

**P.L.A.Y. Feasibility Study, Lawrence, Kansas**  
**Attachment A: Scope of Services**

The Architect and its consultants (referred to within as “consultant,”) shall complete the following services under this agreement:

1. The PLAY committee shall provide the consultant a list of sports and their representative contact persons to evaluate during the focus group process. The number of sports included in the focus groups shall not be limited.
2. The consultant shall conduct a goal and vision meeting with the PLAY committee. Goals shall be identified and prioritized to use as a benchmark for the process.
3. The PLAY committee and its entities will provide to the consultant with the current inventory of sports venues.
  - a. This is to include, but is not limited to the physical site features, sports that use each venue, the schedule of activities (leagues, tournaments, practices, etc) including the organizations that utilize the venue as well as when the venue is not utilized, the number of users, perceived quality (state-of-the-art, varsity/competitive or recreational, etc.), usage capacity, operational budgets (expenses/revenues), amenities included/missing (restrooms, concessions, parking, etc.), etc.
  - b. The consultants shall utilize the inventory of spaces, along with other available material in further tasks.
4. The consultant shall document the venues in the City and the following information for each venue:
  - a. Address of venue,
  - b. Sports or activities conducted at venue,
  - c. Physical parameters of each venue, based upon existing documentation,
5. The consultant shall document selected sports and the following information:
  - a. Location sports are conducted
  - b. Duplication of services
  - c. Number of users, as reported by organization or PLAY entities.
6. The consultant shall conduct the following meetings to solicit input on the needs of the selected sports and activities:
  - a. A meeting with the PLAY committee to establish the needs of the committee;
  - b. A meeting with the stakeholders of the sports organizations that are to be evaluated and as follows:
    - i. The PLAY committee shall:
      1. Identify primary contact persons of all sports organizations for each of the sports to be evaluated.
      2. Coordinate the communication with each of the contact persons with the sports to be evaluated.
    - ii. The meeting shall be by invitation only and will include (1) representative from each sporting organization. Additional representative may be included as required.
  - c. A public forum to review the current goals, vision and discussions of the previous meetings. Additional input will be recorded and measured against the previous comments.
7. The consultant shall conduct a survey within the community to gather additional needs, perceptions, etc. The PLAY committee shall assist in the development of the survey content and approve prior to distribution. The PLAY committee shall assist, as required, in the distribution of the survey. The population served by the Lawrence School District, USD 497, shall serve as the survey population.

8. The consultant, along with the PLAY committee shall review the needs identified above and develop a priority list of needs. The priorities shall be used to narrow down the venues to be fully evaluated and analyzed. Only the venues directly impacted by the identified needs shall be evaluated.
9. The consultant and the PLAY committee shall mutually agree on the parameters to evaluate each venue. The evaluation could include the following:
  - a. Physical parameters of the venue
  - b. Current usage patterns
  - c. Determine met and unmet needs at each venue
  - d. Analysis level of quality for each venue. Document any deficiencies.
  - e. Identify any additional capacity usage and potential changes in usage patterns
  - f. Identify potential number of economic impact activities (tournaments, etc) for each venue
10. The PLAY Committee will provide the current and future projection Demographics to be utilized for this project to include, but not limited to, geographic breakdowns of Population, Age Distribution, Gender with Age Breakdown, Race, Household Income, Household Size, Educational Attainment, and Employment Status.
11. The consultant shall conduct an economic impact study to evaluate the prioritized needs. The study shall include:
  - a. An economic impact study to evaluate no more than three (3) of the current or proposed sports venues and or three (3) venues identified by the consultant and PLAY committee.
  - b. The study shall analyze the current impact of activities, programs and major events at these venues to create an overall picture of the part-time and permanent employment, payroll, purchasing and visitor spending in Lawrence.
  - c. The above shall serve as baseline data for evaluating new sports venue(s).
  - d. The study shall evaluate, project and compare the economic impact of three (3) new sports venue(s) identified in the needs study to provide an understanding of their overall benefit and the differences in their economic effects on the community.
12. The PLAY committee and or its entities shall assist in providing the consultant with information on the benchmark communities or organizations for the consultants review.
  - a. The information provided to the consultant could include (but not limited to):
    - i. Physical site features
    - ii. Sports that use each venue
    - iii. Schedule of activities (leagues, tournaments, practices, etc) including the organizations that utilize the venue as well as when the venue is not utilized
    - iv. Number of users, perceived quality (state-of-the-art, varsity/competitive or recreational, etc.)
    - v. Usage capacity
    - vi. Operational budgets (expenses/revenues)
    - vii. Capital costs per venue
    - viii. Amenities included/missing (restrooms, concessions, parking, etc.)
    - ix. Operation format including partnership agreements, etc.
  - b. The consultant shall document the duplication of or deficiencies in services and a comparison of facilities.
13. The consultant shall provide examples of similar communities from its known resources. The examples shall be used as resources on how similar communities have accomplished similar tasks.

14. The PLAY committee and its entities shall provide the consultant with current partnership agreements for its review. The consultant shall provide the PLAY committee examples of potential partnerships for consideration. The consultant and the PLAY committee shall develop a priority list of partnerships for research and development. The consultant shall provide an analysis of the partnerships and recommendations to the PLAY committee
15. The consultant shall provide examples funding options for the PLAY committees review. The consultant and the PLAY committee shall develop a priority list of funding options for research and development.
16. The consultant shall provide a final document that shall include the following documentation and or analysis:
  - a. Executive Summary of survey results,
  - b. Sports and activities that were evaluated,
  - c. Inventory of venues that are used for the documented sports,
  - d. Compare benchmark communities and their services and venues to those in Lawrence,
  - e. Current and potential economic impact for the identified sports,
  - f. Prioritized needs of the sports community,
  - g. Comparison of needs to current venues; gaps in service and deficiencies in the venues,
  - h. Analysis of venues ability to meet needs, document the unmet needs
  - i. Recommendations for in-site or off-site venue improvements or development to meet prioritized needs.
  - j. The following supporting data for the prioritized needs:
    - i. Initial costs
    - ii. Operational costs
    - iii. Economic impact
    - iv. Possible partnerships
    - v. Potential funding methods
  - k. Implementation plan for the prioritized improvement options
17. The consultant shall review the recommendations with the PLAY committee to determine feasibility and priorities.
18. The consultant shall make a final presentation to the PLAY committee.
19. The consultant shall provide the PLAY committee with (3) copies of the final document, (1) unbound for reproduction purposes.
20. The consultant shall provide (1) electronic version of the final document.