



REQUEST FOR PROPOSAL FOR MASTER PLANNING SERVICES

Key Dates:

RFP Release: May 17, 2022

Questions on RFP Due: June 17, 2022

Responses to Questions on RFP Due: July 15, 2022

Submission Deadline: July 28, 2022

Selected Interviews: August 22-26, 2022

Contract Awarded: By September 2, 2022

Project Kickoff: by September 30, 2022

Invitation to Propose

The Campbell County Public Land Board (CCPLB) invites your firm to submit a proposal to assist in the development of a comprehensive master plan for the Cam-Plex Multi Event Facilities located in Gillette, WY.

Proposals must be received on or before 4:00 PM, July 28, 2022.

The Campbell County Public Land Board requests:

1. Proposals may be emailed to masterplan@cam-plex.com.
2. Please attach a separate cost proposal. Cost proposals should be broken down by project phase as defined below.

The Campbell County Public Land Board will evaluate and rank each of the proposals to determine the most qualified firm. CCPLB may also contact the firm(s) to schedule presentations and/or interviews.

Any questions from your firm regarding this request for proposals must be received by the CCPLB contact before July 15, 2022, via email at masterplan@cam-plex.com. **No phone calls will be accepted.**

Addenda to this request, if any, including written answers to questions, will be posted on the Cam-Plex website, www.camplex.com, under the project heading.

Introduction

Cam-Plex is experiencing growth and unique opportunities. Thus, the Campbell County Public Land Board (CCPLB) seeks assistance from qualified firms in developing a Comprehensive Master Plan to help guide policy decisions and serve as a development road map for the CCPLB and its funding partners, the Campbell County Commission and City of Gillette. The planning process shall include robust community outreach and engagement, with public visioning and partnership building. Proposals shall include recommended strategies, methods, and resources for successfully completing each element of the project.

For context, here are a few examples of events booked or being considered. These events, the existing book of business, and opportunities not yet identified are to be considered as part of the master planning process.

- We have secured the International Pathfinder Camporee, a week-long, 60,000-person event which takes place in 2024. The event reoccurs every five years.
- The Camporee requires an amphitheater which will begin construction in 2022.
- The amphitheater also creates the opportunity to develop music festivals and other large outdoor concerts.
- We could win a long-term contract with the National High School Rodeo Association for their two annual youth rodeos. However, the contract requires a new facility for their use.

Arial View of CAM-PLEX



CAM-PLEX Multi-Event Facilities is in Gillette, Wyoming on over 1,000 acres. Located on the high rolling plains of Northeast Wyoming, CAM-PLEX's exciting and diverse facilities can be customized as the perfect site for any event.

CAM-PLEX features a performing arts theater, a convention/exhibit hall, two large multi-purpose pavilions, rodeo grounds, RV campgrounds, and a 21-acre park and picnic area. The CAM-PLEX facilities host a diverse range of local, regional, and national events.

Project Overview

The CCPLB envisions a three-phase process for creating the Master Plan. The following sections detail the type of work envisioned and deliverables required during each phase. However, recommendations on the project process based on your firm's experience and/or industry best practices are encouraged.

It is CCPLB's intention to achieve these goals in a timely manner. The proposed schedule for completion of this project is nine (9) months from the time the contract is signed. Close collaboration between CCPLB, staff, and the consulting team will be expected from the beginning of this project.

Project Goals and Objectives

Through open, reasoned, and comprehensive discussion involving the CCPLB, CAM-PLEX Management, and community stakeholders, the goals of the project are to build a Comprehensive Master Plan for the facility that will include:

- An assessment of existing facility uses, as well as a critical comparison between existing conditions and future opportunities, needs, and priorities.
- An economic impact study that compares market segments and ROI.
- The vision for desirable and sustainable facility use.
- Strategies for ensuring the final master plan document is viable for at least five years, and that future updates to the plan build upon the work done during the update process, including protocols for reviewing/updating the master plan.
- A comprehensive framework for sustainable and fiscally responsible development, including maintenance and replacement planning.
- Quantitative performance measurement for return on investment (ROI) of new property, taxes generated by market segment versus long term maintenance costs to support the public infrastructure required for such projects.
- During all project phases, consultant will employ effective and easy to understand communication strategies such as data visualization techniques to disseminate, share, and educate relative to the planning process and outcomes.

