



City of Newnan, Georgia

Request for Proposals (RFP)
for

Feasibility Report and Market Study for a Multi-Sport and Recreation Venue



Issue Date: Thursday, October 13, 2016

Issued By: City of Newnan
25 LaGrange Street
Newnan, GA 30263

Inquiries: Hasco Craver
Assistant City Manager
770-253-2682
hcraver@cityofnewnan.org

Proposals Due: Friday, October 28, 2016 by 10:00 AM, EST
Proposal Opening: Friday, October 28, 2016 at 10:00 AM, EST

CITY OF NEWNAN, GEORGIA
RFP – Feasibility Report and Market Study for a Multi-Sport and Recreation Venue

FACT SHEET

Title of RFP:	Feasibility Report and Market Study for a Multi-Sport and Recreation Venue
Date of Issue:	October 13, 2016
Last day to submit questions:	October 21, 2016
Date of final answers:	October 25, 2016
Proposal due date:	October 28, 2016 before 10AM
Copies of proposal required:	1 original, 1 copy, 1 digital copy
Proposal opening date:	October 28, 2016 at 10:00AM
Proposal submission location:	Newnan City Hall, Office of the City Manager
Proposal opening location:	Newnan City Hall, Office of the City Manager
Project name:	Feasibility Report and Market Study for a Multi-Sport and Recreation Venue

CITY OF NEWNAN, GEORGIA

RFP – Feasibility Report and Market Study for a Multi-Sport and Recreation Venue

A. INTRODUCTION, PURPOSE AND BACKGROUND

The City of Newnan, Georgia, located 35 miles southwest of downtown Atlanta, on Interstate 85 South, and county seat of Coweta County, Georgia, is seeking proposals for a Feasibility Report and Market Study to explore the potential viability of a Multi-Sport and Recreation Venue.

According to the Outdoor Industry Association, 140 million Americans make recreation a priority in their daily lives, over 6 million American jobs are tied to recreation and \$646 billion dollars are spent annually on outdoor recreation activities. A diversity of interests and disciplines drives the modern recreation industry. Recreation facilities and programming are vital to the overall health of successful communities.

As the City of Newnan looks towards providing outstanding services to meet the desires of a 21st century citizenry, the consideration of a Multi-Sport and Recreation Venue is warranted. Having a thorough understanding of the financial viability and potential economic impact of a Multi-Sport and Recreation Venue is required.

Therefore, the City of Newnan is interested in having a more complete understanding of the benefits and challenges associated with a Multi-Sport and Recreation Venue.

B. GENERAL INFORMATION AND SCHEDULE

This RFP has been issued on October 13, 2016. Questions and requests for clarifications relating to this RFP must be directed to Hasco Craver, Assistant City Manager, at hcraver@cityofnewnan.org. The last day to submit questions and requests for clarifications will be on **October 21, 2016**. Answers to such questions and requests for clarifications will be released on or before **October 25, 2016**.

Delivery of one (1) original, one (1) copy and one (1) digital copy of the proposal, with original signatures, to the City of Newnan (at the address below) is due by **10:00 A.M. on Friday, October 28, 2016**, at which time there will be a public opening in the City Manager's Office. Proposals received by the City of Newnan after this date and time will be rejected, **without exception**. No provisions are made for extenuating circumstances in this RFP. Proposals shall be submitted in a sealed envelope marked **"Feasibility Report and Market Study for a Multi-Sport and Recreation Venue."**

Submit Proposals to:

Office of the City Manager
City of Newnan
25 LaGrange Street
Newnan, GA 30263

C. SCOPE OF SERVICES

The City of Newnan is seeking the services of a firm or team of firms to assist with the completion of a Feasibility Report and Market Study for a Multi-Sport and Recreation Venue, which must include:

1. Market research, including local and regional markets of the southeastern United States;
2. Strategic planning meetings, including meetings with city officials and public input sessions;
3. Sports participation analysis, both local and regional;
4. Potential programming demands and opportunities;
5. Facility/space requirements, including size, location, access, utilities, amenities, etc;
6. Management and staffing models;
7. Funding strategies and recommendations, including private/public partnership opportunities;
8. Financial analysis of identified programs and facilities;
9. Local economic and social impact analysis.

The Selected Firm will:

1. **Serve as the main contact on the project.** Review new and existing information sources regarding the potential location of a Multi-Sport and Recreation Venue. Prepare an overall project approach, which should include community input meetings, financial modeling, forecasting, market study, feasibility report, program management, economic and social impact analysis.
2. **Assist with Public Relations and Public Information Coordination.** Assist in information campaigns, manage public meetings and assist in the development of communication materials for public release.
3. **Manage Project Progress.** Track schedule and budget for conformance to expectations; coordinate and facilitate meetings. Keep up to date records.

