

Request for Information (RFI)

Issue Date: June 23, 2023

Solicitation Title:
Sports Center Operations and/or Marketing



Issuing Office: Historic Triangle Recreational Authority
Attn: Travis A. Dill
401 Lafayette Street
Williamsburg, Virginia 23185
Voice (757) 220-6181

Location of where work will be performed:

City of Williamsburg

Information will be received until the Date and Time noted above for furnishing the Goods/Services described herein and then reviewed and evaluated. Any Information received after due date and time will not be consider.

Written questions related to the RFI will be accepted until Friday July 7, 2023 @ 3:00PM Local Time. Questions regarding this RFI must be submitted to tdill@williamsburgva.gov (Emails are an acceptable form of written documentation).

All inquiries for information should be directed to Travis A. Dill, Purchasing Agent, tdill@williamsburgva.gov

IF PROPOSALS ARE MAILED, SEND DIRECTLY TO ISSUING OFFICE NOTED ABOVE. IF PROPOSALS ARE HAND DELIVERED, DELIVER TO:

401 Lafayette Street Williamsburg, VA 23185

Name and Address of Firm:

Date: _____

By: _____

(Signature in Ink)

_____ Zip Code: _____

Name: _____

FEI/FIN NO. _____

(Please Print)

Fax Number: (____) _____

Title: _____

E-Mail Address: _____

Telephone Number: _____

PRE-BID CONFERENCE: None

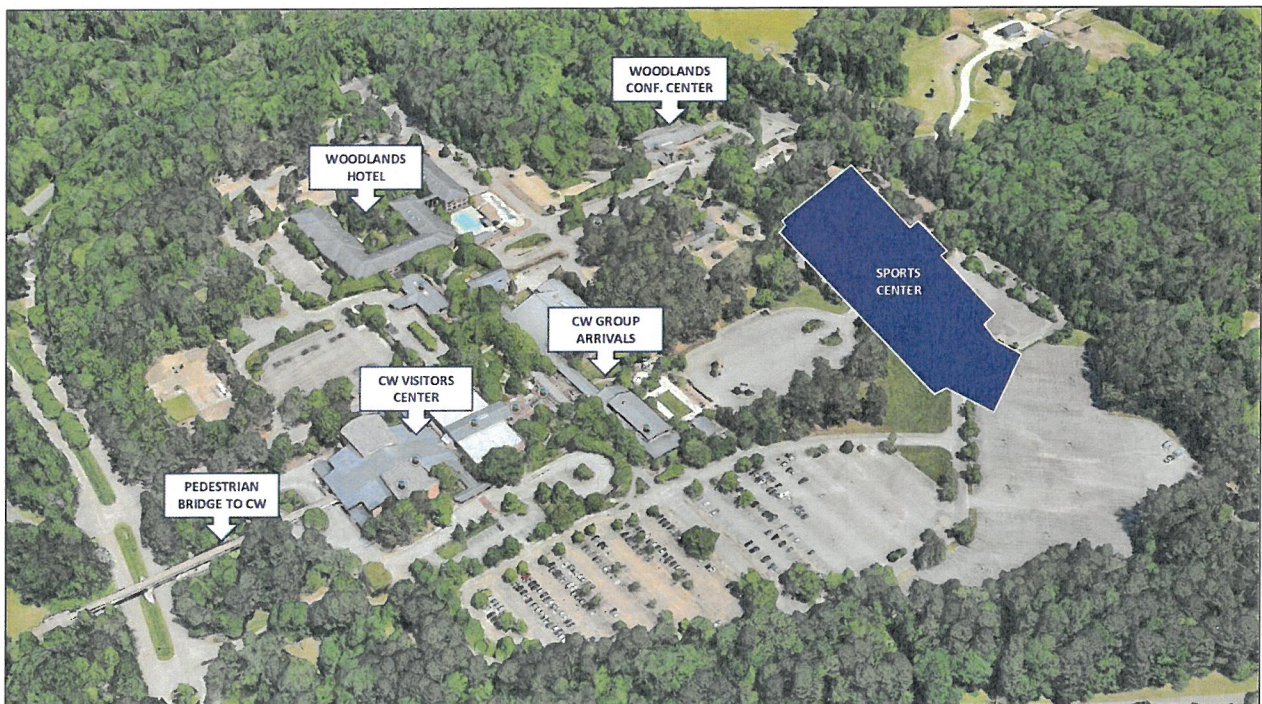
RETURN THIS PAGE WITH YOUR BID OFFER

RFI NO: 001-777-2024
Bid Conference: NA - None
CLOSING DATE: July 21, 2023
CLOSING TIME: 3:00 PM. Local time EDT
PROCUREMENT OFFICER: Travis A. Dill tdill@williamsburgva.gov PHONE: 757-220-6181

