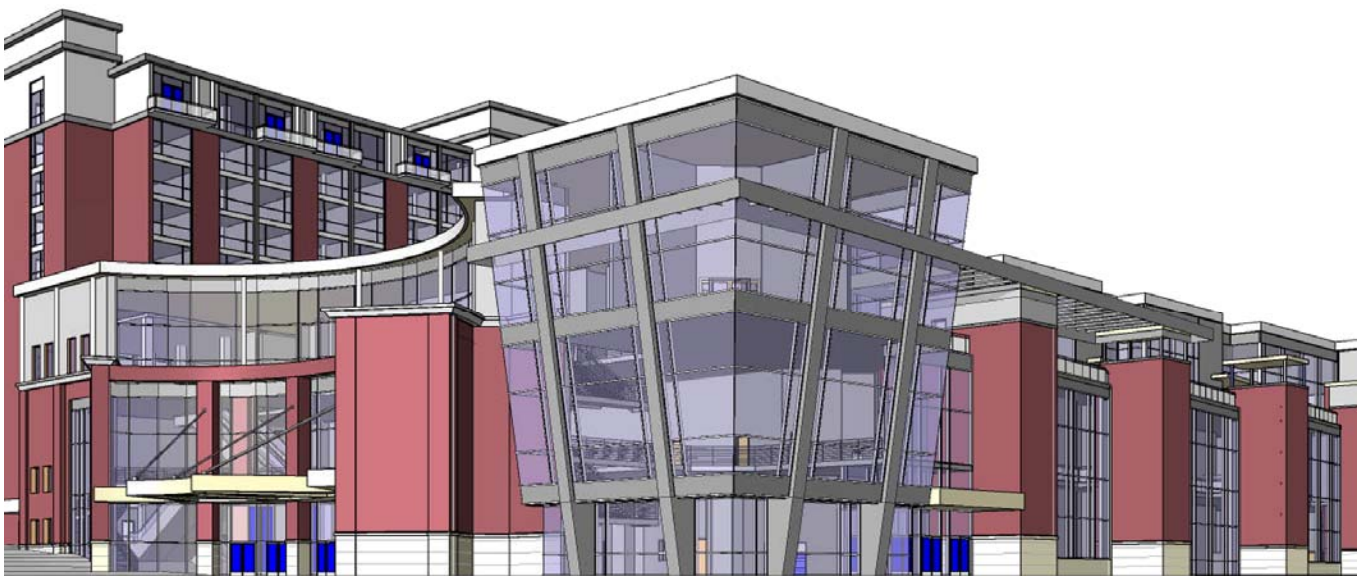


City of Lawrenceburg, Indiana

Request for Proposals

Event Center / Hotel Opportunity

August 13, 2010



Request for Proposals

Event Center / Hotel Opportunity

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Overview

Summary of Request

This RFP is a request for detailed proposals for the development and operation of the planned Lawrenceburg Event Center and Hotel in Lawrenceburg, IN. The City is seeking a private development partner to engage in this economic development initiative. This public/private partnership will join the design team to complete the design and construction of the facility in 2012. The private firm or team must demonstrate the ability to bring a nationally recognized hotel franchise and be connected to a prominent sales office network and sales force positioned to pursue quality convention and group meeting opportunities.

Property

Located in the heart of Lawrenceburg, the subject property is on the southwest corner of Walnut Street and High Street. The property abuts the Ohio River levee and is within walking distance of all the downtown shops and Hollywood Casino. This location will serve as the anchor of the downtown business district from which all future development will flow.

Development Opportunity

The selected firm or team will participate in the design and construction of a full-service hotel and event center that will attract high quality events and help the City develop and maintain a strong visitor industry. It is believed that this project will total \$50 – \$60 million. The City has committed to providing \$25M in the form of a grant to the project as well as the donation of the land and other minor expenses. The private partner will be responsible for the balance of the funding, but will obtain complete and sole ownership of the project upon completion.

Development Principles

In order to help guide the continued development of this project, the following principles have been adopted through the programming phase and were derived from comments in meetings by the Mayor, City Council members and other attendees:

1. The development is to be constructed to create a social and economic hub for the community.
2. The facility is being developed as a mutually beneficial development for the City, retailers, and the development partner.
3. The development will be established to provide for convention and entertainment options complimentary to the existing Lawrenceburg businesses.
4. The facility will be developed as a public/private partnership that will bring increased tax revenue to the City and County.

Selection

Through this RFP process, the highest qualified organization or team will be selected by an advisory panel and presented to the City Council for review and confirmation. The advisory panel will, at minimum, consist of the City's Owner's Representative, a City Council Representative, and a project architect, but may include the entire City Council if they choose. Formal negotiations for development and lease agreements are expected at the end of this process.



