

Greenville Arena District

Request for Proposals

Economic Impact Study for BI-LO Center

Proposals due Friday, June 3, 2011

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REQUEST FOR PROPOSALS
ECONOMIC IMPACT ANALYSIS

Section 1
Introduction and Instructions

1.1 Purpose of the RFP

This Request for Proposal (RFP) is issued by Greenville Arena District (“GAD”), owners of the BI-LO Center. The purpose of the RFP is to establish a contract with a qualified consultant to perform an independent economic and development impact analysis for the BI-LO Center. The purpose of this document is to provide interested parties with appropriate information necessary to prepare and submit a proposal.

1.2 Contact Person, Telephone, E-mail

Contact: Beth Paul, BI-LO Center, Director of Finance
Phone: 864-250-4936
E-mail: bpaul@biloctr.com

1.3 Schedule of Events

The approximate RFP schedule is as follows:

- RFP issued: May 13, 2011
- Deadline for questions: 12:00 pm, May 25, 2011
- Proposals due: 5:00 pm, June 3, 2011
- Final selection: June 20, 2011

1.4 Deadline for Proposals

Offerors must submit one (1) original hard copy, marked “Original” and one (1) electronic copy of their proposal (pdf format is preferred).

If by mail or hand delivered: BI-LO Center, 650 North Academy Street, Greenville, SC 29601, Attn: Beth Paul

Electronic delivery: bpaul@biloctr.com

Proposals must be received no later than 5:00 pm on Friday, June 3, 2011. Envelopes must be marked “RFP-Economic Impact Study”.

Proposals delivered after the time and date set for receipt of proposals will NOT be accepted and will be returned unopened to the offeror.

1.5 Questions and Addenda

Questions regarding this RFP should be submitted in writing to bpaul@biloctr.com. Answers to questions will be e-mailed to all offerors within 48 hours. The deadline for questions is noon on Wednesday, May 25, 2011.

1.6 General Information

- 1.6.1 The evaluation and selection of a consultant will be based on the information submitted in the proposal plus references and any required on-site visits or oral presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response. Elaborate proposals beyond that sufficient to present a complete and effective proposal are not necessary or desired.
- 1.6.2 The words “bidder”, “offeror”, “proposer”, “vendor”, and “company” are used interchangeably throughout this RFP, and are used in place of the person, firm, or corporation submitting a proposal.

1.6.3 All costs incurred by the Offeror associated with the RFP preparations and subsequent interviews and/or negotiations, which may or may not lead to execution of an agreement, will be the sole expense of Offeror.

1.6 Proprietary Information

Your proposal is a public document under the South Carolina Freedom of Information Act (FOIA), except as to information that may be treated as confidential as an exception to disclosure under the FOIA. If you cannot agree to this standard, please do not submit your proposal.

All information to be treated as confidential or proprietary must be clearly marked, and each page containing confidential information and/or proprietary information, in whole or in part, must be denoted as **CONFIDENTIAL**, in bold, in the upper right hand corner of the page. All information not so denoted and identified will be subject to disclosure by GAD.

Section 2

Scope of Work

2.1 Introduction

The Greenville Arena District is seeking an independent expert consultant to provide an economic impact analysis of the BI-LO Center. GAD intends to use the results of this analysis for master and strategic planning.

2.2 Background

GAD is a special purpose district created by the General Assembly of the State of South Carolina in 1940. GAD is governed by a Board of Trustees who are appointed by the Governor upon Greenville County Council recommendation. The primary business activity of GAD is operating and managing the BI-LO Center, a 15,000 seat sports and entertainment venue in Greenville, SC. The primary purpose of the BI-LO Center is to provide quality entertainment to the residents and visitors of the Upstate of South Carolina by hosting live events, including family shows, sporting events, concerts, minor league hockey, seminars, and conventions.

2.3 Project Objective

The project objective is to estimate the economic and fiscal contributions to the existing economies of Greenville County and City of Greenville. The analysis should encompass direct and indirect economic impact, as well as intangible benefits such as quality of life and image in the community.

2.4 Scope of Work

The following summary is intended to provide a general understanding of GAD's expectations of items to be addressed in the analysis as a result of BI-LO Center operations and is not all inclusive.

