



# RFP

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## *FAIRGROUNDS FEASIBILITY STUDY*

To Whom It May Concern:

The Lincoln County Maintenance Department is requesting proposals for a feasibility study of the Lincoln County Fairgrounds, located in Merrill Wisconsin.

The project will include a market analysis, a cost/benefit analysis of county ownership, assessment of community needs and market opportunities for events and activities, review of all fairgrounds structures for code compliance, a strategic operating and facility plan that would identify operational goals and objectives, prepare a capital and annual operational budget, recommend facility enhancements (near-term and long-term), recommend operational and physical plant strategies and implementation plan, analyze ownership and management models including cost/benefits analysis.

The Lincoln County Maintenance Department is currently looking for potential vendors who can provide all services necessary for this study. This packet contains all needed information to produce a proposal for the feasibility study. Respondents must comply with all the requirements contained within this RFP. Proposals are due on June 27th, 2014. Any questions call Patrick Gierl @ 715-536-0347

*May 14<sup>th</sup>, 2014*

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## **1. INTRODUCTION**

### ***PROJECT OVERVIEW***

The Lincoln County Maintenance Department is requesting proposals for a feasibility study of the Lincoln County Fairgrounds, located in Merrill Wisconsin.

### ***FAIRGROUNDS OVERVIEW***

The project will include a market analysis, a cost/benefit analysis of county ownership, assessment of community needs and market opportunities for events and activities, review of all fairgrounds structures for code compliance, a strategic operating and facility plan that would identify operational goals and objectives, prepare a capital and annual operational budget, recommend facility enhancements (near-term and long-term), recommend operational and physical plant strategies and implementation plan, analyze ownership and management models including cost/benefits analysis.

Lincoln County Maintenance Department is currently looking for potential vendors who can provide all services necessary to complete a feasibility study at the Lincoln County Fairgrounds located in Merrill, Wisconsin.

### ***OVERVIEW OF THE CURRENT DEMOGRAPHICS AND ENVIRONMENT***

Lincoln County is located in North Central Wisconsin and is 16 miles north of Wausau. The area is served by two major highways, STH 64 and USH 51. The County encompasses 900 square miles and ranks 21<sup>st</sup> in size among the State's 72 counties. The population at the 2010 census was listed at 28,743. Lincoln County has two cities, Merrill and Tomahawk, with Merrill serving as the County seat. There are 16 townships in the County.

The local economy is diverse with substantial year-round tourist traffic. The County has numerous campgrounds and resorts. There are over 280 miles of snowmobile trails, 50 miles of cross-country ski trails and over 700 lakes. Lincoln County has worked to promote the development of affordable housing for entry-level workers. Lincoln County is a Supervisor form of Municipal Government. Lincoln County is divided into 22 Supervisory Districts, which elect 22 Supervisors. The Supervisors are elected for two (2) year terms.

With the current population of approximately 10,750, the City of Merrill is the largest municipality within Lincoln County and is known as "The City of Parks." The second largest city in the County is Tomahawk, with a population of approximately 3,500 and is commonly called "The Gateway to the North." As the County continues to grow, many more changes are expected to occur which could create opportunities and challenges for the County.

### **PROJECT PROPOSAL**

This proposal is intended to solicit as many competitive proposals as possible.

Proposals are being sought through this RFP for:

1.1

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- Market analysis
- Current Market Value of the Property
- Cost/benefit analysis of county ownership
- Assessment of community needs and market opportunities for events and activities
- Review of all fairgrounds structures for code compliance
- A strategic operating and facility plan that would identify operational goals and objectives
- A capital and annual operational budget
- Recommendation for facility enhancements (near-term and long-term)
- Recommend operational and physical plant strategies and implementation plan
- Analyze ownership and management models including cost/benefit analysis
- Economic impact on existing or potential for new businesses as a result of redevelopment
- Infrastructure assessment
  - Seating system (grandstands/berm system)
  - Configuration of a seating system and impact on the surrounding area
  - Relocation of current facilities including horse area
  - Bathroom Facilities
  - Utilities to support the entire infrastructure to include water, sewer, electric, gas, phone.
  - Lighting for the entire fairgrounds area
  - Parking areas
  - Roads and surface material (blacktop, gravel, concrete, grass)
  - Drainage/spillways/retention ponds to handle rain and snow
  - Landscaping where needed
  - Public announcement/speaker system/communications
- Plan to address privately owned buildings on fairgrounds
- Attend four committee/board meetings, if necessary to present findings

It is the intent of this specification to describe the minimum requirements for a feasibility study for Lincoln County. All items, services or features not specifically mentioned which are regularly furnished in order to provide the services described herein shall be furnished at the proposed price and shall conform in strength, quality and workmanship to that usually provided by the practice.

