



Request for Proposal

Market Validation and Financial Feasibility Study: Multi-Purpose Conference and Lodging Center at Mozingo Lake

Issue Date: March 14, 2011

Proposal Due Date: April 12, 2011 (3:00 P.M.)

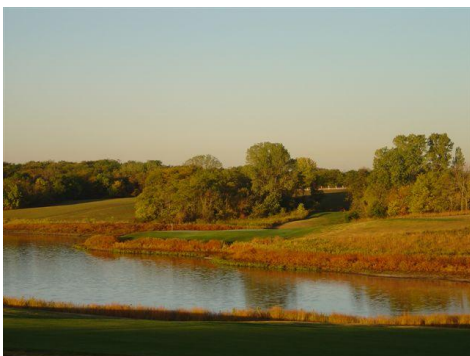
Proposal Must Be Sealed, Delivered To, and Received By:

Maryville City Hall
Mozingo Lake Feasibility Study
415 N. Market Street
P.O. Box 438
Maryville, MO 64468
Attention: Matt LeCerf, City Manager

Phone: 660.562.8001

Fax: 660.562.8022

www.maryville.org



Request-for-Proposals (RFP)

**Market Validation and Financial Feasibility Study:
Multi-Purpose Conference and Lodging Center at Mozingo Lake
Maryville, Missouri**

The City of Maryville, Missouri - in cooperation with the Mozingo Advisory Committee - is seeking the services of a qualified consulting firm (or team of firms) to prepare a "Market Validation and Financial Feasibility Study" for a multi-purpose conference and lodging center at Mozingo Lake. This Request-for-Proposals (RFP) describes the study background, proposed scope of services, schedule, and submission requirements.

As detailed later in this RFP, all proposals must be submitted to the City of Maryville no later than 3:00 p.m., Tuesday, April 12, 2011.

1. Introduction and Study Background

- **Study Location**

The City of Maryville is centrally located in Nodaway County in Northwest Missouri. Maryville is centered between three major cities in the Midwest – Des Moines, Kansas City, and Omaha. The City encompasses about 11 square miles of the County's approximately 878 square miles. Maryville is home to 11,972 permanent residents and a County population of 23,370. Since the last U.S. Census figures, the City has a realized increase in population of 13.3%. The City of Maryville is home to a diverse economy including agriculture, industry, and Northwest Missouri State University (NWMSU). As a result of this diversity, the County consistently experiences one of the, if not the lowest unemployment rates in the State of Missouri.

Based on this study, the planned location for the conference and lodging center is at Mozingo Lake. The lake serves as the City's potable water source and is a large watershed area. The park and lake in total is approximately 3,000 acres – 2,000 which is upland and 1,000 acres is the lake area which has 26 miles of shoreline. Current amenities at the Lake for recreational purposes include an RV campground with 94 sites, primitive tent camping, five (5) log cabin facilities, a youth camp facility with cabins and a multi-purpose center, covered pavilions, beach area, RC Airplane flying area, walking and biking trails, an 18-hole championship golf course, the Missouri Outdoor Education and Recreation Area (MOERA) owned by NWMSU, and an abundance of water sports including fishing and boating.

- **Conference and Lodging Center Overview**

Currently there are no advertised conference and lodging centers in the City of Maryville to accommodate small to medium sized groups. Current facilities in the area that may be able to accommodate this type of demand would have to develop a partnership to meet the meeting room requirements.

- **Recent Conference and Lodging Center Studies**

To date, no conference and lodging center studies have been performed to evaluate the viability of a facility of this nature in Maryville and specifically at Mozingo Lake. It is important to note though that the facility could also serve as lodging for the many recreational amenities and opportunities that are available at Mozingo Lake.

- **Mozingo Lake 10-Year Plan**

About eight (8) months ago the City in conjunction with a steering committee completed its most recent 10-Year Plan for Mozingo Lake. The plan provides a comprehensive snapshot of the current conditions and status of the park including facilities, pricing for services and amenities, and history of the parks development for potable water service. The plan assesses priorities in terms of short-term needs, long-term needs, and a comprehensive schedule of recommendations on aspect of the park's future. (See Attachment).

