

R1327 - Request for Proposal (RFP) for Consulting Services to Evaluate the Feasibility of a Lawrence Conference/Convention Center

Proposal Information

The City of Lawrence, in partnership with the University of Kansas, is seeking to proposals from experienced and accomplished consulting firms with specializations in conference and convention center development, economic feasibility analysis and market evaluation of suitable locations/areas.

Proposals, letters of interest, or questions should be addressed to the City Manager at dcorliss@lawrenceks.org or the following address:

David L. Corliss
City Manager
Lawrence City Hall
P.O. Box 708, 6 E. 6th Street
Lawrence, Kansas 66044-0708

The City reserves the right to reject any proposal not complying with the requirements outlined in this Request for Proposals (RFP) and may, at its discretion, opt not to select any proposal for an award at this time.

One written copy and one digital copy of any proposal must be received in the City Manager's Office no later than 5:00 p.m. on March 20, 2014.

Qualifications

In order to be considered for this proposal, the consultant(s) must have:

1. Experience evaluating conference/convention markets, locations, trends and needs;
2. The ability to assess local market conditions for the identification of specific drivers and barriers impacting conference/convention facilities and market potentials, and;
3. The ability to identify strategies that will support a successful conference/convention center in the City of Lawrence.

Proposal Contents

Each proposal shall include:

1. Completed cover letter (attached)
2. References from similar projects within the last 12 months. References should include name, address, telephone number and contact name.
3. Report, and any supporting documentation, outlining expected deliverables (scope of work) contained within this RFP
4. Provide a summary detailing your understanding of the community and its relationship to the proposed project
5. Discussion of possible cost and cost components
6. Responders are encouraged to provide a copy of a recent completed study of similar scope

Scope of Work

The following is an outline of the expected deliverables to be included in report.

1. Conference market analysis for Lawrence, analyzing competing conference centers, local/area market trends, general economic feasibility of conference center.
2. Identification of properties and potential locations
 - a. Downtown Lawrence
 - b. Clinton Lake
 - c. KU
 - i. Ownership status
 - ii. Additional locations/areas in Lawrence, KS
 - iii. Preferred site recommendation
3. Conference/Convention center size and function capabilities
 - a. What makes a good site?
 - b. Visibility and Accessibility requirements
 - c. Compatible offsite requirements
 - d. Possible square footage
 - e. Proximity requirement
 - f. Potential themes for facility
 - g. Entertainment
 - h. Lodging
 - i. Parking
 - j. Attractions
 - k. Cultural Venues
 - l. Other Amenities
4. Develop a Design Concept for the Conference/Convention Center
5. Potential Ownership Models
 - a. Management
 - b. Development
6. Preliminary Design Cost Estimates
7. Conference/Convention Center Industry
 - a. Best practices
 - b. Current trends
 - c. Technology
 - d. Amenities
 - e. Configurations
 - f. Potential marketing expenses to introduce new Conference/Convention Center and to maintain an ongoing campaign to generate new business from the convention market
 - g. Revenue Generation/Public Financing

Evaluation of Proposals

A review/selection committee composed of representatives from the University of Kansas and City Staff will review all proposals received. The committee will then forward any recommended proposal to the City Commission and University of Kansas administration to be awarded.

PROPOSAL COVER SHEET

Date: _____
Name of Consulting Firm: _____
Address: _____
City/State/Zip: _____
Primary Contact: _____
Phone Number: _____
Fax Number: _____
Email: _____
Signature: _____
Title: _____

References (within last 12 months)

Business Name: _____
Address: _____
Contact Name: _____
Phone Number: _____

References (within last 12 months)

Business Name: _____
Address: _____
Contact Name: _____
Phone Number: _____

References (within last 12 months)

Business Name: _____
Address: _____
Contact Name: _____
Phone Number: _____