1. PROJECT BACKGROUND

The Historic Triangle Recreational Facilities Authority (the Authority) is requesting Statements of Interest from qualified youth/amateur sports facility management and/or sports tourism marketing firms to provide sports center operations and/or marketing services for a new indoor sports center in Williamsburg, Virginia.

In the fall of 2021, the Historic Triangle localities of the City of Williamsburg, James City County, and York County committed to forming the Authority to oversee the construction and management of regional sports and recreation facilities as part of the redevelopment of 160+ acres alongside the Colonial Williamsburg (or “CW”) Visitors Center. The Authority is tasked with leasing the property, procuring the construction and financing for the project, and overseeing the operations of the sports center once it has been constructed. An image of the existing Colonial Williamsburg Visitors Center site is shown below, with the planned location of the sports center overlaid on the right side of the image:



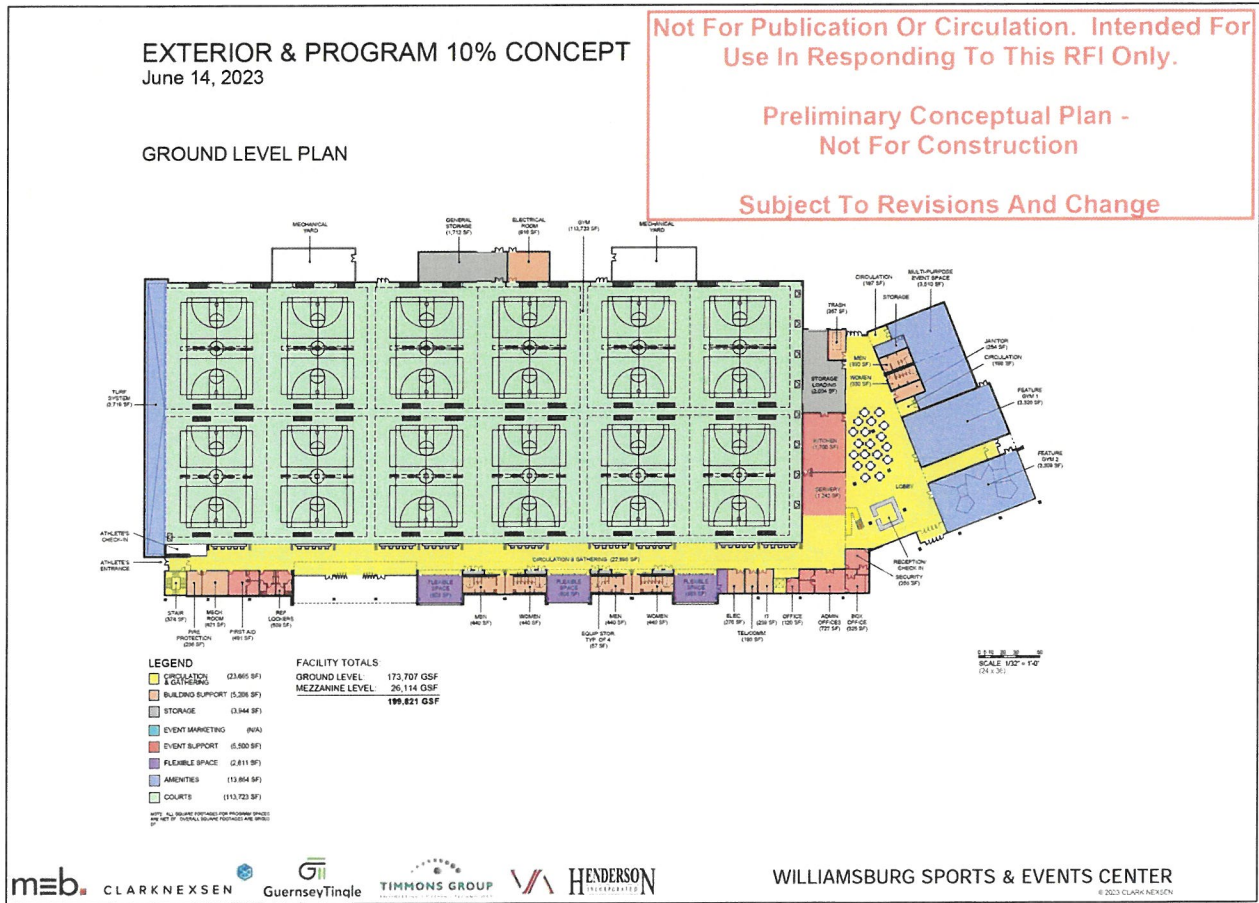
Prior to the formation of the Authority, the City of Williamsburg engaged two (2) consultants, Victus Advisors and HVS, to conduct a Sports Tourism Market Study and an Economic Impact Analysis for a new indoor sports center. Summaries of each of those studies are available at the following URL:

<https://williamsburg.civicweb.net/document/29347/City%20Council%20Work%20Session%20-%20Mar%2008%202021.pdf>

In September 2022, the Authority voted unanimously to negotiate an interim agreement with MEB to design and build a regional indoor sports center on the Colonial Williamsburg Visitor Center property in the City of Williamsburg. Architectural firms Clark Nexsen, Guernsey Tingle, and Timmons Group are also part of the MEB design-build team for this project, and they are currently working with the Authority to create 30% design drawings. Current planning expectations are targeting for the opening of the sports center by the end of 2025.

The indoor sports center will be up to 200,000 square feet and include 12 basketball courts that can be converted to 24 volleyball courts, 36 pickleball courts, or a full-sized artificial turf (via a roll-out turf system). Additional amenities are also expected to include other revenue-generating activities, such as food/beverage options, clip n’ climb, ninja course, etc. Preliminary concept floor plans (subject to change) for the sports center are shown below:

Ground Level Concept Plan

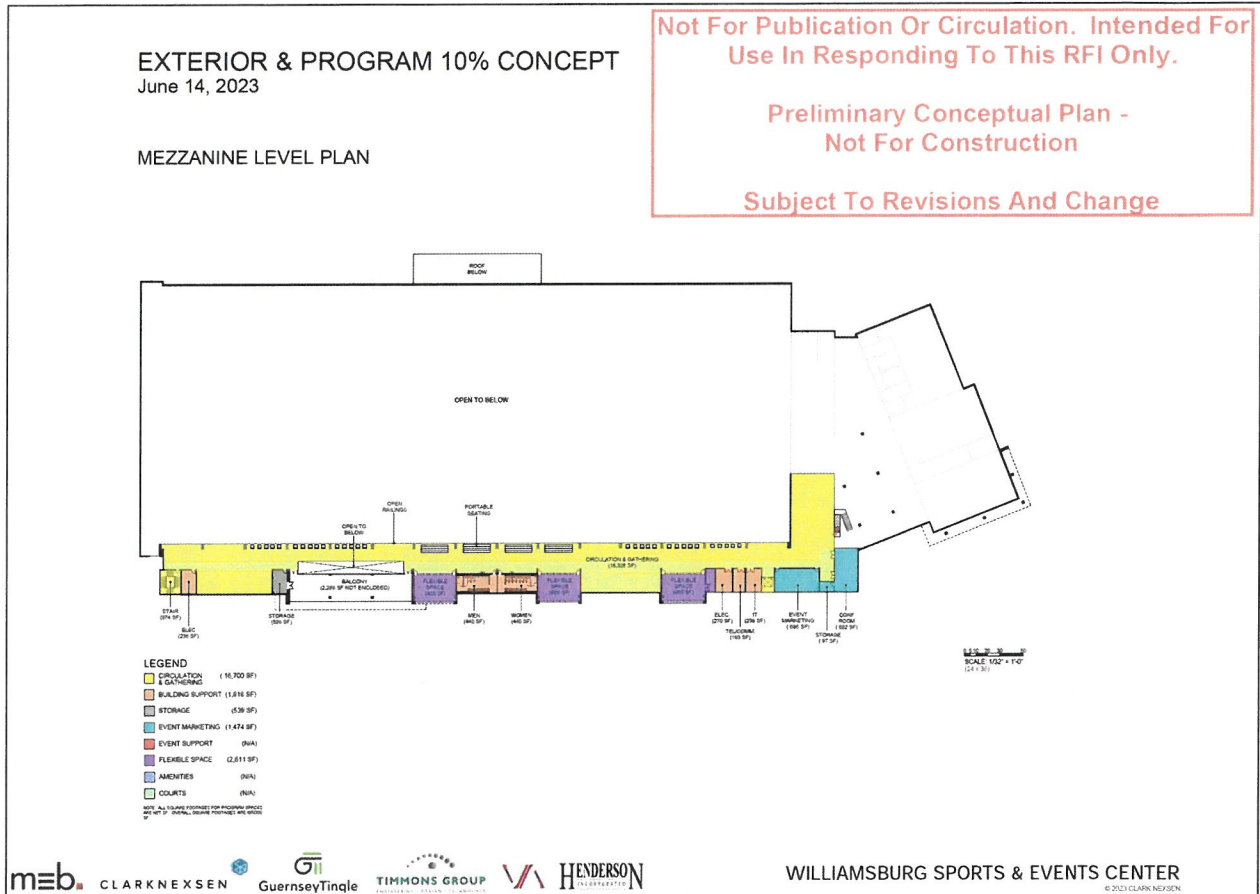


Not For Publication Or Circulation. Intended For Use In Responding To This RFI Only.

Preliminary Conceptual Plan - Not For Construction

Subject To Revisions And Change

Mezzanine Level Concept Plan



2. POTENTIAL OPERATING OPTIONS

At this stage, the Authority is seeking to identify firms who are interested in a potential long-term operating and/or marketing partnership for the new indoor sports center in Williamsburg.

The Authority is currently evaluating two (2) potential “hybrid” public/private options (in no particular order of preference):

- A. **Option A** – The private operator would be primarily responsible for: a) day-to-day general management and maintenance of the facility, and b) marketing, securing, and servicing sports tournaments and economic impact-generating events on the weekends. The Historic Triangle parks and recreation departments would be responsible for running recreational sports programs during the week that serve the needs of the Historic Triangle communities.