2. Scope of Work

The City of Maryville will evaluate submissions to this RFP and select the qualified respondent whose written proposal is determined to be the most thorough, practicable and responsive. City of Maryville reserves the right to interview any/all of the respondents prior to selecting a preferred respondent. The City of Maryville shall be the sole judge as to the acceptability of the services offered. Offeror shall make their submission based on the following scope of work and all other requested information in the sections below:

- **Study Goals**

- A comprehensive market study to validate the viability of a conference and lodging center at Mozingo Lake to serve the Maryville and surrounding area.
- Determine the appropriate size (i.e. number of rooms to meet demand, necessary meeting rooms, food/beverage needs, and/or banquet area) and facility components.
- Determine estimates for capital/development costs, the operating expenditures, net expenses, and on-going and one-time revenues for a conference and lodging center at Mozingo Lake.

- **Work Elements**

A. Conference and Lodging Center Market Validation

- Estimate the approximate number of events per year for utilization of both the conference and lodging center by event type and the percentage occupancy associated with each event type.

- Project the probable annual percentage occupancy of the lodging facility based on the appropriate size developed above.
- Based upon the conference and lodging center market validation analysis, recommend the optimal footprint with suggested occupancy, the optimal number, size, and type of pertinent facility components needed within the facility, food and beverage services necessary, and the optimal number and types of lodging rooms needed on the facility premises. (i.e., square feet needed to support an event, number of lodging rooms to accommodate the event, etc.). This will include overall recommended square footage of the facility, parking area(s), common area grounds immediately surrounding the facility. (Pending verification of the viability of this project, the City would expect to retain the services of an architectural firm to assist in this task. The architectural firm will be hired independently from the Market Validation and Financial Feasibility Study described in this RFP; however, the firm selected to undertake this study may be expected to work closely with the architectural firm in the completion of this task.)
- Based upon the market validation analysis, consider the negative and positive effects a conference and lodging center may have upon the existing facilities and activities at Mozingo Lake.
- Examine the feasibility of conference and lodging center at Mozingo Lake, including an analysis of the current market supply and utilization of conference/convention/meeting facilities. The Consultant will specifically analyze the potential impact this development would have on rates and utilization of Nodaway County hotels and conference facilities.

B. Financial Feasibility Analysis

Capital Construction Analysis

- Based upon the market validation analysis, separately project annual (each year over 20 years) revenue sources that may be available for bonding to pay for the initial capital cost of the conference and lodging center.
- Based upon the market validation analysis, separately project initial, one time revenue sources that may be available for the initial capital cost of the conference and lodging center.
- Based upon the market validation analysis, recommend the ideal location for the site which would include the capital construction and land preparation costs for a conference and lodging center based on the proposed location.
- Prepare a sources and uses statement that incorporates the revenue and bond proceeds and a detailed use of funds.

- Required components for the financing plan include but are not limited to:
 - Public sector only financing scenario identifying one or more appropriate financing packages of debt issuance, state or federal grants, tax increment financing, or any other appropriate public financing mechanisms.
- Public/Private sector financing identifying one or more scenarios that could include:
 - Public sector ownership of the land and/or lodge, with private sector management of the operations.
 - Public sector participation in the construction of a lodge that is privately owned and operated, including investment in a LLC or partnership.

Operating Analysis

- Based upon the market validation analysis, separately project annual (each year over 20 years) facility-related operating revenues for the conference and lodging center.
- Based upon the market validation analysis, separately project initial, annual (each year over 20 years) and on-going operating expenditures for the conference and lodging center.
- Prepare a net operating income statement (by year over 20 years) that incorporates the operating revenues and expenditures to arrive at a projected surplus or loss that will require a city subsidy.
- Based upon the conference and lodging center market validation analysis, recommend the optimal pricing and leasing strategy for a conference and lodging center to maximize its use and financial feasibility.

3. Consultant Selection Criteria

Consultant proposals will be evaluated using the following criteria as a respondents' ability to successfully complete the project scope of work. Cost will not be the sole basis for selection, since it is in the City's best interest to retain a firm/team that has significant professional credentials.

