

Ogden City
Request for Proposals to Provide
Market Study and Site Assessment Services

Ogden City is requesting proposals for market study and site assessment services to investigate the potential of developing a YMCA/Ogden City community facility in Ogden City, Utah.

Proposal packets may be obtained from Ogden City Purchasing, 2549 Washington Blvd., Suite 510, Ogden, Utah, or by downloading proposal packets from the Ogden City website at <http://ogdencity.com/264/Purchasing>. Bidders are responsible for securing any and all addenda issued.

Responses to this Request for Proposals shall be submitted to the office of the City Purchasing Agent, 2549 Washington Boulevard, Suite 510 (5th Floor) Ogden, Utah, or via electronic mail to purchasing@ogdencity.com, **no later than 4:00 p.m., on March 23, 2018**. LATE PROPOSALS WILL NOT BE ACCEPTED.

The City reserves the right to accept or reject any proposal as it best serves its convenience and/or is found to be in the best interest of the City. The City reserves the right to issue contracts to multiple vendors.

Ogden City encourages and welcomes bids from women and minority owned businesses.

OGDEN CITY PURCHASING

PUBLISHED: February 18 & February 25, 2018

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I. Introduction

Ogden City, in partnership with the YMCA of Northern Utah, is requesting proposals for market study and site assessment services to investigate the potential of developing a YMCA/Ogden City community facility in Ogden City, Utah.

II. Time Schedule

Ogden City will follow the timetable below, which should result in a selection of a contractor by approximately May 1, 2018. Proposals will be accepted no later than 4:00 pm on March 23, 2018.

Event	Time	Date
Issue RFP		February 12, 2018
Proposal Responses Due	4:00 p.m.	March 23, 2018
Anticipated Effective Date of Contract		May 1, 2018

III. Scope of Services

Through this Project, Ogden City and Northern Utah YMCA seek to answer the following questions and meet several primary research objectives including the following:

- Estimate the depth of market for an Ogden City/YMCA community facility based on YMCA's client profile and operating goals. Activities to include:
 - Determine the potential for membership (possibly at varied locations) and recommended member structure and pricing.
 - Define demographics of potential membership (individual, senior, family, 2 person household, etc.).
 - Analyze other facilities people are currently using, including pricing, and what impact that will have on the sustainability of a new facility.

- Identify the socioeconomic levels in certain regions and locations. Will the facility attract people of all socioeconomic levels? Will different parts of the community be willing to go to the location?
- Estimate interest within partnership's target market for services at a new facility. Activities to include:
 - Define the service area range and the zip code range of people to survey.
 - Gauge the interest in an Ogden City/YMCA community facility and knowledge of the YMCA Cause.
 - What is the potential usage rate?
 - What is the potential demographic of users/potential members?
 - Determine which facilities and programs are most/least attractive to potential users (i.e. exercise-related facilities and components: pool, gym, sports courts, exercise classes; non-exercise related facilities and programs).
 - What level of monthly or annual membership dues would potential members be willing to pay to join the new facility?
- Recommend size/configuration and other operating factors related to a new Ogden City/YMCA community facility.
 - Determine land size needs.
 - Consider growth, scalability, and expansion potential.
 - Determine the impact that local, county, and state taxing districts could potentially have on sustainability.
 - Predict the financial aid that will be needed for the community by average household income.
- Recommend site location.
 - Evaluate site alternatives for a new facility, including sites identified by the City, and sites identified by the Firm, and consider optimal feasibility.
- Provide Ogden City/YMCA with additional relevant market study and/or site selection factors we may not have considered.

IV. Proposal Deadline and Submittal Instructions

Respondent may submit their proposal in hard copy or via electronic mail to:

Ogden City Purchasing
2549 Washington Boulevard, 5th Floor
Ogden, UT 84401

purchasing@ogdencity.com

Proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: "Market Services Proposal." For electronic submissions, indicate "Market Survey Proposal" in the subject line.

All proposals must be received by March 23, 2018, no later than 4:00 pm (MDT).

Questions pertaining to this RFP should be submitted via e-mail to purchasing@ogdencity.com. Questions must be submitted no later than five business days prior to the RFP closing date and time. To ensure fair consideration for all respondents, responses to the submitted questions will be provided in the form of an addendum to the RFP. Such addenda, if issued, will be posted at bids.ogdencity.com no later than 48 hours before the RFP closes.

Required Information To Be Submitted:

The information requested below is a requirement for submitting a complete proposal. At the City's sole discretion, incomplete proposals may not be considered.

- Overview: Provide a description of the Firm.
- Experience of the Firm: Provide a description of at least three previous projects within the last five years showing experience with current objectives, including any prior experience with the YMCA, experience in Utah, and experience with municipalities, include prior study results compared to actuals after two years.
- Project Team: Identify the proposed project manager and key project team members and responsibilities. Provide a brief resume for each person outlining their credentials and experience. Provide base operations of each team member and indicate what, if any, subcontractors are routinely used as part of your operations.
- Methodology: Describe your Firm's methodology and procedures, including communication strategy, survey and site analysis methodology, metrics, and quality control measures.
- Timeline: Provide a projected timeline for the project.
- Budget: Provide a complete cost of the project, including a cost breakdown of the

major components of the proposal. A final on-site visit will be required to present the findings of the survey.

- Sample Work Product: Provide a sample report from past market survey projects.
- Other Supporting Data: Include any other information you feel to be relevant to the selection of your Firm or the makeup of the project team.
- References: Provide the name and contact information for at least three (3) references familiar with the quality of work by your Firm of similar nature as contained in the above Scope of Work.

V. Selection Criteria

The following criteria will be used in screening, ranking and selection of the successful Firm:

- A. Experience and qualifications of the Firm and project team.
- B. Project methodology, procedures, and sample work product.
- C. Project timeline.
- D. Budget/total cost of project.
- E. References.

Proposals will be reviewed by a team of Ogden City Employees and YMCA of Northern Utah employees and board members.

VI. General Terms and Conditions

The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.

All costs related to the preparation of proposals and any related activities are the sole responsibility of the respondent. No reimbursement will be made by Ogden City for any costs incurred in preparing proposals.

Once submitted, all proposals, including attachments, supplementary materials, addenda, etc. become the property of the City and will not be returned to the respondent.

The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.

Ogden City welcomes and encourages proposals from women and minority owned businesses.

Ogden City reserves the right to negotiate and hold discussions with prospective service providers as necessary, however, Ogden City may award this contract without discussion of proposals received from prospective service providers.

The City reserves the right to issue contracts to multiple service providers.

Public records: Pursuant to the Utah Government Records Access and Management Act (GRAMA), records will be considered public after the contract is awarded. If an offeror wishes to protect any records, they are required to provide a written request for business confidentiality to the Ogden City Recorder at the time the proposal is submitted.

Ogden City reserves the right to cancel or modify this request for proposal. There is no guarantee that Ogden City will enter into an agreement for the requested services.

VII. Form of Contract

The selected Firm must be willing to enter into a written agreement with Ogden City and YMCA of Northern Utah to provide all services required herein.