



Request for Proposal

Hotel Market Feasibility Study

Submission Deadline:
Nov. 18, 2024, at 5:00 p.m. CST

City of Marion
1225 6th Avenue
Marion, IA 52302
319-743-6301

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SECTION 1.0 – NOTICE OF REQUEST FOR PROPOSAL (RFP)

1.1 OVERVIEW

The City of Marion, Iowa, is soliciting proposals from experienced individuals or firms to conduct a **Hotel Market Feasibility Study**. The study will provide a professional assessment of whether the City of Marion possesses the current consumer demand to interest a developer in building financially sustainable lodging property for the community. A Hotel Market Feasibility Study would involve determining Hotel Occupancy Percentage and Average Daily Rate (ADR) projections (and sometimes financial projections) for a particular site(s). Should the Hotel Market Feasibility Study result in relatively high occupancy levels and show that the Average Daily Rate (ADR) is likely achievable, this data can be used to interest lodging developers who would then conduct their own feasibility analysis to determine the initial feasibility and to perform an economic feasibility analysis and proforma for a potential lodging facility.

The proposal should include consultant recommendations that detail the implementation of lodging development in Marion. Although a specific site(s) has not yet been selected for lodging, several potential sites have been identified within city limits, which may provide an opportunity for such development. This list of potential sites will be provided to the consultant once a contract has been signed. The goal for the City of Marion is to determine if the market is favorable for a sustainable lodging property and to identify what type of lodging would be most feasible for private sector investment along with hospitality amenities that could be developed to support the lodging property.

The feasibility study should guide Marion's growth through the lens of sustainability and healthy neighborhoods, diversity, equity, inclusion and belonging, age-friendliness, and the environment. The City is seeking a consultant to evaluate the potential for a new hotel(s), considering recent growth, economic trends, the development of the Uptown Marion District, and interest from recreation and business travelers.

1.2 CITY OF MARION BACKGROUND

Marion is one of the Midwest's fastest-growing cities, experiencing significant growth in recent years. Located in Linn County, just minutes from Cedar Rapids, Marion prides itself on being the best place to raise a family and grow a business. The city is conveniently accessible via major local highways such as Highway 100 and Highway 13 and is situated near Interstate 380 (I-380), providing seamless connectivity to the broader region. The Cedar Rapids Regional Airport is also within easy reach, further enhancing Marion's accessibility.

Over the past 10 years, Marion has seen a population increase of approximately 20%, bringing the current population to over 40,000 residents. This rapid growth has been accompanied by a substantial increase in housing development and the annexation of numerous acres of land, many of which currently lack infrastructure. The City of Marion operates under the council/manager form of government, with a City Council comprised of seven members, including the Mayor.



The city covers approximately 17 square miles and includes the historic Uptown Marion Main Street District, and the original City Square Park. Since its founding in 1839, this area has been the city's business center, further cemented by the arrival of the railroad in the late 19th century. Uptown Marion Main Street, in partnership with local business owners and community partners, works to preserve the historic attributes of the central business district.

1.2.1 COMMUNITY CHARACTER

Marion is known for its exceptional quality of life, vibrant city center, dynamic neighborhoods and high-quality schools. To maintain a unique sense of community, the City recently invested in a major street reconstruction project and constructed a festival street on 7th Avenue between 10th and 12th Streets for community events and activities. These events include and are not limited to art shows, music performances and other community celebrations.

What was once known as a bedroom community and antique shopping district, is now a thriving city center of its own. Today, Uptown Marion boasts unique restaurants, women's clothing boutiques, floral shops, coffee and chocolate shops, museums, live music venues, live theater and unique home goods. As Marion continues to grow, so does Uptown. Since becoming a Main Street Iowa designated district in 2013, the community has completed 32 building projects with local investment exceeding \$37 million.

With this in mind, City leaders are investing in the future. A new public library opened in 2022, and the two-year streetscape project was completed at the same time. A new Central Plaza in City Square, complete with an ice-skating loop is slated to be completed at the end of 2024. It will anchor six square blocks of the district into a pedestrian-friendly area primed for events and activities and activate the space in all seasons. More than \$20 million in multi-family housing is also under construction. Through this growth, Uptown maintains its historic charm, which is vital to the identity of the district and cherished by its residents.

1.2.2 ATHLETIC FACILITIES

Prospect Meadows, a premier baseball and softball facility located just north of Marion has proven to be a significant economic driver for the region. This state-of-the-art complex attracts thousands of families from across the country for youth baseball and softball tournaments.

A recently released economic impact study highlights the complex's substantial contribution to Linn County's economy last summer. The study demonstrates that Prospect Meadows has been a driving force in attracting visitors, boosting local businesses and generating revenue for the community.

The facility's success is a testament to its commitment to providing quality experiences for athletes, families and spectators alike. Prospect Meadows continues to be a valuable asset to the Marion community and a source of pride for Linn County.