Background

Over the years, Lawrenceburg residents and elected leaders have expressed an interest in developing a healthy and vibrant downtown district. Some of the specific questions have included:

- How do we make the downtown desirable for business owners, developers, and residents?
- How do we create a vibrant, active community within our central business core?
- How do we connect our residents and visitors to the river?
- How do we take advantage of our natural features and old-town charm while fostering an environment of growth and development?

In January 2010, the City of Lawrenceburg engaged American Structurepoint, Inc., as the program manager to lead the design effort of the new Lawrenceburg Event Center. It is anticipated that the Event Center / Hotel project will serve as the center for economic development in the downtown district. Event planners and local users estimate that the Event Center will be utilized for over 200 event nights throughout the year.

During the initial visioning meeting with the City Council, it was determined the Event Center should contain spaces that could function in many different capacities. This multi-use facility could possibly be used for dinner theater groups, concerts, corporate conferences, marketing events, comedy shows, sporting events, conventions, car shows, weddings, and high school proms or other school functions. Regardless of the use, this facility needs to be designed with the people of Lawrenceburg in mind.

Now through the Schematic Design Phase of the project, the event center design currently shows approximately 164,000 sf including 50,000 sf of assembly spaces. The assembly spaces include an Exhibit/Multi-purpose room (~30,000sf), 3 large conference rooms (~1800sf each), 4 meeting rooms (~800sf each), 3 ballrooms (~3,000sf each), 3 board rooms (~600sf each) and 6 suites overlooking the event space (~400 sf each). The value engineering process has been started on this facility and has resulted in a dramatic reduction of auxiliary, pre-function and back-of-house spaces. To date, the value engineering activities have left the meeting spaces in tact (for the most part) so as not to affect the potential uses.

Over the course of the programming meeting discussions, it was determined that in order to be a viable conference destination, the facility must include a hotel component. While the program for the hotel has changed several times, there are certain functional spaces that are intended to serve both the hotel and the Event Center. The City strongly desires the facility to be two separate, but conjoined, spaces be designed as one structure with common appearance and finishes.

Currently through schematic design, the current hotel documents show 180 room bays with sizes of nearly 400sf with a top floor of high-end suites. This has been determined to be cost prohibitive and unnecessary and the final design of the hotel will be dependant on the national hotel chain selected for the project. The lobby of the hotel is joined with the third level of the event center and currently includes a ~240 seat restaurant and a ~100 seat bar. A parking garage holding approximately 180 cars is currently shown built into the levee under the hotel.

Originally, there was consideration to provide for an enhanced park space on the subject property to replace the existing park. After determining the space requirements of the building, it became impossible to provide the park at this location. Working in conjunction with the Lawrenceburg Conservancy District (LCD), who oversees the levee maintenance, it was determined that the riverfront area between the proposed Event Center site and Hollywood Casino would make a great public space that would connect the residents and visitors back to the river front. While the park is not part of this RFP, it will be designed in conjunction with this project in order to ensure it is complimentary in every way.



Specific Project Information

Due Diligence Information

- Title – The City and the LCD hold title to the subject property(s) and will transfer title to the owner upon completion of the project.
- Zoning – The site is currently zoned LB – Levee Business per the City's zoning ordinance.
- Plans – Schematic Design plan exhibits are attached to this RFP
- Permits – Project permits will be required from the following:
 - o City of Lawrenceburg
 - o Dearborn County Board of Health
 - o State of Indiana – Homeland Security
 - o Indiana Department of Environmental Management (IDEM)
 - o United States Army Corp of Engineers (USACE)

Project Team Requirements / Considerations

In order to be considered for this project, the proposing firm or team will need to prove sufficient experience. It is the City's desire that the private partner would be able to:

- Show a 15 year history of hotel development, construction, ownership and operation
- Provide a letter of intent from the national hotel franchise intended for the site (hotel quality should be that of a Hilton, Marriott, Intercontinental, Hyatt or equal or one of their subsidiaries)
- Show a 10 year history of convention, entertainment and event bookings and sales
- Show a history (at least 2) of public/private partnerships as prime (projects over \$10M) in similarly positioned markets
- Provide letters of recommendation from previous public partnerships

Submittal Requirements

Each group responding to the RFP will be required to submit 10 bound copies of their proposal. In order to be eligible for review, each proposal should include the following:

Development Entity / Capacity

- Identification of firm or proposed team members. Include contact information for each company or team member, but designate a single contact person for all correspondence and notifications.
- Description of lead entity, including full legal name, type, ownership structure, equity/financing structure
- Letter of intent and recommendation from the hotel brand or franchise proposed
- Description of qualifications
- List of references, both private and public, including recommendation letters as available
- Design and construction process and philosophy statement
- Extent to which the submittal meets the project development principles as stated on page 3 of this RFP