***RFP OUTLINE***

- Chapter 1 - Introduction
- Chapter 2 -General Instructions: This section contains instructions and guidelines on how to submit a proposal and what needs to be included in the contents and format. The evaluation process and criteria that will be utilized in the review of the proposals is also described in this section.
- Chapter 3 -Corporate Information: This section is designed to provide Lincoln County with a common basis for evaluation of the vendor responses.

## 2. GENERAL INSTRUCTIONS

### ***SUBMISSION OF PROPOSALS***

Until **2:00 PM (CST) on June 27<sup>th</sup>, 2014**, the Lincoln County Maintenance Department (Attn: Maintenance Director, Patrick Gierl) will accept sealed bids for a feasibility study for the Fairgrounds in Merrill, WI. Bids will be opened and publicly read in the Maintenance Office (Room 158) at the Lincoln County Service Center, 801 North Sales Street, Merrill, WI at 2:00 PM (CST) on June 30<sup>th</sup>, 2014

The scope of the work will include a strategic operating and facility plan that would identify operational goals and objectives, tour and evaluate the current fairground facilities, assess community needs and market opportunities for events and activities, recommend facility enhancements (near-term and long-term) to address the community needs and market opportunities, prepare financial projections of incremental operating revenues and expenses associated with the recommended facility enhancements, recommend operational and physical plant strategies and implementation plan and identify key economic benefits that could be associated with the strategic operating and facility plan.

Invitation for sealed proposals may be obtained from 7:00 AM – 4:00 PM Monday through Friday (except legal holidays) from Lincoln County Clerk's office, at Lincoln County Government Service Center, 801 North Sales Street, Merrill, WI 54452. Questions may be directed to Patrick Gierl at (715) 536-0347.

Lincoln County reserves the right to accept or reject any, or all, proposals, in whole or in part, received in response to this invitation, to waive or permit cure of minor irregularities, and to conduct discussions with all qualified vendors in any manner necessary to serve the best interest of Lincoln County. Lincoln County also reserves the right, in its sole discretion, to award a contract based upon the written proposals received without prior discussion or negotiation with respect to those proposals.

All parties, by submission of their respective proposals, agree to abide by the rules, regulations and procedures of Lincoln County. Lincoln County reserves the right to cancel any order or contract for failure of the successful bidder to comply with the terms, conditions and specifications of the proposal request and/or contract.

All proposals will be addressed to Lincoln County Maintenance Department (Attn: Maintenance Director), 801 North Sales Street, Merrill, WI 54452, or delivered to the Lincoln County Maintenance Department. Proposals must be received by the deadline of 2:00 PM (CST) on June 27<sup>th</sup>, 2014 after which proposals will not be accepted. Late responses will not be accepted and will be returned unopened and will not be considered. Mark outside of the envelope **"Proposal for Feasibility Study for the Fairgrounds"**. **Proposals by email or fax will not be accepted.**

- Lincoln County is a tax-exempt municipality under sec. 77.54(9a), Wis. Stats.
- All proposals submitted will be binding for one hundred fifty (150) calendar days unless bidder(s), upon request of the County, agree to an extension.

## **2. GENERAL INSTRUCTIONS**

All parties agree not to discriminate against any employee or applicant for employment to be employed in the performance of this Agreement, with respect to hire tenure, terms, conditions or privileges of employment, or a matter directly, or indirectly related to employment, because of age (except where based on a bona fide occupational qualification) or race, color, religion, national origin, or ancestry.

Proposers are required to follow the outlined format and submit one (1) original and two (2) copies of the proposal to Lincoln County Maintenance Department, as listed above.

## 2. GENERAL INSTRUCTIONS

### **SCHEDULE OF EVENTS**

It is intended that the following dates will govern the procurement:

<b>EVENT</b>	<b>SCHEDULED DATE</b>	<b>TIME (all CST)</b>
Release of RFP	May 30 <sup>th</sup> , 2014	6:00 AM
Proposals Due	June 27 <sup>th</sup> , 2014	2:00 PM
Proposals Opened	June 30 <sup>th</sup> , 2014	2:00 PM
Vendor Selection	No Later Than July 15 <sup>th</sup> , 2014	
Completion Date	October 17 <sup>th</sup> , 2014	Close of business

### **OVERVIEW OF REQUEST FOR PROPOSAL**

Lincoln County Maintenance Department is interested in contracting with an agency to complete a feasibility study at the Lincoln County Fairgrounds, located in the City of Merrill, WI 54452.

