadline for Proposals	December 21st, 2018
Interviews (if needed)	January 7th/8th, 2019
Selection	January 11th, 2019

SECTION 2 - SCOPE OF WORK

The BCVB will use a phased approach for the project. The feasibility study will be segregated into three separate phases:

- Phase I - Viability
- Phase II - Alternatives
- Phase III - Optimal Recommendations

2.1 Phase I

A comprehensive market study to validate the viability of a Convention Center / Civic Center and a Concert Venue. As part of this objective, provide a thorough overview of competing facilities, their viability and the impact of a facility in Butler County entering the market.

Phase I A - Convention Center / Civic Center

- A. Provide a summary of comparable and competitive facilities in the Greater Cincinnati and Greater Dayton markets, including their capacity, their utilization rate, and general information.
- B. Analyze the impact of a new Convention Center / Civic Center on the current venues located in Butler County.
- C. Assess current trends and future projections regarding a new Convention Center / Civic Center.
- D. Estimate market demand, including demand by market segment / type of event for the new Convention Center / Civic Center for a five year period as well as demand projections addressing the number of events, number of attendees, and number of hotel nights that may result annually.

Phase I B - Concert Venue

- A. Provide a summary of comparable and competitive facilities in the Greater Cincinnati and Greater Dayton markets, including their capacity, their utilization rate, and general information.
- B. Analyze the impact of a new Concert Venue on the current venues located in Butler County.
- C. Assess current trends and future projections regarding a new Concert Venue.
- D. Estimate market demand, including the type of event for the new Concert Venue for a five year period as well as demand projections addressing the number of events, number of attendees, and number of hotel nights that may result annually.

2.2 Phase II - Other Entertainment / Community Facility Opportunities

A. Based on the current Greater Cincinnati / Butler County product and entertainment market, propose additional unique entertainment / community type facilities that will be of a regional draw and might further fill the entertainment mix in Butler County and the region.

B. Estimate market demand, including the type of event for each facility for a five year period as well as demand projections addressing the number of events, number of attendees, and number of hotel nights that may result annually.

2.3 Phase III - Optimal Recommendations

A. Based upon the market validation analysis in Phase IA, IB and II, recommend the optimal facility, the facility footprint, size, and type of pertinent facility components needed within the facility. This will include overall recommended square footage of the facility, parking and common area grounds surrounding the facility.

SECTION 3 - REQUIRED PROPOSAL CONTENT

3.1 General Requirements

To aid in thorough and consistent review, the proposals should be organized to correspond with the following sections, with particular emphasis given to the Project Plan. All of the pages of the proposal shall be numbered. A proposal that does not provide all of the information requested below may be subject to rejection.

Proposals should provide the information in the same order in which it is requested. Firms must contain sufficient information to assure BCVB of accuracy, however, Firms are requested to keep their submissions to the shortest length possible consistent with addressing each information request completely. That is, each proposal should be prepared simply and economically, avoiding the use of elaborate promotional materials beyond those sufficient to provide a complete presentation.

3.2 Required Proposal Sections

Introduction

The introduction should include a cover letter which includes at a minimum the primary contract information for the Firm (including name, address, phone number, email address, and website) and proposed project manager and identify any proposed sub-consultants.

Project Plan

The project plan should describe the Firm's approach to successful implementation to address the proposed Scope of Work detailed in Section 2. At a minimum, the project plan should include:

A detailed outline of the proposed methodology to complete and manage the project scope including high level timeline and brief description of the key tasks, key milestones, timetable for each Major Work Element, and key deliverables.

State the Firm's belief of the clarity of the project scope as it relates to delivering the overall objectives. If there are any gaps between what the Firm believes should be the proper scope of services, given all information available, the Firm should clearly identify these gaps. Discuss any assumptions relating to the responsibilities and/or commitments the Firm is expecting of the BCVB throughout the life of the project.

