



REQUEST FOR PROPOSAL

FAMILY ENTERTAINMENT ZONE MARKET FEASIBILITY STUDY AND MASTER PLAN

CITY OF MANTECA, CALIFORNIA

Submittal Due Date: February 15, 2011

Issued by the Manteca Redevelopment Agency
January 21, 2011

I. OVERVIEW: The City of Manteca (City) is seeking professional consulting assistance (Consultant) to complete a market feasibility study to evaluate the market potential and feasibility for development of a “Family Entertainment Zone” on a defined 143+ acre site in our community. We are seeking a professional assessment of the opportunity to capitalize on the existing sports and leisure market; linkages to tourism related to the city-owned Big League Dreams baseball/softball complex, nearby national parks and other attractions: potential impact and synergy related to proposed development of a Great Wolf Lodge hotel/water park resort on an adjacent site; and market interest in our community for more lodging and other tourism related private development. In summary, the City is seeking to create a long-term sustainable visitor destination as an economic diversification and community investment strategy.

II. BACKGROUND: The City of Manteca is located at State Route 99 and State Route 120 in the Central Valley of Northern California. Interstate 5 and other highways connecting to the San Francisco Bay area are close by. The City also serves as one of the gateways to the Sierra Nevada Mountains and Yosemite National Park. (See attached location maps.)

The City of Manteca has a current population of approximately 69,000. The San Joaquin Council of Governments estimates the City will have a population of approximately 86,000 in 2020. At present, the City encompasses approximately 18.5 square miles. Manteca is primarily a bedroom community, with an estimated 16,500 employees in the City and an estimated labor force of 27,500. Approximately 25 percent of the city’s land area is designated for commercial/industrial uses.

Manteca has two destination attractions at this time. A 40 acre Big League Dreams sports complex opened in October 2006, with six replica-style baseball fields and an indoor soccer complex. A Bass Pro Shops Outdoor World retail store (120,000 sq. ft.) opened in October 2008. Both are located along the State Route 120 corridor.

There are currently seven (7) major commercial centers in the City:

- Downtown Manteca
- Manteca Marketplace
- Promenade Shops at Orchard Valley
- Raley’s Center
- Spreckels Park
- Stadium Center
- Wal-mart Center

Another major commercial center has received all necessary approvals to develop and is awaiting a rebound in the economy before proceeding. There are also commercial strip centers and uses throughout the City, most notably extending along Yosemite Avenue and Main Street. The City has two major industrial parks, Manteca Industrial Park and Spreckels Park, and two planned new industrial parks that recently both received all necessary approvals to develop.

III. SCOPE OF SERVICES: The market feasibility study is divided into specific tasks. Initially, the tasks focus on collecting data relevant to the residential and visitor market, regional market information and a general leisure and hospitality review. This information and data will then be used to develop recommendations for best use of the site, capitalizing on what is known about the market and what is known about trends in tourism and family entertainment for the market area, which will assist in developing a master plan for the project.

The consultant selected to conduct the study pursuant to this RFP shall be required to complete the following tasks:

► **Task 1 – Demographic and Economic Data Review:** The city is seeking a comprehensive review of relevant demographic and economic data relating to the market area, which will impact the project's performance. The assessment shall analyze both the residential and the visitor market, as well as general market characteristics. Specific to the residential market, the Consultant will evaluate:

- Total population and growth estimates
- Household income
- Age segmentation
- Lifestyle trends
- Leisure habits of the residential population.

► **Task 2 – Tourist Industry Evaluation:** The Consultant will develop a brief evaluation of the tourism industry to further quantify visitor patterns. The Consultant will also review weather/climate characteristics, seasonality of other area attractions, visitor trends, and other relevant data unique to the marketplace. Information obtained will serve as the basis for the Consultant's assessment of the market area.

► **Task 3 – Hospitality Industry Review:** The Consultant will evaluate the hospitality industry for the market area in terms of:

- Overall operation, capacity and occupancy
- Components/Guest Experiences
- Trends
- Market capture rates
- Per capita spending

► **Task 4 – Competitive Market Analysis:** The Consultant will research the number, quality, and location of leisure, hospitality and entertainment products in the market area. Projects will be evaluated based on publicly available data in terms of:

- Location relative to the site
- Attendance levels and mix (if available)
- Quality of attractions and types of amenities
- Pricing and per capita spending
- Total cost of development (if available)

► **Task 5 – Public Participation/ Project Charrette:** The Consultant will host a public meeting/charrette to establish the overall recommendations for the best use of the site, and gather ideas and comments from local residents and business owners. Data gathered from this public forum will be utilized to further refine attendance and financial projections related to the hospitality and entertainment use categories to be considered and further evaluated.

