

**REQUEST FOR PROPOSALS
CITY OF FOND DU LAC
FEASIBILITY STUDY CONSULTANT FOR
LAKESIDE PARK MULTI-PURPOSE BUILDING AND AMPHITHEATER
June 25, 2020**

Introduction:

In February of 2020 a group of business and non-profit leaders formed to advocate for a more elaborate master plan for Lakeside Park than the one approved in 2017. This group has taken on the name “Supporters of the Lakeside Park Exploratory Committee” (Supporters) and in early 2020 they presented their alternative plan at two public information meetings, an Advisory Park Board meeting, and a City Council meeting. City Council has approved the general plan, staff is already working with the Supporters group to design and competitively bid the construction of the Pavilion renovation as presented in the Supporters plan, yet in 2020.

The presentation of the more elaborate Supporters master plan can be found at the links below:

<https://www.fdl.wi.gov/parks/plan-perspective-boards-for-the-supporters-of-lakeside-park-exploratory-committee/>
<https://www.fdl.wi.gov/parks/wp-content/uploads/sites/15/2020/01/SLPEC-Council-Presentation-02-14-20.pdf>

The City Council has elected to pursue a feasibility study of two components of the Supporters plan; the multi-purpose building planned on Lighthouse Point, and the amphitheater planned on Oven Island. There will be a selection committee comprised of members of City staff, the Supporters group, and the community to evaluate and score the proposals that are submitted.

Interested consultants are invited to submit two sealed proposals separate from each other. One proposal will highlight your firm’s staff strength in feasibility studies, similarity of past projects, program of work and overall approach, capacity to perform work within the time limitations contained in this solicitation, what sets you apart from other consultants, as well references. For scoring purposes, 6 (six) copies of this proposal are required.

The second proposal will contain a not to exceed lump sum for the study. The Selection Committee will review all of the first proposals based on the evaluation criteria in this solicitation, and after all of the first proposals are scored, the second proposal will be opened and added as the final scored criteria.

The City of Fond du Lac specifically reserves the right to reject any or all proposals, to waive any proposal requirements, to investigate the qualifications of any proposal, to obtain new proposals, or to proceed to have the service provided in any way the City of Fond du Lac deems appropriate.

Deadline for proposal submission is 8:00 a.m., Friday, July 17th, 2020. Please submit six (6) copies of your proposal and 1 copy of the pricing proposal to:

City of Fond du Lac
Purchasing Manager
P.O. Box 150
160 South Macy Street
Fond du Lac, WI 54936-0150

Questions and requests for additional information may be submitted to Josh Musack at jmusack@fdl.wi.gov phone (920) 322-3453. Email questions are preferred and questions will be responded to by email to all potential consultants. The last day to submit questions is July 3, 2020.

The Selection Committee will review all proposals and intends to enter an agreement with the highest scoring firm. It is anticipated to award a contract with the selected firm by July 24, 2020

Scope of Work & Deliverables:

The City of Fond du Lac is seeking the services of an experienced firm to proceed with feasibility study of an amphitheater with a synthetic ice skating rink on Oven Island, as well as a multi-purpose building on Lighthouse Point. Details about these amenities can be found in the links to the Supporters Presentation.

Ongoing collaborative efforts between City staff and supporters have added some details on how these facilities will be constructed, operated, and supported.

Multi-purpose building

- Comprised of a restaurant, meeting space, and space for rotating exhibits. Exhibit space may include exhibits from local groups, businesses, and community members including but not limited to local employers, historical societies, arts groups, library, et cetera.
- City will issue Supporters entity a long-term land lease and build the street infrastructure to support this amenity.
- The Supporters entity will be responsible for the extension of underground utilities to the facility.
- Supporters group will form an entity to fund, construct, and maintain ownership of the structure
- Supporters group will contract with a restaurateur who will operate the entire facility.
- Supporters group will use lease revenue from restaurateur to fund ongoing maintenance and repairs of the facility with remaining proceeds being designated to fund additional investments in Lakeside Park.

Amphitheater

- Constructed on Oven Island, and will consist of an amphitheater, seating, parking, restrooms, concession stand, and a synthetic ice skating rink that will allow for a longer season of use.
- Feasibility study will heavily inform the eventual organizational structure to support the facility, including ownership, programming, construction, long-term financial support required, ongoing maintenance, programming, and any other aspects the consultant identifies as the most viable option for success at this facility.

The proposing firms must demonstrate significant experience in feasibility studies of both amphitheaters and restaurant/meeting space facilities. Due to the variation in ownership and operations of both facilities, the study should treat each amenity independent of each other, except where the existence, or absence, of either amenity could impact the other. The feasibility study will include, but not be limited to the following considerations.

- COVID-19 impacts on design, viability, and operations
- Economic viability
- Programming
- Construction costs
- Operating costs
- Potential grants for design and construction
- Potential Operators
- Types of entertainment and programming
- Regional/local competition
- Impact on local restaurant operators
- Impact on local and regional entertainment venues
- Site selection
- Parking, ingress, egress
- List of potential restaurateurs
- Implementation strategy
- Leakage or shortage in this area
- Operational considerations
- Tourism impact
- Capacity
- Identify number of meetings necessary with involved parties (city staff, supporters group, etc.)

The study and report will be finalized by October 14, 2020 for presentation to the City Council.

Proposal Format:

Proposals are to follow the format and contain information listed in this section:

1. Letter of Transmittal introducing the firm and nature of proposal.
2. Narrative Items
 - a. Resumes of principal-in-charge and key technical/professional personnel to be assigned to the project.
 - b. Program of work satisfying the requirements of the Scope of Services, including detailed tasks and anticipated deliverables. Include a proposed schedule for each task/scope item.
3. Past project work on similar projects that your firm has completed; highlighting experience and qualifications.
4. Scheduling, describe self-monitoring progress and meeting schedule milestones.
5. Supply name, phone number, and/or email for 3 references who will attest to your firm's ability to undertake and complete projects similar to this on time and within budget.

Cost Proposal:

The cost of proposed services shall be submitted in a **SEPARATE SEALED ENVELOPE** with a not to exceed lump sum amount for completing the study, including meetings you anticipate needing with involved parties and presentation of the study to City Council.

Evaluation and Selection Process:

The Selection Committee will review the qualifications of the respondents and uniformly evaluate them. Under the terms of this RFP, the services shall be provided only by organizations or individuals who are properly qualified to perform the work. A copy of the scoring form is attached for reference.

Scoring criteria are:

1. Staff strength
2. Similarity of past projects.
3. Program of work and overall approach to this project.
4. The capacity to perform the work within the time limitations contained within this proposal. If there are foreseen issues with the completion date of October 14th please indicate an alternative deadline.
5. What sets you apart from other consultants?

After the qualifications of the firms have been evaluated, pricing proposals will be reviewed and considered. Interviews will be scheduled if necessary.