The City reserves the right to accept, reject, or negotiate any or all proposals, including the right to award the contract in whole or in part if it is deemed in the City's best interest.

The merit of each submittal will be assessed using the following evaluation criteria:

1. Experience and Qualifications as evidenced by:
 - Company background and history
 - Relevant experience with other projects
 - Client references
 - Project samples
2. Strength of the proposed Project Team as evidenced by:
 - Appropriateness of management personnel and technical staff proposed.
 - Organizational approach to project management including work flow, reporting and quality assurance procedures.
 - Relevant experience with other projects.
3. Quality of the proposed approach to the scope of work as evidenced by:
 - Understanding and discussion of technical issues.
 - Methodology and technical plan of operations.
 - Project management plan and quality assurance procedures.
 - Innovation and thoughtfulness in work approach.
4. Ability to successfully complete the project as evidenced by:
 - Understanding of task sequencing and major milestone events.
 - Adequacy of resources.
 - Ability to complete work on a timely basis and meet deadlines.
 - Efficiency in use of available study resources.
5. Response Characteristics
 - Adherence to the required format.
 - Completeness of submittal.
6. Proposal cost
 - Overall Budget
 - Budget Breakdown by Phase

4. **RFP Submission Instructions**

- **Budget and Cost Submittals**

Proposed fees for services outlined on the RFP must be submitted in a separately sealed envelope within the submittal package. The envelope must be clearly marked with the firm's name, project title, and "Cost Sheet". The proposals will be initially reviewed without consideration to the fee.

- **Questions and Inquiries on Submittal**

All questions and inquiries must be submitted via email to receive an official answer. Interviews though may be scheduled as permitted and upon the availability of the City Manager, but in no case less than one (1) week prior to the deadline.

- **Pre-Bid Conference**

An optional pre-bid conference will be held at Maryville City Hall (415 N. Market) on Wednesday, March 30, 2011 at 10:30 a.m.

- **Deadline for Submittal**

In order to be considered for funding, an original Proposal containing one (1) original authorized signature, together with seven (7) copies must be hand delivered, delivered via U.S. Postal Service, or other mail delivery service by no later than **3:00 P.M.**

(CST) on Tuesday, April 12, 2011 to the following address below:

Maryville City Hall
415 N. Market
P.O. Box 438
Maryville, MO 64468
Attention: Matt LeCerf, City Manager
mlecerf@maryville.org

Mark the outside of the submittals with the titles, "City of Maryville, MO, Mozingo Lake Conference and Lodging Center Study Fee Proposal."

- **Proposal Content**

All proposals at a minimum must provide the following:

1. Firm(s) name, address(s) and telephone number(s)
2. Type of services firm(s) particularly qualified to perform
3. Names of key personnel, experience of each, and length of service with the firm(s).
4. List of completed or in progress projects of similar nature was/were the principal professional or served as a subcontract
5. Willingness and capability to meet the time requirements
6. Statement of Understanding of the Study's Intent and Related Issues
7. Total proposed consultant budget (i.e., fee) by major task broken down by staff, materials, and other study expense
8. List of similar projects or experience (references)
9. Proposed Scope of Work
10. Supply two (2) names of projects in which you presented a report that indicated the project was not feasible – if applicable

5. Insurance and other Minimum Requirements

The following requirements are not required for submittal of the RFP, but only upon the selected Consultant to perform tasks and scope of the RFP.

- **Worker's Compensation and General Liability Insurance**

The City of Maryville will require the selected consultant to be licensed to perform work in the State of Missouri where applicable and necessary. The qualified consultant shall provide worker's compensation and comprehensive general liability insurance upon notification they have been selected and prior to receiving the Notice to Proceed.

- **Professional Liability Insurance**

Selected consultant shall provide Professional Liability Insurance, naming and protecting Consultant against claims for damages resulting from the Consultant's errors, omissions, or negligent acts. Such policy shall contain a limit of liability not less than one million dollars.

- **Other requirements**

Submittal of E-Verify, Affidavit of Work Authorization, and I-9 Status may also be required