

CITY OF SARALAND

Request for Proposals (“RFP”)
For the Sales and Marketing, Design Consulting, Venue
and Event Management, and Operations Management
Of Saraland Sports Park

GENERAL INFORMATION

The City of Saraland (hereinafter referred to as “City”) is requesting proposals from a qualified Management Company (“Proponent”) to provide the Sales and Marketing, Design Consulting, Venue and Event Management, and Operations Management of the City’s Sports Park.

A list of areas that must be addressed with the response is included below in the Scope of Work. It is the City’s intent to enter into an agreement with one party for the Sales and Marketing, Design Consulting, Venue and Event Management, and Operation the management of its Sports Park. The City will enter into an agreement which is the most advantageous to the City, so potential responders are encouraged to be creative with their submittals. The services require a high degree of professional experience, knowledge and skill where the personality of those individuals plays an important part all within the meaning and intent of Code of Alabama Section 41-16-51(a)(b).

SARALAND SPORTS PARK BACKGROUND

Located on Celeste Road, the “The Land”, Saraland’s new Sports Park, will include a number of venues designed to create activities for all residents of Saraland regardless of age or abilities, and competition facilities to enhance sport tourism and visitation to the city.

These facilities include a new recreation center which will feature 4 full size basketball courts, features to accommodate community events of up to 2,000 guests with large pre-function spaces, capacity for 8 volleyball courts, 12 indoor pickleball courts, elevated walking and running track, fitness areas for both resistance and aerobic training with dedicated spin class, multi-use spaces with adjacent balconies overlooking the park, spaces for birthday parties adjacent to the glass enclosed climbing structure, child watch room, game room and other community events, concessions, retail space, locker rooms and supporting administrative suite, generous storage to support multi-purpose events and restrooms.

The site development includes 5 synthetic turf multi-purpose fields including 1 championship field with dedicated seating for soccer, football and Lacrosse with supporting ticketing facilities, concessions, restrooms, and shade structures. All fields include sports lighting, areas for tents and

individual seating, fencing and ball control netting, parking and connecting trails and sidewalks. Also included are 7 – 225’ synthetic turf baseball/softball fields and 1 360’ championship baseball field (convertible) with all amenities and RGB lighting. Other site features includes 3 tennis courts, 6 pickleball courts, 3 sand volleyball courts, trails and sidewalks, all connecting to the indoor walking track, a large lawn for outdoor movies and other community events, playgrounds and associated parking.

The Layout Plan for the Sports Park is attached as **Exhibit A**. A copy of the floor plans for the Sports Park is attached as **Exhibit B** and is available for review at the office of the City Clerk. A copy of the more detailed plans can be obtained by contacting Chambless King Architects, 12 West Jefferson Street, Montgomery, AL 36104 (334) 272-0029.

Proponents should familiarize themselves with the physical layout and all facilities that comprise the Sports Park. The Sports Park and all facilities are owned by the City and any proposed revisions, alternations or additions will remain the property of the City. Proponents should include a detailed description and proposal concerning how they propose to manage and to be compensated and/or share revenue generated by use of the City’s facilities at the Sports Park.

SCOPE OF WORK

The Scope of Work consists of two phases.

PHASE ONE
Service During Construction and Pre-Opening

It is anticipated that construction of the Sports Park will be bid and construction started in the Fall of 2023. Proponents should specify and describe in detail how they propose to offer and be compensated for the following services during a term beginning January 1, 2024 and ending on December 21, 2024 or upon substantial completion and opening of the Sports Park, whichever occurs later. In any event, the term of this portion of any agreement will not exceed three years.

1.) Sales and Marketing

There is a need to schedule and book sports tournaments and other events in advance of opening. Proponents should describe how they will develop and implement systems to identify and market events. Important to the City is the booking of tournaments and events to use the Sports Park and the resultant economic impact this will have on the local economy.

2.) Accounting and Financial Controls

Proponents should describe any accounting systems to be used, describe the software and otherwise give an overview of the financial control system to be implemented. Proponents should describe City allowed access to the system.

3.) Audit

Proponents should describe any proposed audits to be conducted, their frequency and the City access to all such audits.

