



REQUEST FOR PROPOSAL:

OVERALL MARKETING OF FACILITY

INVENTORY EXISTING FACILITIES/PRODUCTS

STRATEGIC RECOMMENDATIONS

FOR THE

DESCHUTES COUNTY FAIR & EXPO CENTER

REDMOND, OREGON

Projected Timeline

County advertises and mails RFP notice	January 5, 2017
Proposals due	January 19, 2017, 5pm PST
Deschutes County Fair & Expo staff makes recommendation to the Board	January 24, 2017
County awards contract	January 31, 2017

Note: This is the County's desired project schedule. The County reserves the right to modify the schedule.

County contact person for RFP:

Dan Despotopulos, Fair & Expo Director

(541) 548-2711

DanD@deschutes.org

To request this information in an alternate format, please call (541) 548-2711 or send email to DanD@deschutes.org

PROPOSAL INTRODUCTION

The Deschutes County Fair & Expo Center is soliciting proposals from organizations that can provide services to review the existing overall strategic marketing programs, and develop an overall strategic plan to enhance the facility and increase overall revenues. To assess and provide recommendations for facilities' improvements in order to better align with marketing and to achieve the highest and best use of facilities.

GENERAL REQUIREMENTS

The following is an outline of the areas for review.

- 1. Market Analysis/Economic Assessment**
- 2. Inventory of Products/Facility**
- 3. Strategic Recommendations**

DESCHUTES COUNTY FAIR & EXPO CENTER

The Deschutes County Fair & Expo Center (referred to as DCFE for this RFP) is located on 320 acres in Redmond, Oregon. It is home to "America's Greatest County Fair" and hosts over 300 events annually. The DCFE has four conference centers with over 47,000 square feet, along with a full service kitchen.

The Bank of the Cascades Center is over 120,000 square feet and 40,000 square feet on the arena floor, which can host NBA Basketball, ArenaCross, Concerts, Trade Shows, Rodeo and much much more! It has two fully operational concession stands and can provide space for satellite operations on the concourse. There are three other arenas located on the property; Sagebrush Arena is 130' x 230' and is covered and the Juniper Arena which seats over 3000 is 175' x 295'. The DCFE has 6 barn complexes with over 100,000 square feet of covered space. Also located at the DCFE is a full service RV Park with 106 spaces and 10 tent sites, which have power, water and sewer at each site. Please visit www.expo.deschutes.org for more details.

ANTICIPATED PROJECT TASKS

1. Market Analysis/Economic Assessment

Conduct a Market Analysis/Economic Assessment to include:

- Interviews/input from business, industry, and community leaders;
- Specific segments of the agricultural community to include but not limited to meetings/convention markets, equine, livestock, poultry, 4-H and FFA groups;
- Exhibitions, consumer shows;
- Entertainment interests;
- Parks, recreation and sports interests;
- Other potential venues which may be determined during the needs analysis.

The report should clearly identify and prioritize opportunities in the market, including at a minimum, anticipated event types; frequency of events; attendance at events; and whether attendance is local, regional or national.

The report shall include a competitive analysis within Oregon and specifically the Pacific NorthWest. This analysis should include, at a minimum, a list of potentially competitive venues including location, distance from Redmond, Oregon, facility acreage and facilities, major events, rental rates & fees, and other information related to facility condition, recent improvements, and planned improvements.

The report shall also include an economic analysis of any proposed changes to the existing marketing plans or inventory of products/facilities. This analysis will allow the DCFE to determine if the expected changes/expenditures will provide a return on investment

2. Inventory of products/facility

Spectrum of report to include the following:

- Technology analysis to address today's instantaneous communications
- Flexibility of divisibility of space (or lack of)
- Analysis of location utilization and business analysis
- Meeting space benchmarks/assessments
- Specialty space assessment – outdoor areas, parking lots, grass lots, arenas (added value).
- Explore options to hire an outside agency to collaborate and brand DCFE.
- Review forecast formula (existing or proposed) to accurately track and predict ROI.
- Supply chain analysis – vender relationship review.
- Staffing needs/Food Beverage program.