D. PROPOSAL FORMAT

Proposals must be organized according to the sections listed below. Proposals that do not address all the mandatory sections listed below may be considered non-responsive and may not be evaluated. Proposals should be of sufficient length and detail to demonstrate the proposer has a thorough understanding of the skills necessary to deliver the services requested.

1. General Information

Provide a company profile including principal areas of expertise and experience providing feasibility reporting and market studies for multi-sport and recreation venues. Include an organizational chart depicting the management of the firm's organization and its relationship to any other business entity. Proposals must include the following information:

- Brief descriptions of recent similar projects; project reference including name, title, phone number and e-mail address.
- Describe how successful the firm was in managing the recent similar projects on time and within budget.

- Identify the key personnel responsible for leading and staffing the project.
- Key personnel's resumes including name, title, education, experience, references, professional affiliations, certifications, licenses and registrations.
- Key personnel's current assignments and the percentage of their time each will devote to each assignment if selected for this project.
- Key personnel's office location(s) and the number of other staff in each office.
- Provide a copy of the firm's liability insurance certificate.
- Identify any external sub-consultants and describe their roles and responsibilities.

2. Project Understanding & Approach

Describe your understanding of the project and approach to delivering a feasibility report and market study for a multi-sport and recreation venue. The selected firm must demonstrate the ability to help the City make important decisions during the project by collecting and interpreting relevant information. Proposals must include the following information:

- Describe project tasks, including a timeline/schedule.
- Describe how you will organize and perform tasks.
- Describe the resources you will use to complete each task.
- Describe how you will ensure progress and a timely project completion.
- Describe how you will manage the project budget, schedule and scope.

3. Fee Proposal

The Fee Proposal must be submitted with the "original" proposal copy. The following should be included with the Fee Proposal:

- A **Not to Exceed Fee Proposal**, for the scope of services as outlined above.
- Whether reimbursable expenses are included in the Not to Exceed Fee Proposal. If not included, the Fee Proposal must list all reimbursable expenses.
- Hourly billing rates of key personnel. Such rate will be used if additional services are approved by the City.
- Payment Terms.

E. RESERVED RIGHTS

Issuance of this RFP does not constitute a commitment on the part of the City of Newnan to award a contract pursuant to this RFP. The City of Newnan reserves the right to reject any and all proposals submitted in response to this RFP, in whole or in part, and to award a contract pursuant to this RFP or cancel this RFP if it is considered to be in the best interests of the City of Newnan. The City of Newnan further reserves the right to make changes to this RFP at any time by issuance of written addendum/addenda, amendment(s) or clarification(s).

F. EVALUATION OF PROPOSALS

The City Manager will appoint a committee of key staff members to review each proposal, conduct interviews if necessary, and make a recommendation to the Newnan City Council. The committee will recommend that Council enter into a contract with the firm whose proposal is determined to be the most advantageous for the City of Newnan, considering all the conditions set

forth in this RFP. While price is obviously an important factor, it alone will not be the deciding factor. Experience with Feasibility and Market Studies of similar scope will be a major factor in the evaluation process. References will be checked closely.

G. ORAL PRESENTATIONS AND QUESTIONS

Any firm that submits a proposal may be requested to provide additional information to the City of Newnan. Such information is only for the purpose of clarification and in no way changes the firm's proposal as originally submitted. The City of Newnan reserves the right to ask any or all firms to present oral presentations.

H. COSTS OF PROPOSALS

The City of Newnan is not responsible or liable for any of the costs incurred by any vendor in preparing and/or submitting a proposal pursuant to this RFP.

I. EQUAL OPPORTUNITY

The City of Newnan prohibits discrimination on the basis of race, color, gender, religion, national origin, or disability in connection with employment of any person, or the award of any contract with the corporation. The City of Newnan will provide equal opportunities without regard to race, color, gender, religion, national origin, or disability, by requiring that any bank doing business with the corporation provide equal opportunity to persons and businesses employed by, or contracting with the supplier of products and services to the Corporation.

J. ACCESS TO PUBLIC RECORDS ACT NOTICE

Each vendor should give specific attention to the identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets, and provide justification as to why such materials, upon request, should not be disclosed.

