City of Louisville
PARKS & RECREATION

Request for Proposals

COAL CREEK GOLF COURSE HOTEL & BANQUET FACILITY
City of Louisville, Parks & Recreation Department

Proposals Due: October 7, 2011, 5:00 p.m.

I. INTRODUCTION

The City of Louisville is seeking proposals from interested hospitality industry firms to provide professional services to the City that could culminate in the construction and development of a hotel and banquet facility at Coal Creek Golf Course in Louisville, Colorado. The City is interested in developing a partnership with the City providing a lease of city owned land at Coal Creek Golf Course, and in return, have a hotel/hospitality industry firm provide a hotel, banquet facilities, and related improvements necessary to form a mutual, successful partnership. The firm selected will work with the City to develop a conceptual plan and implementation program that would help clarify a November 6th, 2012 ballot for and subject to voter approval. If the election is successful, the City and the firm will enter into a long-term agreement to develop a hotel and banquet facility at Coal Creek Golf Course in Louisville, Colorado.

Presently, the City has engaged the services of Herfort Norby, golf course architects from Chaska, Minnesota to work with stakeholders on a golf course improvement plan as well as Jeffery Van Sambeck, architect and owner of Lodgestone Design Group, Longmont, Colorado to work with the City on a clubhouse improvement plan that could lead to improvements/enhancements to the existing structure or possible replacement pending recommendations from the selected hotel firm and authorization from City Council.

This process will consist of two (2) phases with phase number two contingent upon voter approval for plan implementation. The successful firm will work with the City to:

- Provide a detailed conceptual plan and template that will provide sufficient information for City Council to make a determination on whether or not to make this a ballot initiative requesting that park-land be utilized for a private purpose.
- If successful the selected firm and the City will enter into a long term agreement that will include a hotel, banquet facility, other agreed upon improvements, and operation and management of a hotel at the Coal Creek Golf Course.

Coal Creek Golf Course was designed by Richard M. Phleps, Golf Course Architect in 1989 and has averaged 35,000 – 42,000 rounds per year. Coal Creek has served the community well over the past twenty years and implementing a golf course improvement plan will serve the

golf course and the community well into the next quarter century. The Golf Course is owned by the City of Louisville and is managed by Western Golf Properties (WGP) through an operating and management agreement executed in 2010. The copy of WGP's Golf Course Operating & Management Agreement labeled "Exhibit A" accompanies the RFP.

II. BACKGROUND

The City of Louisville lies in southeastern Boulder County roughly six miles east of the City of Boulder and 25 miles northwest of Denver. Louisville's population is approximately 18,400 residents within a 7.9 square mile municipal boundary.

- Historically a mining and agricultural area, the City has developed to become a dynamic and involved community making it a highly desirable place to call home for families as well as retirees. Louisville has been named the #1 Place to Raise a Family by Frommer's, in 2006, and the #1 Best Place to Live by Money Magazine, in 2009, and most recently received the unprecedented distinction by CNN/Money Magazine of being the best place to live for the 2nd time, on August 15, 2011 . Significant employers in the area include Vestas, Lockheed Martin, ConocoPhillips, Ball Aerospace, University of Colorado, Boulder Valley School District and others. The exemplary quality of life in Louisville is due in part to the high quality of parks, recreation, open space and trails. Coal Creek Golf Course is an important component of the community and contributes to Louisville's economic and social fabric. In 2010, the City Council established and appointed a Golf Course Advisory Board (GCAB) consisting of seven members who serve in an advisory capacity on matters pertaining to operation, maintenance, strategic planning and promoting a "vision" for Coal Creek. One of the Golf Course Advisory Board's goals is the preservation of assets at Coal Creek Golf Course as identified in their strategic plan. The development of a Golf Course Improvement Program and clubhouse enhancements are a part of that vision. A potential hotel/banquet facility could become key components of that goal.

III. PROJECT DESCRIPTION

The City of Louisville is seeking proposals from selected hotel development firms to analyze the feasibility of and develop a conceptual plan for a hotel and banquet facilities at Coal Creek Golf Course. If this conceptual plan is approved by City Council, it would then be submitted to Louisville voters for approval. Securing voter approval is required by the City's Charter for any lease, trade, granting of an exclusive license to use or any other conversion of any City park-land.

IV. SCOPE OF WORK

The Process

- Using a process that values citizen input, evaluate existing conditions at Coal Creek and make recommendations for improvements. Improvements shall include but shall not be limited to building(s) location, parking, coordination of three (3) complementary but separate disciplines (hotel, banquet, and golf), pedestrian

access/egress patterns, delivery routing for food, beverage, and other service vehicles associated with restaurant, hospitality, and golf industry and how the facility coordinates and complements the neighborhood.