3. Strategic Recommendations |

Spectrum of report to include the following:

- Capital Options
 - Expansion
 - Remodel
 - Infrastructure
 - Parking
- Other considerations
 - Transportation
 - Hospitality
 - Cost/Benefit Analysis
 - Business Plan
 - Operating Plan
- Implementation of strategy
 - Funding/Revenue Analysis

SUBMITTAL REQUIREMENTS

Proposals must be received no later than 5:00pm PST - Thursday, January 19, 2017.

Firms desiring to submit a Proposal **must** meet the following criteria:

- Have experience conducting similar market and economic studies.
- Have completed studies for county fairgrounds/event center projects.
- Have completed studies for livestock and/or equestrian event facility projects.
- Have experience in State and local government projects.
- Include copies of completed studies.

Experience

Please provide a detailed description of your firm's experience for the past ten years. If there are additional affiliated entities that are a part of the team, please detail their experience as well.

Please include:

- Firm's name, address, telephone number, e-mail address, and contact person(s).
- Year in which the firm was established and any former names under which the firm operated.
- Names and office location of all personnel who will be assigned to this project.
- Names of key personnel who would be available to work on this project.

- Resumes of Project Manager and other team members for this project.
- Understanding of the scope of work.
- Unique qualifications or work methodology.
- Provide a description of the systems and methods employed by your firm to effectively manage the project including a discussion of goal setting, managing client expectations, communications, and overall managing project schedule.

In addition to the overall experience description please provide details on three similar fairgrounds market demand and feasibility study projects to include:

- Owner’s name and address.
- Owner’s contact person, email address and telephone number.
- Title of project.
- Description of project.
- Project cost or estimated cost.
- Date of project initiation and date of completion
- Description of services provided.

One original and three (3) copies of the proposal must be submitted in a sealed envelope that is clearly marked with the name and address of the proposing agency, titled “Proposed Deschutes County Fair & Expo Center Marketing Proposal”, and addressed to:

Dan Despotopulos, Fair & Expo Director 3800 SW Airport Way Redmond, OR 97756
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Proposals must be received no later than 5:00 p.m., on January 19, 2017, to be eligible for consideration. Submission and receipt of proposals by electronic means is not permitted.

All costs associated with preparing and submitting a proposal is solely the responsibility of the proposer. This solicitation does not obligate Deschutes County to select any single proposer and Deschutes County reserves the right to cancel the procurement, reject any and all proposals, to retain all proposal materials in accordance with ORS 279B.100, and to use any material included in the proposal regardless of whether it is selected.

Proposals must be signed by an authorized representative. Proposals without an original authorized signature will be rejected.

This RFP does not commit Deschutes County and/or DCFE to award a contract or to pay any associated cost. The proposal preparation cost is solely the responsibility of the Proponent.

Proposals are not to be marked as confidential or proprietary. Proposals submitted in response to an RFP are subject to public disclosure as permitted by Oregon State regulations. Additionally, all proposals shall become the property of DCFE. DCFE reserves the right to make use of any information or ideas in the proposals submitted.

Regardless of identification otherwise, including marking some or all of the pages as “confidential” or “proprietary”, information in proposals shall become part of the public record and subject to disclosure without further notice to the Proponent. Proposals should not include personal identifier information in resumes or other documents such as social security numbers, dates of birth, criminal clearance documents, etc. DCFE shall not in any way be liable or responsible for the disclosure of any such records.

Any proposal may be rejected if it is conditional, incomplete, or deviates from specifications in this RFP. By submitting a proposal, the Proponent agrees to meet all the requirements set forth in the RFP, unless specific exceptions are noted. DCFE reserves the right to accept any part of the proposal and not be obligated in any way to accept those parts that do not meet with the approval of DCFE. DCFE reserves the right to waive, at its discretion, any procedural irregularity, immaterial defect or other impropriety not warranting rejection of the proposal. Any waiver will not excuse a Proponent from full compliance if awarded a contract. Reasons for rejecting any proposal will be supplied to the Proponent. DCFE, in its sole discretion, reserves the right to modify or cancel this RFP in whole or in part. If modification or cancellation is determined to be in DCFE’ best interest, all Proponents will be notified in writing of the specific reasons for such modification or cancellation.

DCFE reserves the right to seek additional proposals beyond the final submission date, if, in the County’s sole discretion, the proposals received do not meet with the approval of DCFE.

