

## **Consultant to Study Montana ExpoPark**

### **Request for Proposal**

**Great Falls Montana Tourism Business Improvement District**

**June 22, 2017**

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## I. INTRODUCTION

Great Falls, Montana is located on the Missouri River in the central portion of the State of Montana. The population of Great Falls is just under 60,000 people. Great Falls is also the largest community, and the county seat of Cascade County. Cascade County has over 81,000 people. On average, Great Falls receives over 850,000 visitors annually who spend at least one night on average. The County data grows that number of 921,000 visitors annually. Those visitors inject \$265,000,000 into the economy.

Great Falls has numerous tourism assets, enjoyed by residents and visitors alike, from the CM Russell Museum, Lewis & Clark Interpretive Center, First Peoples Buffalo Jump and National Historic Landmark, Giant Springs State Park, Great Falls International Airport, Glacier National Park, and Montana ExpoPark.

In 2011, a Market Demand, Financial Feasibility and Economic Impact Study was conducted by Cascade County. This study provided insight into the uses of ExpoPark.

In 2014, Great Falls Montana Tourism Business Improvement District contracted for a study to determine the feasibility of a Multipurpose Event Center for the community, determine if a Multipurpose event center was in Great Falls, what additional markets would be opened, and if it was feasible, determine the best location for a Multipurpose Event Center. At the completion of that study, it was determined a Multipurpose Event Center was feasible, and the current Montana ExpoPark was the best location for it. In the study, this is labeled as Building Option 4. This option includes a full interior link to the Pacific Steel and Recycling Four Season Arena, used as expo/convention space and the Exhibition Hall, used as a ballroom space with breakout meeting rooms. Under this option, the Track Grandstand is replaced, using new event center amenities to service it. The east suites would be dual sided with options to view the track or the event center. The existing Paddock Club structure would be eliminated or relocated elsewhere at Montana ExpoPark.

The 2014 study did not study the impact to the entire ExpoPark grounds in the event the Multipurpose Event Center is constructed, nor did it address concerns related to the current infrastructure and potential increased demand on other ExpoPark buildings. It also did not look at the community of Great Falls' ability to accommodate increased and expanded usage of the proposed new facility.

Montana ExpoPark is a 133-acre County facility fully contained within the City limits of Great Falls, Montana. In addition to the arena, the grounds house eighteen (18) buildings, nine (9) barns, a race track with grandstands and three parks which are used for conventions, meetings, events, weddings, performances and Montana State Fair. The entire 133-acre facility has not fully maximized its utilization potential year long, based on the limitations of some of the onsite structures.

The intent of this project is to fully evaluate and assess the impact the proposed Multipurpose Event Center will have on the entirety of the property, determine what capital improvements need to be performed to the infrastructure, and with the capital improvements made, what additional market opportunities become a possibility for the facility, considering the historic designations of current structures. Lastly, if there is potential to create a positive return on investment with the addition of

new structures, it would be beneficial to know what those structures could be and what market opportunities they would possess.

## **II. OBJECTIVE**

The project objective and task is to hire a qualified consultant with expertise and success in studying the infrastructure at Montana ExpoPark, identify the impact to the entire ExpoPark grounds with the construction of the proposed Building Option 4 from the 2014 Multipurpose Event Center Study, identify additional market opportunities available to Great Falls Montana at Montana ExpoPark with recommended improvements to the property to capitalize on those market opportunities, and analyze the ability of Great Falls Montana to accommodate the increased usage of Montana ExpoPark.

## **III. SCOPE OF WORK**

- A. Review the 2011 ExpoPark Study and the 2014 Multipurpose Events Center study; [http://www.cascadecountymt.gov/doc/expopark\\_feasability.pdf](http://www.cascadecountymt.gov/doc/expopark_feasability.pdf) and <http://www.gftourismbid.com/Great-Falls-Event-Center-Study-FINAL-2014-07-24.pdf>
- B. Identify and evaluate potential future markets available to Great Falls at Montana ExpoPark.
- C. Analyze and translate market demand into market supportable ExpoPark Improvements.
- D. Estimate levels of use and characteristics by type to expanded/improved ExpoPark.
- E. Locate and age utilities. Utilities to locate include, but not limited to: telecom, irrigation, gas, electric, water, sewer, storm water.
- F. Assess any infrastructure impact to any area of ExpoPark assuming Building Option 4 is developed in accordance with the 2014 Multipurpose Event Center Study.
- G. Assess the primary operations of all ExpoPark facilities through inclusive process, including ExpoPark management, staff, stakeholders and community groups to develop master plan options.
- H. Analyze the financial operating implications on ExpoPark and other cost issues related to any proposed improvements or development at ExpoPark.
- I. Estimate the economic and fiscal impacts associated with the operation of an expanded/improved ExpoPark.
- J. Identify and summarize financing sources and the extent to which ExpoPark may require funding from external sources.
- K. Analyze the current and planned hospitality infrastructure to accommodate increased usage of Montana ExpoPark to ensure adequate support.
- L. Prepare a final written report summarizing findings and conclusions, in detail.
- M. Deliver electronic (gps, esri) data regarding utility locations.
- N. Deliver at least one oral presentation regarding the findings and conclusions.