It is currently envisioned that the local programming would require at least 8 of the 12 courts during the week, and the other 4 would be available for the private operator to rent/lease to other local sports groups (club teams, leagues, etc.). It is expected that most tournament activity would be 2-day weekend tournaments, or 3-day tournaments over holiday weekends, however the Authority would also encourage 3-5 day tournaments when feasible, with advance notice to the Authority so that they can adjust the local usage.

The Authority recognizes that local programming having priority during the week may lessen the opportunity for additional revenues, and therefore the Authority would like the private operator to work to maximize the potential for revenue from all other aspects of the facility. This may be through concessions and merchandise sales; rental of courts not served by recreation league play; other revenue-generating experiential activities such as a climbing wall, ropes course, and/or ninja gym; facility entry fees during tournaments; etc. The Authority is prepared to subsidize the operations of the venue if necessary, however the Authority ultimately intends to evaluate the operator's performance on two primary criteria: i) generating incremental economic impact and hotel nights through multi-day regional/national youth and amateur sports tournament activity, and ii) generating revenue to offset operating costs and increase cost recovery.

- B. **Option B** - The Historic Triangle parks and recreation departments would be responsible for both day-to-day management/maintenance of the facility and local recreational sports programming. A private firm would be contracted to: i) market, secure, and service sports tournaments and economic impact-generating events on the weekends.

