



Request for Proposals

Economic Impact Study

Athletic Field Complex of the Enhancement Plan Voice of America Park

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SCOPE OF WORK

INVITATION

The MetroParks of Butler County (MBC) is seeking a consultant to work with the MetroParks Staff and the Butler County Visitors Bureau to conduct an Economic Impact Study based on the Athletic Field Complex portion of the Enhancement Plan for Voice of America Park.

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, flourishing cities, and high-growth unincorporated areas.

Butler County is located in Ohio's southwestern corner. Situated between the cities of Cincinnati and Dayton on Interstate 75, the County is within 600 miles of 64% of the nation's population. It is within a one-day drive to 20 major metropolitan 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 its 467 square miles.

The MetroParks of Butler County is a special governmental unit of the State organized in 1955 under Chapter 1545 of the Ohio Revised Code as a "Park District". As such, it is governed by a three-member volunteer Board of Park Commissioners which determines policy and budget. Daily operational authority is delegated by the Board to an Executive Director who supervises a 32 member full and part-time employee team.

As recently enacted by the Board of Park Commissioners, the mission of MetroParks of Butler County is to provide a superior park system that maximizes the community's quality of life through conservation, education, and recreation. As sites where mission fulfillment may be achieved, the MetroParks system currently includes approximately 3,000 acres of property in 21 locations across Butler County, including the Voice of America Park in West Chester Township. Over 1,000 of those acres have yet to be improved such that they may be opened to the public.

The Board of the MetroParks maintains a strong commitment to the philosophy that all park users should pay reasonable fees to gain access to certain special park features and facilities such as those envisioned for the Voice of America Park. Currently 40% of the MetroParks general annual operating budget is

derived from fees, charges, and sales. The Voice of America Park Enhancement Plan was developed with this business model in mind. The expectations of the Board are that once constructed, the facilities at Voice of America Park should generate sufficient annual revenue to exceed operational costs and serve the needs of area residents and visitors. It is a further expectation that these new park improvements should function as an economic engine resulting in a large positive impact on businesses in the surrounding community. Additionally, the implementation of the VOA Plan is intended to increase the quality of life for area residents by providing unique recreational opportunities. The Study proposed is intended to quantify the economic impact.

OVERVIEW

VOA Park History

The VOA Park site has an interesting history as the original broadcasting location for the Voice of America Radio System. First operational in 1944, the property played a major role in counteracting Nazi propaganda during World War II. It continued to play a similar role during the Cold War. In the late 1990's, the federal government cleared the site of all transmission equipment and structures except for the transmitter building which is now planned to become the site of a Museum of Broadcasting. That section of the site has been retained by West Chester Township and is not part of the proposed study.

In 2000 the northern third of the VOA site was transferred from the federal government directly to the MetroParks system. The remaining park acreage was transferred from West Chester Township to the MetroParks in 2008. West Chester had received its portion of the VOA property directly from the federal government in 2000 also. The total of all lands at the VOA site which are currently under MetroParks ownership equals 435 acres. All this acreage is covered by the Enhancement Plan. Approximately 130 acres of the total are planned for use as part of the Athletic Field Complex which is the subject of the proposed study. Planning for the entire property was begun by the MetroParks shortly after the transfer from West Chester and resulted in the production of the VOA Park Enhancement Plan which was completed in May of 2009.

Under the terms of the Federal Lands to Parks Program under which local agencies received the property, both the National Park System (NPS) and the federal General Services Administration (GSA) remain involved to ensure continuing compliance with the goals of the federal program. The primary stipulation is that the property must be managed for public recreational purposes. Plans, improvements, long-term leases or similar private uses, transfers, easements and other impacts to the site must receive federal approval.

MetroParks of Butler County
Economic Impact Study for Athletic Field Complex of the VOA Park Enhancement Plan



Figure 1-A

An electronic version of this map is available on the MetroParks website.
www.metroparksofbutlercounty.org

The Athletic Field Complex of the Enhancement Plan includes up to 24 various sized rectangular shaped multi-purpose playing fields the layout of which, once constructed, may be altered at need and used for soccer, lacrosse, football, etc. The plan features a lighted tournament area as part of these fields. It also provides for four new softball fields, five new baseball diamonds, associated service buildings, parking, roadways, shelters, and a maintenance center. Construction cost estimates prepared by the project's professional design team have been developed and are available. See Figure 1-A for more detail.