4.) Personnel Staffing and Policies

The City requires that staffing of the Sports Park will be done by the successful proponents and that the City will have none of its employees directly involved- in managing or staffing the Sports Park. Proponents are required to recruit, hire, train and supervise all employees at the Sports Park. Proponents will develop any needed personnel policies and manuals. Proponents should describe policies related to human resources, legal risk, insurance, information technology and maintenance.

5.) Branding, Logos, Sponsorship and Advertisement

Proponents should describe how the Sports Park can develop sponsors, branded and develop any logos for the facility and/or its activities. Proponents should describe how any revenue derived from these activities will be distributed and/or shared.

6.) Insurance

Proponents should describe any insurance to be put in place during management of the Sports Park, including general liability, workers compensation, property and automobile liability insurance. Policies to include the City as an additional insured.

PHASE TWO
Sales and Marketing, Venue and Event Management, and Operations

It is anticipated that substantial completion and opening of the Sports Park will occur on or about December 31, 2025. The term of the agreement to manage the Sports Park will begin on that date and expire three years thereafter, unless the City, at its sole option, shall notify proponent in writing of its intention to extend the term of an additional two years. Such notice by the City shall be given no later than 90 days prior to end of the term and proponent has no right to extend the term absent the City's exercise of its option.

The proposal should provide information and the relevant experience of the proponent as it concerns the development and implementation of Sales and Marketing, and Venue and Event Management Operations. The Proposal should also include what personnel and resources will be

utilized in the development and execution of the sales and marketing strategy for The Land, as well as the vision and design as it concerns venue and event management.

Management of the Sports Park will be the responsibility of proponent. The Land shall be a mixed use facility. That is, the City will require that a majority of the time the location is in use, it will be available for the citizens of the City to access. Any proposal submitted should describe how and to what extent the Sports Park will be made available for City recreational services. The City will enter into a detailed management contract with the successful proponent which will define the amount and manner of compensation of services to be rendered in Phase One and Phase Two.

As part of the terms of any agreement between the proponent and the City, at least sixty days prior to each of the City's fiscal years (Oct. 1 through Sept. 30) in which management service is provided, proponent shall submit for the City's review and approval an Operating Budget setting out anticipated revenues and expenses for the upcoming fiscal year within the term of the management contract. The particulars of the budget and approval process will be set out in the negotiated agreement. The City anticipates setting up and funding an operating account into which all gross revenue derived from the property will be deposited and from which budgeted and approved expenses will be paid.

Proponent will maintain and make available to City all vendor, financial and operation records relating to the Sports Park. Proponent shall submit to the City financial statements within 25 days after each month. Proponent shall submit to City a financial statement within sixty days of the close of each year within the term of the management contract. All reports shall depict in reasonably accurate detail the financial activities related to the Sports Park.

Proponent will recruit tournaments and will account for all tournament fees and revenue by depositing same into the operating account. The City reserves the right in its sole discretion to waive and fees for use of the Sports Park by local or City sports leagues or teams.

Any individual use fees of the Sports Park are subject to prior City approval as to activity and amount.

Proponent is expected to generate advertising, logo, branding, and sponsorship revenue related to the Sports Park. All gross revenue from such activity shall be deposited into the operating account.

COMPENSATION

The manner of compensation for Proponent's services for Phase One and Phase Two is not fixed and the City is open to proposals for varied methods including fixed payment, partial revenue sharing, percentage over actual expense, capital cost contribution towards equipment purchases

reimbursed over time by the City, etc. The City will entertain different methods of compensation which provide equitable compensation to Proponent with a reasonable outlay by the City.

PROPOSER INFORMATION

Provide a brief description and history of the entity submitting the proposal. History should include information such as history of organization, size of organization, number of people in the organization who will be directly engaged in providing the service, past experience with similar services, current or past agreements with other municipalities, and any other information the Proponent feels may assist the City in making a determination.