## **IV. CONSULTANT QUALIFICATIONS**

The firm or consultant shall have the following skills, expertise, knowledge and qualifications:

- A. Specific work experience on similar projects.

- B. Knowledge and expertise determining market opportunities for convention, arena and/or sporting facilities.
- C. Knowledge and expertise in analyzing operations of convention, arena and/or sporting facilities.
- D. Knowledge and expertise in determining costs and associated return on investment of improvements.

## V. PROPOSAL REQUIREMENTS

The funds for this project are provided by a grant from U.S. Department of Commerce Economic Development Administration (EDA). The total budget available for this project is \$100,000. The proposal must be submitted by 2:00 p.m. on July 14, 2017 to Great Falls Montana Tourism, Attention: Rebecca Engum, Executive Director, 100 1<sup>st</sup> Ave N, Lower Level Suite, Great Falls, MT 59401. Electronic submission is preferred in PDF format to [Rebecca@VisitGreatFalls.org](mailto:Rebecca@VisitGreatFalls.org). The submittal will follow the order below and include, at a minimum the following information:

- A. A cover letter signed and dated by the Proposer or an authorized representative of the Proposer's organization (the "Proposer") making the submittal that includes the organization's legal name, address, website address, email address and telephone number
- B. A brief statement of the Proposer's understanding of the goals of this project and of the services requested in this RFP.
- C. Description of Proposer's prior experience, including similar projects, location, cost, and the address, telephone number of the contact knowledgeable of performance.
- D. Descriptions of experience and qualifications of Proposer's staff to be assigned to project.
- E. Proposed Scope of Work broke out by task to be completed, and steps to complete each task with estimated completion time.
- F. A cost proposal for services rendered.
- G. A list of sub-consultants the Proposer proposes to use as part of the team to perform the work, if applicable.

## VI. SELECTION

Great Falls Montana Tourism will organize a committee to review the RFP and evaluate and rank the Proposer's response to this RFP. The written proposal submitted will be evaluated and ranked at the discretion of the committee in accordance with the following factors, which are weighted as shown:

- A. The Proposer's reputation for professional integrity and competence; and familiarity and experience with the type of project. (20%)
- B. Professional and educational experience of key personnel to be assigned to the project and the Proposer's experience with the type of project/process as well as the project area site. (30%)
- C. Ability of the Proposer to provide required services and to perform the required work within the project timeline. (30%)
- D. Budget and costs associated with the project. Final costs will be negotiated with the selected Proposer upon submittal of a detailed work plan. (20%)

Negotiations will commence with the highest ranked Proposer. Upon reaching agreement on a final work plan and price, Great Falls Montana Tourism Business Improvement District intends to award a contract. If agreement cannot be reached with the highest ranked Proposer, negotiations will proceed with the second ranked Proposer, and so forth.

**VII. ADDITIONAL INFORMATION AND CONDITIONS**

**A. STATEMENT OF NON-COMMITMENT**

Issuance of this RFQ/Bid does not commit the Great Falls Montana Tourism Business Improvement District (GFMT) to award a contract or to pay any costs incurred in preparation of proposals responding to the RFQ/Bid. GFMT reserves the right to reject any or all proposals, to waive irregularities, or to accept any proposal deemed to be in the best interest of GFMT. GFMT reserves the right to reject any or all proposals and re-advertise. All proposals become the property of GFMT.

**B. EQUAL EMPLOYMENT OPPORTUNITY**

Successful contract bidders must comply with provisions of all applicable federal law, Title VI and Title VII of the Civil Rights Act of 1964. Any subcontracting by the successful bidder subjects subcontracting firm(s) to the same provisions of federal law.

In accordance with state and federal requirements, the consultant (hereinafter referred to as “contractor”) must agree as follows:

**1.) COMPLIANCE WITH TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 FOR FEDERAL AID CONTRACTS**

- (a) Compliance with Regulations: The Contractor shall comply with all Regulations relative to nondiscrimination in Federally-assisted programs of the Department of Housing and Urban Development, 24 CFR Part 1, as they may be amended (hereafter referred to as the Regulations), which are incorporated by reference and made part of this Agreement.
- (b) Nondiscrimination: The Contractor, with regard to the work performed by it during the Agreement, shall not discriminate on the grounds of sex, race, color national origin or other protected class in the selection and retention of subcontractors, including procurement of materials and leases of equipment. The Contractor shall not participate either directly or indirectly in the discrimination prohibited in 24CFR Part 21.
- (c) Solicitations for Subcontractors, Including Procurements of Materials and Equipment: In all solicitations, whether by competitive bidding or negotiation by the Contractor for work to be performed under a subcontract, including procurements of materials or leases of equipment, any potential subcontractor or supplier shall be notified by the Contractor of the Contractor’s obligations under this Agreement and the Regulations relative to nondiscrimination.
- (d) Information and Reports: The Contractor will provide all reports and information required by the Regulations, or directives issued pursuant thereto, and permit access to its books, records, accounts, other sources of information and its facilities as may be determined by the Department of Housing and Urban Development (HUD) to be pertinent to ascertain compliance with Regulations or directives. Where any information required of the Contractor is

in the exclusive possession of another who fails or refuses to furnish this information, the Contract shall so certify to the Department (HUD), as requested, setting forth what efforts it has made to obtain the information.