The complex commissioned a study by the Sports Facilities Companies (SFC) that quantified its economic impact. The study found that Prospect Meadows generated over

\$11 million in "new spending at businesses" and more than 24,000 hotel room nights in the area.

- **Visitor Data:** The complex attracted over 127,000 visitors from March to October 2022 and 132,000 visitors in the 2023 season.
- **Community Partnerships:** Prospect Meadows has formed strong partnerships with local businesses, organizations, and government entities, which has contributed to its success.
- **National Recognition:** The complex has hosted numerous regional and national tournaments, attracting teams and spectators from across the country.

Tuma Sports Complex, located on County Home Road to the north of Marion, is the largest tournament-level soccer complex in Iowa and hosts over 3,000 soccer games annually. This impressive facility offers a variety of amenities, including:

- 32 soccer fields of various sizes
- Two full-sized football fields
- Concessions
- Ample parking

1.2.3 EVENTS/ATTRACTIONS

Events bring people together. The City and its partners host well over 100 free community events annually, several of which require lodging, prompting the City of Marion to conduct this Hotel Market Feasibility Study.

- Community Events hosted by the City, Chamber and other community partners
- Sports Tournaments – Traveling teams from Triple Play Park, Tuma Soccer Complex, Prospect Meadows, FC United Soccer Club, etc.
- Oktoberfest
- Uptown Farmers Markets
- Uptown Getdown
- Chocolate Walk
- Christmas in the Park
- Central Plaza - Ice Skating Loop (opening January 2025)
- Uptown Marion Shopping District
- International and national companies hosting customers – Legacy Manufacturing, Elplast America, FREUND Inc., etc.
- Weddings, reunions and other special events that attract visitors of friends and relatives of Marion residents
- Cedar Valley Nature Trail
- Marion Independent and Linn-Mar School District activities
- Commercial and residential construction
- Future Aquatic Center
- Major Employers:
Hy-Vee, Mercy Hospital Emergency Department, UnityPoint Health – St. Luke’s Hospital Emergency Department, Hills Bank, City of Marion, Linn County REC, Timberline, Linn-Mar Community School District and Marion Independent School District.

1.2.4 CURRENT LODGING IN THE CITY OF MARION

- TownePlace Suites by Marriott (opened in summer of 2019)
- Holiday Inn Express (opening in the fall of 2024)
- Older stock:
 - Best Western Plus Longbranch Hotel & Convention Center, recently under new ownership
 - Sleep Inn (recently remodeled)

Based on the study results, the consultant’s recommendation will enable City of Marion staff to direct efforts and resources to address lodging development now or in the future.

1.2.5 LEADING EMPLOYERS

Marion

1 Linn Mar Community School District

Location: Marion, Iowa
Employees: 1,187 Marion and total
Product or Service: Public Education

2 ESCO Group

Location: Marion, IA
Employees: 440 Total
Product or Service: Electrical Automation Engineering

3 Marion Ind. School District

Location: Marion, Iowa
Employees: 425 Marion and total
Product or Service: Public Education

4 Timberline Manufacturing

Location: Marion, IA
Employees: 245 Marion and total
Product or Service: Electric Sub-Assembly Manufacturer

5 Consumers Supply

Location: Marion, Iowa
Employees: 25 Marion, 225 Total
Product or Service: Wholesale Animal Feed Distribution

6 Legacy Manufacturing

Location: Marion, IA
Employees: 180 Marion and total
Product or Service: Tools and equipment Manufacturing

7 City of Marion

Location: Marion, Iowa
Employees: 175 Marion and total
Product or Service: Government

