

**REQUEST FOR PROPOSALS
TO CONDUCT A MARKET DEMAND AND FINANCIAL FEASIBILITY STUDY AND
DEVELOP A COMPREHENSIVE MASTER PLAN, INCLUDING EVALUATION OF
FACILITIES, PROGRAMS, ECONOMIC POSITION, CULTURAL SIGNIFICANCE
AND TO CONDUCT COMMUNITY OUTREACH AND COORDINATE COMMUNITY
INPUT INTO THE PLAN OF THE SOUTHWEST WASHINGTON FAIRGROUNDS**

Background Information

The Southwest Washington Fairgrounds (SWWF) is a multipurpose property centrally located along the I5 corridor in Centralia in Washington State. In addition to the annual county fair, the property is actively used year 'round for community and special events, camping, 4H and FFA activities. The property is a historically significant cultural landscape that includes multiple built facilities, with some buildings between 80 & 110 years old. Detailed information on the fairgrounds and fair are located at <https://southwestwashingtonfair.org/>.

Design Approach and Scope of Work

Southwest Washington Fairgrounds/Lewis County is seeking to work with a team of qualified consultants to conduct a market demand and financial feasibility study and develop a master plan linked to economic development. The master plan shall be based on maximizing the property use and value to Lewis County residents and visitors; taking into consideration economic viability and livability of the region including historic, cultural, recreational, and economic value.

This proposal will include two parts:

1. A market study and,
2. A facility master plan

Market Study

- Conduct an analysis to identify market potentials for economic development in Lewis County that can be supported by the Southwest Washington Fairgrounds.
- Quantify future demand for the market segments over a defined time horizon (five to ten years).
- Prepare recommendations based on the market potential. The recommended action plan should include an implementation schedule with anticipated benchmarks.

Master Plan

Develop a master plan that supports the market study with a timeline and estimated budget. Include a comprehensive analysis of the fairgrounds programs and facilities and include a long term vision for sustainability. Additionally, an analysis of the fairgrounds economic position within the community, the relevance of historic resources and sense of place, a 6-year capital improvement plan and 20-year capital forecast will be incorporated. The planning process will contain an innovative citizen involvement strategy so that SWWF citizens' ideas, concerns and expressions of preference are integrated into statements of how the fairgrounds should be developed, what should be preserved, what programming should accomplish, what facilities and service levels are needed, and how publicly funded improvements should support these

objectives. The plan update will look 20 years into the future. However, the visions and values expressed in this completed plan will likely extend beyond the 20-year planning horizon to future generations. The following question will be answered within the new plan: What is the community's vision for a sustainable county fairgrounds? The County's intent is to give the community a chance to imagine what role the fairgrounds can play in supporting a sustainable high quality of life and strong sense of community.

General Scope of Work Task 1: Conduct scoping to develop initial ideas, issues, and needs. Scoping should set the framework for the plan update including strategies for engaging the community.

- Engage the fairgrounds staff, and the Fair Advisory Commission
- Conduct at least three stakeholder group workshops
- Conduct a preliminary evaluation of fairgrounds facilities and infrastructure
- Develop key issues, ideas, and needs for the county approval

Deliverables: A county approved written report summarizing the key issues, ideas, and needs to be analyzed during the master plan update process.

Task 2: Inventory all fairgrounds existing facilities & infrastructure and cultural landscape.

- Develop a condition evaluation scale to support capital improvement planning
- Evaluate all built facilities including ADA accessibility and compliance, measure foot print and height; rate on the condition evaluation scale
- Locate utility infrastructure
- Research and describe historic significance of all structures and the fairgrounds landscape
- Develop a scaled map of all facilities and infrastructure

Deliverables: Prepare an inventory report, including the map, for county approval that will be incorporated into the master plan

Task 3: Research the current fairgrounds economic position and analyze possible future economic benefits in relation to neighboring communities and the County.

Deliverables: Prepare a report of key findings and recommendations that will be incorporated into the master plan.

Task 4: Develop a Public Involvement (PI) Plan designed to provide multiple opportunities for County residents to provide input in developing the master plan.

The PI Plan should include effective and creative techniques needed to ascertain how the community envisions the fairgrounds and its programs, activities & facilities, and its historical & cultural significance.

- At least one well-advertised open house workshop.
- At least one survey that provides statistically valid results and one online survey tool designed to obtain the community's evaluation of the existing vision and identification of

recommended changes through a menu of choices. Closed and open ended questions are desired regarding the update of the existing vision/mission statement and *Plan* goals and policies that implement it;

- A communications and media plan to keep the community informed about and engaged throughout the update process;
- A proposed schedule for completing the PI Plan; and
- Estimated cost of services

Deliverables: Draft PI Plan for county review and input. Second draft PI Plan with changes incorporated.

Task 5: Coordinate with County staff to obtain approval of the PI Plan and the public engagement tools.

Deliverables: Approved PI Plan and public engagement tools.

Task 6: Engage the community by executing the approved PI plan while maintaining close communication with the County project manager.

Deliverables: Materials for the PI Plan such as open house workshop agendas, flyers, presentations, copy for County webpage news flashes, public announcements of public involvement activities, and execution of public events.