Case Studies with References

Three case studies of similar projects (each described in no more than two pages) that best match the scope and/or desired outcomes for this project. Within the case studies, the Firm should highlight any similarities to the

proposed BCVB project. For each case study, a reference and reference contact information should be provided. Where possible, the case studies should highlight projects completed in the last five years.

Project Team

The Firm should document its experience and qualifications for the project highlighting any strategic benefits the BCVB will realize in partnering with the Firm. The Firm should also provide a staffing plan for this project including qualifications, experience on similar projects, and proposed and current contract obligations (of no more than one page per person) of the proposed key functional and technical members and their related roles for this project. The proposed project manager should be identified. The intent, if any, to subcontract parts of the Scope of Services should be described and qualifications for the subcontracting firm and key personnel should also be provided.

Cost Proposal

The cost proposal should indicate a total cost (inclusive of all fees and anticipated additional expenses) as well as a cost breakdown for the proposed Scope of Services, and hourly rates for all proposed project personnel.

SECTION 4 - SUBMISSION OF PROPOSALS

BCVB will not be liable for any costs incurred by a Firm in the preparation and production of a proposal and/or an interview.

4.1 Submission Deadline

One (1) original, two (2) printed copies, and one electronic version on a USB of the Proposal must be submitted on or before 5:00 p.m. EST on Friday, December 21st, 2018 in a sealed package addressed to:

Mark Hecquet, Executive Director
Butler County Visitors Bureau
8756 Union Center Boulevard
West Chester, OH 45069

No faxed or emailed proposals will be accepted. Proposals received after the proposal date and time will be rejected and returned to the proposer.

4.2 Proposal Inquires

All inquiries regarding this RFP should be addressed in writing to Mark Hecquet, the Executive Director of the BCVB. E-mail inquiries to mhecquet@gettothebc.com are preferred. Mailed inquiries may be sent to his attention at 8756 Union Centre Boulevard, West Chester, OH 45069.

Firms should note that all clarifications and exceptions are to be resolved prior to the submission of a proposal. Questions should cite the specific section and paragraph of the RFP. All questions are due by the date and time listed in Section 1.3 Key Dates and Events.

4.3 Withdrawal

A Firm may withdraw a proposal any time prior to the final due date and time by written notification signed by an authorized agent, to the contact person identified above. The proposal may thereafter be resubmitted, but not after the final due date and time. Modifications offered in any other manner, oral or written, will not be considered.

4.4 Conflicts, Errors & Ambiguities

If a Firm discovers an ambiguity, conflict, discrepancy, omission or other error in this RFP, the Firm should immediately notify the contact person identified in Section 4.1 above. Notice of such error or omission should be submitted prior to the final due date and time for submission of proposals. Modifications shall be made by addenda to this RFP. Such clarifications will be given by written notice to all parties who have received this RFP.

4.5 BCVB Requirements, Rights and Prerogatives

A. By submitting a proposal, the Firm covenants that the respondent will not make any claims for or have any right to damages because of any misinterpretation or misunderstanding of the specifications or because of lack of information.

B. BCVB shall not be obligated for any cost incurred by the respondent in proposal preparation or in activities related to the review of this RFP or any interview costs.

C. A Firm indicates its acceptance of the provisions and conditions enumerated in this RFP by submitting a proposal.

D. BCVB reserves the right to exercise the following prerogatives:

- 1) To accept or reject any or all proposals and amend, modify or withdraw this RFP.
- 2) To correct any arithmetic errors in the proposals.
- 3) To change the final due date and time for proposals.
- 4) To accept or reject any of the Firm's employees assigned to provide services on this project and to require their replacement at any time.
- 5) To waive or modify any irregularities in proposals received after prior notification to the Firm. This will in no way modify the RFP documents or excuse the Firm from full compliance with its requirements.
- 6) To consider modifications to proposals at any time before the award is made, if such action is in the best interest of BCVB.
- 7) To interview Firm(s) prior to selection.
- 8) To reject any proposal containing false or misleading statements or, that provides references that do not support an attribute or condition claimed by the Firm.
- 9) To accept a proposal for the engagement other than the lowest fee proposal.
- 10) To negotiate an acceptable fee structure with any responsive Firm.

