

Purpose:

The Civic Center Resolution Task Force, on behalf of the City of Rapid City, is requesting proposals for professional assistance in a study for the purpose of reviewing repair or replacement options of the existing Don Barnett Arena, a vital feature of the Rushmore Plaza Civic Center.

The study will include, but may not be limited to the assessment of the economic viability of the revitalizing the Don Barnett Arena, as described later in this document.

The Civic Center Resolution Task Force is specifically seeking proposals from organizations who have experience in booking, managing and operating similar facilities.

Schedule:

- Release of proposal: October 3, 2016
- Submissions of proposals: **October 21, 2016 by 4:00 p.m.**
- Contract Awarded: November 8, 2016
- Study Completion: December 16, 2016

Background Information:

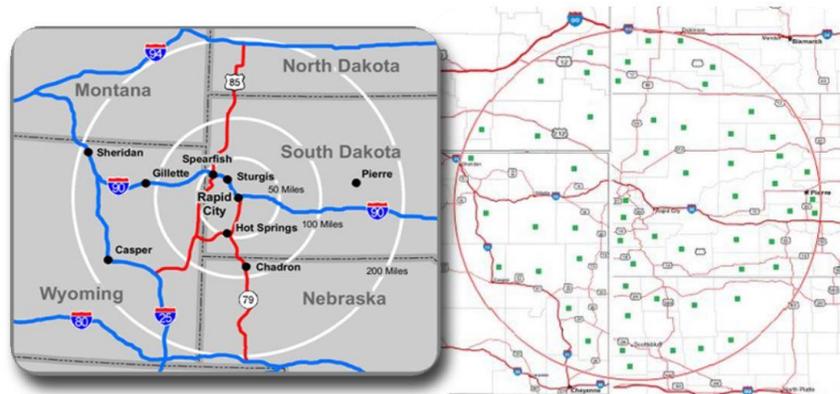
Rapid City

Rapid City has a city limit population of approximately 72,861 (2015 census). This city is part of the larger region in South Dakota known as The Black Hills. The Black Hills is a nationwide tourism destination that has the following major attractions within its area or nearby: Mt. Rushmore Monument, Crazy Horse Monument, City of Deadwood, The Badlands, Devils Tower, and many more. For many events, the Civic Center boasts of

attracting significant attendees that come from Western South Dakota, Western North Dakota, Western Nebraska, Eastern Wyoming and Southeastern Montana.

Retail Trade Area

Rapid City is the center of a regional trade area that includes portions of 5-states and over 630,000 people within a 200-mile radius.



Geography	Population	Households	Average HH Income
25 mile radius	118,757	46,428	\$52,035
50 mile radius	166,475	67,383	\$48,982
75 mile radius	194,637	77,712	\$48,330
100 mile radius	227,443	89,171	\$47,605
150 mile radius	367,711	143,016	\$50,469
200 mile radius	631,508	249,742	\$50,458

Rapid City's trade area encompasses a 200-mile radius, based on the city's surrounding geographic draw. It includes 631,508 people and 249,742 households.

(Rapid City Economic Development, 2015)

Since Rapid City is the largest city within several hours of a drive in all directions, it is a major hub for the region in retail, services and entertainment.

Rushmore Plaza Civic Center (RPCC)

The RPCC is owned and operated by the City of Rapid City and is a complex of sports/entertainment/convention facilities. It consists of the Barnett Arena (approximately 8,000 seating capacity), The Ice Arena (approximately 6,500 seating capacity), a Theater (approximately 1,700 seating capacity) and convention facility including Rushmore Hall, LaCroix Hall, and several meeting/breakout rooms.

The features of the complex were built over the years starting with the Barnett Arena in 1977, and the completion of the Ice Arena in 2007.

The RPCC operation is self-funded for over 3/4th of its annual budget. About 1/4th of the RPCC budget is funded by the BBB. (Bed, Board, Booze Tax).

Barnett Arena, (original arena which opened in 1977), is the focus of the Task Force. In 2014, the City of Rapid City has entered into an agreement with the Department of Justice to bring the Civic Center up to ADA compliance. All other venues at the Civic Center either have been completed or are in progress with meeting compliance to the ADA act. The Barnett Arena has been reviewed by ADA experts and for life safety compliance, however Barnett Arena has not yet been reviewed in terms of economic viability and financial projections if some of the following scenarios are pursued:

The Task force is examining two main options.

1. "Remodel/Refresh" - Update the Barnett Arena in an effort to reasonably comply with ADA standards and life safety standards. In process this could also modernize some aesthetics and crowd management features.
2. "New Construction" - Engage in more of an aggressive expansion/renovation of the facility or rebuild a new facility in place of the aging structure.

The Task force is currently working on the cost of design and construction of these 2 options.

Study Scope:

Analyze the economic benefits versus the cost of constructing of each of the options. This needs to include a time horizon each of these options would remain viable to continue to generate economic growth for the City. The comparison between the two options will help aid the Task Force to make recommendations to the City of Rapid City.

