

Proposal Title: Feasibility Analysis/Study for Sports and Events Facilities

Proposal Number: DRAFT

A. OBJECTIVE:

It is the intent of the Pinellas County Convention and Visitors Bureau (CVB) also known as Visit St. Pete Clearwater (VSPC) to accept Qualifications for the services of a single firm to assist the County through its Tourist Development Council (TDC) in evaluating the feasibility of constructing and operating certain sports and events facilities. The County seeks professional services to provide a market assessment, feasibility report and economic impact analysis for the consideration of building a new sports complex and/or facility in Pinellas County, Florida that will become a regional, national and international destination for amateur sports activities and events and serve the local population as well. Sports programming is a vital part of the mission of VSPC in driving economic development through the promotion of tourism to Pinellas County, and in particular the generation of hotel room nights.

B. TERM OF SERVICES AGREEMENT:

Unless otherwise agreed upon, project shall be completed within 90-120 days from County's notice to proceed.

C. FEES AND EXPENSES:

The agreed to compensation will include all standard day-to-day administrative, overhead and internal expenses; including, but not limited to:

- costs of bonds and insurance premiums as required by this RFP
- support
- office supplies
- safety equipment
- consumables
- other consulting services
- special presentations
- regular and certified postage
- computer/software
- equipment and usage
- telephone charges
- emails
- electronic data transmission fees
- standard copier usage
- fax charges
- travel, per diem and lodging charges

Scope of Work

A. BACKGROUND:

The primary objective of Visit St. Pete Clearwater (VSPC), is to market Pinellas County as a tourist destination. Florida Statute 125.0104 establishes the rights of Florida counties to collect a Tourist Development Tax on short-term accommodations within a county. Chapter 118 Article 2 of the Pinellas County Code outlines the Tourist Development Plan directing that the tax revenues received pursuant to this article shall be used to fund the County Tourist Development Plan to promote and advertise tourism on the state, national and international levels and to fund convention bureaus and tourist bureaus as county agencies, or by contract with Chambers of Commerce, or similar associations in the County.

Sports and events programming is a vital part of the mission of VSPC in driving economic development through the promotion of tourism to Pinellas County, and in particular the generation of hotel room nights. Pinellas County has experienced a steady growth of sports programming despite challenges in not having or controlling amateur sports and events facilities. VSPC relies exclusively on programming events at local municipal facilities or privately-owned facilities throughout the County. Using local municipalities, subject to availability, is burdensome to local governments and creates conflict with local user group displacement. Pinellas County is at a tremendous disadvantage in the market by not having its own sports and events facilities to control programming and operations.

The ability to attract third party programming while controlling the facility use schedule, plus the opportunity for self-created events would provide a competitive advantage to Pinellas County that does not otherwise exist. There are many communities around the region, state and country that have been recognizing this

opportunity for years and have responded resoundingly to these opportunities by building multi-use sports and events facilities. In addition to the sports and event programming opportunities, this facility should also be considered as a multi-use for the community, including but not limited to County department and/or third party office space, emergency management support and transportation infrastructure.

B. SCOPE OF WORK:

The County seeks professional services to provide a market assessment, feasibility report and economic impact analysis for the consideration of building a new sports complex and/or facility in Pinellas County, Florida that will become a regional, national and international destination for amateur sports activities and events and serve the local population as well.

1. The County is open to exploring all traditional and non-traditional sports and events programming opportunities and expects the report and analysis to include, but not be limited to the following:
 - a. Sports and Events Feasibility Study
 1. Programming strategies and goals assessment
 2. Existing facilities assessment
 3. Historical data
 4. Local market assessment (i.e. key demographics, competitors and participation rates)
 - b. Site Feasibility Study
 1. Site tours of proposed locations in Pinellas County
 2. Comp-set study
 3. Other major regional sports operations
 4. Environmental impact study
 5. Meetings with key regional tourism stakeholders (i.e. transportation, hotel and general infrastructure)
 - c. Project Development Plan
 1. Concept
 2. Design
 3. Construction
 - d. Financial Analysis, including a profit and loss analysis and forecast for a 5-year period to include the following:
 1. Projected construction cost estimate
 2. Project financing – debt service and financing alternatives
 3. Operating/management business model alternatives, including public/private partnerships
 - a. Facility operations
 - b. Programming
 4. Operating financial model
 - a. Management and administrative expense details
 - b. Operations expense details
 - c. Tourist Development Tax support
 - d. Facility lease and/or rental fees
 - e. Sponsorships and marketing partnerships
 5. Marketing strategies
 6. List of potential events and activities
 - e. Overall community economic impact of the project, including total number of visitors and paid room nights generated.
2. Meet with VSPC as needed for background or other tourism information pertinent to the study and to discuss the preliminary report.
3. Jointly with VSPC staff, make final report presentations to the Tourist Development Council and the Board of County Commissioners.

C. **EVALUATION CRITERIA:**

The criteria that will be used by the County to evaluate and score responsive and qualified proposals. Proposers shall include sufficient information to allow the County to thoroughly evaluate and score their proposals. Each proposal submitted shall be evaluated and ranked by an evaluation committee. The contract will be awarded to the most qualified proposer,

1. **Ability of Firm and its Professional Personnel (425 Points)**

- a. Reviews the level of qualifications and experience of the firm and project team and appropriateness of the organization of the project team.
- b. Reviews the professional resources available to properly provide services as requested in the RFQ document.
- c. Reviews the project team to insure the team proposal contains all of the critical disciplines required, including Economics, Business, Real Estate and Finance.
- d. Prime team proposed should have exceptional professional resources to properly provide services.
- e. The project manager and proposed team should be uniquely qualified to provide the desired services.

2. **Firm Experience with Projects of Similar Size and Past Performance (375 Points)**

- a. Reviews the firms experience with projects of similar size, type and scope and the performance on those specific projects.
- b. The prime firm must have adequate, recent (within the past five years) experience with projects of similar type as defined in the RFQ document.
- c. Experience pertaining to specific Pinellas County projects may also be considered. Pinellas County staff shall not however furnish references for such projects.
- d. The scope of services provided should represent projects that are similar to those defined in the RFQ document.
- e. The overall performance of the firm relative to projects of similar size and scope should be evaluated.

3. **Statement of Work (125 Points)**

A separate proposed Statement of Work (Proposer's Statement of Work) that enumerates and defines the work/services that Proposer will provide to the County to complete the Scope of Work in this RFQ, including each task, deliverable, and/or goods or products comprising the services Proposer will provide, as well as a proposed completion schedule for each task or deliverable, if applicable. The Proposer's Statement of Work shall be in a form that can be incorporated into the Services Agreement at the County's option.

4. **No Exceptions to RFQ (75 Points)**

Proposer is advised that exceptions to any terms and conditions contained in this RFQ or the Services Agreement must be stated with specificity in its response to the RFP. The points available under this criterion may be deducted if the Proposer takes exception to any language to this RFP package.