8 Limolink

Location: Marion, Iowa

Employees: 140 Marion, 156 Total

Product or Service: Professional International Chauffeur Services

9 Hupp Electric Motors

Location: Marion, IA

Employees: 130 Marion, 156 Total

Product or Service: Electric Motor Repair & Rebuilding

10 Farmers State Bank

Location: Marion, Iowa

Employees: 106 Marion, 146 Total

Product or Service: Financial Services

11 Linn Coop

Location: Marion, Iowa

Employees: 120 Total

Product or Service: Grain, Agronomy, and Energy

12 Freund Vector Corporation

Location: Marion, Iowa

Employees: 115 Marion and total

Product or Service: Pharmaceutical & Food Processing Equipment Manufacturing

13 Rathje Construction

Location: Marion, Iowa

Employees: 95 Marion and Total

Product or Service: Construction General Contractor

14 Lebeda Mattress Manufacturing

Location: Marion, Iowa

Employees: 90 Total

Product or Service: Mattress Manufacturing

15 Rapids Wholesale Equipment

Location: Marion, Iowa

Employees: 80 Total

Product or Service: Wholesale Restaurant Supplies

16 Linn County REC

Location: Marion, Iowa

Employees: 54 Marion, 73 Total

Product or Service: Electrical Utility

17 Marion Process Solutions

Location: Marion, IA

Employees: 50 Marion

Product or Service: Industrial Processing Equipment Manufacturing

18 Kraus Fosters

Location: Marion, Iowa

Employees: 50 Marion and total

Product or Service: HVAC, Commercial and Residential heating, and air

19 Woodcrafters

Location: Marion, Iowa

Employees: 40 Marion and total

Product or Service: Commercial cabinets and countertop manufacturer

20 ELPLAST America

Location: Marion, Iowa

Employees: 30 Marion

Product or Service: Press to close zipper Manufacturing

Cedar Rapids

1 Collins Aerospace

Location: Cedar Rapids, Iowa

Employees: 8,238

Product or Service: Aviation Electronics/Manufacturing

2 UnityPoint Health - St. Luke's Hospital

Location: Cedar Rapids, Iowa

Employees: 4,525

Product or Service: General Surgical & Medical Hospital

3 Cedar Rapids Community School District

Location: Cedar Rapids, Iowa

Employees: 2,879

Product or Service: K-12 Education

4 Transamerica

Location: Cedar Rapids, Iowa

Employees: 2,600

Product or Service: Insurance/Financial

5 Hy-Vee

Location: Cedar Rapids, Iowa

Employees: 2,300

Product or Service: Grocery/Retail

6 Nordstrom Direct

Location: Cedar Rapids Iowa, Iowa

Employees: 2,150

Product or Service: Warehousing/Distribution

7 Mercy Medical Center

Location: Cedar Rapids, Iowa
Employees: 2,140
Product or Service: Healthcare/Hospital

8 City of Cedar Rapids

Location: Cedar Rapids, Iowa
Employees: 1,326
Product or Service: municipalities

9 UFG Insurance

Location: Cedar Rapids, Iowa
Employees: 1,230
Product or Service: Insurance

1.2.6 MARION 2024 COMPREHENSIVE PLAN IN PROGRESS

The City adopted a Comprehensive Plan to guide its decision-making, growth and development in 2010 with design standards adopted in 2022. The current plan does not specifically call for the establishment of a hotel, but it does define several goals that would be supported by the establishment of a successful hotel(s). The plan outlines objectives calling for ongoing support of Uptown businesses and investments in infrastructure that support the core of Uptown. It also discusses land use and development and identifies major land areas around the Uptown core as priority infill areas. This chapter calls for developing a 24-hour environment in and around Uptown’s core, which enhances opportunities for retail and cultural development. Several other objectives stated in the Comprehensive Plan are consistent with an effort to establish an events space.

The City’s Comprehensive Plan update is overdue for an update and is in the process of being revised to reflect changing conditions, needs and opportunities in a community.

Some reasons why a comprehensive plan is revised include:

- Population changes
- Land use changes
- Achieved goals
- New legislation
- Arterial street expansions
- Elementary school expansions
- Evolving trends and practices

The 2024 Comprehensive Plan is expected to be adopted in March 2025.

1.3 CONTACT INFORMATION FOR THE RFP

The Proposer’s principal contact with the City related to this RFP will be Kim Downs, Deputy City Manager.

Contact information:

City of Marion
 Attn: Kim Downs
 1225 6th Avenue
 Marion, IA 52302
 319-743-6301
 kdowns@cityofmarion.org

1.4 SCHEDULE OF ACTIVITIES

Date of Issuance	Oct. 21, 2024
Deadline for Questions	Nov. 7, 2024 at 5:00 p.m. CST
Questions directed to	kdowns@cityofmarion.org Subject line: "RFP – Hotel Market Feasibility Study – ‘Name of Institution’ ”
Submission Deadline	Nov. 18, 2024 – 5:00 p.m. CST
Proposer Interviews, if needed	Nov. 25-Dec. 5, 2024
Recommendation to City Council	Dec. 19, 2024
Proposers Notified	Dec. 20, 2024
Completion of the Feasibility Study (all phases)	Jan. 24, 2025 (or negotiated date)
Submit Proposal to: ->->->->->->->	kdowns@cityofmarion.org Submit in .pdf format Subject line: "RFP – Hotel Market Feasibility Study – ‘Name of Institution’ ”
Contact Person for RFP, Title	Kim Downs, Deputy City Manager
E-Mail Address	kdowns@cityofmarion.org
Phone / Fax Number	Phone: 319-743-6301 / Fax: 319-377-7892

SECTION 2.0 – DESCRIPTION OF WORK

2.1 GENERAL

The goal for the City of Marion is to determine if the market is favorable for a sustainable lodging property and to identify what type of lodging would be most feasible for private sector investment along with hospitality amenities that could be developed to support the lodging property.

