

**ST. JOHNS COUNTY
BOARD OF COUNTY COMMISSIONERS**

**RFP NO: 18-26
REQUEST FOR PROPOSALS**

**SJC ARTS AND CULTURAL CENTER
MARKET ANALYSIS AND FEASIBILITY STUDY**

St. Johns County Purchasing Department
500 San Sebastian View
St. Augustine FL 32084
(904) 209-0150 – Main

FINAL: 11/14/17

REQUEST FOR PROPOSALS (RFP) NO 18-26

SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

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ST. JOHNS COUNTY, FL

RFP NO: 18-26 SJC Arts and Cultural Center Market Analysis and Feasibility Study

PART I: ADVERTISEMENT

Notice is hereby given that St. Johns County, FL is soliciting responses for **RFP No: 18-26 SJC Arts and Cultural Center Market Analysis and Feasibility Study**. Interested and qualified respondents may submit RFP Packages, according to the requirements described herein, to the St. Johns County Purchasing Department. **All RFP Packages are due by or before 4:00PM (EST) on December 21, 2017.** Any packages delivered to or received after the 4:00PM deadline will not be considered and shall be returned unopened to the addressee.

St. Johns County is soliciting proposals from qualified and experienced vendors for the provision of any and all materials, labor and equipment necessary to conduct a comprehensive feasibility study including a market analysis and economic impact assessment and propose three alternatives for the design and location of a multi-use facility.

RFP Packages are available for downloading from Onvia Demandstar, Inc., at their website www.demandstar.com, or by calling 800-711-1712 and requesting Document **#18-26**. Vendors registered with Demandstar may download most packages at no cost from the website. Download fees may apply to vendors not registered on the website. Packages are also available from the SJC Purchasing Department. When making a request provide the full company name, full company address, company phone number, primary contact and email address.

Any and all questions or requests for information relating to this Request for Proposal shall be **submitted in writing** by or before close of business (5:00PM) on December 6, 2017, to the Designated Point of Contact provided below:

Designated Point of Contact: Diana M. Fye, CPPB, Procurement Coordinator
SJC Purchasing Department
500 San Sebastian View
St. Augustine FL 32084
Email: dfye@sjcfl.us
Fax: (904) 209-0163

In the event the Designated Point of Contact provided above is absent or otherwise unavailable, firms may contact Leigh Daniels, CPPB, Procurement Supervisor at ldaniels@sjcfl.us.

Interested firms shall not contact any staff member of St. Johns County, including members of the Board of County Commissioners, except the above referenced individual, with regard to this RFP as stated in SJC Purchasing Code 304.6.5 “Procedures Concerning Lobbying”. Any such communication may result in disqualification from consideration for award of a contract for these services.

RFP Packages **MUST** be submitted in a **SEALED** envelope/container and clearly marked on the exterior of the package: **RFP 18-26 SJC Arts and Cultural Center Market Analysis and Feasibility Study**. Each package submitted must have the respondent’s name and mailing address marked plainly on the outside of the envelope/container. Each submitted RFP Package shall consist of one (1) original hard-copy, which shall include all required documents and any supplemental information, and one (1) exact electronic copy submitted on a USB drive.

Deliver or Ship RFP Packages to: St. Johns County Purchasing Department
500 San Sebastian View
St. Augustine FL 32084

Vendors shall not contact, lobby or otherwise communicate with any SJC employee, including any member of the Board of County Commissioners, other than the above referenced individual from the point of advertisement of the RFP until contract(s) are executed by all parties, per SJC Purchasing Code 304.6.5 “Procedures Concerning Lobbying”. According to SJC policy, any such communication shall disqualify the vendor or Contractor from responding to the subject invitation to bid, request for quote, request for proposal, invitation to negotiate or request for proposals and possible debarment for periods up to twelve (12) months.

Any bidder, proposer or person substantially and adversely affected by an intended decision or by any term, condition, procedure or specification with respect to any bid, invitation, solicitation of proposals or Request for Proposals, shall file

with the Purchasing Department for St. Johns County, a written notice of intent to protest no later than seventy two (72) hours (excluding Saturdays, Sundays, and legal holidays for employees of St. Johns County) after the posting either electronically or by other means of the notice of intended action, notice of intended award, bid tabulation, publication by posting electronically or by other means of a procedure, specification, term or condition which the person intends to protest, or the right to protest such matter shall be waived. The protest procedures may be obtained from the Purchasing Department and are included in St. Johns County's Purchasing Manual. All of the terms and conditions of the County's Purchasing Manual are incorporated by reference and are fully binding.