- Identification of a project executive and project manager with resumes

Economic Pro Forma

- Estimated net operating income including detailed revenue projections and operating costs
- Financing costs
- Description of the project's potential to serve as an economic stimulus to the area and projected economic impact in the area of property and sales tax
- Identification of additional project benefits to the City, such as jobs created and services provided

Transaction Terms and Conditions

- Financing arrangements – how the respondent intends to fund the project
- Ownership deal structure – how the respondent intends to structure the public/private partnership through the construction of the project and then the process by which ownership would be transferred to the private entity
- Additional benefits to the City

Teams are encouraged to provide any relevant information that will assist the City in the evaluation of their submission.

Submissions must be in the actual possession of the City, in City Hall at 230 Walnut Street, Lawrenceburg, IN 47025, on or prior to **September 14, 2010 at 5:00pm**. Late submissions will not be considered. Submissions must be provided in a sealed package with the statement "Lawrenceburg Event Center / Hotel Proposal" and the prime contact name and address clearly labeled on the front. Please submit ten (10) complete copies.

Design Team

The project is currently through Schematic Design and it is the City's intent to keep the current design team in place in order to prevent re-work. The current design team is as follows:

- Lead Architect – American Structurepoint, Inc.
- Team Architect – Blackburn Architects
- Hotel Consultant – Design Dimensions
- Civil Engineer – American Structurepoint, Inc.
- Structural Engineer – American Structurepoint, Inc.
- MEP Engineer – Heapy Engineering
- Geotechnical Engineer – ATC Associates
- Landscape Architect – Context Design
- Pre-Construction Consultant – Messer Construction Co.



Evaluation

Evaluation Process

The City will designate a panel to evaluate all proposals received in response to this RFP. The panel will assess the responses based on the factors described below. The scores assigned by each panel member will be based on the individual member's reasonable judgment as to the degree to which the proposal complies with the criteria and intent of the RFP process.

Members of the panel and other City staff may contact references and industry sources, investigate previous projects and current commitments, and interview some or all of the development team. The City reserves the right to reject any or all submittals at its sole and absolute discretion.

Evaluation Criteria

The following is a table that will be utilized in determining those submittals deemed most advantageous to the City and most responsive to the stated goals of this project.

Potential	Score	Criteria
25		Previous experience with similar projects, letters of recommendation, general qualifications of the team
20		Best value to the City of Lawrenceburg; including, but not limited to, the utilization, where feasible and appropriate, of contractors, suppliers, etc. located in Lawrenceburg or Dearborn County, or affiliated with other entities in Lawrenceburg or Dearborn County
20		Demonstrated commitment to the vitalization of downtown Lawrenceburg, as well as embracing the downtown activities and the history and heritage of Lawrenceburg.
15		Project ideas, creativity, practicality and ability to minimize risk to the City
20		Financial strength of the deal and long term commitment to the City.
100		



General Information

Selection Schedule

The City intends to proceed in accordance with the schedule noted below. The City reserves the right to alter the schedule at any point in the process, but agrees to provide adequate notice to respondents should the schedule be amended.

- RFP Release: August 13, 2010
- City Presentation and Information Session: August 25, 2010, 5pm at City Hall
- Written Questions Due: August 27, 2010
- RFP Response Deadline: September 14, 2010, 5pm at City Hall
- Selection Announcement: September 22, 2010 (on or about...)

Depending on the amount of proposals received, the City reserves the right to short list teams for additional information and presentation to the panel and City Council. Should this need arise, the notifications and presentations would be made the week of September 20th, with an announcement soon thereafter.

Inquiries

All questions should be directed to the Owner's Representative for the City of Lawrenceburg as follows:

American Structurepoint, Inc.

Attn: Tim Jensen, PE

tjensen@structurepoint.com

317-547-5580

7260 Shadeland Station

Indianapolis, IN 46220



Special Terms and Conditions

Respondent Responsibilities

All facts and opinions stated herein and in any additional information, whether written or oral, provided by the City of Lawrenceburg and/or its representatives, are based on available information and are believed to be accurate. However, no representation or warranty is made with respect thereto. The information in this document is intended to help prospective respondents create viable responses. However, it is the sole and absolute responsibility of those responding to this request to complete their own due diligence with regard to the information contained herein, including, without limitation, any development restrictions, whether contractual, governmental, physical, or otherwise which may restrict or affect development of the site. Development is subject to all applicable development standards and restrictions.

Reservation of Rights by the City of Lawrenceburg

The issuance of this RFP and the acceptance of submittal do not constitute an agreement by the City of Lawrenceburg that any contract will actually be entered into by the City. Any costs incurred by respondents in preparation of a response to this RFP or future RFP are completely the responsibility of the respondents. Any or all disputes arising under the RFP and any contract negotiated as a result of this RFP shall be governed by the laws of the State of Indiana.