Project Feasibility Study:

- Determine the viability of a hospitality product adjacent to a multi-purpose event center based on the potential demand.
- Identify financing constraints in the current market.
- Estimate capital investment required, and the expected revenue return needed to attract able investors.
- Project economic impacts on:
 - Hotel room nights, including impact to other hospitality venues within the market area.
 - Emergency Departments.
 - City restaurants and retailers.
- Address potential public incentives that could improve the viability and/or investment attraction for the project.
- The City of Marion would like to have the Hotel Market Feasibility Study completed no later than **Monday, Jan. 24, 2025, or date negotiated**.

2.2 SCOPE OF WORK TO BE PERFORMED

The following is a list of the services to be performed along with the desired outcomes. The City of Marion will consider input from RFP respondents regarding other suggested services if they support the project's objectives. Those services should be listed as optional and additional in the submission of the RFP.

2.2.1 KICKOFF MEETING, RESEARCH & COMMUNITY OUTREACH

This phase involves speaking with community leaders to compile a list of potential demand generators in the local and regional community. This phase is conducted within the first one to two weeks following the award of the contract.

2.2.2 REVIEW REPORTS

Review of the Marion Economic Development Corporation/City of Marion Reports and Community Development Permitting Reports.

Review of the City's Comprehensive Plan and the Comprehensive Plan Visioning Committee's report:

- The Comprehensive Plan notes economic development strategies focused on the development of a center to create central gathering spaces and clustered commercial/residential uses.
- ESRI Business Analyst Online Tool – shows the leakage of specific retail segments by industry group within a 5-minute drive of the City of Marion.

2.2.3 TOUR CITY OF MARION

Tour Marion to better understand the commercial development activity that currently exists, the available commercial real estate for sale, parks, outdoor recreation amenities, events, shopping areas and other features that bring people to the community.

2.2.4 PERFORM A MARKET DEMAND ANALYSIS

- Interview the individuals listed below to identify specific lodging-related economic and demographic trends that may have an impact on future lodging demand.
 - City of Marion
 - MEDCO Board Members
 - Marion Chamber of Commerce
 - Local Business Owners
 - Local Commercial Real Estate Property Owners
 - Local and Regional Hotel Developers and Investors
 - Local Residents
 - Local Developers
 - Residents living outside Marion
 - Cedar Rapids Tourism
 - Hospitality Professionals (other metro community hotels, restaurants, transportation companies, select tourist attractions)
 - Lodging User Groups (i.e. event organizers, sports clubs, businesses, meeting planners, wedding planners, sports facility managers, meeting facility managers, equestrian-related businesses, outdoor recreation groups and any other potential user of a lodging facility)
 - Event venues without sleeping units
 - Any other individuals relevant to collecting data for this study.

- Analyze existing lodging properties (within a 20-mile radius of Marion) to include the cities of Cedar Rapids, Hiawatha, and Anamosa to determine current lodging demand, market penetration and the degree of competitiveness.

- Inspect and recommend potential lodging development sites in Marion regarding access, visibility, surrounding neighborhood, proximity to primary sources of demand and advantages and disadvantages of each site compared to that of other hotels in the area. (A list of potential lodging sites that have already been identified will be provided when the contract has been awarded).

- An analysis and ranking of potential hotel sites with advantages and disadvantages listed for each site. Site identification analysis shall include a review of the necessary city infrastructure to include, but not be limited to, road and site improvements that will be required as part of the total development package.

- A competitive analysis of what a new full-service hotel impact will have on the convention and general market as well as projections to be financially viable.

2.2.5 DEVELOP A DEMAND ANALYSIS REPORT

Draft a report to include the following:

- Recommendation on the type of lodging facility most suitable for Marion (e.g. hotel, motel, cabins, limited service, full-service, independent hotel or hotel chain).
- Recommendation on the most suitable site for placing a lodging facility within the city.
- A competitive analysis of what a new lodging facility must provide as a unique alternative to the current lodging inventory in nearby communities to be successful in Marion. This would include specific recommendations for features and amenities.
- The lodging facility's potential utilization, revenue and occupancy to include, however, not limited to
 - a. Hotel Occupancy Percentage
 - b. Average Daily Rate (ADR)
 - c. Other financial projections (if necessary) based on the current Linn County lodging market.
- A summary of the Key Economic Indicators
- Historical Performance Figures (demand trends) for the last five years for at least five hotels located closest to Marion.
- Estimated Mix of Rooms Demand (Commercial & Government, Group Travel and Leisure Travel)
- Seasonality of Market Occupancy Rates
- Seasonality in Market Average Daily Rate (ADR)
- Projected Changes in Market Supply & Demand
- Industry data for target market as well as industry trends to help us gain a better understanding of the local and regional opportunities.
- Identification and analysis of potential incentives that could be offered in a total development package for a full-service hotel and the potential of an adjacent convention facility.

The analysis provided by the successful bidder will be provided to potential hotel developers, management companies and brands who express interest in participating in a hotel project.

2.2.6 POTENTIAL PHASES

The RFP may be broken down in the following phases, or other divisions based on the firm's recommended approach for similar projects.