Proposals must be valid for a minimum of one hundred twenty (120) days from the due date of this RFP.

DCFE anticipates that it will announce the results of this RFP process on January 31, 2017. DCFE and the selected Proponent will then negotiate terms and sign a legally-binding contract by February 8, 2017. Proposals must be submitted as described above no later than 5:00 p.m. on January 19, 2017 (“Due Date”). Proposals received after that time will be considered late and will be returned unopened.

Proposals will be opened in a manner that avoids disclosure of contents to competing proposers. Immediately following the receipt date, a list of the submitting proposers will be available by request. A register of all proposals received will be prepared and available for public inspection after a contract is awarded.

9. Withdrawal of proposals

Proposals may be withdrawn by written or faxed request received from the Proponent prior to the Due Date. Negligence on the part of the Proponent in preparing the proposal confers no right for the withdrawal of the proposal after it has been opened. The proposal will be irrevocable until such time as the Board of County Commissioners specifically cancels the procurement, rejects the proposal, or awards a contract.

10. Acceptance or rejection of proposals

In awarding a contract, DCFE will accept and consider the proposal or proposals which, in the estimation of DCFE, will best serve the interests of Deschutes County and Central Oregon. DCFE reserves the right to award a contract to the Proponent whose proposal is most advantageous to Deschutes County based upon the evaluation process and evaluation criteria contained within this RFP. DCFE reserves the right to accept or reject any or all proposals. Any proposal which DCFE judges to be incomplete or nonconforming may be rejected. Any evidence of collusion between proposers may constitute a cause for rejection of any proposals so affected.

11. Selection process

All proposals will initially be screened by DCFE staff. All proposals submitted by the RFP due date will be subject to a standard review process. An initial review of each proposal will be conducted by DCFE staff to determine if it is complete, in the required format, and in compliance with all requirements of this RFP. Failure to meet all of these requirements may result in a rejected proposal.

Each proposal that passes the initial review will be evaluated and scored by a review panel. The process may include a panel interview. The review panel will evaluate and score each proposal on the basis of a 100-point scale, using the assigned weights listed below.

Evaluation Criteria and Point Value

Total 100 Points

Narrative responses to each section of the application, any required attachments and the completed budget forms will be reviewed to determine compliance with the requested information and the feasibility and reasonableness of proposed program design, cost, and expected outcomes.

Responses related to:	Point Value
Market Analysis/Economic Assessment	25 points
Inventory of Products/Facility	20 points
Strategic Recommendations	25 points
Firm Experience	10 points
Responsiveness	10 points
Proposed Cost	10 points

12. Protest of award

After Deschutes County Board of Commissioners approves and selects an proposal, DCFE will provide notice of its intent to award the contract. If no written protest is filed by 5:00 p.m. on the seventh (7) day following announcement of the decision, the award will be deemed final. DCFE will not entertain protests submitted after this time period. The written protest must specify the grounds upon which the protest is based. If a timely protest is filed, the decision of Deschutes County will be considered final only upon issuance of a written notice deciding the merit of the protest. The award and any written decision regarding the protest will be sent to each proposer.

Protests should be submitted to:

Dan Despotopulos, Fair & Expo Director 3800 SW Airport Way Redmond, OR 97756
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The protest shall state the reason for the protest, citing the law, rule, regulation, or practice on which the protest is based. A written response will be sent to the protester within ten (10) working days after receipt of the written protest. Prior to the award of a contract, if any Proponent files protest against the awarding of the contract, the contract may not be awarded until either the protest has been withdrawn or Deschutes County Board of Commissioners has decided the matter.

14. Award and commencement of work

Recommendation for award is contingent upon successful negotiation of the contract and resolution of any protests. The successful Proponent shall be required to sign the negotiated contract, which will be in the form and content as approved by DCFE.

The final authority to award a contract rests solely with the Deschutes County Board of Commissioners. The successful Proponent shall not be allowed to begin work under any negotiated contract until such time as the contract has been approved and executed by the Deschutes County Board of Commissioners.

The successful Proponent must agree to all terms, insurance coverage provisions, and conditions of the contract with Deschutes County.

If only one proposal is received and it is deemed that such proposal meets requirements for funding, Deschutes County reserves the option to award such entity a contract on a sole-source basis.