The City reserves the right to issue written notice of any changes in the submittal process should the City determine, in its sole and absolute discretion, that such changes are necessary or desirable.

Submittal Rejection / Right to Disqualify

Submittal of terms, conditions and/or agreements may result in rejection if such terms, conditions or agreements are deemed unacceptable by the City in its sole discretion. The City of Lawrenceburg reserves the right to disqualify any team who fails to provide information or data specifically requested herein or who provides materially inaccurate or misleading information or data or who attempts to influence the selection process outside the procedures established herein. The City of Lawrenceburg reserves the right to disqualify any team on the basis of any real or apparent conflict of interest at the sole discretion of the City.

Right to Substitution

In the event that a respondent is chosen and negotiations do not result in an agreement with the City (in its sole discretion), the City reserves the right to pursue negotiations with another respondent or party. All costs incurred by the respondent during the negotiations will be the sole responsibility of the respondent.

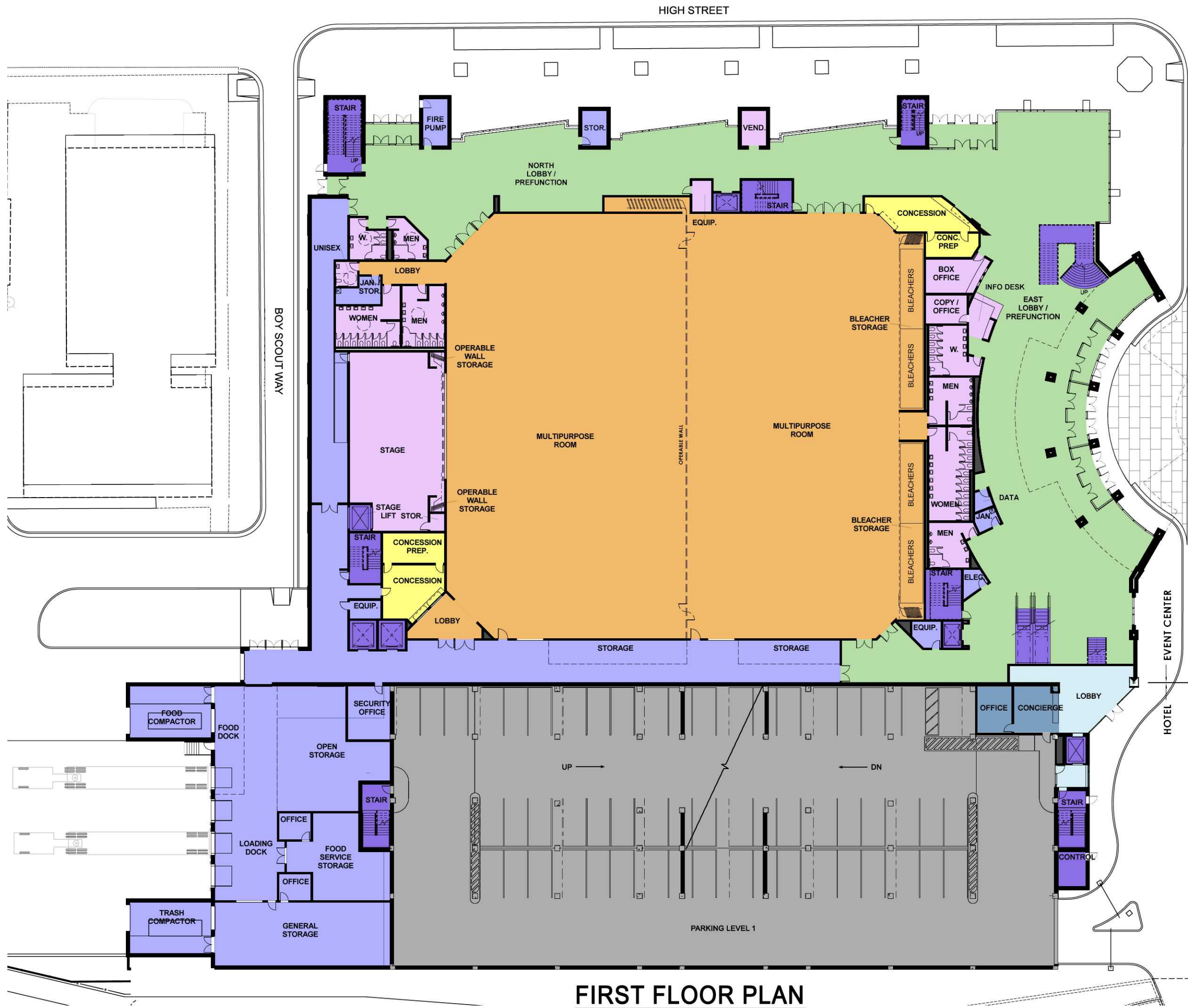
Design Process

As the City is currently engaged in the design process, the City will maintain control of the design to ensure that it meets the needs of the City of Lawrenceburg. The chosen respondent will obtain the right to assist and provide input into the design for the needs of their pro forma.