BOARD OF COUNTY COMMISSIONERS
OF ST. JOHNS COUNTY, FLORIDA
HUNTER S. CONRAD, CLERK

BY: _____
Deputy Clerk

PART II: INTRODUCTION

A. PURPOSE

St. Johns County is soliciting sealed Request for Proposal packages for the purpose of awarding a contract for the provision of any and all materials, labor and equipment necessary to conduct a comprehensive feasibility study including a market analysis and economic impact assessment and propose three alternatives for the design and location of a multi-use facility.

B. TENTATIVE SCHEDULE OF EVENTS

The County proposes the following tentative schedule of events for this Request for Proposals, and subsequent contract award. This schedule is for planning purposes only, and is subject to change, without notice, based upon the County's needs.

Advertisement of Request for Proposals	November 16, 2017
Deadline for Questions / Requests for Information/Clarifications	December 6, 2017
Issuance of Final Addendum	December 13, 2017
Due Date for Submittal of RFP Packages	December 21, 2017
Evaluation Meeting for submitted RFP Packages	January 11, 2018
BOCC Meeting for Approval of Award to Recommended Firm	February 20, 2018
Negotiation of Contract	February 23, 2018
Award of Contract	March 7, 2018

C. DESIGNATED POINT OF CONTACT FOR QUESTIONS/INFORMATION

Any and all questions or requests for information relating to this Request for Proposal shall be submitted *in writing* by or before close of business (5:00PM) on December 6, 2017, to the Designated Point of Contact provided below:

Designated Points of Contact: Diana M. Fye, CPPB, Procurement Coordinator
SJC Purchasing Department
500 San Sebastian View
St. Augustine FL 32084
Email: dfye@sjcfl.us
Fax: (904) 209-0163

In the event the Designated Point of Contact provided above is absent or otherwise unavailable, firms may contact Leigh Daniels, Procurement Supervisor at ldaniels@sjcfl.us.

Interested firms shall not contact any staff member of St. Johns County, including members of the Board of County Commissioners, except the above referenced individual, with regard to this RFP as stated in SJC Purchasing Code 304.6.5 “Procedures Concerning Lobbying”. Any such communication shall result in disqualification from consideration for award of a contract for these services.

D. ADDENDA

Any and all clarifications, answers to questions, or changes to this RFP shall be provided through a County issued Addendum, posted on www.demandstar.com. Any clarifications, answers, or changes provided in any manner other than a formally issued addendum, are to be considered “unofficial” and shall not bind the County to any requirements, terms or conditions not stated herein.

The County shall make every possible, good faith effort to issue any and all addenda no later than seven (7) days prior to the due date for proposals. Any addenda issued after this date, shall be for material, necessary clarifications to the Request for Proposal.

Any and all issued Addenda must be included with all copies of each Respondent’s submitted RFP Package. Failure to submit an issued addendum with the submitted RFP Package may result in the Respondent being deemed non-responsive, and being removed from consideration for award.

E. DUE DATE & LOCATION

Packages submitted in response to this Request for Proposal must be delivered to, and received by the SJC Purchasing Department by or before four o’clock (4:00PM) on **Thursday, December 21, 2017**. Any packages received after this deadline will be deemed unresponsive, and shall be returned to the addressee unopened.

RFP Packages shall be delivered to: St. Johns County Purchasing Department
500 San Sebastian View
St. Augustine, FL 32084
Attn: Diana M. Fye, CPPB, Procurement Coordinator

F. DETERMINATION OF RESPONSIVENESS

The Procurement Coordinator shall make a determination for each respondent, as to the responsiveness of the submitted RFP Package to the requirements provided herein. Any respondent who is not responsive to the requirements of this Request for Proposals may be determined non-responsive, and may be removed from consideration by the Evaluation Committee. Only those respondents who are fully responsive to the requirements herein will be evaluated for consideration of award.

The County reserves the right to waive any minor formality or irregularity in any submitted RFP Proposal. However, any missing information or document(s) that are material to the purpose of the RFP shall not be waived as a minor formality.

