

**Feasibility Study RFP - Scope of Services**

by Steve Grabow, Bill Ryan and David Diestler

1. Summary of Markin Report – 2006
  - Pros and Cons
  - Limitations of Study
  - Areas expanded since 2006
2. Market Area Characteristics-Update
  - Demographics
  - Economics
  - Transportation
  - Tourism
    - Hotel Space Available
    - Hotel Demand
3. Analysis of Demand-Update
  - Current events
  - Past Events turned-away
  - Current request for event space – i.e. Rodeo, Wedding, Fundraising
4. Analysis of Current Fair Park
  - Strengths
  - Weaknesses
  - Limitations
5. Analysis of Supply-Update
6. Comparison Facilities in the U.S.
  - Facility descriptions
  - Events captured
  - Additional amenities offered
7. Development Scenarios
  - No Arena
  - Single Arena
  - Double Arena
  - Community Sports Center
  - Other improvements
    - Type of Food Service – Concessions, Semi Sit Down-Restaurant, Sit Down Style Restaurant, Bar/ Saloon
    - Meeting Rooms
    - Office Space
    - Retail Stores
8. Financial Analysis

## **Market, Financial Feasibility and Economic Impact**

By Markin Consulting - 2006

- A. Market Assessment
- B. Competitive Observations
- C. Market Opportunities
- D. Market Position
- E. New Event Potential
- F. Facility Impact
- G. Economic Impact
- H. Revenue & Expenses

### **Market Demand Components:**

- Assess Site and Facilities
- Analyze Demographic and Economic Trends
- Analyze Existing Events and Uses
- Evaluate Impacts of Competitive Facilities
- Identify Potential Expanded/New Markets
- Recommend Fairground Facility Improvements

### **Financial Feasibility Component:**

- Recommend pricing of existing and recommended facilities
- Recommend staff and marketing approach for Fair Park
- Prepare revenue and expense projections of expanded facilities operations and events

### **Facility Observations:**

- Equine facilities are excellent, though lacking ability to host multiple horse shows
- RV sites are scattered throughout the grounds
- Exhibition space is lacking climate controls and adequate size
- Banquet facilities are antiquated and old

### **2006 Summary - Recommended Priority by Markin Consulting:**

- Arena and Stall Expansion
- RV/Camp Site Upgrades
- Activity Center Upgrades
- Exhibit Space Expansion

## 2. Evaluation Criteria [REVIEW/EDIT]

The following table shall be used to evaluate all proposals submitted as part of this RFP:

Evaluation Criteria	Maximum Point Value
Knowledge of rural fair park expansion projects in the Midwest	10
Knowledge about Jefferson County	5
Experience with fair park and event space competitive analysis	15
Experience with innovative event space operations	15
References and track record (including interview process)	20
Experience with interdisciplinary, team-oriented projects	5
Demonstrated ability to complete assigned tasks on time and within budget	10
Competitive fee structure	20
Maximum Points	100

## 3. Time and Place for Submitting Responses

Applicants shall submit the complete submission package no later than xxxx, no later than 5pm CST, to:

Attn: xxxxxx

Or Email to: xxxxxx

Submissions will **NOT** be accepted after the above-specified date and time. A submission may be withdrawn prior to the time of receipt of proposals specified herein. Faxed or electronic (e-mail) responses will not be considered. Proposals received after the submission deadline date and time may result in Jefferson County's rejection of the proposal.