The study will include a comparison of business models between each option, to include future growth in attracting events to the facility. Examples of growth opportunities will include all genres of touring events while considering promoters, routing, and market size; additional event evaluation should include sport events, floor shows, corporate shows and conventions (in conjunction with other Rushmore Plaza Civic Center facilities).

The focus of the economic evaluation will include:

- Effect to Civic Center's annual operating costs.
- Incremental business growth via concerts, conventions generated outlining types and potential impacts to the Civic Center.
- Effect to the Civic Center's economic impact to the community of Rapid City – namely BBB and Vision Fund growth via Sales Tax.
- Projection and probable economic outcomes if nothing is done to the existing facility.
- Impact of each plan in the support and continuity with the Vision for Downtown Rapid City.
- Provide rationale for proposed venue size, scope, and amenities required to be competitive and identify what type and size of venue best fits the Rapid City market.
- Other community benefits.

Final recommendation will include a range of minimal expectations, likely expectations, and maximum expectations.

Resources Available:

- 40 years of history of the Barnett Arena and the rest of the Civic Center which includes all box office information and research
- Civic Center Staff
- Task Force Members
- City Officials
- Chamber of Commerce
- Convention Visitor's Bureau
- 2012 Economic Impact Study
- 2014 Business Model Study of a specific new venue design
- Information/research gathered during previous task force efforts
- Rapid City Development organizations
- Others as needed, including hotels, restaurants and/or other area businesses

Proposal Evaluation and Selection Process:

The Civic Center Resolution Task Force will oversee the selection of the consulting group and monitor its progress throughout the project. The Task Force reserves the right to enter into discussions with respondent(s) determined to be reasonably susceptible of being selected for award, or enter into exclusive discussions with the respondent whose proposal is deemed most advantageous, whichever is in the Task Force's best interest. It is anticipated that through this negotiating process a formal agreement will be executed.

The chosen consultant will be expected to make periodic status reports to the Task Force. The consultant must also be available for any necessary presentations to the City Council and/or City Management to include, but not limited to, a final study presentation. These meetings should be priced separately so the City and Task Force may utilize these services at its discretion.

Proposal Contents and Selection Criteria:

Consultants are encouraged to be creative and resourceful in proposing the most cost-effective and efficient solutions for the needs outlined in this RFP. The proposal, in a format decided by each consultant, shall contain the following information to be considered complete. Proposals will not be evaluated on cost alone but will use a combination of factors. Specifically:

1. Comparable experience, naming the facility and cities in which similar experience was acquired in, at least, the past 5 years.
2. Facility management or operator approach and philosophy for completing the study.
3. Understanding of the issues and outline of tasks to be performed.
4. Schedule of internal milestones leading to the required completion date.
5. Credentials of all key personnel who will be assigned to the project.
6. Cost of services and payment policies, given in full detail and summary format.

Date, Time and Mailing Address for Response to RFP

The Deadline for submitting a proposal to the Task Force for these services is October 21, 2016 at 4:00 p.m. MDT. Five (5) copies of the proposal should be mailed or delivered to Sandra Arnold, Rushmore Plaza Civic Center, 444 Mt. Rushmore RD. N., Rapid City, SD 57701.

Rejection of Proposals:

The Civic Center Resolution Task Force reserves the right to reject any or all proposals received. Furthermore, the Task Force will have the right to waive any informality or technicality in the proposals received when in the best interest of the City of Rapid City.

Additional Information

The Civic Center Resolution Task Force designated contact person for questions or additional information concerning the services specified in this request for proposal, or for additional information is

Craig Baltzer, Executive Director
444 Mt Rushmore Road N
Rapid City, SD 57701
craigb@rushmoreplazacc.com
605.394.4115

Addenda:

1. Consultants will be notified in writing of any change in the specifications contained in this RFP.
2. No information obtained other than through written addenda to this RFP shall be binding on the Civic Center Resolution Task Force or the City of Rapid City.
3. No employee of the City of Rapid City or its designees is authorized to interpret any portion of this RFP or give information as to the requirements of the RFP in addition to that contained in, or amended to, this written RFP document. Interpretations of the RFP or

additional information as to its requirements, where necessary, shall be communicated to the consultants by written addenda issued by the contact person listed above.

4. Receipt of addenda must be acknowledged in firm's proposal.

Denial of Reimbursement:

The Civic Center Resolution Task Force and the City of Rapid City will not reimburse consultants for any cost associated with the preparation and submittal of proposals, or for any travel and per diem costs that are incurred in response to this RFP.

Gratuity Prohibition:

Consultants shall not offer any gratuities, favors, or anything of monetary value to any official employee, or agent of the City of Rapid City.

Soliciting Restrictions:

Consultants need to be aware the Civic Center Resolution Task force is not an agent of managing the facility in any way. Solicitations for other studies, management services or other services will not be considered in connection to this study.

Right of Withdrawal:

A proposal may be withdrawn, modified and resubmitted prior to the stated submission date. Modifications submitted in any other manner will not be considered.