► **Task 6 – Estimated Attendance:** Based upon the industry and market study findings, assessment of competitive projects, and analysis of other similar projects, the Consultant shall estimate conceptual-level attendance for the proposed entertainment and hospitality projects. Attendance shall be given for a 10-year range, segmented to each suggested use, which will apply to future financial estimates and performance.

► **Task 7 – Economic and Performance Parameters:** Overall operating revenues for the proposed entertainment and hospitality projects shall be estimated based upon per capita spending estimates and attendance forecast. Spending estimates will be based upon an assessment of per capita spending in other comparable facilities, and analyzing visitor spending at other local visitor attractions within the marketplace. The per capita spending will consider all potential profit centers including, but not limited to, admission, merchandise, food and beverage, live entertainment, special events, and other.

Attendance and per capita spending shall be estimated for a period of ten years, and shall be used to forecast estimated operating revenues. Operating costs shall also be forecasted and included for the development of an operating pro forma. The pro forma shall include all estimated operating expenses and capital expenditures, and will be used to determine the potential financing alternatives of the overall facility.

► **Task 8 – Cost Benefit Analysis:** The Consultant will develop a cost benefit analysis to identify a financial value on tangible and intangible costs and benefits for the recommended development. The analysis shall include return on investment (ROI), and net present value (NPV) calculations.

► **Task 9 – Conceptual Master Planning:** The consultant will be required to develop a conceptual master plan for the site, that will locate and identify all major components identified in the Project Program. The plan will also address the organization of the various circulation systems, categories of proposed attractions, guest amenities and service and support requirements. The conceptual master plan will include:

- Guest experience narrative (general premise for the Project and for key venues)
- Identification and distribution of program elements on the site
- Determine project theme and sub-themes
- Determine preliminary Environmental Concepts
- Identify Circulation elements (pedestrian, parking, vehicle access, trams, services)
- Create Graphic Presentation of the planning and creative concepts to support the market analysis and business strategies outlined in the Client's program
- Provide a Strategic Development Plan indicating the critical next steps in the development process for the family entertainment attractions, to address:
 - ◆ Phasing
 - ◆ Design
 - ◆ Construction
 - ◆ Milestone Scheduling
 - ◆ Production
 - ◆ Organization

Task 10 – Deliverables: At the conclusion of the consulting project, the Consultant shall deliver a comprehensive project report (ten copies plus original digital media copy) that will include:

1. Market Study
2. Feasibility Study
3. Design Day Programming (i.e., “day in the life” of a visitor to the Project)
4. Cost/Benefit Analysis
5. Creative Development
6. Attractions Summary
7. Guest Experience
8. Conceptual Master Plan drawn at a scale suitable for review, analysis and discussion.
9. Strategic Development Plan including definition of next steps in the process
10. Copy of any presentation exhibits, including site planning and all creative content

Task 11 – Methodology: Provide information on methodology, including assumptions used, and basis for conclusions and recommendations presented in the various studies and analyses.

V. AGENCY-PROVIDED MATERIALS: Agency staff will provide the selected firm with the following information:

1. General Plan and Zoning maps.
2. Information on major residential and commercial/industrial developments planned within Manteca's city limits.
3. Copy of the "*Study of Retail and Restaurant Opportunities*" prepared by Economic Research Associates in August 2008
4. Copy of the "*Manteca Water Park Development Program Recommendations*" prepared by the Economics Practice at AECOM in July 2010.
5. Information on the Big League Dreams Sports Park in Manteca.
6. Information on the Great Wolf Resort hotel, indoor water park and conference center planned for Manteca.

VI. PROJECT SCHEDULE: Agency staff has developed the following schedule for this Request for Proposal. Minor modifications may be made in consultation with the selected firm.

January 21, 2011	-	Request for Proposal released.
Week of February 14, 2011	-	Proposal submittals due February 15, 2011
	-	RFPs reviewed Feb.16-18; shortlist by Feb. 18 th
Week of February 21, 2011	-	Council Sub-committee interviews consultants on shortlist and selects consultant.
Week of February 28, 2011	-	Agency staff and consultant prepare and finalize Agreement for Professional Services.
March 15, 2011	-	Agency Commissioners approve Agreement for Professional Services with consultant.
April 15, 2011	-	Draft report submitted by consultant.
Week of April 18, 2011	-	Review of draft report by Agency staff and Council Sub-committee
May 19, 2011	-	Final report submitted by consultant.
Week of May 23, 2011	-	Preparation of Agency/Council report by Agency staff and Council Sub-committee.
June 7, 2011	-	Presentation of final report by consultant to the Agency/Council.