RECEIPT AND OPENING OF PROPOSALS

Proponents shall submit **one (1) original and one (1) copy** of the Proposal. The original Proposal must be clearly marked. **“Proposal for Saraland Sports Park”** and include an original signature, in ink, in order to be accepted. Proposals must be received in the City Clerk’s Office no later than 5:30 p.m. on Monday, September 25, 2023. It is the Proponent’s sole responsibility to assure that the Proposal is delivered in a timely fashion. Proposals received after this time will be rejected and returned unopened. The name of the Proponent for each proposal received will be read aloud for public record. **Any proposal received after 5:30 on Monday, September 25, 2023 shall not be considered.**

All proposals are public documents subject to the public’s right to review. The City will protect as confidential only that information which is in its sole discretion is deemed to be confidential. To the extent allowed by applicable law, and subject to the ruling of any administrative agency or court having jurisdiction, the City intends that trade secrets and confidential information contained in the proposals and clearly identified as “Confidential” in **bolded font** will not be available for public inspection at any time, even after a contract has been awarded and executed, whether or not the proponent wins the contract. It is not acceptable to identify portions of the proposal as confidential which are clearly not trade secrets or otherwise confidential.

Proposals should be prepared simply, providing straightforward, concise description of the Proponent’s approach and capabilities necessary to satisfy the requirement of the RFP. Technical literature and elaborate promotional materials, if any, must be submitted separately. Emphasis in the proposal should be on completeness, clarity of content and adherence to the presentation structure required by the RFP. Proponents are encouraged to suggest creative and economical means to provide the services requested in the RFP.

Proposals shall be delivered using one of the following methods:

Hand-deliver to:

Saraland City Hall
Attn: City Clerk
943 Saraland Blvd. S.
Saraland, AL 36571
(251) 675-5103

Mail to:

Saraland City Hall
Attn: City Clerk
943 Saraland Blvd. S.
Saraland, AL 36571
(251) 675-5103

Ship to (FedEx, UPS, etc.):

Saraland City Hall
Attn: City Clerk
943 Saraland Blvd. S.
Saraland, AL 36571
(251) 675-5103

NOTICE OF INTEREST

Any Proponent which desires to submit questions or receive notice of any addenda to the RFP shall file with the City Clerk complete contact information and a statement that the Proponent desires to receive notices from the city.

QUESTIONS

Any and all questions regarding this RFP must be submitted in writing to the Saraland City Clerk. All e-mails must indicate Saraland Sports Park RFP in the subject line. It is the sender's responsibility to verify receipts of email; read receipts is acceptable. The deadline for submittal of question regarding this RFP is 12:00 p.m. on September 11, 2023. The city will attempt to provide timely answers to all questions which will be made available to all proponents who give a notice of interest to the City.

ADDENDA

No person has the authority to verbally alter the terms of this RFP. Any changes to this RFP will be made in the form of an Addendum which will be made available online <https://Saraland.org>. It shall be the responsibility of interested bidders to check the City's website for addenda up to the proposal submission deadline. The complete RFP and all addendums will be posted on the City's website. Any Proponent's who have filed a Notice of Interest will also be notified by email of any addenda.

METHOD OF AWARD

Proposals will be evaluated by the City. The City will consider the completeness of a proposal and how well the proposal meets the needs of the City. This RFP will be awarded to the Proponent who will provide the outlined professional services at the best value for the City. Price or costs to the City is not necessarily the sole determining factor in making an award.

The City reserves the right to waive any information informalities or technical errors, or consider alternate proposals and award as lump sum, individual basis, or any combination that in its judgment will best serve the interest of the CITY.

The City reserves the right to request that any Proponent clarify its proposal or supply any additional material deemed necessary to assist in the evaluation of the proposal.

The City reserves the right to make an award without further discussion of the submittals. Therefore, the proposal should be initially submitted on the most favorable terms that Proponent can offer. The Proponent selected will be expected to enter into an Agreement with the City that includes the City's Standard Terms and Conditions.

PROPOSAL SUBMISSION AUTHORIZATION

- An authorized representative must sign bids, with the Proponent's address, telephone and email information provided. Unsigned proposals may not be considered.
- If the proposal is made by an individual, the name, mailing address and signature of the individual must be shown.
- If the proposal is made by a firm or partnership, the name and mailing address of the firm or partnership and the signature of at least one of the general partners must be shown.
- The CITY reserves the right to request documentation showing the authority of the individual signing the proposal to execute contracts on behalf of anyone, or any corporation, other than himself/herself. Refusal to provide such information upon request may cause the proposal to be rejected as non-responsive.

The undersigned certifies that the information provided above is a true representation of its company's qualifications and agrees to comply with these assurances following award of the RFP and during the performance of the Agreement, once executed.

Signature: _____

Printed Name: _____

Title: _____ Date: _____