

City of Conway, South Carolina
Request for Proposals
Riverfront Amphitheater Feasibility Study

1. Background:

Established in 1732, the City of Conway, South Carolina has had a rich history tied to the Waccamaw River. The river “frames” downtown Conway and was once a key source of trade for the community. Over time, this area has become largely vacant as old riverfront industries have faded. However, the City of Conway has been proactive in reconnecting with the Waccamaw River through the River Walk – a park trail that lines the river and connects to downtown. To further enhance the river and River Walk, the City intends to provide more recreation and cultural activities, including an outdoor amphitheater.

The City recently received a Hometown Economic Development Grant to help fund a feasibility study for an outdoor amphitheater in the Riverfront area. The theater would be city-owned and serve as a location for the existing Theatre of the Republic to hold outdoor performances. The venue would also be available to other organizations interested in holding outdoor performances, such as local schools and musical or performing arts groups.

2. Objective and Purpose:

This Request for Proposals (RFP) is for a multi-disciplinary firm or team of firms to develop a feasibility study for an amphitheater for the Conway Riverfront. The consultant will perform the following scope of work:

1. Coordinate with the City of Conway on a feasibility study process that involves key stakeholders, city officials, public and private sector partners, and the public.
2. Prepare detailed concept plans and site locations for the proposed amphitheater.
3. Develop a plan that is cognizant of the relationship of downtown Conway to the River and pays respect to existing investment, fosters connections, and encourages long term benefit for the citizens of Conway.
4. Prepare a timeline for construction.
5. Include a budget analysis.

3. Submittal Requirements

RESPONSE TO THIS REQUEST FOR PROPOSALS MUST INCLUDE THE FOLLOWING:

Those firms interested in providing professional services for this project must submit one printed copy and one digital copy in PDF format to the City of Conway by 2 PM on Friday, January 4, 2019.

Submit RFP to Ken Senn, PO Drawer 1075, Conway, SC 29528 or hand deliver to 2940 Jerry Barnhill Blvd, Conway, SC 29527. Packages received after 2:00 PM will not be considered. It is the responsibility of the submitting firm or team to ensure the delivery of the qualifications package on time.

The detailed requirements set forth in the Qualifications Format are mandatory. Failure by any Proposer to respond to a specific requirement may result in disqualification. The City reserves the right to accept or reject any or all proposals. Proposers are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proposers at the discretion of the City. Those proposals determined not to be in compliance with provisions of this RFP and the applicable law and/or regulations will not be processed.

All costs incurred by the proposer associated with RFP preparations and subsequent interviews and/or negotiations, which may or may not lead to execution of an agreement, shall be borne entirely and exclusively by the proposer.

The City of Conway reserves the right to enter into negotiations with a single firm OR may create a short list of firms, based upon qualifications and pricing and may conduct interviews, engage in further discussion, or negotiate pricing terms.

Proposal format:

The format requirements were developed to aid submitters in their RFP development. They also provide a structured format so reviewers can systematically evaluate several proposals. These directions apply to all proposals submitted.

The purpose of the RFP is to demonstrate the technical capabilities, professional qualifications, past project experiences, and knowledge within this industry and evaluate the price submitted for the preparation of this Feasibility Study. Proposer's proposal must address all the points outlined herein as required, in the following order.

1. Transmittal Letter: A transmittal letter must be submitted which shall include:
 - The RFP subject.
 - Name of the firm or lead firm of a team responding, including mailing address, e-mail address, telephone number, and names of contact person.
 - A brief profile of the firm or team, outlining the history, philosophy, and target market of the firm or team.
 - The signature of the person authorized to make representations on behalf of the submitting firm or team.

2. Statement of Understanding and Project Approach Outline: The submitter shall prepare a one-page statement of understanding of the scope of work as well as a project approach narrative that reflects the tasks outlined in the Objectives and Purposes above.