Appendix A

Schematic Design Floor Plans



FIRST FLOOR PLAN

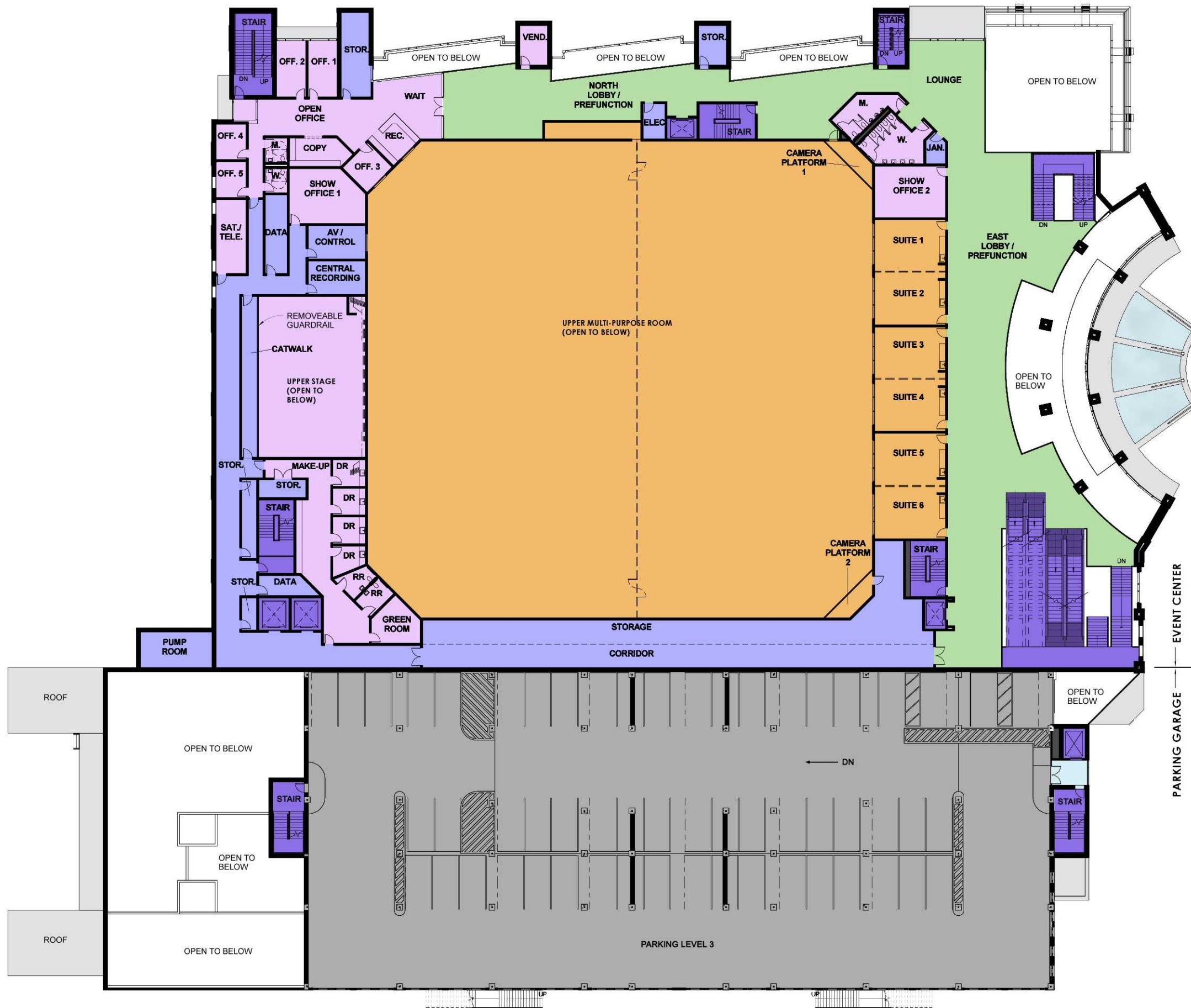
WALNUT STREET

EVENT CENTER
HOTEL

LEGEND

- PUBLIC SPACES
- ASSEMBLY SPACES
- SUPPORT SPACES
- SERVICE SPACES
- FOOD SERVICE SPACES
- VERTICAL CIRCULATION
- HOTEL
- HOTEL CIRCULATION
- HOTEL SERVICE
- PARKING GARAGE