G. EVALUATION OF RESPONSES

All responsive RFP Packages shall be evaluated by an Evaluation Committee of no less than three (3) representatives. Each Evaluation Committee Member will receive an electronic copy of all responsive RFP Packages submitted, a copy of the RFP Document with all issued Addenda, an Evaluator’s Score Sheet, and an Evaluator’s Narrative Sheet. Each Committee Member shall then evaluate each RFP Package according to the criteria provided herein. Each Committee Member shall evaluate the RFP Packages individually, with no communication, coordination, or influence from any other individual(s). Scores for each Respondent shall be recorded on the Evaluator’s Score Sheet, and an explanation of the scores shall be provided on the Evaluator Narrative Sheet. A public Evaluation Meeting will be held by the SJC Purchasing Department to record the scores from each Evaluation Committee Member, and to rank the responding firms based on the Evaluation Committee scores.

The County desires to avoid the expense to all parties of unnecessary presentations; however, the County may elect to conduct oral interviews or presentations from one or more of the respondents in order to make a final determination of the top rankings. If the County elects to conduct oral interviews or presentations, a notice of the meeting will be posted, and firms selected to participate in interviews/presentations will be notified.

County Staff may consider any evidence available regarding financial, technical, other qualifications and abilities of a respondent, including past performance (experience) with the County prior to recommending approval of award to the St. Johns County Board of County Commissioners.

H. EVALUATION CRITERIA

It is the intention of St. Johns County to evaluate, and rank the respondents that submit RFP Packages from highest to lowest utilizing the evaluation criteria listed below.

Evaluation of the responses to this RFP will comply with the specific criteria as follows:

<u>Evaluation Criteria:</u>	<u>Maximum Possible Points Per Evaluator:</u>
A. Price Proposal	20
B. Company & Staff Qualifications and Resources	25
C. Related Experience	25
D. Approach to Services/Methodology	25
E. Workload and Availability	5

Total Maximum Points Possible: 100

I. CONTRACT AWARD

Recommendation shall be made to the Board of County Commissioners by County Staff to enter into negotiations with the highest ranked firm with the intention of coming to agreement over terms, conditions, and pricing in order to award a Contract for the services described herein.

J. CONTRACT PERFORMANCE

At any point in time during the term of the Contract with the awarded Consultant, County Staff may review records of performance to ensure that the Consultant is continuing to provide sufficient financial support, equipment and organization as prescribed herein. The County may place said contract on probationary status and implement termination procedures if the County determines that a Consultant no longer possesses the financial support, equipment and organization which would have been necessary during the RFP evaluation period in order to comply with this demonstration of competency section.

PART III: GENERAL REQUIREMENTS

A. GENERAL SCOPE OF WORK

St. Johns County is seeking a consultant or firm to conduct a comprehensive feasibility study including a market analysis and economic impact assessment and propose three alternatives for the design and location of a multi-use facility. An arts and cultural center, which may include space for performance art, exhibition space, studio/classroom space, administrative offices, retail space, public space and green space, has been recommended by multiple County studies as a way to further grow local tourism by diversifying the range and type of experiences available to visitors. Because of County tourism use patterns and the diversity of tourism attractions across the county, this study will provide information to assist in deciding if further steps should be made towards developing an arts and cultural center and if so what that development might look like (i.e. a single large center, several smaller centers, etc.).

B. BACKGROUND

In 2010, the Destination Marketing Plan, completed by PGAV Destinations, cited the lack of a true civic performing arts facility in the County’s cultural tourism hubs and recommended the development of a civic performing arts center to complement the primary existing venue which is located in downtown St. Augustine, Flagler College Auditorium. The Destination Marketing Plan noted that the dependence of the County’s arts and culture community upon the Flagler College venue along with the lack of affordable working space for artists presents challenges to the development and continued support of a robust local arts and culture tourism industry.

At the time of the Destination Marketing Plan completion, the County and the community were not prepared to take the next steps necessary to move an arts and cultural center development project forward, however, arts and cultural

offerings continued to grow and diversify as supporting amenities and visitation allowed.

Over the last year, the idea of developing an arts and cultural center was revisited during the 2017 Tourism Development Strategic Planning process which was completed by Analytica. The Strategic Plan notes that “St. Johns County faces an ongoing structural shortfall of resources adequate to meet needs and public expectations” and recommends the Tourist Development Council (TDC) pursue the growth of structural resources for a variety of tourism sectors.