Phase 1 – Market Demand Analysis

- Determine current and potential future lodging and hospitality demand in the market area.
- Review competitive facilities in the immediate region and surrounding metropolitan areas.
- Conduct room inventory and meeting space/ballroom analysis.
- Analyze present marketing position strategies and provide recommendations for underserved markets and/or opportunities that can be targeted with a new full-service hotel.

- Identify and determine current community needs and possible quality of life opportunities that would benefit from additional hotel space and evaluate the economic opportunity for the City.
- Conduct demand analysis.
 - Primary and secondary market research
 - Identify potential users of a full-service Uptown hotel facility, including interview with potential users including meeting planners, event promoters and/or other customers.
- **Upon the discovery that the market demand analysis suggests there is currently no market need for additional hotels in Marion, please inform the City of this finding to determine if the project should proceed to the next phase.**

Phase 2 – Site Selection-Optimal Site Selection

Determine site location(s) and provide a preferred ranking of the determined locations for a full-service hotel adjacent to the multi-purpose event center based on:

- Property acquisition cost(s)
- Relationship with Uptown commercial core and other amenities
- Vehicular and pedestrian access
- Parking
- Current land uses in the vicinity
- Advantages/disadvantages of the site versus alternative sites

Phase 3 – Facility Recommendation

As part of the analysis, and based on the nature and kind of requirements associated with the identified potential users of the facility, and available sites, make recommendations for:

- Number and mix of guest rooms
- Room configuration
- Food and beverage concept
- Banquet and meeting space requirements
- Hotel flag affiliation
- Other facilities and amenities

Phase 4 – Financial Projections

Identification of financial incentives and projected operating proformas. Detailed financial proformas for development, and incentive packages that can be provided to potential hotel developers, lending institutions, management companies and franchises that may be interested in participating in the hotel project.

- Contract a project, brand, market and scale specific Pro Forma that is bank, investor, brand and developer friendly.
- Cost Gathering-involves all things cost. Gather actual cost for the development, construction, financing, taxes and all other ongoing costs associated with the specific project.

Phase 5- Estimated Economic Impact

When considering the potential direct and indirect revenue of a new hotel(s) in the community, look at the direct tax revenue the community is gaining from the project(s). This takes into consideration lodging/bed taxes (when applicable), sales taxes, real estate taxes and spending of the guest within the community. Potential spending-food/dining, entertainment/activities and alcoholic beverages.

2.2.7 PRIMARY FACTORS

The primary factors contributing to the consideration of a new lodging facility in Marion are as follows:

- Location, location, location – Iowa Highways 13, 151 and 100. Ease of access to Iowa Highway 30 and Interstate 380; access is only a 5-10-minute drive anywhere in Marion.
- 15-20 minute drive or less to any venue in the metro region.
- The perceived need for quality lodging that will allow the City of Marion to market itself as an overnight destination for business travelers, tourists, outdoor enthusiasts, and those visiting friends and relatives.
- The perception that Marion is losing overnight visitors to communities with lodging available located 3 to 20 miles away (visitor leakage).
- Ease of parking – there is plenty of parking around Marion.
- There is a business need for overnight accommodation.
- The perception that there is demand for destination events like weddings, sporting events, tourism and music festivals that may not be accounted for in a Standard Market Analysis.
- The perception that there is a demand for lodging for weddings, small conferences, and sports events that would be attracted to a lodging facility in Marion.
- The perception that Marion’s tourism product currently relies on lodging accommodations outside of the community, therefore, a quality lodging property in Marion may capture visitors throughout the year.
- Ability to attract new businesses and events to Marion.
- The Cedar Rapids hotel stock is near Marion and is aging (2nd or 3rd generation).

SECTION 3.0 – PROPOSAL INFORMATION

3.1 PROPOSAL

Proposers should completely read the requirements and description of this proposal. All inquiries concerning this RFP should be submitted in writing via email to Kim Downs at kdowns@cityofmarion.org the subject line “RFP – Hotel Market Feasibility Study – ‘Name of Institution’ ”.

Proposals must be received by 5 p.m. CST Monday, Nov. 18, 2024. Late proposals or proposals delivered elsewhere will not be considered.

The City’s process is designed to identify the qualifications and procurement proposals best aligned to meet the City’s objectives and to enable the City’s review panel to make a clear

recommendation to the City Council. The City’s panel will be composed of staff with experience in financial services and/or administration.

- Request for Proposals (RFP) – the prospective provider is required to respond in writing using **Section 3.11 Format of Response**. All the proposal information should be contained in the material submitted. The answers will be reviewed by the City’s panel.
- Presentation and Interview – Based on the RFP, the City’s panel will narrow the most responsive proposals to present and interview with the City’s panel. Following this review, the final selection will be based on the proposal that best meets the requirements set forth in the RFP and is in the best interest of the City. At the time the City Council awards an **Agreement for a Hotel Market Feasibility Study**, it will be based on the proposals received without additional submissions from the provider.