Phase 1 : Planning / Information Gathering / Economic Impact Study

During the initial project phase the consultant will work with CCPLB, and Cam-Plex staff to identify growth areas for the facility, build community support for the planning project, and develop clear strategies for achieving Phase 2 goals. Phase 1 processes include, but are not limited to:

1. Identify community leaders, representing a diverse range of stakeholder interests, who will serve on a project steering committee. Consultant should clearly define the roles and responsibilities of the steering committee, as well as the size and makeup of the committee.
2. Complete a walk-through of the Cam-Plex, assessing existing conditions.
3. Complete an economic impact study of the facility, including market trend analysis, facility usage, and economic impact of various market segments. Impact analysis will include both direct (revenues to Cam-Plex) and indirect (sales tax revenues to the community) spending by market segment.
4. Develop and implement a plan for rigorous public engagement, including social media and traditional media platforms, and in person public meetings.
5. Develop approaches to inform and educate all stakeholders about the economic development of various market segments.

Meetings:

Consultant is requested to attend minimum of three (3) in person meetings:

1. Project Kick-off / Facility Walk Through
2. Minimum one (1) in person meeting with Steering Committee
3. Phase 1 Deliverable Presentation

Additional meetings can be held via Zoom or alternate digital platform to keep consultant travel costs at a minimum.

Timing:

It is anticipated that Phase 1 will be completed within a four (4) month time frame.

Phase 1 Deliverables:

Deliverables should be presented in an easy to read, visually appealing manner. It is the intention of the CCPLB to make all information readily available to the citizens of Campbell County.

1. Monthly project updates to be submitted to the Executive Director of Cam-Plex.
2. Identification of Steering Committee.
3. Assessment of current facility conditions.
4. Results of economic impact study.
5. Results of public engagement campaign.
6. Final Phase 1 narrative report outlining a critical comparison between existing conditions and future opportunities, needs, and priorities, as discovered during Phase 1 activities.

Phase 2: Draft Master Plan Development

This phase of the project will focus on refining facility goals and priorities, as well as implementation strategies based on the data gathered during Phase 1. Conceptual facility plan options will also be generated during this phase. Phase 2 processes include, but are not limited to:

1. Facilitate the creation of the goals, objectives, and strategies to be included in the facility master plan utilizing information gathered in Phase 1 and CCPLB/staff knowledge.
2. Develop strategies for mediating policy conflicts between development goals and current policy. The consultant should work to understand the needs of competing interest groups and provide recommendations for reconciling these competing ideas.
3. Synthesize the data gathered during this phase and previous phase into recommendations and long-term facility use strategies, including any facility upgrades, and new capital investments. These recommendations will match the Board's vision and goals for Cam-Plex.
4. Generate three (3) high level conceptual facility and land use plans, with recommended timelines for phased new capital construction (if any), infrastructure requirements, local zoning restrictions, repair, and maintenance plans. Consultant should include consideration of results of economic impact study completed in Phase 1 for maximum economic benefit to the Cam-Plex. The CCPLB will provide feedback on the plans, which will be utilized by the consultant to prepare the final Master Plan in Phase 3.

Meetings:

Consultant is requested to attend minimum of two (2) in person meetings:

1. One to two work sessions with CCPLB and Cam-Plex Staff
2. Phase 2 Deliverable Presentation (may be proposed as digital meeting)

Additional meetings can be held via Zoom or alternate digital platform to keep consultant travel costs at a minimum.

Timing:

It is anticipated that Phase 2 will be completed within a three (3) month time frame.

Phase 2 Deliverables:

Deliverables should be presented in an easy to read, visually appealing manner. It is the intention of the CCPLB to make all information readily available to the citizens of Campbell County.

1. Monthly project updates to be submitted to the Executive Director of Cam-Plex.
2. Final Phase 2 narrative report outlining recommended development strategies, including consideration of capital investments and ROI.
3. Three (3) high level Conceptual Facility and Land Use Plans, with appropriate long-term (5-10 year) capital plans including repair and maintenance recommendations.

Phase 3: Final Master Plan Development

In the final phase of the project, it is expected that the consultant will streamline recommendations based on work completed in the previous two project phases, to provide CCPLB with a robust Master Plan for the Cam-Plex. Processes in this phase include, but are not limited to:

1. Ensuring the final document format is useful and educational to all residents of Campbell County and Cam-Plex customers, with emphasis on data visualization.
2. Synthesizing the comments and suggestions generated in this phase into policy and implementation recommendations which match the Board's vision and goals.
3. Presentation the final Master Plan document to the CCPLB, Cam-Plex staff, funding agency representatives, and the public.

Meetings:

Consultant is requested to attend minimum of two (2) in person meetings:

1. One to two work sessions with CCPLB and Cam-Plex Staff
2. Final Project Presentation

Additional meetings can be held via Zoom or alternate digital platform to keep consultant travel costs at a minimum.

Timing:

It is anticipated that Phase 3 will be completed within a two (2) month time frame.

Phase 3: Deliverables

Deliverables should be presented in an easy to read, visually appealing manner. It is the intention of the CCPLB to make all information readily available to the citizens of Campbell County.