- Direct, indirect, and induced spending impact
- Direct, indirect, and induced employment impact
- Direct, indirect, and induced personal income impact
- Fiscal impacts including, but not limited to, admissions tax, personal income tax, accommodations fees, sales tax, hospitality tax, etc.
- Intangible benefits and non-economic benefits including impacts on overall quality of life in the community
- The final report should be clear, concise, and should include an explanation of methodology used to draw conclusions.

2.5 Timeline

GAD is proposing a sixty (60) day schedule to complete the task. The proposer will work closely with BI-LO Center management staff and will be expected to begin work by July 1, 2011 and issue a final report by September 1, 2011.

Section 3

Proposal Format and Content

3.1 General Requirements

- 3.1.1 **Cover Letter and Introduction.** Introduction and cover letter should include proposer's name and address, contact person and contact information, and an acknowledgement of the firm's understanding of the project scope and required services. Provide a statement indicating your ability to provide timely services for this project and to meet the stated deadline. The cover letter must be signed in ink (not typed) by an authorized official of the offeror. Bids that are not signed will not be considered.
- 3.1.2 **Organization Qualifications/Capabilities.** Describe the company's experience in providing similar services. Be specific and identify projects, dates and results. Provide a brief summary of the benefits GAD would receive by selecting your company, including expertise and relevant knowledge of the local economy and business environment.
- 3.1.3 **Staff Qualifications.** Provide a summary of the Project Team and the role each person will play, including Project Manager and any third-party companies that will assist in the project. Identify qualifications of key personnel or third parties as they relate to this project.
- 3.1.4 **References.** Include a list of references of work performed in the required service area. References may be contacted to determine the quality of work and personnel assigned to the project. For each reference, please include name of organization, initial service date, list of services provided, contact person and contact information.

3.2 Mandatory Requirements

- 3.2.1 The company has no conflict of interest with regards to any other work performed by the company for Greenville Arena District. GAD is the sole determiner of any such conflicts of interest.

3.3 Technical Requirements

- 3.3.1 The proposer should include the approach and methodology used to develop the economic and fiscal impact analysis.
- 3.3.2 A draft report must be provided to GAD officials for comment and revision before a final report is issued.

- 3.4 **Cost Proposal.** List your proposed fees for the project. As a separate line item, list your fees for any additional services which may exceed the scope of responsibilities and duties contemplated within the base project fee. Services not identified as outside the scope stated herein will be assumed to be included in the fee. All prices, costs, and conditions outlined in the proposal shall remain fixed and valid for acceptance for sixty (60) days starting on the due date for proposals.

Section 4

PROPOSAL SELECTION AND AWARD PROCESS

4.1 Selection Criteria

- 4.1.1 Accepted proposals will be reviewed by the Evaluation Committee; the Evaluation Committee will likely be composed of upper management personnel and certain board members. The committee may review references and reserves the right to have top proposers make a presentation to the Evaluation Committee to explain their approach to the project, their capabilities and expertise, and services GAD can expect. Time and location of presentations will be determined by GAD.
- 4.1.2 The proposals will be scored using three (3) sets of criteria. Companies meeting the mandatory criteria will have their proposals evaluated and scored for both technical qualifications and cost. The following represent major selection criteria, which will be considered during evaluation process.
1. General Proposal Requirements (70%) including:
 - i. Responsiveness (5%)
 - ii. Firm Qualifications (25%)
 - iii. Staff Qualifications (25%)
 - iv. Firm References (15%)
 2. Technical Requirements (Approach and Methodology) (15%)
 3. Cost (15%)

4.2 Right to Reject Proposals and Negotiate Contract Terms

GAD reserves the right to reject any and all proposals and to negotiate the terms of the contract, including award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, GAD may negotiate a contract with the next highest scoring proposer. GAD reserves the right to waive any informality or irregularity not affected by law; to evaluate, in its absolute discretion, the bids submitted; to award the contract according to the bid which best serves the interests of the GAD; or to not award the contract if GAD determines that it is not in its best interest to do so.

4.3 Award and Final Offer

The Evaluation Committee will make a recommendation to the GAD Finance Committee, which will then make a final recommendation to the GAD Board of Directors. Once selected, Notice of Award and notices of non-award will be sent to all proposers via e-mail.