SCOPE OF SERVICES

The MBC is seeking the services of a qualified consultant or firm to conduct an Economic Impact Study based on the Athletic Field Complex portion of the Enhancement Plan for Voice of America Park. The study will address the following:

- I. Community and Government Impact
 - (1) Jobs Created
 - (2) Dollars Circulated in Community
 - (3) Area Tax Revenue Impact (I.D. Tax) for State and Local Government
 - Sales
 - Property
 - Income
 - Hotel Bed Tax Collections
 - Other Taxes, if any
 - (4) Visitation Estimates based on usage projections
 - Total number of projected visitors – local / out of town
 - Estimated annual number of room nights
- II. Costs to Operate (describe assumptions) Athletic Field Complex – Annual First Five Years
 - (1) Public safety and law enforcement – staffing plant costs/ labor – all compensation – all compensation expense, wages and benefits
 - (2) Cost of maintenance of facilities – annually
 - (3) Marketing costs (description and estimates)
 - (4) Utilities cost

- (5) Equipment needed and cost
 - (6) Cost of Stock (merchandise)
 - (7) Administrative Time/Costs
 - (8) Misc/Other Costs
- III. Operational Revenue Projections for MetroParks – Annual 1st Five Years
- (1) Attendance/Usage and Associate Income
 - (2) Concessions Revenues
 - (3) Sponsorships and General Structure of Sponsorship Plan
 - (4) Motor Vehicle Permit Sales at Current Rates (parking fees)
 - (5) Tournament Fees/Field Use Fees
 - (6) Misc/Other Revenue
- IV. Recommendations/Assumptions/Allocations of Field Usage Time
- (1) Regional vs. Local use
- V. Potential Event Opportunities
- (1) Identify specific rights holders and potential events
 - (2) Potential number of events
- VI. Budget Summary Projected Budget Revenues vs. Expenses – First Five Years
- VII. Physical Plan Review and Recommendations to Enhance Profitability
- VIII. Influence of Other Uses Shown on Current Plan on Athletic Field Complex
- (1) Amphitheater
 - (2) Natural Area
 - (3) Museum
 - (4) Miami University Learning Center
- IX. Funding sources
- (1) Examples of similar facilities and their funding models
 - (2) Potential alternative funding streams
 - (3) Grant opportunities / Levies / Etc
 - (4) Sponsorship programs
- X. Summary, General Feasibility and Recommendations

GENERAL INFORMATION

PURPOSE

This request for proposal (RFP) provides interested consultants with sufficient information to prepare and submit proposals for consideration by the MetroParks of Butler County ("Issuing OFFICE" or "MBC") to conduct an Economic Impact Study based on the Athletic Field Complex of the Enhancement Plan for Voice of America Park.

ISSUING OFFICE

This RFP is issued by the MetroParks of Butler County.

MetroParks of Butler County,
2051 Timberman Road,
Hamilton, OH 45013
Phone: (513) 867-5835
Fax: (513) 867-5954
Email: granvillejr@butlercountyohio.org

The Issuing Office is the sole point of contact of this RFP.

SCOPE

This RFP contains the instructions governing the proposals to be submitted and the material to be included therein: a description of service to be provided: requirements which must be met to be eligible for consideration, general evaluation criteria and other requirements to be met by each proposal.

RESPONSE DATE

To be considered, proposals must arrive at the Issuing Office on or before
FRIDAY, JANUARY 5, 2010.

PROPOSAL

Each proposal should be submitted to the Issuing Office at the above address. Each proposal page should be numbered for ease of reference. Proposals must be signed by an official authorized to bind the contractor to its provisions.

QUESTIONS & ANSWERS

Consultants shall address any question regarding this RFP by submitting a question in writing (via email – entitle subject line “MBC VOA Study RFP Question”) to granvillejr@butlercountyohio.org

LATE PROPOSAL

Late proposals will not be considered. A Consultant submitting a late proposal shall be so notified.

WITHDRAWAL OF PROPOSAL

At any time prior to the specified Proposal due time and date a Consultant (or designated representative) may withdraw the Proposal. Fax withdrawals will not be considered.