3. **Public Outreach Approach:** The submitter shall prepare a one-page statement of their approach and philosophy to public outreach including any creative approaches used.
4. **References:** A minimum of three (3) separate references from past projects of similar nature completed must be provided. The references shall:
 - Provide demonstration of success on similar projects, including a brief project description and a contact name and address for reference.
 - Preference will be given towards projects completed within the past five years.
5. **Personnel Qualifications:** Proposer is required to provide a description of the proposed project team, staff qualifications, experience and credentials:
 - A brief description of the firm or team, organization structure and location of the firm or each member of the team.
 - A qualification summary containing a description of the firm or team's qualifications and the resumes of all the personnel to be employed on this project. If submitting as a team, provide a history of the team's history working together on similar projects.
 - The name and relevant experience of the project manager who will have direct and continued responsibility for the project. This person will be the City's contact on all matters dealing with the project and will handle all day-to-day activities from project initiation to completion.
6. **Project Examples:** Proposer is required to provide a description of related projects of similar scope.
 - Feasibility studies in comparable cities and towns are preferred.
 - Examples should show examples of public and private cooperation.
7. **Pricing Quote:** Proposer is required to provide a detailed budget outlining the cost to be charged to the City of Conway for the preparation of the Feasibility Study. This budget should include but not be limited to:
 - Public Meetings and Presentations
 - Design Charrettes
 - Meetings with City Officials and Stakeholders
 - Preparation of the feasibility study
 - Printing expenses

4. Evaluation

The City Staff Team will evaluate the proposals based on the factors outlined within section 3, which shall be applied to all eligible, responsive proposals in selecting the successful submitter. The City Team reserves the right to disqualify any proposal for, but not limited to; person or persons it deems as non responsive and/or non responsible; a failure to respond to each section; or who's experience does not describe the competencies required. The City Team reserves the right to make such investigations of the qualifications of the proposer as it deems appropriate.

Award of any project may be made without discussion with proposers after responses are received. The City reserves the right to cease contract negotiations if it is determined that the Proposer cannot perform services specified in their response. Proposals will be evaluated on the following factors:

1. Quality of Proposal

- This criterion will evaluate the understanding of the overall project.
- Proposer's responsiveness to the proposal requirements and guidelines.

2. Technical Capabilities and Specialized Knowledge

- This criterion involves an evaluation of the technical capabilities and specialized knowledge needed to successfully perform the specified Scope of Services, and a review of the proposing firm's demonstrated previous ability to deliver the work required in a timely and proficient manner.
- Knowledge of planning principals, policies, funding mechanisms, and tools that will aid in the implementation of the study (federal, regional, municipal, and other).
- Expertise in performing outreach in coordination with many stakeholder groups including skills in multi-stakeholder group facilitations.
- Familiarity with the City of Conway and past experience in the community and similar communities.
- The consultant's past plan descriptions and references submitted in the proposal.
- Expertise in preparing high quality graphic visual representations of proposed improvements.

3. Professional Qualifications, Knowledge, and Experience

- This criterion involves an evaluation of the qualifications, knowledge, and experience of the Project Manager and professional staff assigned to this project. It will involve a review of the background, experience, performance records, competence, and integrity of the firm, as well as an assessment of the qualifications of the project team who will be responsible for the performance of the Scope of Services. The overall team capacity, balance, and organization will also be evaluated. This factor will also include an assessment of the availability and ability of the firm (including the Project Manager and key personnel) to perform the Scope of Services in a timely manner. The Proposer's stated ability to become familiar with codes, regulations, and protocol of the City will also be considered.

4. Pricing

- This criterion will be evaluated based upon the total submitted budget and the effectiveness of incorporating all factors relevant to the creation of the Feasibility Study including anticipated expenditures for Public Meetings and Presentations, Design Charrettes, Meetings with City Officials and Stakeholders, Preparation of the Study, and any expenses

5. Timeline, Questions, and Ex-Parte Contact

Firms interested in submitting shall email a simple statement of interest by December 14, 2018 to be placed on the communications list regarding this project. Any questions regarding this RFP shall be submitted via email to mhyman@cityofconway.com or jrogers@cityofconway.com by December 21, 2018. The City of Conway will provide answers to all questions to all firms who have submitted a statement of interest by December 28, 2018. **The deadline for all submissions is Friday January 4, 2019 at 2 PM.** Submit to Ken Senn at PO Drawer 1075, Conway SC 29528 or hand deliver to 2940 Jerry Barnhill Blvd, Conway, SC 29527. The City of Conway expects to enter into negotiations with a selected firm by January 22, 2019. The project is expected to be completed in three months. Ex-parte contact with City Staff regarding the project does not bind the City of Conway to any verbal statements made and is discouraged.