3. CONTENT REQUIREMENTS FOR STATEMENT OF INTEREST

- a) **Cover Letter** – Please submit a cover letter that expresses your interest in the project and highlights the key differentiators for your firm. *(2-page maximum)*
- b) **Summary of Qualifications & Experience** – Please provide a summary of firm history, background, and expertise, including up to five (5) case studies of relevant sports facility management and/or sports tourism event marketing efforts. If possible, your relevant case studies should include models that are similar to the “hybrid” public/private approaches currently being discussed by the Authority. *(2-3 page maximum for firm profile, 5-page maximum for relevant experience)*
- c) **Recommended Operations and/or Marketing Plan** – Please provide a narrative describing your recommended approach to Option A and/or Option B, as described above. You may focus on one or both of these options, depending on your firm's expertise. It should also be noted that the Authority is interested in creative and innovative responses to this RFI, thus consideration will

also be given to any suggested additional services or alternative options that could help the Authority better meet their desired outcomes and goals by working with your firm.

Overall, the Authority is interested in understanding how you believe their vision may best be met through a long-term partnership with your firm. It is expected that your response to this section might include, but may not be limited to:

- Public/private “hybrid” model recommendations
- Pre-opening services/approach vs. on-going services/approach
- Your approach to sports facility management, staffing plans, revenue generation, etc.
- Your approach to sports event marketing and sports tourism marketing strategy
- Need for local/regional support and partnership opportunities
- Tracking of sports tourism visitor data and overnight hotel stays
- Sporting event hosting needs/requirements
- Any unique/specific plan elements related to the Williamsburg location
- And other such plan elements that can help differentiate your firm from competitors and maximize the benefits to the Authority

There will be *no page limit* for this section, however we encourage you to be as straightforward and concise as possible.

- d) **Proposed Cost of Services** – Please provide a summary of proposed financial terms that could be associated with your services relative to each option/plan submitted above. Please note that these will not be binding quotes, however we encourage you to be as realistic and comprehensive as possible regarding potential costs. The Authority seeks to understand all potential costs that could be associated with partnering with your firm, both in terms of your method of compensation and other necessary expenditures by the Authority and/or their public partners. In addition, we would also like to understand your recommended contract length/renewal terms, based on your successful relevant experience. *(2-3 page maximum)*
- e) **Sample Agreement(s)** – Please provide a sample of an actual sports facility operating agreement and/or sports marketing agreement from a relevant client that is as similar as possible to the operating options currently being discussed by the Authority.

4. PROPOSAL SUBMITTAL INSTRUCTIONS

Please submit 4 hard copies and 2 thumb drive copies of your proposal to:
City of Williamsburg – Finance Department
Attention: Travis A. Dill
401 Lafayette Street Williamsburg VA 23185

Proposals must be received by July 21, 2023 @ 3:00PM Local Time. **All proposals received after that time, will not be accepted.**

Written questions related to the RFI will be accepted until Friday July 7, 2023 @ 3:00PM Local Time. Questions regarding this RFI must be submitted to **TDILL@WILLIAMSBURGVA.GOV** (Emails are an acceptable form of written documentation).

Proposals should be prepared simply, providing straight forward and concise responses to requests for information and descriptions of qualifications and capabilities. The Authority will not be responsible for any preparation or submission costs associated with your proposal. Please do not provide any additional marketing materials or other such information beyond what is requested in Section 3 above.

5. EVALUATION & INTERVIEWS

Primary criteria for evaluation of Statements of Interest are expected to include, but may not be limited to, the following criteria (presented in no particular order):

- a) Relevant Qualifications & Experience
- b) Proposed Operating and/or Marketing Plan
- c) Potential Cost of Services

The Authority intends to conduct in-person interviews with any or all of the RFI respondents (on Wednesday, August 9th in Williamsburg as noted in the RFI Timeline below), but the Authority is not required to do so. The Authority reserves the right to reject any and all Statements of Interest and to waive any informality or technical defects in Statements of Interest received if, in its judgment, the best interests of the Authority will be served. The Authority will not be liable for any costs incurred by the respondents in connection with such interviews (e.g., travel, accommodations, etc.).

6. RFI TIMELINE

- **RFI Issued** – Friday, June 23, 2023
- **Q&A Deadline** – Friday, July 7, 2023 by 3:00 PM EDT
- **Q&A Response** – Wednesday, July 12, 2023
- **Submittal Due Date** – Friday, July 21, 2023 by 3:00 PM EDT
- **Interviews in Williamsburg** – Wednesday, August 9, 2023 in Williamsburg (*please hold this date*)