



Request for Proposal

For Convention Center Expansion Study

in

The Woodlands, Texas

Issuance Date:
November 14, 2019

Due Date:
February 28, 2020

Request for Proposal For Convention Center Expansion Study

I. BACKGROUND INFORMATION

The Woodlands Convention and Visitors Bureau, also known as Visit The Woodlands (“VTW”) is looking to conduct a market demand analysis, an economic impact study focusing on current impact vs. potential impact after expansion, and a financial feasibility study for a proposed expansion of The Woodlands Township’s Convention Center, also known as The Woodlands Waterway Marriott & Convention Center (the “Convention Center”).

VTW is requesting proposals from qualified consultants or educational institutions to conduct such a multi-phased market demand analysis and feasibility study that will provide objective, research-based guidance for this project.

The Convention Center consists of 27 event rooms, totaling 66,532 Sq. Ft. of event space. “The Town Center Exhibit Hall” is the largest event room, with 37,180 Sq. Ft. that breaks into two rooms. The second largest space is “The Waterway Ballroom,” with 18,000 Sq. Ft. of space, and there are 23 other breakout rooms available. The Convention Center was built in 2000 and opened in 2001. The Convention Center is attached to 343 sleeping rooms and is located on The Woodlands Waterway, a 1.5 mile long “river walk” with corporate office space, residential living, shops and restaurants.

The Convention Center was renovated in 2010 and in 2019 over its 18-year history.

II. PURPOSE OF REQUEST FOR PROPOSAL FOR CONVENTION CENTER EXPANSION STUDY

The primary factors contributing to the proposed expansion are as follows:

- Need for exhibit hall space.
- Competition from other facilities in the region.
- Growth of annual events held at the facility.
- Retention of annual events that have outgrown the facility.
- Ability to attract new events to the Township.
- Ability to book multiple events at the same time.

III. GENERAL GUIDELINES FOR SUBMISSION

The following is an outline of the desired services to be performed. VTW will consider input from respondents as to other suggested services to be considered for inclusion. Those services should be listed as optional on the submission.

Market Demand Study and Financial Analysis

1. Analyze economic and demographic characteristics.
 - a. Include current and future growth market trends and demand for expansion.
2. Review competitive facilities.
 - a. Include The Woodlands' capacity for hosting mid-sized events as compared to other cities and facilities in the surrounding area and competitive group set.
3. Conduct accommodation inventory and meeting space analysis.
4. Analyze present marketing strategies and provide recommendations for improvement with expansion.
5. Identify and determine the needs assessment as it relates to community needs and quality of life use and as an economic impact tool for the Township.
6. Conduct demand analysis.
 - a. Primary market research.
 - b. Identify demand generators or potential users of an expanded facility.
 - c. Interviews with potential users including meeting planners, event promoters and/or consumers.
7. Facility recommendation.
 - a. Determine whether the anticipated type and size of facility is sufficient for the facility's potential utilization.
8. Meeting Rooms and Banquet Space.
 - a. Project facility's potential utilization.
9. Financial projection.
 - a. Operating revenue and expense.
 - b. Debt service.
10. Identify financing options.
11. Project economic impacts.
 - a. Project impact on hotel room nights.
 - b. Project tax revenue increase to the Township.
 - c. Project impact on Township restaurants and retailers.

Submission Requirements

In order to be a considered response to this RFP, respondents are required to fill out and sign the Request for Proposal Tabulation Form (found in last page of this packet) and submit along with it a letter of interest that includes, at minimum, the following information and forms:

1. Basic information regarding the presenting firm or department including contact names and backgrounds of principals and professionals who will be involved in the project and history of presenting organization.

2. Similar information for any sub-consultants or sub-contractors who will be used to complete the study.
3. Qualifications and experience of all involved that will enable the VTW Board of Directors and Staff to evaluate the team and the relevant experience. Please provide client references on all appropriate projects.
4. Describe in detail the approach or process that the firm or group will undertake that will enable the VTW Board of Directors to make a sound decision.
5. A fee proposal for the study. A detailed estimate of “out of pocket” expenses and a “not to exceed” cap on such expenses are to be included.
6. Provide a schedule and a time frame for completion of the study.
7. Proposals should be marked Convention Center Expansion Study. The response should include ten (10) bound originals (so marked) and an electronic copy of the proposal.

