

City of Tuscaloosa, Alabama

Request for Statements of Proposal for Conference/Convention Center and/or Sports Tourism and Event Space Feasibility Study and Market Study Analysis (A19-0850)

To: Selected Firms

From: Glenda D. Webb, City Attorney
City of Tuscaloosa
Office of the City Attorney

Re: Statement of Proposals for Professional and Related Services in Regard
to Conducting a Feasibility Study for a Conference/Convention Center
and/or Sports Tourism and Event Space

1. Introduction.

This is a "Request for Statements of Proposal" by the City of Tuscaloosa, Alabama (City), containing information concerning the above referenced matter, an abbreviated scope of work and evaluation items. Firms expressing interest should be fully capable of providing the end results.

The purpose of this inquiry is to determine interest or non-interest and the qualifications of your firm in providing the professional services required. A number of firms are being asked to express their interest and state their qualifications in regard to these services.

2. Background.

The City of Tuscaloosa, located within Tuscaloosa County, Alabama is issuing a Request for Statements of Proposal for a feasibility study to assess the viability of a conference/convention center and/or Sports Tourism and Event space within the City of Tuscaloosa. Looking at the unique opportunity with Elevate Tuscaloosa funding, the City desires to determine the feasibility and potential success of such a conference/convention center and parking deck or a sports tourism and event space, or a combination thereof.

3. Services Requested

Aside from feasibility, the study should also examine the appropriate size of any recommended conference/convention center or sports tourism and event space, or both, based upon existing and future demand, evaluate the best location within the City for both or either center, recommend partnering strategies, determine associated capital and operating costs, and assess the economic impact of each of these centers on the local economy.

Study Goals

1. A comprehensive market study to validate the viability of any type of conference/convention center and/or sports tourism and event facility to serve Tuscaloosa and the surrounding area.
2. Determine the appropriate size of the necessary amenities, meeting rooms, food/beverage needs, facility components, and/or banquet areas for each type of recommended facility.
3. Determine estimates for capital/development costs, the operating expenditures, net expenses, and on-going and one-time revenues for any recommended facility in the City of Tuscaloosa.

Work Elements

A. Market Validation

1. Estimate the approximate number of events per year for utilization of any recommended facility by event type and the percentage occupancy associated with each event type. Additionally, gather data on the quantity of meetings/conferences/conventions/events conducted by locally-based companies that are not held in Tuscaloosa due to the lack of appropriate meeting/event space.
2. Based upon the market validation analysis, recommend the optimal footprint, size, and type of pertinent facility components needed within each facility, and other recommended amenities including food and beverage services necessary (i.e., square feet needed to support an event, etc.). This will include overall recommended square footage of each facility, parking area(s), and common area grounds immediately surrounding each facility.
3. Based upon the market validation analysis, consider the negative and positive effects any facility may have upon the existing facilities and activities in Tuscaloosa.
4. Examine the feasibility of a facility in the urban core versus elsewhere in Tuscaloosa, including an analysis of the current market supply and utilization of existing facilities. The Consultant will specifically analyze the potential impact the development(s) would have on rates and utilization of existing Tuscaloosa hotels and motels and the demand and/or need for additional rooms.

B. Financial Feasibility Analysis

Capital Construction Analysis

1. Based upon the market validation analysis, separately project annual (each year for at least 20 years) revenue sources that may be available to pay for the initial capital cost of each recommended facility.
2. Based upon the market validation analysis, separately project initial, one-time revenue sources that may be available for the initial capital cost of each recommended facility.
3. Based upon the market validation analysis, recommend the ideal location(s) for the site of each recommended facility which would include the capital construction and land preparation costs for the facility based on the proposed location.
4. Prepare a sources and uses statement that incorporates a detailed use of funds.
5. Required components for the financing plan include but are not limited to:
 - a. Private sector financing identifying one or more scenarios for this project to be feasible and where appropriate local, state, and federal resources may come into play.

Operating Analysis

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

4. Firm Qualification and Submittal Requirements

- A. The selected firm must be experienced and qualified to provide the required services. To be eligible, a firm must provide a written response to the request which shall include but is not limited to the following information:

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

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

B. Written responses must be submitted by noon on Friday, the 1st day of November, 2019. **Proposals received after this deadline will not be accepted.**

C. All documents should be submitted in 8 ½" x 11" paper size. Provide ten (10) copies of your submittal, one (1) copy loose and nine (9) copies bound to:

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Post Office Box 2089
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(205) 248-5140

Courier Address:
Office of the City Attorney
City of Tuscaloosa
2201 University Boulevard
Tuscaloosa, Alabama 35401

END DOCUMENT: OFFICE OF THE CITY ATTORNEY