- Act as professional facilitators to gather specific information about a hotel at Coal Creek addressing strengths, weaknesses, opportunities and threats.
- Prepare site/conceptual plans for a hotel and banquet facility, and how they will work in relationship to existing clubhouse and/or a new clubhouse consistent with City of Louisville building requirements, including a height limitation of 35 feet.
- Preliminary itemized cost estimates for improvements.
- Develop a time-line for development of a preferred alternative that would be subject to City Council approval no later than June 2012. This information would be used to help inform voters in a subsequent request on November 6th, 2012 asking for approval to lease, trade, or grant an exclusive license to use a designated site at Coal Creek Golf Course for a hotel and banquet facility.
- Develop a good faith estimate of any improvements that would be constructed by your firm and the terms under which they would be constructed at the Golf Course.
- Recommend whether or not the banquet facility and/or improved clubhouse should have a catering kitchen, a full-service kitchen, or a combination of full-service kitchen and catering services internal and external to the on-site operation. If a catering facility is recommended, propose a working model for a catering facility and justify a recommendation on how it could be operated (e.g.: by the hotel, by the golf course management company, by the City, or contracted out to pre-qualified catering/restaurant operations within the City of Louisville).
- Describe in detail the type(s) of hotels you will pursue and how a master agreement will work with the City. Provide the City with a time-line for sharing the name of the hotel.
- Describe how your model will work, the minimum amount of revenue, and from what services, the City might anticipate payment(s).
- Please describe and qualify the minimum length of an initial lease agreement (e.g. 30 years), required of the City, and the terms for renewal, termination, and /or breach of contract from your perspective. If terminated, what happens to the assets?
- Please describe expectations and requirements your firm and/or the hotel operation will have of the City.
- The City estimates that the site may accommodate up to a three (3) story hotel providing 90 – 120 rooms.

Progress Reporting

- The successful firm and the City staff group shall hold progress meetings as often as necessary, until the final plan is approved by the City Council. For the purpose of progress reporting, your firm shall supply the Director of Parks & Recreation with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plans deemed necessary at least three (3) working days before each progress meeting. The City shall schedule the meetings, as necessary, at key times during the development of the Hotel and Banquet Facility Plan.

Action Plan

- Provide a detailed action plan and time-line of how the Hotel and Banquet Facility will be developed and constructed at Coal Creek Golf Course assuming voter approval on November 6th, 2012.
- Develop details listing the benefits that these improvements will have for the City of Louisville and Coal Creek Golf Course.
- Provide conceptual plans suitable for publication on the City website and for information purposes.

All proposals should include the following background information:

- The name, address, telephone number and e-mail address of the person(s) who is authorized to legally represent the firm. Any confidential material shall be clearly indicated and marked as "Confidential."
- A narrative that represents the services the firm would provide detailing the approach, methodology, deliverables and client meetings to be provided.
- Identification of the personnel to be assigned to this engagement including a resume of related experience.
- A timeline for preparation and implementation of the Hotel and Banquet Facility Plan.
- At least three (3) public agency references for projects of a similar nature to this project and a description of the projects to include client, location, contact person, contact information (telephone/e-mail address), year, cost, and a brief summary of the project.

Proposal Response

The proposal response submitted shall contain all information as requested herein, and any additional information necessary to summarize the overall benefit of the proposal to the City. Proposing firms should submit nine (9) copies of the proposal no later than 5:00 p.m. on Friday, October 7, 2011.

Submittals should be directed to:

Joe Stevens, Director of Parks & Recreation
City of Louisville, Parks and Recreation Department
717 Main Street
Louisville, CO 80027

Phone: (303) 335-4731
Fax: (303) 335-4738
E-mail: joes@louisvilleco.gov

Persons or Firms interested in an on-site visit should contact Joe Stevens, Director of Parks & Recreation to schedule. Bonnie Star, Economic Development Director for the City is also available at 303-335-4531 to discuss this RFP and provide any additional information that might be helpful in preparing your RFP.

Preliminary Project Schedule

The following tentative schedule is anticipated for selection, contract negotiations and contract award. Proposals are due on October 7th. Staff will review the proposals the week of October 10th and will set up interviews the week of October 17th, if necessary. Contract award will be expected at the City Council meeting on November 1, 2011. The Hotel and Banquet Facility Plan associated with this proposal will commence to run as soon after Contract award as possible. The timeline that is projected for the preparation and completion of the Hotel and Banquet Facility Plan is six (6) months from the City Council award date.

General Requirements of the Selected Firm

- Enter into a standard City of Louisville Professional Services Agreement (contract) with the following insurance coverages:

	Each Occurrence	Aggregate
General Liability	$1,000,000	$2,000,000
Professional Liability	$1,000,000	$1,000,000
Comprehensive Auto Liability	$150,000/person $600,000/2+ persons	
Auto Property Damage	$50,000	

Worker's Compensation, statutory required amount by Law.

- Prohibited from assigning or subcontracting the whole or any part of the contract without the prior written consent of the City.
- Operate as an independent contractor and will not be considered employee(s) of the City of Louisville.