Due Date

The proposal and any attachments should be emailed, delivered or mailed to the individual listed below (under Contact Information) and received no later than 4:00 p.m. on February 28, 2020. It is the responsibility of the respondent to ensure that the proposal is received by VTW by the date and time specified above. Late proposals will not be considered. All costs incurred in the preparation of the proposal to this RFP will be the sole responsibility of the respondent and will not be reimbursed by VTW. Additionally, VTW shall incur no liability for the preparation and/or submission of any letter of interest incurred by a respondent. Any conditional submission may be cause for rejection. VTW, being funded by tax dollars and staffed by employees of The Woodlands Township, operates in compliance with the Texas Open Meeting Act/Texas Open Records Act, and therefore, all submissions and resulting analysis may be subject to disclosure to the public.

Respondents to this RFP may withdraw or modify their proposal prior to the deadline established for the submittal of proposals (4 p.m. on Friday, February 28, 2020) providing the request for withdrawal is made in writing to the same address.

Other Dates of Interest Concerning This RFP

A pre-RFP conference will be held Monday, January 13, 2020 at the Convention Center. Attendance at the conference is NOT mandatory. We ask that companies submit all questions prior to this conference, if planning to attend (a list of submitted questions and responses will be sent to each company that has expressed interest in the project).

- RFP deadline – Friday, February 28, 2020 at 4 p.m.
- Evaluation of RFP’s completed by Friday, March 13, 2020
- Notification of Finalists on or before Friday, March 20, 2020.
- Determination of the VTW Board on Wednesday, April 15, 2020.

* All meetings will be held at VTW's office unless otherwise noted. All dates are subject to change.

Contact Information

Please address all correspondence and requests to the following individual:

Nick Wolda
Visit The Woodlands President
2801 Technology Forest Blvd.
The Woodlands, Texas 77381
info@visitthewoodlands.com

Questions

Questions concerning this RFP should be addressed to Nick Wolda by Friday, January 31, 2020 at 4:00 p.m. After this time, VTW reserves the right to deny response to submitted inquiries. Inquiries should be submitted by email only.

Post-Submittal

VTW and/or its agents will review the RFP submissions and investigate the qualifications of the respondent and the demonstrated ability to perform satisfactorily, as well as the financial stability. VTW will conduct meetings with respondents if appropriate and at VTW's sole discretion.

Disclaimer

The proposal will become the property of VTW. This RFP in no manner obligates VTW to pursue any contractual relationship with an entity that responds to this RFP. VTW further reserves the right to cancel this RFP at any time if deemed to be in the best interest of VTW. VTW expressly reserves the right to reject any and all submissions, in whole or in part, received in response to this RFP; to accept any submission(s) that it determines shall best meet VTW's goals, objectives, and standards, regardless of whether or not said submission is lowest in cost; to waive any non-material defect, informality, or irregularity in any submission or submission procedure; and/or to negotiate separately the terms and conditions of all or any part of the submissions as determined to be in VTW's best interest and sole discretion. Negotiations will be conducted with the selected company. In the event a mutually acceptable contract cannot be negotiated with the selected company, VTW reserves the right to negotiate with other responding companies. Upon negotiation of a mutually acceptable contract, VTW will award the contract or contracts, if any. Any contract for the accepted submission will be based upon the factors described in this RFP and may contain additional legal terms and conditions. VTW reserves the right to amend or revise this RFP, in whole or in part, as it deems necessary and without further notice to the public.

**CONVENTION CENTER EXPANSION STUDY REQUEST FOR PROPOSAL
TABULATION FORM**

Service	Points Awarded	Maximum Points
1. Experience		50 Points
2. Business plan		15 Points
3. Cost		30 Points
4. References		5 Points
Total		100 Points

I, _____, certify that this submission is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a submission for the services and products and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of the RFP Packet and certify that I am authorized to sign this submission for the respondent.

DATE

SIGNATURE

PRINT/TYPE NAME

TITLE

COMPANY