It is believed that the development of an arts and cultural center in St. Johns County would result in a broader and more diverse arts and cultural offering and allow for the pursuit of regional and national exhibits further improving the quality of offered content. Improvements in arts and cultural program offerings could leverage existing tourism trends and boost overnight stays for evening and weekend entertainment and potentially increase the length of stay of the current tourism base.

C. MINIMUM QUALIFICATIONS

Respondents must be currently licensed to do business in the State of Florida, must have a minimum of three (3) years’ experience in conducting market analysis and feasibility studies, and show proof thereof in each copy of the submitted RFP Package.

Respondents must submit supporting documentation establishing number of years in business such as business licenses and (if applicable) a Sunbiz report with the company registered as “Active”.

Copies of any and all licenses, permits, certifications and any and all other relevant documentation must be submitted with each respondent’s RFP Package on **Attachment “3-A”**, Licenses, Permits, and Certifications, provided herein.

County Staff may consider any evidence available regarding financial, technical, other qualifications and abilities of a Respondent, including past performance (experience) with the County prior to recommending approval of award to the St. Johns County Board of County Commissioners.

At any point in time during the term of the Contract with the awarded Consultant, County Staff may review records of performance to ensure that the Consultant is continuing to provide sufficient financial support, equipment and organization as prescribed herein. The County may place said contract on probationary status and implement termination procedures if the County determines that a Consultant no longer possesses the financial support, equipment and organization which would have been necessary during the RFP evaluation period in order to comply with this demonstration of competency section.

D. SCOPE OF SERVICES

The goal of this study is to take a subject of substantial community interest and determine the financial and market feasibility as well as the economic benefit. This study seeks to:

- Analyze existing performing, exhibition and studio space in St. Johns County;
- Estimate market demand for performing, exhibition and studio space in St. Johns County;
- Identify potentially competing venues within 100 miles radius of St. Johns County;
- Develop three facility development concept plans (e.g. facility size, square footage of property, approximate location in the county, use of space, number of seats for performance space, number of studios/galleries, number of parking spaces, etc.);
- Estimate feasible venue/space rental fees based on potential tenants;
- Estimate rough order of magnitude costs to develop each of the three concept plans; and
- Project annual revenue and operational costs for each of the three concept plans.

The Consultant must propose a timeline as part of the submittal.

Task 1 – Familiarization and Project Initiation

- Preliminary meeting or phone conference with St. Johns County staff and County’s cultural marketing Consultant to confirm goals of the project;
- Identify and review relevant studies including the St. Johns County Destination Marketing Report (2008) and the St. Johns County Tourism Development Strategic Plan (2017), as well as performing art or art and cultural center studies undertaken in regions of similar size and demographics that may provide relevant data;
- Interview Tourism Development Council board members and community industry leaders as appropriate;
- Conduct at least two (2) focus group meetings with stakeholders in the local arts and culture field to gather input on existing facilities and perceived needs;
- Analyze existing performance space within the County taking into consideration the size, availability, cost of rental, use of the facilities and supporting amenities such as parking and restaurants. The County will provide the Consultant with a list of performance space facilities;
- Review information provided by the County on existing performance venues and exhibition/studio space in the County;
- Compile a list of performing art venues and art exhibition/studio space within 100 miles radius of St. Johns County; and
- Summarize relevant tourism trends in arts and cultural center industry.

Deliverables for Task 1:

- Memo with inventory of all materials and data sources reviewed; and
- Memo summarizing relevant findings.

Memos shall be reviewed with County TDC staff before beginning further work on subsequent tasks.

Task 2 – Arts and Cultural Center Concept Plans

- Evaluate the economic and demographic aspects of St. Johns County’s primary overnight tourism base (i.e. individuals living within 100 miles of St. Johns County) and identify key factors for consideration when developing an arts and culture center
- Assess level of competition for both content and visitation from comparable and competitive facilities within 100 miles (i.e. low competition, moderate competition, high competition)
- Based on gathered information and input from stakeholders and County staff, develop three alternative facility concept plans outlining recommended types of use, overall facility square footage, amount of space dedicated to each use type, number of seats/studios/galleries, number of parking spaces, recommended approximate location(s) in the county, parcel size requirements, etc. Concept plans shall consider all aspects of use including but not limited to access and loading needs. Consultant will meet with County staff to go over a preliminary recommendation for the three alternative facilities to get County staff input on the alternatives and ensure that the alternatives are amenable.
- Provide diagrams showing the layout/configuration of the three alternative facility concepts
- Prepare an order of magnitude cost estimate for each of the three concept plans. The cost estimate shall include and be broken down by:
 1. Acquisition
 2. Site preparation
 3. Design and permitting costs

4. Construction costs
 5. Furniture, fixtures, equipment
 6. Annual recurring facility maintenance
- Prepare a financial analysis projecting the estimated operating costs and expenses of each facility over a 10-year period for each of the three concept plans. This analysis should focus on the variation in estimated operational costs between the concept plans.