Please ensure the proposal includes contact information for the person who will be representing the service provider through the process and who has the authority to bind the provider.

3.2 ADDENDA

Addenda are any graphic or written instruments issued by the City of Marion prior to the date for receipt of proposals, which modify or interpret this document by additions, deletions, clarifications, or corrections. The City of Marion will try to email all known to have received documents the addenda however it is the Proposer’s responsibility to refer to the City of Marion website for the addenda. No addenda will be issued later than Nov. 7, 2024, except an addendum postponing or withdrawing the request for qualifications.

3.3 EXCEPTIONS

Exceptions to any part of the requirements stated in this request must be clearly identified as exceptions in the submitted proposal under the “Exceptions” section.

3.4 WITHDRAWALS

All requests to withdraw or resubmit a proposal must be made in writing to the City of Marion any time prior to the deadline for submittal.

3.5 PROPOSAL CLARIFICATION QUESTIONS

After reviewing all the proposals received in response to this RFP, the City of Marion may develop a list of clarifying questions to be addressed by the proposer. The City will email/send these questions to the proposer for clarification. The proposer shall provide a response to the City within five working days following receipt of the inquiry.

3.6 EVALUATION CRITERIA

This RFP is not meant to favor any proposer. Instead, it is designed to meet the needs of the City of Marion. The City will weigh the proposals based on the following criteria. The award will not be made on price alone.

Criteria	Weight (%)
At least five years of experience conducting Hotel Market Demand/Feasibility Studies	10%
Proposed scope of services	20%
Quality of proposal	25%
Availability to start and complete the project	20%
Credentials of all staff assigned to the engagement	10%
Proposed cost of services	15%
Overall Score	100%

3.7 EVALUATION RESULTS

Based on evaluation results, the City’s panel will determine which proposers, if any, are invited to proceed further in the process. If such an option is exercised by the City, a presentation / interview schedule will be determined following the City’s review of the proposals. The City will notify the selected proposers of the date and time for its presentation. The quality of the client references should be determined prior to submitting a formal recommendation to the City Council.

The combined process of the RFP, the presentation and interview, and the client references will enable the City’s panel to determine the single most qualified proposer to be awarded the agreement, pending negotiations. If the first chosen proposer does not reach an agreement 30 days after its selection by the City’s administration, the City reserves its right to award the agreement to the next most qualified proposer as determined by the City.

3.8 ACCEPTANCE

The City reserves the right to accept or reject any or all proposals and waive formalities or irregularities in the process. A proposal, once submitted, shall be deemed final and binding on the Proposer, and shall constitute an option with the City of Marion to enter into contract upon the terms set forth in the proposal. All proposals must be valid for 60 days from proposal due date.

3.9 PROPOSAL AWARD

Unless otherwise indicated in the specification for a proposal, the City of Marion reserves the right to award the proposal in whole or in part, by item or by group of items, where such action serves the best interests of the City. Awards will not be made based on price alone, nor will they be based solely upon the lowest fees submitted. The award will be made as will best promote the City’s interest, taking into consideration the qualifications of the proposer; the responsiveness of the proposal in meeting the requirements and specifications; the quality of the materials, equipment, or services to be furnished and their conformity to the specifications; contractual requirements and any additional specific criteria for evaluation included in the RFP.

3.10 PROPOSAL REQUIREMENTS

Only those proposals received in a timely fashion and at the location described will be considered.

During the evaluation process, the City reserves the right, where it may serve the City’s best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. The City reserves the right to reject any or all proposals submitted. At the

discretion of the City, firms submitting proposals may be requested to make oral presentations and participate in interviews as part of the final evaluation process.

Generally, all information included in the firm’s proposal will be considered public information. However, if a firm decides to include information it considers proprietary, it should be clearly marked as such within the proposal and, in such cases, if the City agrees to its proprietary nature, it will not divulge this information to outside parties or the general public. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal, unless clearly and specifically agreed to in writing by both the City and the firm selected.

3.11 FORMAT OF RESPONSE

To facilitate the review process, all proposals are limited to a maximum of 30 pages using at least 11-point font. Proposals exceeding 30 pages, not including the forms within the RFP, will be considered unresponsive. Efforts for conciseness will be well-received and carefully considered. The objective is to provide the City with an adequate understanding of your abilities and the extent of services the proposer provides.

Supplemental information (i.e. brochures, sample documents) either requested by the City or considered by the proposer to be appropriate may be included at the end of the RFP (these items will not count towards the page limit). When submitting supplemental information, clearly identify what item number the supplemental information addresses. Although supplemental information may be submitted, the reviewers will focus primarily on written answers.

Proposals should be concise, straightforward, and prepared simply and economically. Expensive displays, bindings, or promotional materials are neither desired nor required.

To simplify the review process and to obtain the maximum degree of comparability, the proposal shall include the following items and be organized in the manner specified on the following pages.