Task 7: Compile, analyze and summarize community input resulting from the PI Plan into a report. The report should synthesize community generated ideas into a variety of media, words and images that reflect community input.

Deliverables: Electronic files of the report in both Word and PDF format.

Task 8: Develop the draft fairgrounds master plan document that includes the following sections:

- Vision for the Fairgrounds
- Introduction – plan purpose, planning process, document organization
- Planning area overview – landscape, current status, planning considerations
- Existing resources – facility inventory overview, inventory and assessment
- Community needs and opportunities – public involvement overview, public involvement results, areas of opportunity and actions
- Historical background, heritage resources, and significant aspects of the cultural landscape
- Economic Analysis
- Mission, Values, Goals, & Policies
- Implementation – recommended actions and projects – 6-year CIP with cost estimates and 20-year forecast

Additional: Provide 1st draft for county review and then update and provide 2nd draft to be released for public review.

Deliverables: Draft plan for county review and edit, 2nd draft with updates for public distribution.

Task 9: Prepare master plan for county approval

Receive public comments and prepare recommendations for changes

Meet with county staff and finalize proposed changes

Prepare master plan document suitable for adoption

Deliverables: Fairgrounds Master Plan document with appendices ready for Planning Commission and Board of County Commissioners review and approval. Provide 2 hard copies suitable for reproduction and electronic file copies in Word and PDF format.

Task 10. Present the project results and recommendations at two meetings (one daytime Board of County Commissioners and one evening Planning Commission meeting).

Deliverables: Meeting materials and presentations summarizing planning process and results provided ten (10) days prior to the meeting. Twenty-five (25) hard copies and electronic file copies of the meeting materials to be distributed in Word and PDF.

Evaluation and Selection Process

The selection of a consultant for this project will be made from the respondents to this solicitation. All firms responding will be evaluated, scored and ranked. The top firms may be invited for interview and have references checked.

All proposals will be evaluated on the following items:

- (50%) General project approach including creative techniques;
- (25%) Qualifications of proposed project manager and project team;
- (15%) Proposed schedule of deliverables; and
- (10%) References and past performance, including ability to meet schedules.

Submittal Content Requirements

1. Letter of Interest (1 page maximum): Indicate interest and availability to address plan/scope elements, and current levels of general and professional liability insurance carried by the consultant.

2. Project Approach and Scope Consideration (3 pages maximum): Include a brief description of the consultant's philosophy, approach to the project, and value to the County. Include key scope considerations to accomplish the scope elements stated in the RFP. The consultant is encouraged to include suggestions or supplemental tasks which may enhance the project or streamline the scope of work and improve cost effectiveness.

3. Schedule (1 page maximum). Include a timeline showing the estimated length of time required for completion of the work described in the scope of work.

4. Cost Summary (1 page maximum): Provide a preliminary cost summary of the work to be completed based upon the task outline presented above.

5. Project Team (2 pages maximum): Identify the proposed team, including sub-consultants, qualifications, experiences, and references. Identify the project manager and principal contact who will be permanently assigned to the project (strongly preferred that they are one and the same person).

6. Relevant Experience (2 pages maximum): Describe the consultant's experience in preparing plan/scope elements. Include at least three completed projects that are similar to the projects described in this request. For each project, provide the following information:

- Name and location of each project
- Year completed
- Name and contact information of each client
- Name and contact information of each client project manager
- Elements of the project that are similar to the scope elements of this request

7. Project Team Resumes: Provide in an appendix to the proposal a one-page resume per team member, no page limit, or include at least a paragraph for each key team member, years of experience, education, certifications, company affiliation, workplace location, and a brief bulleted list of individual project experience.

Proposal Submittal Process

Consultants are encouraged to submit concise and clear responses to this RFP. Documents shall have a minimum font size of 11 or greater. Proposals must be in digital format, with a maximum length of 12 pages excluding the cover letter, and include the project name: Southwest Washington Fairgrounds Master Plan Update. The cover letter should have the following information: Firm name, Contact information, Name of Principal-in-Charge, and Project Manager.

All submittals must be received by 3:00 pm on November 15, 2019

Tamara.Hayes@lewiscountywa.gov. No submittals will be accepted after that date and time. It is the consultant's sole responsibility to ensure that timely submittals are received.

All submittals become the property of Lewis County and will not be returned. Lewis County assumes no obligations of any kind for expenses incurred by any respondent to this invitation.

The County reserves the right to modify or cancel in part, or in its entirety, this RFP.

Anticipated Timeline for Consultant Selection

The County desires to select a consultant and complete contract negotiations by early November and have contract in place by mid-November. Interviews may be requested of top candidate firms during mid-October.

Title VI Requirements

The selection of a consultant shall be made without regard to race, color, sex, age, religion, national origin or political affiliation. Lewis County is an Equal Opportunity Employer.

Lewis County encourages disadvantaged, minority, and women-owned consultant firms to respond. San Juan County, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin or sex in consideration for an award.

Prospective consultants will be held to federal EEO requirements and ADA requirements. Persons with disabilities may request this information be prepared and supplied in alternate forms by contacting Daleyn Coleman at (360) 740-1408 or (360)-740-1480 TTY.

Questions

Questions regarding this Request for Proposals should be directed to Tamara Hayes at (360) 740-2656, tamara.hayes@lewiscountywa.gov.