Deliverables for Task 2:

- Report outlining recommendations for the three alternative facility concept plans including a summary of the analysis of economic and demographic aspects of the overnight tourism base and the data on competitive facilities within 100 miles of St. Johns County;
- Diagrams showing the layout/configuration of the three alternative facility concepts;
- Report of estimated order of magnitude costs for the three facility concept plans; and
- Report of financial analysis projecting the estimated operating costs of the three concept plans.

Task 3 – Financial Viability Assessment

- Complete an assessment of 8 to 12 potential primary tenants’ ability to pay venue/space rental fees based on organizations financial capacity. County will provide the list of consenting potential tenants to be assessed.
- Based on the stated financial capacity of potential primary and estimated financial capacity of the secondary tenants, identify a feasible venue/space rental fee rate structure. If different, estimate the venue/space rental fee rate structure required to make the arts and cultural center financially viable.
- If the arts and cultural center is not believed to be financially viable based on primary tenants in the local market, provide general recommendations of potential target markets or strategies which may improve the financial viability of the facility.

Deliverables for Task 3:

- Report of estimated venue/space rental fees; and
- If applicable, report of recommendations for potential target markets or strategies to improve financial viability.

Task 4 – Economic Impact Analysis

- The Consultant shall complete an economic analysis identifying the costs and benefits that an arts and cultural center may have on St. Johns County with an emphasis on county tourism. Any differences in the economic impact of the three facility concept plans should be presented in a comparative manner. The analysis should take into consideration both direct and indirect economic impacts including but not limited to tourist development tax revenues, sales and property tax revenue, job creation and support, infrastructure maintenance, etc. This evaluation should provide sufficient information to make a decision on next steps and rank the potential economic and fiscal efficiency of each of the alternatives identified.

Deliverables for Task 4:

- Report of the economic impact of an arts and cultural center on St. Johns County

Task 5 – Final Report and Presentation

- The Consultant shall submit a final report to the County which addresses all of the tasks outlined in the scope of work and includes an executive summary. The Consultant shall supply twelve (12) printed copies of the final report and one digital copy (pdf format) of the final report including any appendices and exhibits;

- The Consultant shall present the report to the Tourist Development Council at a regularly scheduled meeting; and
- The Consultant shall present the report to the Board of County Commissioners at a regularly scheduled meeting.

Deliverables for Task 5:

- Final report: twelve (12) printed copies, and one (1) electronic copy; and
- Presentation to the Tourist Development Council and Board of County Commissioners

E. CONSULTANT EQUIPMENT

The Consultant is required to provide any and all equipment necessary to perform the services stated herein, which are required by the Contract Agreement.

F. SUB-CONSULTANTS

Each Respondent shall submit, with his RFP Package, a list of proposed Sub-consultants and major materials suppliers to be used if awarded the contract. A copy of **Attachment “3-G”**, “List of Proposed Sub-consultants”, provided herein shall be used to submit this information with each RFP Package. Each Respondent shall also provide documentation to fully demonstrate the qualifications of any and all proposed sub-consultants and that they have sufficient and relevant experience and credentials to perform the services described herein. This information shall be provided in the form of resumes of all sub-consultants including any and all licenses/permits/certifications held, education and experience related information for each sub-consultant. If no sub-consultants or major material suppliers are required, so state there on. Any work proposed by the Consultant, that shall be performed by any sub-consultant shall be previously approved by the County, prior to any work being performed.

The County reserves the right to disqualify any Consultant, Sub-consultant, Vendor, or material supplier due to previously documented project problems, either with performance or quality.

Sub-consultants and other persons and organizations proposed by a respondent and accepted by the County, must be used on the work for which they were proposed and accepted and shall not be changed except with the written approval of the County, prior to a change being made.

G. FORCE MAJEURE

If awarded on the basis of this proposal, the undersigned pledges to provide the equipment/services as specified in the Proposal and County Specifications barring any delays due to strikes, fires, transportation difficulties or other causes beyond the control of the undersigned.