K. GENERAL CONDITIONS

Upon submission of a proposal, the firm hereby certifies on behalf of his company or organization that:

1. This proposal is genuine and not made in the interest of, or on behalf of, an undisclosed person, firm or corporation.
2. This proposal is not submitted in conformity with any agreement or rules of any group, association, organization or corporation.
3. The firm has not directly or indirectly induced or solicited any other firm to submit a false or sham proposal.
4. The firm has not solicited or induced any person, firm or corporation to refrain from submitting a proposal.
5. The firm has not sought by collusion to obtain for itself any advantages over any other firm or over the City of Newnan.

L. GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT: E-VERIFY AND SAVE PROGRAM

The City of Newnan participates in the Georgia Security and Immigration Compliance Act with regard to Contractors and Subcontractors. The Act is explained in detail in this document. *Additionally, there are four documents included that must be completed and returned to the City of Newnan with your proposal package, as applicable.* These are:

1. Georgia Security and Immigration Compliance Act of 2006
2. Contractor Affidavit and Agreement
3. Subcontractor Affidavit
4. Sub-subcontractor Affidavit

Failure to return the completed documents, if required, shall result in disqualification of the proposal in its entirety.

GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT: E-VERIFY AND SAVE PROGRAM OVERVIEW

I. Federal Work Authorization Program Registration

As of July 1, 2007, the Georgia Security and Immigration Compliance Act (GSICA) requires counties and other public employers, along with contractors and subcontractors doing business with public agencies, to register and participate in a federal work authorization program to verify work eligibility of all new employees.

[OCGA § 13-10-91 (a)]

Registration/Access. According to regulations of the Georgia Department of Labor, the applicable federal work authorization program is the “E-Verify Program” operated by the U.S. Citizenship and Immigration Services Bureau (USCIS) and the Department of Homeland Security (DHS). An employer’s participation in E-Verify is currently free to employers. Users can access the web-based program at <https://www.vis-dhs.com/EmployerRegistration>. To participate, an employer must register online and accept the electronic Memorandum of Understanding (MOU). If you need assistance in completing the registration process or need additional information relating to E-Verify, call the USCIS Verification Office toll free at 1-888-464-4218.

[Georgia Department of Labor Rules, §§ 300-10-1-.01 and .02]

Certification of Registration and Participation. Each county and other public employer must certify that it has registered and is participating in the E-Verify Program. For counties, certification is accomplished by transmitting a copy of all documents required for registration and participation including the required Memorandum of Understanding and the E-Verify Program ID number to the chairman/CEO/mayor of the county or consolidated government.

[Georgia Department of Labor Rules, § 300-10-1-.04]

Monitoring New Employee Work Eligibility. Each county and other public employer must designate an individual to monitor compliance with the employee eligibility verification requirements of the new law and maintain necessary records.

[Georgia Department of Labor Rules, § 300-10-1-.05]

II. Agreements Between Public Employers and Contractors/Subcontractors

The GSICA also phases in a requirement that bars counties and other public employers from entering into agreements with contractors/subcontractors for the “physical performance of services” unless the contractor/subcontractor registers and participates in a federal work authorization program to verify work eligibility. Under GSICA, a subcontractor is defined to include subcontractors, contract employees, staffing agencies, or contractors.

[OCGA § 13-10-91 (b)(1) and (2) and Georgia Department of Labor Rules, § 300-10-1-.02]

Phase-In Schedule. The contracting requirements of the GSICA are to be implemented as follows:

- (a) Beginning July 1, 2007, public employers, contractors and subcontractors with 500 or more employees.
- (b) Beginning July 1, 2008, public employers, contractors and subcontractors with 100 or more employees.
- (c) Beginning July 1, 2009, all public employers, contractors and subcontractors.

[OCGA § 13-10-91 (b)(3) and Georgia Department of Labor Rules, § 300-10-1-.02]

Evidence of Contractor/Subcontractor Compliance. Each agreement between a public employer and a contractor/subcontractor for the physical performance of services will have to include a provision that compliance with OCGA § 13-10-91 is a condition of the contract. In addition, each contract must include a requirement that the contractor/subcontractor execute an affidavit verifying compliance with OCGA § 13-10-91. The affidavit must be in a form consistent with the sample affidavits included in the Georgia Department of Labor Rules.

[Georgia Department of Labor Rules, §§ 300-10-1-.03 and .07]

Public Transportation Contracts. The Georgia Department of Labor Rules apply generally to contracts between a public employer and a contractor/subcontractor. Exception: rules and forms related to agreements relating to “public transportation” are to be promulgated by GDOT.

[OCGA § 13-10-91 (d)]

III. Access to Federal, State and Local Benefits

Counties and other public agencies must verify that a person who applies for federal, state or local benefits (as defined in 8 U.S.C. Sections 1611 and 1621) is lawfully within the United States by requiring the applicant to sign an affidavit specifying that he or she is a citizen, legal permanent resident, or a qualified alien or nonimmigrant.