1. Monthly project updates to be submitted to the Executive Director of Cam-Plex.
2. Final narrative report covering all three phases of the project, outlining priority growth areas for the Cam-Plex facilities, recommended facility upgrades, and new capital construction.
3. Final Conceptual Facility and Land Use Plan, with appropriate long-term (5-10 year) capital plans including repair and maintenance recommendations.
4. All digital working files, including all data files, generated during the project.
5. All meeting materials utilized in any public engagement sessions.

Submittal Information

General Instructions

Each proposer is expected to examine the proposal specifications and the proposal preparation instructions associated with this Request for Proposal (RFP). Failure to do so will be at the proposer's risk. Proposals must contain a transmittal letter on the firm's letterhead signed by the contractual officer.

The transmittal letter should include:

1. The full name of the proposer, its office location, website URL, address(es), phone number(s), email address and number of years providing the services requested.
2. The form of business and state of incorporation or in which it is licensed to operate.
3. A brief description of the firm, including number of years the firm has been in existence, range of professional services, specific experience, and expertise as it relates to the project scope.

If the proposer consists of a team or joint venture, an authorized representative of each participating organization is required to sign the letter. Respondents must include a chart or diagram explaining the intended form and structure of any proposed partnership or joint venture.

The proposal must meet the following requirements:

4. Proposal must be no more than 25 pages in length.
5. Page numbers at the bottom of each page.
6. Font size must be at least 10-point.

Proposals may be emailed to masterplan@cam-plex.com by the time specified in the RFP.

CCPLB will not be responsible for late deliveries, Internet outages, etc. Please ensure all responses to this RFP are received on or before July 28, 2022. Any proposals received after the time specified will not be considered.

Proposal Specifications

Proposals shall include, but shall not be limited to the following items:

Technical Approach

A narrative description of the approach(es) to be used to accomplish project goals.

1. Explain your method for project development. Highlight any aspects of your method that are unique or innovative. Specify its benefits to CCPLB and/or the project.
2. A list of draft and final products to be produced as part of the plan.

Key Personnel

List the key personnel, along with their work experience, that will be assigned to the project, including any specialist outside the firm that will be employed for the project.

1. Project Manager (attach resume)
2. Other key personnel (attach resumes)

Availability and Capacity

Identify the location of the office where most of the work is to be performed and outline your staff's availability and capacity in the required skill classes necessary to accomplish the work. Break the staffing down by the number of professionals, technicians, and other specialists and indicate the number of each available for assignment to this project.

1. Prior Experience
2. List and briefly describe the experience of the firm's personnel on similar projects that demonstrate facilitation and consensus building. Provide a representative listing of projects performed by the firm which are like the proposed project.

Project Schedule

Considering CCPLB's proposed project schedule and the time needed for the project development, provide, and discuss your firm's schedule for the various elements of the project to meet the proposed completion date.

1. Proposed project schedule (such as a Gantt Chart).
2. Proposed timeframes for meetings between the consultant team, CCPLB, Cam-Plex Management, and steering committee members about the progress of the project.

List of Customer References

List at least three customers who have contracted with the proposer for comparable services. The following information should be included for each customer:

1. Company name, address, phone number, and company contact (name and position)
2. Brief description of service performed

Cost Proposal

Provide a detailed cost breakdown for the project, by phase. The Cost proposal shall be submitted in conjunction with the other required responses in a separate digital file labeled as 'Cost Proposal'.

Selection Process

Evaluation of Proposals

CCPLB will evaluate and rank each of the proposals to determine the most qualified firm(s).

Proposals will be evaluated according to the following criteria:

1. Responsiveness to submission requirements
2. Comparable experience
3. Strength of entity members/completeness of the team
4. The extent to which the overall proposal meets or is likely to meet the objectives.

Interview

Selected respondents will be contacted by the CCPLB to schedule an interview. Following the interviews, CCPLB will evaluate, select, and rank the firms interviewed to determine the most qualified.

The CCPLB reserves the right to undertake such investigation as it deems necessary to evaluate the proposers and to evaluate its submittal. The CCPLB further reserves the right to request additional information as part of this selection process.

CCPLB reserves the right to reject any or all submissions, to waive technical or legal deficiencies, to proceed or not with any proposal or process, and to negotiate such terms and conditions of any proposal, agreement or other contract that may be in the best interest of the Board. The CCPLB further reserves the right to terminate or amend this process at any time.

Contract Negotiations

Contract negotiations will take place between the highest ranked firm and CCPLB. If negotiation with the highest ranked proposer fails to result in a mutually acceptable agreement, CCPLB will notify that firm in writing of the termination of negotiations. The next highest ranked proposer, as determined by the earlier technical proposal evaluation, will then be invited to enter negotiations with the CCPLB. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

A "Cost Reimbursement" type contract is envisioned by CCPLB for this project, with a maximum compensation limit. The selected consultant will submit regular monthly invoices tied to progress reports.