

Request for Qualifications



Aquatic Facility for the
City of Conway, Arkansas

The City of Conway is seeking qualifications from consultants that specialize in Parks and Recreation planning within the area of aquatic venues to provide feasibility and planning services as needed by the City. An informational packet may be obtained by contacting the City of Conway Parks & Recreation Department's Director Steve Ibbotson at 501-450-6186 or steve.ibbotson@cityofconway.org. The packet is also available at www.cityofconway.org / Current Bids.

Interested consultants should submit fourteen (14) copies of their statement of qualifications in a sealed envelope labeled 'Aquatic Venue' in the lower left hand corner by **10:00 a.m. (CST) on Tuesday, August 18th, 2015** to the Office of the Mayor, City of Conway, 1201 Oak Street, Conway, AR 72032

The City of Conway reserves the right to reject any and all submittals received or any portions thereof. The City of Conway is an equal opportunity employer.

By Order of:

A handwritten signature in black ink, appearing to read "Tab Townsell". The signature is written in a cursive, flowing style.

Tab Townsell, Mayor City of Conway

THE CITY OF CONWAY, ARKANSAS

REQUEST FOR

QUALIFICATIONS

AQUATIC VENUE

Information for Respondents

Request:

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Contact Persons:

Questions relating to this document may be addressed to:

Steve Ibbotson
Parks & Recreation Director
501-450-6186
steve.ibbotson@cityofconway.org

Respondents should have no contact with other department personnel except as specifically authorized by person(s) listed.

Interpretation of Documents:

If any person contemplating submitting a response is in doubt as to the true meaning of any part of this Request, or finds discrepancies in, or omissions from, the specifications, he may submit to the City an email request for an interpretation or correction thereof.

Background:

The City of Conway with a population estimated at 62,000 does not operate a public pool. The City is interested in determining what type of Aquatic Facility would best serve the community while creating a revenue stream to help offset operational cost.

The intent of the RFQ is to establish a contract with a consultant or team of consultants that can provide expert assistance in the development needs of an aquatic venue and to provide data in order to guide the City as to which facility and markets would be most beneficial to target.

Therefore, the city is requesting assistance with a study to explore aquatic venues. The study will include: site visits, public hearings, staff input, mayor and council input, market analysis and a presentation of the final recommendations

Scope of Services:

Service area Identification – To be defined by standard geographies, drive times, concentric radius by miles and/or hand-drawn shapes.

Demographic Characteristics & Community Profile - Part of the market analysis will evaluate the demographics of Conway and surrounding areas, including age distribution, income, and ethnicity. The local demographic data will be combined with published nation-wide swimming participation data that are adjusted for regional differences. The combination will provide a user demand for swimming in the City of Conway market area.

Review of existing city facilities, programs and services - Evaluations of the following topics:

- Master plan and existing studies
- Organizational structure and wage scales
- Department policies and procedures
- Existing aquatic and recreation program statistics
- Demand for programs and services and facilities

Competitive Market Analysis - An evaluation of key competing facilities located within the identified service area. Evaluation of the following topics:

- Alternative aquatic service providers
- Facilities and services offered
- Admission rates and attendance numbers

Comparative Analysis - Comparison with national, regional and local participation statistics and trends which will result in a unique participation percentage for the client.

- NSGA/NEA standards
- Potential participation levels

Market Analysis - Segment determination of the following areas:

- Determination of user groups
- Impact of user group needs on facility component listing

Programming

During this task the team will identify existing aquatics programs provided in the City and their current enrollment and participation. Determine the best options for possible programs in the future. It is these programs that will help define and guide the type and design of future facilities.

Public Input

Public input builds consensus and support within the community. This information gives City leaders the insight to know the desires of the community when they are asked to make the important decisions.

There are many tools available for collecting community input, but for this study, we recommend an on-line survey. The survey can be advertised through the local newspaper and by email blast. The team would work with City staff to define the appropriate questions for the survey.

To supplement the response, the survey can also be conducted in person at various locations and/or predetermined events.

Operations Analysis:

Attendance estimates

- Daily
- Annually
- By facility and/or component

Fee structure

- Drop-in
- Multiple admissions/annual passes
- Family, corporate, group
- Rentals

Sources of income

- Identification and verification of revenue sources

Operating cost projections

- Develop a line item budget
- Personnel by position
- Contractual services
- Commodities
- Capital replacement

Revenue generation projections

- Develop a line item accounting
- Admissions
- Annual/multiple admissions
- Programs and services
- Rentals
- Other revenue sources

Revenue/expenditure comparisons

- Cost recovery level
- Project recommendations/profitability of components
- Marketing strategy
- Program/service considerations

Final Report and Recommendations

A final report will be prepared documenting the study. The study recommendations will be presented along with a capital improvements plan and budget, implementation schedule and priorities, and operational implications. The team will present the findings and recommendations to the City.

Response Requirements:

Each consultant must submit a cover letter from an authorized representative indicating affirmative interest in providing the requested services.

Provide company profile, including brief history, vision, year founded, annual revenue, location of headquarters and any subsidiaries, services provided, number of personnel, qualifications, education and experience of key personnel assigned to this project.

Provide to the City a list of who is responsible for all tasks, surveys, public hearings, reports, construction estimates, operating budgets, etc.

Indicate whether your firm or company, or any staff in your firm or company, have any interests (financial interest, stocks, contacts, etc.) that may constitute a conflict of interest in representing the City of Conway in this engagement and, if so, please provide full explanations.

Provide a proposed preliminary work plan including a schedule of services, reports, etc., in a timeline format for completing the planning process with key project milestones.

Provide a specific list of four references that are directly related to a study of this type conducted within the past four years.

Review and Selection Process:

City staff will review all proposals. The staff shall make a recommendation as to the selection of the top firm with one alternate. They may recommend an interview process prior to finalizing their recommendations, however no interview schedule has been established at this time. The City will negotiate with the top ranked firm in an attempt to reach an agreement. If not successful, the City will negotiate with the second ranked firm in an attempt to reach an agreement. Final agreement must be taken to and approved by the City Council.

The City reserves the right to exercise its best judgment in the evaluation of all responses. The City reserves the right to pursue any or all of the following actions in regard to this RFQ:

- Exercise its discretion in this section as deemed appropriate by the City

- Reject any or all responses and to waive any informality in the process when to do so would be to the advantage of the City

- Withdraw this notice

- Reject any response(s) for noncompliance with the provisions outlined in this notice

- Not award a contract at any time because of unforeseen circumstances or if it is determined to be in the best interest of the City

- Award one or multiple contracts based on the evaluation results

- Reject the response of any consultant who has previously failed to timely and satisfactorily perform any contract with the City

- Limit award to one or more phases

- Take other actions deemed in the interest of the City