[OCGA § 50-36-1]

Verification. For aliens seeking benefits that claim to be lawfully present in the U.S., eligibility for benefits must be determined through the Systematic Alien Verification of Entitlement (SAVE) program operated by the U.S. Citizenship and Immigration Services (USCIS) and Department of Homeland Security (DHS). To join the SAVE Program and acquire access to the VIS-CPS (Verification Information System (VIS), Customer Processing System (CPS)) to perform immigration status verification, an agency must first establish a Memorandum of Understanding (MOU) with the SAVE Program, and then establish a purchase order with the SAVE Program contractor to pay for VIS-CPS transaction fees. Access to SAVE is subject to USCIS resource limitations or other legal or policy criteria. To request participation in SAVE and to begin the MOU process, please access the following website to register:

<https://www.vis-dhs.com/agencyregistration>. For more information on the SAVE Program, please call 1-888-464-4218.

Public Benefits Defined. Generally, public benefits are defined to include any grant, contract, loan, professional license, or commercial license provided by federal, state or local government; and, any retirement, welfare, health, disability, public or assisted housing, postsecondary education, food assistance, unemployment assistance or similar benefit. *[8 U.S.C. Sections 1611 and 1621]*

Benefits Excluded. Generally, the verification requirements do not apply when the following public benefits are applied for:

- (1) Treatment of emergency medical conditions;
- (2) Short term, non-cash emergency disaster relief;
- (3) Immunizations;
- (4) Certain in kind programs or services (such as soup kitchens and crisis counseling) delivered by public and nonprofit agencies that are necessary for the protection of life or safety when approved by the U.S. Attorney General;
- (5) Prenatal care;
- (6) Postsecondary education under specified circumstances;
- (7) Certain community development assistance or financial assistance programs administered by HUD; and
- (8) Other Federal programs including certain social security and medicare benefits under specified conditions. *[OCGA § 50-36-1 (c) and 8 U.S.C. Sections 1611 and 1621]*

Note that it is unlawful for a county or other public agency to provide any federal, state or local benefit in violation of *OCGA § 50-36-1*. An annual report is to be prepared regarding the requirements of the new law.

Regarding the details of the verification requirements, benefits covered and exclusions, please see the Federal statutes cited above.



City of Newnan
25 LaGrange Street
Newnan, Georgia 30263
Phone: 770-254-2351
Fax: 770-254-2353
www.ci.newnan.ga.us

Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of _____ has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Contractor

Name of Project

City of Newnan, Newnan, GA

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____.

Signature of Authorized Officer or Agent

Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE _____ DAY OF _____, 20____.

My Commission Expires: _____
NOTARY PUBLIC



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Newnan, Georgia 30263
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Subcontractor Affidavit under O.C.G.A. § 13-10-91(b)(3)

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with _____ (Contractor) on behalf of _____ (Public Employer) has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. § 13-10-91(b). Additionally, the undersigned subcontractor will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five business days of receipt. If the undersigned subcontractor receives notice of receipt of an affidavit from any sub-subcontractor that has contracted with a sub-contractor to forward, within five business days of receipt, a copy of such notice to the contractor. Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Subcontractor

Name of Project

City of Newnan, Newnan, GA
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____.

Signature of Authorized Officer or Agent

Printed Name & Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE _____ DAY OF _____,
20____.

NOTARY PUBLIC

My Commission Expires: _____.



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Sub-subcontractor Affidavit under O.C.G.A. § 13-10-91(b)(4)

By executing this affidavit, the undersigned sub-subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with _____ (Subcontractor or Sub-subcontractor with whom subcontractor has privity of contract) and _____ Contractor) on behalf of _____ (Public Employer) has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned sub-subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned sub-subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the sub-subcontractor with the information required by O.C.G.A. § 13-10-91(b). The undersigned sub-subcontractor shall submit, at the time of such contract, this affidavit to _____ (Subcontractor or Sub-subcontractor with whom subcontractor has privity of contract). Additionally, the undersigned sub-subcontractor will forward notice of the receipt of any affidavit from a sub-subcontractor to _____ (Subcontractor or Sub-subcontractor with whom the subcontractor has privity of contract). Sub-subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Name of Sub-subcontractor

Name of Project

City of Newnan, Newnan, GA

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____.

Signature of Authorized Officer or Agent

Printed Name & Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE _____ DAY OF _____, 20____.

NOTARY PUBLIC

My Commission Expires: _____.