VII. PROPOSAL SUBMITTALS: Consultants interested in submitting proposals in response to this RFP must provide ten (10) copies of the proposal with the following information:

1. Name, address, telephone number and website address of the consultant.
2. Name, title, phone number and e-mail address of the individual who can provide information on the proposal.
3. Background of the consultant's qualifications.
4. Names and experience of the principal individuals who will be working on the project. Resumes can be attached. Substitutions of the principal individuals will not be permitted without Agency staff's prior approval.
5. Brief description of how the consultant would provide the services requested in Section III above.
6. References for three (3) similar studies conducted by the consultant within the past five (5) years. Provide a summary of the scope of the study and the final work product. References must include the name, title and current contact information.
7. Certification that the consultant can meet the time schedule contained in VI above.
8. Fee proposal for the project. A "not to exceed" amount shall be provided. Price is to be valid for not less than six (6) months following execution of the Agreement for Professional Services.
9. Proposal must be signed and dated by an individual authorized to bind the consultant to the terms of its proposal.

Proposals are to be received by the Agency no later than **3:00 P.M. on Tuesday, February 15, 2011**, and should be addressed to:

**Manteca Redevelopment Agency
Attn.: Economic Development Manager
1001 W. Center Street
Manteca, CA 95337**

VIII. CONTACT INFORMATION: Questions regarding this Request for Proposal should be directed to:

Don Smail, Economic Development Manager
(209) 456- 8510 (office)
email: dsmail@ci.manteca.ca.us

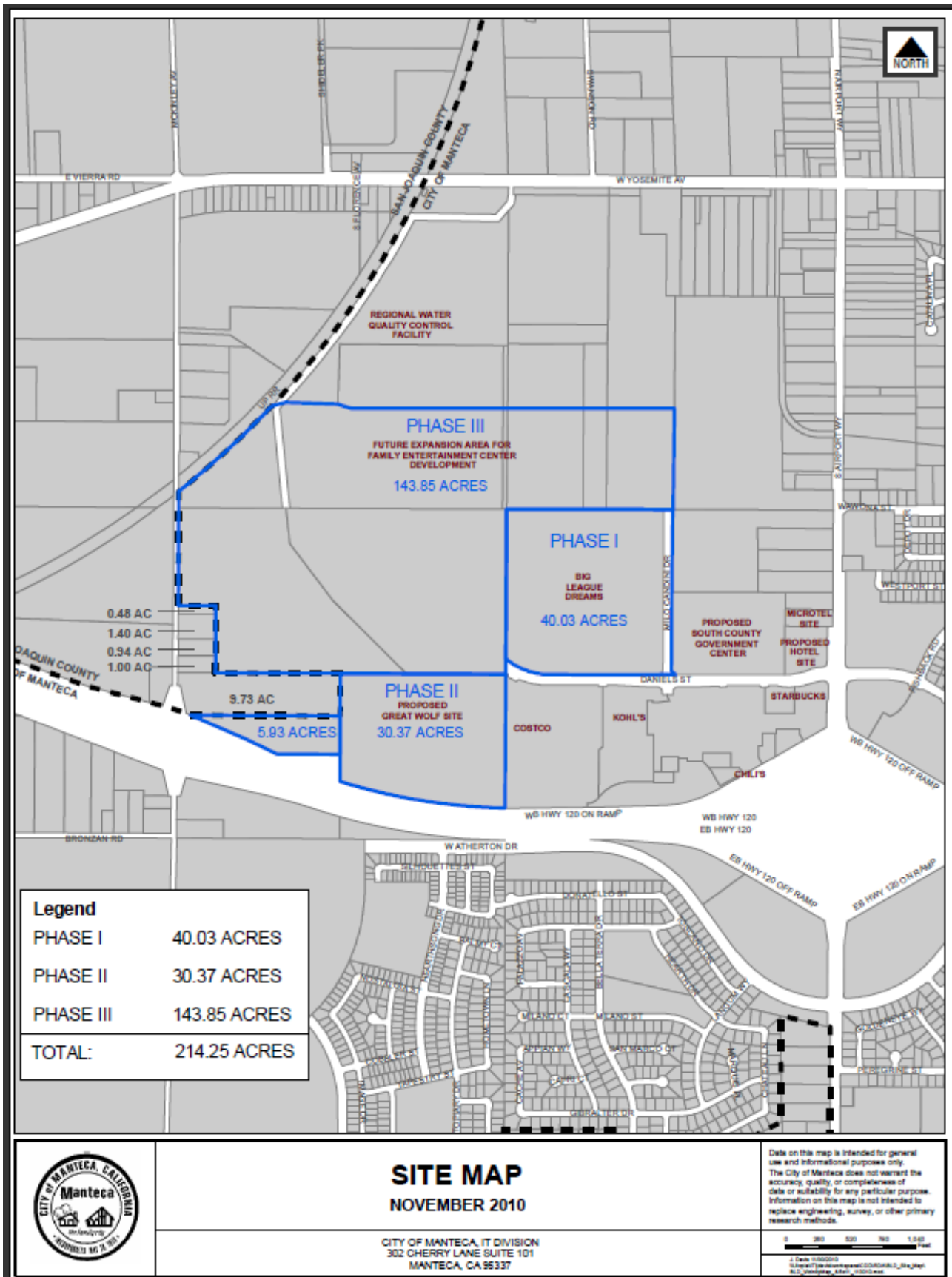
IX. ATTACHMENTS:

1. City location maps
2. Proposed project maps and visuals

Attachment No. 1 City Location Map (recent marketing flyer)



Attachment No. 2A - Proposed Project Location Map



Attachment No. 2B - Aerial Photo Showing Project Area and Adjacent Development

Proposed Project Area for Development of a Family Entertainment Zone (143± acres)

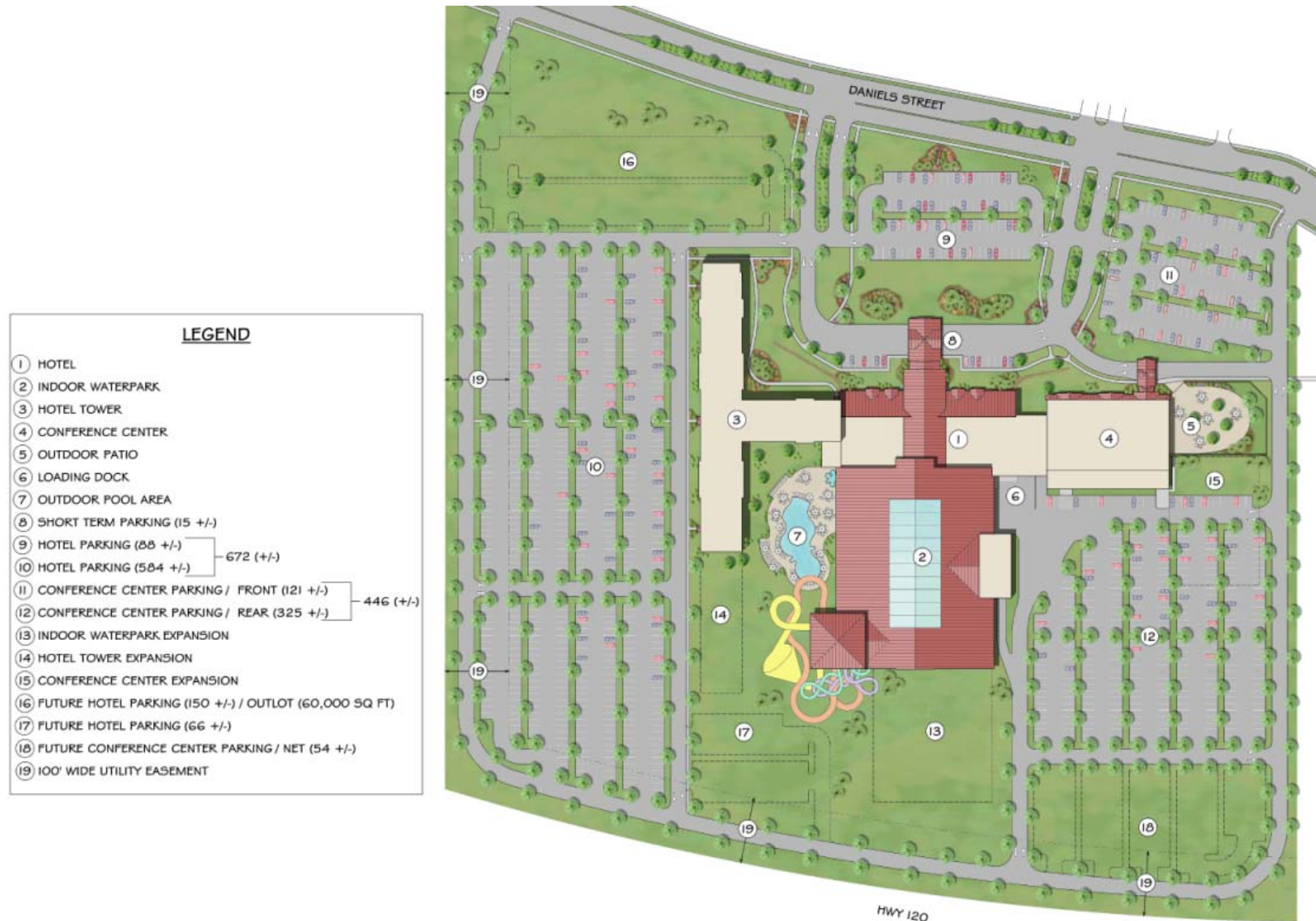


Proposed Great Wolf Lodge site

Stadium Shopping Center

Big League Dreams complex

Attachment No. 2C - Conceptual Site Plan for Great Wolf Lodge Resort - Manteca



Attachment No. 2D Conceptual Site Plan for Great Wolf Lodge – Indoor Waterpark Plan