DURATION OF PROPOSAL

Proposals shall be irrevocable for a period of ninety (90) days following the proposal due date.

REJECTION OF PROPOSALS

The MetroParks of Butler County reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing contractors.

INCURRING COSTS

The MetroParks of Butler County is not liable for any costs incurred by consultants prior to issuance of a contract.

RESPONSE DATE

To be considered, proposals must arrive at the MetroParks of Butler County office on or before the specified time and date. Late proposals shall not be considered.

ADDENDA TO THE RFP

If it becomes necessary to revise any part of this RFP before the proposal response date, an addendum will be distributed via email to all consultants who received the original RFP and who have provided a contact email address. It is the consultants' responsibility to periodically check their email for an addendum to the RFP.

SUBMITTAL REQUIREMENTS

For consistency of evaluation, each qualification submittal must contain at least the following elements:

1. **Firm Experience:** A resume of experience and other credentials that illustrate your qualifications and abilities to undertake the project.
2. **References:** A list of references providing names, organizational names, addresses and phone numbers of previous clients. This section should also contain details about type and size of projects.
3. **Project Team Composition:** A team description including resumes for all team members. Identify the capacity in which team members will be used, and identify a Project Manager for ongoing contact. Only include descriptions and resumes of people who will have continuous or substantial involvement in the project.
4. **Approach to the project:** A project approach description, which embraces the MetroParks proposed scope of work. Scope of work elements may be expanded to provide further detail or modified to reflect specific procedures unique to the Firm.
5. **Time Frame:** A statement illustrating availability to perform the required tasks, including a proposed time frame required to complete the stated Scope of Work.
6. **Cost Submittal:** A schedule of fees or rates for completing the Scope of Work.

QUALIFICATION EVALUATION PROCESS

GENERAL

Each submittal shall be screened to determine if any shall be deemed non-responsive. An Incomplete proposal, non-conformance with mandatory requirements, late submission of a proposal etc. may result in the determination of non-response and rejection of the proposal.

Subsequent to the initial review, all remaining proposals shall be reviewed by Jonathan Granville, Executive Director, MetroParks of Butler County. The selection process is not subject to Ohio Revised Code Chapter 153, which pertains to contracts for design services.

CONSULTANT QUALIFICATIONS

The uniqueness and complexity of this project requires that the selected consultant demonstrate experience working with similar types of projects.

SELECTION PROCEDURE

Step 1: A committee comprised of the MetroParks of Butler County staff and representatives from the Butler County Visitors Bureau will review qualifications and proposal submittals. The first step of the selection process will deal the firm's qualifications to perform the project and the firm's conceptual approach to the scope of work. **Time Line: Anticipated completion date - January 12, 2010.**

Step 2: The Committee will recommend a shortlist of firms. Shortlisted firms should anticipate an invitation to make an oral presentation supporting their proposal, at the discretion of the Committee. The final determination will be based on the proposals that best match the needs of the MetroParks system and the Butler County Visitors Bureau as determined by the Board of Park Commissioners of MetroParks of Butler County. **Time Line: Shortlist invitation anticipated completion date - January 19, 2010; final determination of selected firm anticipated completion date - February 9, 2010.**

SELECTION CRITERIA

The following criteria will be used by the Committee in making the selection. The criteria are generally listed in order of relative importance from the highest to the lowest weighted factors. Proposals will be evaluated on criteria including, but not limited, to the following:

1. Demonstrated experience on similar destination projects within the past three years as evidenced by implementation and performance for communities of similar scale, setting and character.
2. The quality and clarity of the proposal as well as the presentation materials that will be considered a reflection of the team's ability to communicate its findings and conclusions to members of the public as well as fellow professionals.
3. Qualifications of the personnel assigned to the project, including demonstrated success in the development of tourism and the demonstrated ability to accomplish the project.
4. The cost effectiveness of the proposal and the ability of the consultant to focus the study in a way that will maximize the funds allocated for this study.
5. Ability, capacity, skill and organization of the respondent to complete the project within budget and required timeline.
6. The character, integrity, reputation, judgment, experience, location and efficiency of the respondent.
7. Satisfactory reference checks relating to past work relationships
8. The ability of the contractor to provide future maintenance and services for the use of the subject of the contract.