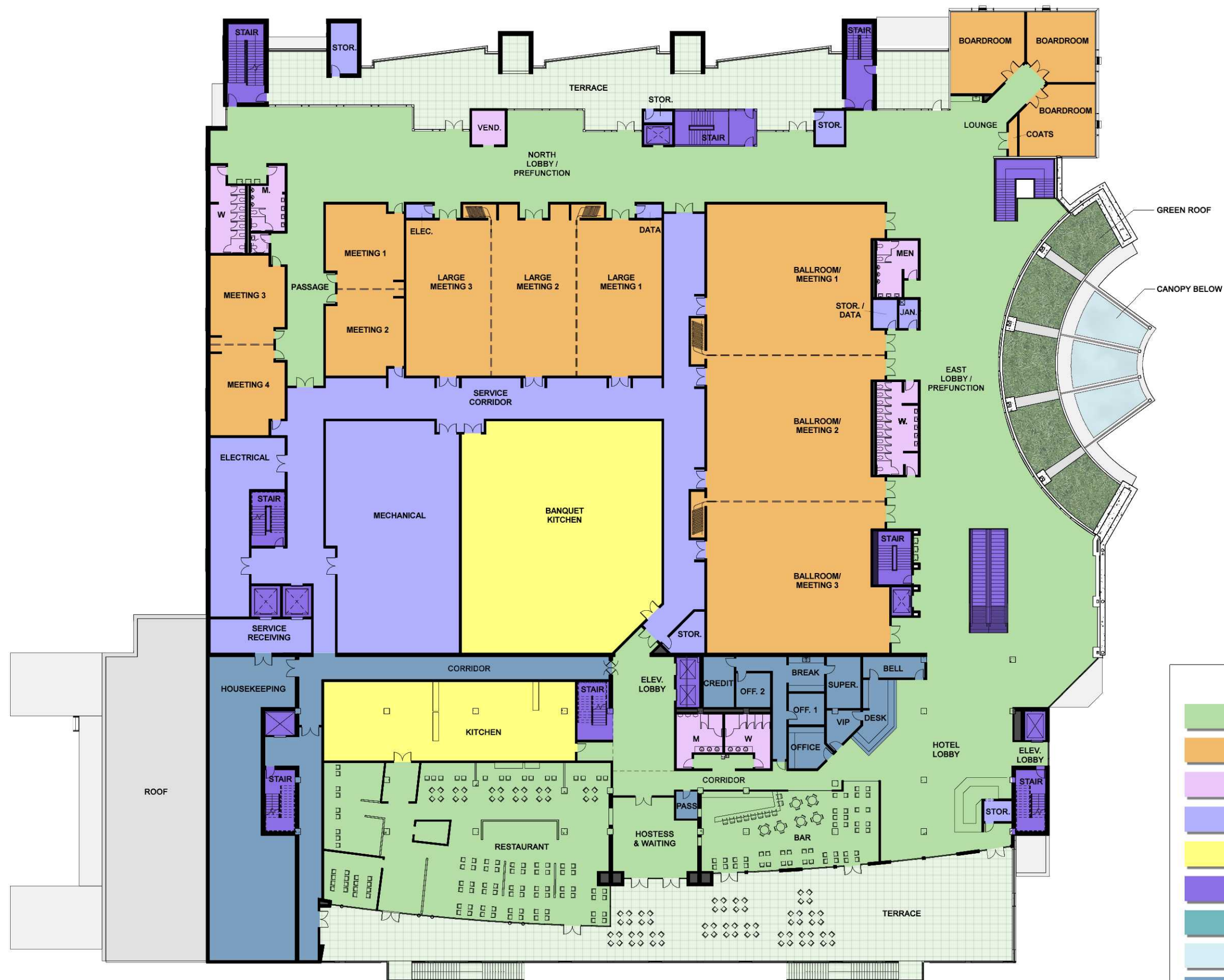




SECOND FLOOR PLAN

LEGEND

- PUBLIC SPACES
- ASSEMBLY SPACES
- SUPPORT SPACES
- SERVICE SPACES
- FOOD SERVICE SPACES
- VERTICAL CIRCULATION
- HOTEL
- HOTEL CIRCULATION
- HOTEL SERVICE
- PARKING GARAGE