SECTION 5 - EVALUATION OF PROPOSALS

The selection process will begin with the review and evaluation of each of the written proposals. The purpose of this evaluation process is twofold: (1) to examine the responses for compliance with this RFP; (2) to identify the complying firms that have the highest probability of satisfactorily performing the scope of services. The evaluation process will be conducted in a comprehensive and impartial manner. The evaluation will be conducted as set forth herein.

5.1 Preliminary Review

All proposals will be reviewed to determine if they were submitted by deadline, all documents requiring an original signature have been signed and included, and contain all required submittals specified in this RFP. Incomplete proposals may be rejected.

5.2 Evaluation

Proposals will be reviewed and evaluated on the ability of Firms to meet or exceed the requirements set forth in the specifications. Proposals will undergo an evaluation by BCVB Market Feasibility Study Committee. The Committee will evaluate the proposals based upon the criteria for selection set forth below.

5.3 Withdrawal

The BCVB Market Feasibility Study Committee will evaluate the quality and completeness of each proposal as it addresses each requirement of the RFP. The evaluation of the proposal carries a total weight of 100 points. Proposals will be evaluated and scored in categories. Each category is assigned a maximum point value.

The following Items are evaluation criteria for all proposals passing the preliminary review and will be rated on a point basis by the BCVB Market Feasibility Study Committee.

- Project Understanding/Approach/Quality (30%)
- Scope of Work (25%)
- Work Schedule (15%)
- Similar Experience/Project Personnel (15%)
- Financial Proposal (10%)
- Clarity (5%)

Project Understanding, Approach and Quality: Successful Firms will demonstrate an understanding of the magnitude of the task, the constraints, the desired outcomes for the project, and clearly articulate the resultant quality of the Final Deliverables.

Scope of Work: Successful Firms will include sufficient detail to explain how the Scope of Services will be accomplished and for the BCVB to determine the effectiveness of how the work is proposed to be performed.

Schedule: Successful Firms will include a reasonable schedule for timely completion of the Scope of Services including both project milestones and an overall project schedule.

Similar Experience: Successful Firms will have experience completing similar projects and will have highlighted any similarities to the proposed BCVB project. The BCVB Market Feasibility Study Committee may request samples of the comparative works during the proposal review process for clarity.

Project Personnel: Successful Firms will provide information on personnel to be assigned to this project. Personnel should have experience from similar projects and/or in fields necessary to complete the proposed scope of work.

Pricing: Successful Firms will provide an economical total cost and a reasonable cost breakdown for the proposed Scope of Services.

Clarity: Successful Firms will provide a proposal that is easy to follow, visually attractive, and clearly articulated.

5.4 Interviews

BCVB Market Feasibility Study Committee reserves the right to determine whether interviews will be necessary. The purpose of any interview would be to further evaluate the proposer's ability to provide the required services, and to impart to the Committee an understanding of how specific services would be furnished.

SECTION 6 - CONTRACTUAL REQUIREMENTS

6.1 Contract

A. This RFP, the selected Firm's proposal, and the resulting engagement letter shall constitute the contract unless otherwise noted.

B. BCVB may negotiate contract terms and conditions to meet BCVB program requirements consistent with the RFP.

C. Award of a contract is subject to negotiation and appropriate BCVB approvals.

D. As part of the contract, the Firm shall maintain professional liability insurance. The policy shall contain an endorsement entitling BCVB to not less than 60 days' prior written notice of any material change, non-renewal or cancellation of such policy (policies). A copy of the policy (policies) or a certificate(s) satisfactory to BCVB shall be delivered to BCVB prior to the commencement of work. The adequacy of the insurance shall be subject to the approval of the BCVB. Failure to maintain insurance in accordance with this paragraph may be cause for immediate termination of this agreement by BCVB.