3.11.1 Signed Introductory Letter

Signed introductory letter will include a statement that the proposer “Agrees to all the requirements and conditions stated in the Request for Proposals documents” and will be signed by an officer of the proposer with the authority to enter into an agreement with the City.

3.11.2 Scope of Work

The scope of work proposed for this project will include a recommended implementation timeline, approach, and pricing. In addition, expectations in Section 2.0 – Description of Work should be addressed.

3.11.3 Profile of the Proposer/Certification (Form A)

The profile will contain general information regarding the proposer as well as a signature certifying the response to the RFP.

3.11.4 References (Form B)

To be a qualified proposer, the proposer must include three references with similar services provided in your proposal response. Preference will be given to proposers with references for organizations like the City of Marion. References will be contacted. Please verify information before submitting.

3.11.5 Requirements (Form C)

Completed mandatory requirement checklist. Proposer must reply to all questions with an appropriate response indicating (“T” – True) or (“F” – False) to the questions noted.

3.11.6 Terms and Conditions (Form D)

Signature required certifying agreement of the Terms and Conditions in the RFP.

3.11.7 Exceptions (Form E)

The proposer shall list any exceptions taken with items or terms required in this proposal.

3.11.8 Fees (Form F)

The proposer shall list all potential associated costs as well as a signature certifying the response.

FORM A – Profile of Proposer

Company Name:	
Legal Name (if different):	
Years in Business:	
Years providing market study services:	
Number of public entities you have provided Hotel Market Feasibility Studies to within the last 5 years:	
Contact Person:	
Full Mailing Address:	
Telephone Number:	
Fax Number:	
Email Address:	
Website:	
Number of Full-Time Employees:	
Number of Technical/Support Personnel:	
Does your company anticipate any mergers, transfer of ownership, management reorganization, or departure of key personnel within the next twelve (12) months that may affect the organizations' ability to carry out its proposal?	
Is your company authorized to do business in Iowa?	

The undersigned certifies he/she is authorized to obligate the represented proposer and further agrees with all terms, conditions, and requirements of the City of Marion's Request for Proposal. Further, the undersigned certifies that information provided in the Request for Proposal is true and correct.

Name: _____

Signature: _____

Title: _____

Date: _____

FORM B – References

To be a qualified proposer, the proposer must include three (3) references with similar services provided in your proposal response. Preference will be given to organizations like the City of Marion. References will be contacted. Please verify information before submitting.

Reference 1

Organization Name:	
Address:	
Type of Business:	
Contact Person:	
Contact e-mail:	
Telephone Number:	
Date of Service Period:	
Description of Service:	

Reference 2

Organization Name:	
Address:	
Type of Business:	
Contact Person:	
Contact e-mail:	
Telephone Number:	
Date of Service Period:	
Description of Service:	

Reference 3

Organization Name:	
Address:	
Type of Business:	
Contact Person:	
Contact e-mail:	
Telephone Number:	
Date of Service Period:	
Description of Service:	

FORM C – Requirements

Mandatory Requirements listed in this section will be evaluated on a pass/fail basis. Proposers must meet all mandatory requirements without qualification.

Proposer must reply to all questions outlined with an appropriate response indicating (“T” – True statement) or (“F” - False). Include in the exceptions portion of the proposal (Form E) any points where the proposed application packages do not conform to the project scope requirements included in this RFP.

Hotel Market Feasibility Study

Questions	T	F
The Proposer will furnish a current dated W9 and contact information to the City before services begin.		
The Proposer will accept Net 45 invoice terms.		
The Proposer will be able to attend and/or present at meetings and be along our side as a stakeholder.		
The Proposer is available for an interview between November 25 – December 5, 2024, if needed.		
The Proposer’s professional personnel have received adequate experience within the preceding five years.		
The Proposer warrants that it will not delegate or subcontract its responsibilities under this agreement without prior written permission of the City of Marion.		
The Proposer warrants that all information provided by it in connection with this proposal is true and accurate.		
The Proposer warrants that they have provided/conducted hotel feasibility studies over the past five years.		
Proof of insurance will be provided to the City upon execution of the contract.		
The Proposer personnel will be in attendance for the City Council Meeting on 12/19/2024 to provide a brief presentation on the study.		
Provide clarification if needed for any of the above responses:		

Attach additional pages if needed. Please restate the question you are responding to.

FORM D – Terms and Conditions

Proposer must comply with the following terms and conditions. Include in the “Exceptions” section any points where the proposed application packages do not conform to the items included in this RFP.

Term of Contract

The selected proposer will be designated for a five-year period with an option to renew the contract for two additional one-year periods by mutual agreement of both parties.