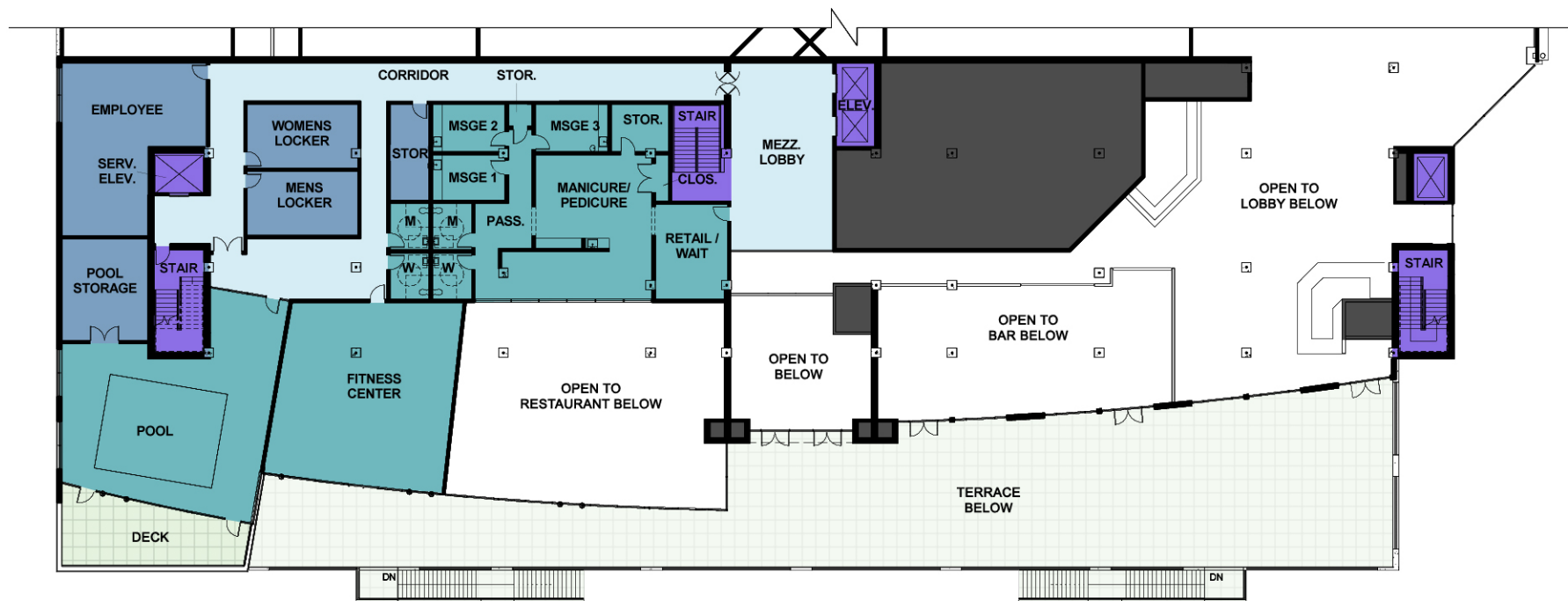


THIRD FLOOR PLAN

LEGEND

- PUBLIC SPACES
- ASSEMBLY SPACES
- SUPPORT SPACES
- SERVICE SPACES
- FOOD SERVICE SPACES
- VERTICAL CIRCULATION
- HOTEL
- HOTEL CIRCULATION
- HOTEL SERVICE
- PARKING GARAGE