(e) Sanctions for Noncompliance: In the event of the contractor's noncompliance with the nondiscrimination provisions of this Agreement, the Department may impose sanctions as it determines appropriate, including, but not limited to:

(a) withholding payments to the Contractor under the Agreement until the Contractor complies, and/or

(b) cancellation, termination or suspension of the agreement in whole or in part.

(f) Incorporation of Provisions: The Contractor will include the provisions of paragraph (a) through (f) in every subcontract, including procurement of materials and leases of equipment, unless exempt by the Regulations or directives issued pursuant thereto. The Contractor will take such action with respect to any subcontract for procurement as the Department of Housing and Urban Development may direct to enforce such provisions including sanctions for noncompliance. Provided, however, that in the event the Contractor is sued or is threatened with litigation by a subcontractor or supplier as a result of such direction, the Contractor may request the Department to enter into the litigation to protect the interests of the State of Montana, and in addition, the contractor or the State may request the United States to enter such litigation to protect the interests of the United States.

## **2) COMPLIANCE WITH THE MONTANA GOVERNMENTAL CODE OF FAIR PRACTICES, 49-3-207. MCA**

In accordance with 49-3-207, MCA, the Contractor agrees that for this agreement all hiring will be made on the basis of merit and qualifications and that there will be no discrimination on the basis of race, color, religion, creed, political ideas, sex, age, marital status, physical or mental disability, national origin or other protected class by persons performing the Agreement.

## **3) COMPLIANCE WITH MINORITY & WOMEN BUSINESS ENTERPRISES**

Contractor will make efforts to encourage the use of minority and women's business enterprises in connection with Agreements activities in accordance with 24 CFR Part 85.36(e) which describes the actions to ensure that minority and women's business enterprises are used when possible in the procurement of property and services.

## **C. VENUE**

The laws of the State of Montana govern this contract. The parties agree that any litigation concerning bid, proposal, or subsequent contract must be brought in the Eighth Judicial District of Cascade County, State of Montana and each party shall pay its own costs and attorney fees. (Reference 18-1-401 MCA)

## **D. RFP/RFQ AUTHORITY**

This RFP has been issued in accordance with Title 18, Montana Code Annotated and the Administrative Rules of Montana. The RFQ/BID process is a procurement option, allowing award to be based on stated criteria or evaluation factors. The evaluation factors to be used in this procurement have been specified in Section IV of this RFQ/BID.

**E. INDEMNIFICATION**

The contractor agrees to protect, defend, and save the Great Falls Montana Tourism, Cascade County, and City of Great Falls, its elected and appointed officials, agents, and employees, while acting within the scope of their duties as such, harmless from and against all claims, demands, causes of action of any kind or character, including the cost of defense thereof, arising in favor of the contractor's employees or third parties on account of bodily or personal injuries, death, or damage to property arising out of services performed or omissions of services or in any way resulting from the acts or omissions of the contractor and/or its agents, employees, representatives, assigns, subcontractors, except the sole negligence of Great Falls Montana Tourism, under the Contract. Claims under this provision also include those arising out of or in any way connected with Contractor's breach of this contract, including any Claims asserting that any of Contractor's employees are actually employees or common law employees of the Great Falls Montana Tourism, City of Great Falls, or Cascade County, or any of its agencies, including but not limited to, excise taxes or penalties imposed on the State under Internal Revenue Code ("Code") §§ 4980H, 6055 or 6056.

**F. INSURANCE**

Contractor is required to provide copies of their liability and workers compensation insurance policies prior to the execution of a contract with Great Falls Montana Tourism.

**G. ADDITIONAL INFORMATION**

For more information regarding this RFP, please contact Rebecca Engum, Executive Director, Great Falls Montana Tourism, 100 1<sup>st</sup> Ave N, Lower Level Suite, Great Falls, MT 59401 or at (406) 761-4436 or by email at [Rebecca@VisitGreatFalls.org](mailto:Rebecca@VisitGreatFalls.org).

**VIII. EXHIBITS AND ATTACHMENTS**

- A. 2011 Montana ExpoPark Market Demand, Financial Feasibility and Economic Impact Study Report
- B. 2014 Feasibility Analysis of a Potential Multipurpose Center in Great Falls, Montana