The Vintage

Community Improvement District Request for Proposals (RFP) Hotel Market and Feasibility Study

RFP Issue Date: October 26, 2020
RFP Closing Date Date: November 30, 2020

RFP Representative: Melinda Mehaffy
Hall of Waters
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Excelsior Springs, MO 64024
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The Vintage Community Improvement District (“CID”) is seeking proposals from qualified consulting firms to perform a feasibility analysis within a defined study area for the purpose of attracting a hotel user to the City of Excelsior Springs. An overview and guidelines for responses are included below in this document.

Firms interested in being considered for selection should respond by submitting four (4) hard copies and one electronic copy on a USB drive to the following address by 2:00 pm on the response due date:

The Vintage Community Improvement District
Hall of Water
Attn: Melinda Mehaffy
201 E Broadway
Excelsior Springs, MO 64024

Responses received after 2:00 PM on the response date will not be considered.

Any request for clarifications on the RFP requirements shall be made in writing via email to Melinda Mehaffy representing the Vintage Community Improvement District at mmehaffy@excelsiorsprings.gov.

Community Profile

Excelsior Springs is a community of nearly 12,000 residents in a rural seating in the northeast area of the greater Kansas City MSA. The community is 40 minutes to downtown Kansas City; 30 minutes to Worlds of Fun; 40 minutes to Kauffman Stadium and 45 minutes to the Plaza. The community has a strong tourism industry and is home to four wineries, two breweries and a Nationally Accredited Main Street program that boasts more than 76 business in the downtown. The Downtown Excelsior Partnership hosts more than 100 event days per year with events such as the Wine Festival, the Annual BBQ Contest and a Chocolate Tour. Additionally, our Chamber of Commerce hosts monthly trolley events such as an all-inclusive wine tour, wine and dine tours, an Easter Bunny tour and holiday lights tour. The City owns a regionally recognized 18-hole golf course and the city has a number of publically accessible walking trails.

Located within a short drive of Excelsior Springs is Watkins Woolin Mill State Historic Park with fishing on a 100-acre lake, paved bicycle trails, camping and the Watkins Woolin Mill Historic Site. This state park is among the top three state parks in number of visitors annually with more than 300,000 visitors to the park in 2019.

The community has one hotel, The Elms Resort and Spa and a number of short-term rental options for visitors to the community. The city boasts being one of the larger wedding venue sites in the region and has 20 event spaces, not including churches, that are leased for weddings and events throughout the year.
Purpose

The purpose of the study is to evaluate if there is an unmet demand for a hotel facility within the City of Excelsior Springs, Missouri. The Community Improvement District (CID) is evaluating the market potential to expand hotel options for visiting groups, guests and the community.

The CID is issuing this Request for Proposals (RFP) to identify qualified consulting firms to conduct a market feasibility study specific to a hotel that supports the tourism and travel efforts of the community for business, leisure and sports visitors.

Preliminary Scope of Work

The CID requests proposals for professional services to conduct a market feasibility study for a hotel within the defined study area: See Exhibit A. The study should address the current and projected market demand for the number of rooms, type and duration of hotel stays in the study area; a competitiveness analysis and assessment of what a hotel facility must do to reach a breakeven point; and an economic feasibility analysis and proforma for a potential hotel, complete with projects through Year 5.

Desired Study Objectives

- Market Demand Analysis
  - Future lodging & hospitality demand in the market area
- Project Feasibility Study
  - Assess the viability of a hospitality product in Excelsior Springs
  - Identify market constraints
  - Estimate capital investment required and expected revenues return need to attract able investors
  - Address potential public incentives that could improve the viability
- Facility Recommendation
  - Number and mix of guest rooms
- Financial Projections
  - Financial proformas that can be provided to potential hotel developers, lending institutions, management companies and franchises
  - Potential projections for Year 1-5
  - A breakeven assessment

Minimum Requirements

Requirements for submittal of a Proposal in response to this RFP include the following:

A. Demonstrated understanding of local economic development theory and practice, research methods, group consensus building, implementation methods, and monitoring and updating processes.
B. Demonstrated familiarity with feasibility-market studies and development of hotels in smaller markets.
C. Demonstrated experience, competence, and qualifications of the consultant and the participating staff successfully providing similar services to private entities.
D. Understanding of the requested services and appropriateness of the proposed work program.
E. Ability to perform the work in a timely manner, availability of staff and contingency plans.

Proposal Requirements

The following information is required for submittal in every proposal:

A. Cover Letter
B. Consultant Qualifications: This section shall describe the areas of expertise of current permanent staff and the scope of services that can be provided by the firm without the services of an outside consultant under the consultant’s direction.
C. Key Personnel: Include a proposed project management structure. Identify the key contact for the project and all personnel who will be assigned to work on this project and include a description of their abilities, qualifications and experience. Include resumes for all key individuals.
D. Project Work-plan: A description of project understanding (brief), detailed work approach and methodology. The work-plan should list specific tasks and any specific considerations, options or alternatives.
E. Project Schedule: Propose a timeline for completion of the Feasibility Study including expected start date, milestones and target completion date.
F. Fee Information: Provide a detailed fee proposal by task for the services identified in the scope of services section of this RFP. Hourly fees for additional or optional services that may be required shall also be included.
G. References: A list of projects completed by the proposer under which services similar to those required by this RFP were performed shall be listed in your proposal. Include a brief description of the services, dates the services were provided, and the name, email and telephone number of references familiar with the services provided.
H. Work Samples: Provide brief descriptions of two projects dealing with preparation of feasibility studies.
I. Deadline and Delivery: Submit four (4) hard copies and one electronic copy by Monday, November 30 at 2 pm, EST. All proposals received after 2 pm on November 30 will not be considered.

Anticipated Schedule of Activities

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<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Proposals submitted:</td>
<td>November 2020</td>
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<tr>
<td>Review and evaluate proposals</td>
<td>December 2020</td>
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<td>for short list:</td>
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<tr>
<td>Interview short listed firms</td>
<td>December 2020/January 2021</td>
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<td>(if needed)</td>
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<tr>
<td>Select Firm:</td>
<td>January 2021</td>
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<tr>
<td>Issue notice of award/sign</td>
<td>February 2021</td>
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<td>contracts:</td>
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**Evaluation Criteria**

The CID will select a consultant based on the contents of the proposal, proposed fee, and interviews. The evaluation criteria used to select the consultant are provided below.

- History of the firm
- Capabilities to provide required services
- Experience working with similar size communities
- Project manager experience and qualifications
- Strength and experience of assigned staff
- Project understanding and approach
- References
- Fee proposal

The CID reserves the right to reject any and all proposals.
Exhibit A
5.8 Acre Site Option
Exhibit A
7.23 Acre Site Option