



VISIT MERIDIAN TOURISM REQUEST FOR PROPOSALS:

RFP NO. 105-2024 - CONSULTING SERVICES:

SPORT COMPLEX FEASIBILITY/COST STUDY

Proposals due on or before 10:00 a.m. CDT on December 05, 2024.

OBJECTIVES

This RFP has been issued to seek qualified firms who have a working knowledge of the sports industry to analyze and provide feasibility analysis, building and operational cost projections, and recommended operational structure for a Sports Complex in Meridian, MS. Although it is our intent to contract with the person/company that best meets the qualifications to complete the scope of work, Visit Meridian may terminate the negotiations if they are unsuccessful in reaching an agreement on all matters including the scope of work and cost.

BACKGROUND

Meridian is a community in Lauderdale County situated in East Central Mississippi on I-20/59, 20 miles from the Mississippi/Alabama state line. Its location on two major interstates results in 1.32 Million cars per month traveling through Meridian. To support this interstate traffic, Meridian has 2000+ hotel rooms, an extensive inventory of casual dining options, attractions, shopping and an abundance of amenities to support the demand of sports tournament participants. The community has long had a desire to pursue the creation of a sports complex. While the community has a strong recreational sports program, a vast majority of participants also play travel sports and see the value in having a complex in Meridian. Visit Meridian/Lauderdale County Tourism has been tasked as the lead agency for this research project; although it is supported by a team of local elected officials, state legislators, City and County departments and residents involved in travel sports, both participants and tournament coordinators.

SCOPE OF WORK

Market Opportunity Report

- Identify competitors and industry factors to ensure market conditions for a successful complex taking into consideration local sports needs
- Identify key demographic and socioeconomic factors, participation rates, and other market insights
- Provide estimated construction and start-up costs for optimal facility based on construction ready site

Site Survey

- Evaluate potential sites to provide estimates to make construction ready.
- Review existing facilities for any cost savings.

Stakeholder/Partner Interviews

- Identify, invite, and schedule meetings or one-on-one interviews with key project stakeholders and/or partners to gain additional insights, gauge demand, and gather data.

Detailed Financial Forecast (Pro-forma)

- Conduct research/analysis to produce a 5-year cash flow forecast and 20-year financial outlook. The pro forma will provide insight into the financial potential of the project and will include projections related to construction and start-up costs, revenue/expenses, net income, facility utilization and more.

Economic Impact Analysis

- Project the economic impact of the facility on an annual basis.
- Project economic impact of sports complex including room nights generated and direct spending on an annual basis.

Funding Strategy

- Analyze proposed funding source while identifying additional revenue streams to ensure long-term sustainability.

Feasibility Report

- Upon completion, provide a summary of findings that address the market, facilities, and financial outcomes for the project. The report will include:
 - Executive summary
 - Market overview
 - Demographic and socioeconomic overview
 - Participation analysis
 - Competition analysis
 - Events analysis
 - Industry data and trends
 - Facility program and construction cost estimate
 - Overview of programs, products, and revenue streams
 - Summary of financial and economic impact performance
 - Conclusion with key findings and next steps

AVAILABLE RESOURCES

An employee will be designated as your contact and will coordinate any materials needed or questions answered with all other Visit Meridian employees.

TIMELINE

December 05, 2024, by 10:00 a.m. – Proposals due from interested agencies

December 10 - 12, 2024 – Zoom interviews with chosen agencies

December 16, 2024 – Agency chosen, and contract negotiated

January 06, 2025 – Work begins with deadlines outlined in contract negotiations

RESPONSE TO RFP

Your response to this RQF should be submitted in the following format, labeled accordingly:

STATEMENT OF QUALIFICATIONS

Provide a written statement for your firm's qualifications for providing the work as described in the Scope of Work.

EXPERIENCE

Provide a written statement of your involvement in the youth sports industry, specifically feasibility analysis, cost estimating, and successful organizational structure/operation.

ORGANIZATION, OWNERSHIP AND MANAGEMENT

Name, address and telephone numbers of the entity that will be contracted with and all trade names used. Name, address and telephone numbers of the organization's principal officers and other owners.

ORGANIZATION'S STRUCTURE AND EXPERIENCE

Organizational chart of company and any subcontractors.

Total number of employees – full and part-time. Include employee information for all sub-contractors that would be employed on the project.

Short history of the company and any subcontractors who will work on the contract.

Summary of qualifications for each person who will work on the account.

Hours of operation that staff will be available.

Experience as it relates to feasibility analysis, cost estimating, and successful organizational structure/operation. Case histories should be recent and include organization's activities, subcontractor's activities, as well as examples of work.

CLIENT INFORMATION

Current clients in declining order of size.

Name your two most recent past clients and reason for termination.

CLIENT GAIN AND LOSS

Indicate if the agency has had a contract terminated for non-performance over the last five years with either litigation determining the agency at fault or no litigation due to inaction on part of the organization.

List of accounts gained over the last two years and why your organization was awarded the work.

Three references that are current accounts with contact names and phone numbers.

QUESTIONS

Refer any questions to Laura Carmichael, Executive Director, Visit Meridian at lcarmichael@lauderdalecounty.org or 601-482-8001.

Deliver by 10:00 am CST on December 5, 2024, by email or via WeTransfer to:
Laura Carmichael lcarmichael@lauderdalecounty.org or the Central Bidding website at www.centralbidding.com