It is the intent of this specification to describe the minimum requirements for a feasibility study for Lincoln County Maintenance Department. All items, services or features not specifically mentioned which are regularly furnished in order to provide the services described herein shall be furnished at the proposed price and shall conform in strength, quality and workmanship to that usually provided by the practice.

#### **Non-Appropriation Clause:**

Continuation of this agreement beyond December 31 of any year is contingent upon appropriation of funds by the authorized Lincoln County Officials.

### **QUESTIONS AND CLARIFICATIONS**

Technical questions regarding details and requirements of this request for proposal may be referred to: Lincoln County Maintenance Department, Patrick Gierl, 801 North Sales Street, Room 158, Merrill, WI 54452 715-536-0347.

Lincoln County Maintenance Director  
Patrick Gierl  
801 North Sales Street, Merrill, WI 54452  
715-536-0347

## 2. GENERAL INSTRUCTIONS

### **PROPOSAL**

Potential agencies must compete by responding to all requests for pricing and information, sign and return the attached proposal. Lincoln County will not reimburse the cost of preparing a response to this RFP. **Chapter 3 must be completely filled out and returned in order as the first part of your proposal.**

Agencies will be required to sign a standard Lincoln County Contractor Agreement.

### **QUALIFIED SUPPLIER**

Qualified suppliers must:

- A. Be continuously and regularly engaged in providing the goods and services described.
- B. Meet the requirements as set forth in this Request for Proposal.

### **MULTIPLE PROPOSALS**

Vendors may submit multiple proposals for the requirements of this RFP. However, each proposal must stand-alone, comply with all instructions in this document and not be dependent on the acceptance of any other proposal. Each proposal must be clearly marked Proposal #1, Proposal #2, etc., on the cover page.

## 2. GENERAL INSTRUCTIONS

### **CONTRACTUAL ISSUES**

Inclusion of RFP and Vendor Response in Final Contract

The agency must be willing to make the RFP and the terms of their proposal part of the final contract with Lincoln County Maintenance Department.

### **VENDOR PROPOSAL FORMAT**

The vendor shall provide completed forms and other information as required in the RFP. To assist Lincoln County in the evaluation of the proposals vendors are instructed to submit their responses in three (3) ring binder format to allow for the separate examination of the various sections of the vendor's response. Proposals are to be numbered using similar sections and page numbering schemes as used in this RFP. **Chapter 3 is to be completely filled out and returned as the first section of your proposal.**

A cover letter is to be submitted on your letterhead signed by the responsible official in your organization, certifying the accuracy of all information in your proposal, and certifying that your proposal will remain valid for 150 days from the date you submit it. It should also include the names of the individuals within the company to contact for technical, pricing, and contractual questions.

### **EVALUATION PROCESS**

Lincoln County Maintenance Department will review all timely vendor responses. The following criteria, listed in no particular order of importance, will be used to evaluate the proposals:

- Company background
- Responsiveness to the RFP
- Financial data and vendor viability
- Client references
- Sub-Contractor utilization and information (if required)
- Completeness of proposal
- Vendor's acceptance of Lincoln Counties contract requirements

Proposals will be evaluated against the specifications presented in each section of the RFP. A proposal may, or may not, be eliminated from consideration for failure to comply with one (1) or more of the requirements, depending on the critical nature of the requirements.

The award of a contract pursuant to this RFP will be made to that responsive and responsible vendor(s) whose proposal is determined to have the greatest overall benefit to Lincoln County Maintenance Department. Lincoln County reserves the right to reject all responses.

**3. CORPORATE / ENTITY AND PROPOSAL INFORMATION**

***CORPORATE INFORMATION***

Contractor Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Contact - Title \_\_\_\_\_  
Phone \_\_\_\_\_  
Facsimile \_\_\_\_\_  
Email Address \_\_\_\_\_

Length of Time in Business: \_\_\_\_\_

Size of Full-Time Support Staff: \_\_\_\_\_

### 3. CORPORATE / ENTITY AND PROPOSAL INFORMATION

<b>References (please list at least 5)</b>			
Name:			
Address:			
Population:			
Phone:			
Contact:			
Name:			
Address:			
Population:			
Phone:			
Contact:			
Name:			
Address:			
Population:			
Phone:			
Contact:			

**3. CORPORATE / ENTITY AND PROPOSAL INFORMATION**

<b>References (please list at least 5)</b>			
Name:			
Address:			
Population:			
Phone:			
Contact:			
Name:			
Address:			
Population:			
Phone:			
Contact:			

***COST DETAIL***

<b>Total Cost</b>	
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