Certificate of Insurance

The selected firm shall submit to the City a Certificate of Insurance, and continuously maintain throughout the contract period, the following types and amounts of insurance coverage:

- 1) Workers’ Compensation and Employers’ Liability Insurance as required by any applicable law or regulation. Minimum coverage as follows:
 - a. \$500,000 each accident
 - b. \$500,000 each employee
 - c. \$500,000 policy limit
- 2) Comprehensive general liability insurance with separate limits of not less than \$1,000,000 per occurrence, \$2,000,000 aggregate.
- 3) Comprehensive automobile liability insurance with the not less than \$1,000,000 combined limits of coverage.
- 4) Professional liability insurance coverage with a single limit of not less than \$1,000,000 per occurrence.

The firm’s Certificate of Insurance shall state that the insurance carrier shall notify the City in writing at least thirty (30) days prior to any change or cancellation of said policy or policy.

Hold Harmless

The firm shall defend, indemnify and hold harmless the City, its officials, employees, agents, contractors, and assigns from any and all claims, demands, causes of action, liability, loss, damage, or injury, both to person and property, arising out of, related to, or connected with arising from the firm’s operations under this contract, whether such operations be by the firm or by any subcontractor or by anyone directly or indirectly employed by the firm or a subcontractor. This indemnification applies to and includes, but is not limited to, the payment of all penalties, fines, judgments, awards, decrees, attorney’s fees, expert witness fees, investigation fees, settlements, related costs or expenses, interest, and any reimbursements incurred by or assessed to the City, its officials, employees, agents, contractors and assigns. The firm shall provide the City with prompt notice of any such claim, demand, or action so that the City may, at its option, defend or settle such claim, demand, or action. The firm shall have no right of coverage under any existing or future City insurance policies.

The Hold Harmless and Indemnification Agreement will be effective upon execution and of indefinite duration unless otherwise terminated by the City, at the City’s sole discretion. The terms of this Agreement shall be binding upon firm’s successors and assigns.

Contract Duration and Price Changes

At no point will pricing for the services be allowed to rise above stated contract. Additional services may be added during this time for an additional cost if mutually agreed upon.

Confidentiality of Information

Throughout the evaluation process, the submitted proposals will be held confidential if so, requested by the Proposer. Throughout the evaluation process, the information therein will not be made available to any other party, unless required by law. No debriefings or scoresheets will be released before final recommendation.

After the award, the content of the selected proposal will be considered public information. Any submitted information that is considered a trade secret, rendered confidential via a non-disclosure agreement with the City, or is otherwise confidential, must be so labeled. The City will not disclose material so labeled, unless required by law. In any event, the City will notify the proposer when any such information is disclosed.

All proposal material supplied, including supporting material and information disclosed during the proposal evaluation process, will become the property of the City, and will be retained for internal use. The City reserves the right to retain all proposals submitted and to use an idea in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the proposer of the conditions contained in this request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the proposer selected.

Incurring Costs

The City is not liable for any costs incurred in replying to this RFP or any travel expenses if invited to an interview.

Caution to Proposers

The City is not responsible for locating or securing any information which is not identified in the RFP and reasonably available to the City. Proposers are encouraged to ask questions to clarify items in this RFP that may need clarification by no later than November 4, 2024 by 5:00 p.m. CST.

Contract Negotiations

The City reserves the right to negotiate a contract after the successful proposer is selected. Selection will be based on the proposal and subsequent interviews, if any; therefore, proposals must be complete.

Contract Documents

The proposer's response to this RFP, response to questions and written addenda will become part of the contractual documents upon signing of contract documents. The order of precedence shall be signed contract, response to follow-up questions, response to addenda and response to the RFP. The most recently dated response to an item will supersede other items referencing the same topic.

Payment Terms

Payment terms for Services authorized under the contract shall be net forty-five (45) days upon receipt of an acceptable original invoice and after Services are provided, inspected, and accepted and all required documentation and reports are received in a format acceptable to the City.

All invoices and supporting documentation shall be submitted at the intervals as agreed upon:

- In a pdf format via e-mail to: kdowns@cityofmarion.org
- Via US mail to: City of Marion - 1225 6th Ave, Marion, IA 52302

Proposer must provide contact information in the form of the City vendor registration form and W9 upon award of the contract.

Acceptance:

Name:

Signature:

Title:

Date:

FORM E – Exceptions

The proposer should list any exceptions taken with items or terms required in this proposal. Attach additional pages if necessary.

FORM F – Fees

Fees for **Description of Work** (Section 2.0) outlined in this RFP.

Payment Milestones	Hotel Market Feasibility Study Total Price*
Upon completion of the Demand Analysis (reference Section 2.2.6 Phase 1)	
Upon completion of the Feasibility Study (reference Section 2.2.6 Phase 2-5) **	
Total All-Inclusive Price (all phases)	

*Total Price includes all applicable overhead and profit, lodging, meals and transportation.

** Depending on the results from the demand analysis, the city retains the option to not have the full feasibility study completed.

Name: _____

Signature: _____

Title: _____

Date: _____