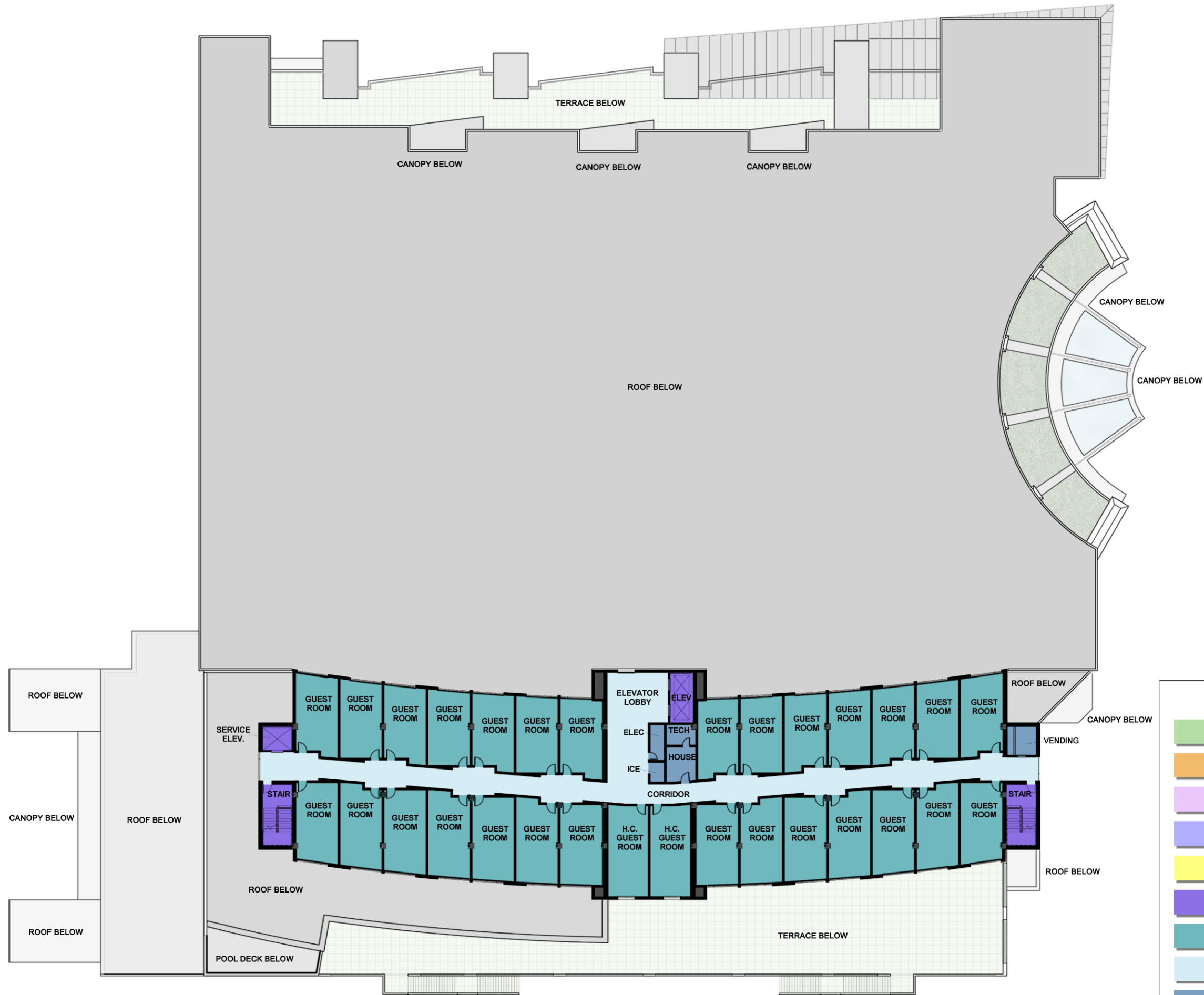


HOTEL MEZZANINE FLOOR PLAN

LEGEND

- PUBLIC SPACES
- ASSEMBLY SPACES
- SUPPORT SPACES
- SERVICE SPACES
- FOOD SERVICE SPACES
- VERTICAL CIRCULATION
- HOTEL
- HOTEL CIRCULATION
- HOTEL SERVICE
- PARKING GARAGE





LEGEND

- PUBLIC SPACES
- ASSEMBLY SPACES
- SUPPORT SPACES
- SERVICE SPACES
- FOOD SERVICE SPACES
- VERTICAL CIRCULATION
- HOTEL
- HOTEL CIRCULATION
- HOTEL SERVICE
- PARKING GARAGE

4TH ~ 8TH FLOOR HOTEL PLAN



Appendix B

Drawings and Renderings





Appendix C

Tax Abatement Schedule

City of Lawrenceburg

Event Center / Hotel

Estimated Tax Abatement Schedule

Total Construction Cost for Real/Personal Property: \$60,000,000
Estimated Assessed Valuation (AV) \$54,000,000

Year	Payable Year	Total AV	Percentage Roll-Off	Deduction Amount	Taxable AV	Tax Rate*	Tax Payment
Year 1	2014	54,000,000	100	54,000,000	0	2.1525	0
Year 2	2015	54,000,000	95	51,300,000	2,700,000	2.1525	58,118
Year 3	2016	54,000,000	80	43,200,000	10,800,000	2.1525	232,470
Year 4	2017	54,000,000	65	35,100,000	18,900,000	2.1525	406,823
Year 5	2018	54,000,000	50	27,000,000	27,000,000	2.1525	581,175
Year 6	2019	54,000,000	40	21,600,000	32,400,000	2.1525	697,410
Year 7	2020	54,000,000	30	16,200,000	37,800,000	2.1525	813,645
Year 8	2021	54,000,000	20	10,800,000	43,200,000	2.1525	929,880
Year 9	2022	54,000,000	10	5,400,000	48,600,000	2.1525	1,046,115
Year 10	2023	54,000,000	5	2,700,000	51,300,000	2.1525	1,104,233
Year 11	2024	54,000,000	0	0	54,000,000	2.1525	1,162,350

* Pay 2010 certified tax rate. Per \$100 of Net Assessed Value

The tax abatement schedule shown above is an estimate and is not guaranteed. It is based on an assumed construction/building cost and shows the percentages allowed by Indiana Law. It should be used for budget purposes only.