PART IV: CONTRACT REQUIREMENTS

A. CONTRACT AGREEMENT & TERM

The intent of County Staff is to identify the number one ranked firm through the evaluation process and to recommend to the Board of County Commissioners, to enter into negotiations, and if successful, award a contract with that firm. If negotiations with the number one ranked firm are not successful, the County will end those negotiations, and enter into negotiations with the second ranked firm, until such time as a contract is awarded, or all firms have been exhausted, and the County must reject all proposals.

The Contract Agreement for the services provided herein shall be on a form furnished by St. Johns County. The initial contract term shall be effective for a period of one (1) year. The County reserves the right to extend the contract beyond the initial term if it serves the best interest of the County.

In the event that a Contract Agreement is attached to the RFP, such attached Contract Agreement is for discussion purposes only, and not necessarily reflective of any Contract that may be ultimately entered into by the County. In the event that a Contract Agreement is not attached to the RFP, it is expressly understood that the Board of County Commissioner’s (Board’s) preference/selection of any proposal does not constitute an award of a Contract Agreement with the County. It is anticipated that subsequent to the Board’s preference/selection of any Proposal, Contract Negotiations will follow between the County and the selected Respondent. It is further expressly understood that no

contractual relationship exists with the County until a Contract has been executed by both the County, and the selected Respondent. The County reserves the right to delete, add to, or modify one or more components of the selected Respondent's Proposal, in order to accommodate changed or evolving circumstances that the County may have encountered, since the issuance of the RFP.

The executed agreement between St. Johns County and the awarded Consultant shall be nonexclusive. As such, the County reserves the right to separately identify and bid as an individual project(s) or make separate purchase(s) of any services, parts, materials, supplies and/or equipment pertaining to its provision of a comprehensive feasibility study including a market analysis and economic impact assessment and propose three alternatives for the design and location of a multi-use facility., as necessary to serve the best interests of the County.

B. LICENSES, PERMITS & CERTIFICATIONS

The Consultant shall be responsible for acquiring and maintaining any and all necessary licenses, permits, and/or certifications required to perform the work described herein throughout the duration of the Contract. The Consultant shall be solely responsible for paying any and all fines, penalties or fees assessed to the County, or the Consultant, for any lapse in require licenses, permits, or certifications required for any portion of the work.

C. INSURANCE REQUIREMENTS

The Consultant shall not commence work under this Contract until he/she has obtained all insurance required under this section and such insurance has been approved by the County. All insurance policies shall be issued by companies authorized to do business under the laws of the State of Florida. The Consultant shall furnish proof of Insurance to the County prior to the commencement of operations. The Certificate(s) shall clearly indicate the Consultant has obtained insurance of the type, amount, and classification as required by contract and that no material change or cancellation of the insurance shall be effective without thirty (30) days prior written notice to the County. Certificates shall specifically include the County as Additional Insured for all lines of coverage except Workers' Compensation and Professional Liability. A copy of the endorsement must accompany the certificate. Compliance with the foregoing requirements shall not relieve the Consultant of its liability and obligations under this Contract.

Certificate Holder Address: St. Johns County, a political subdivision of the State of Florida
500 San Sebastian View
St. Augustine, FL 32084

The Consultant shall maintain during the life of this Contract, Comprehensive General Liability Insurance with minimum limits of \$1,000,000 per occurrence, \$2,000,000 aggregate, to protect the Consultant from claims for damages for bodily injury, including wrongful death, as well as from claims of property damages which may arise from any operations under this contract, whether such operations be by the Consultant or by anyone directly employed by or contracting with the Consultant.

The Consultant shall maintain during the life of the contract, Professional Liability or Errors and Omissions Insurance with minimum limits of \$1,000,000, if applicable.

The Consultant shall maintain during the life of this Contract, Comprehensive Automobile Liability Insurance with minimum limits of \$300,000 combined single limit for bodily injury and property damage liability to protect the Consultant from claims for damages for bodily injury, including the ownership, use, or maintenance of owned and non-owned automobiles, including rented/hired automobiles whether such operations be by the Consultant or by anyone directly or indirectly employed by a Consultant.

The Consultant shall maintain during the life of this Contract, adequate Workers' Compensation Insurance in at least such amounts as are required by the law for all of its employees per Florida Statute 440.02.

In the event of unusual circumstances, the County Administrator or his designee may adjust these insurance requirements.

D. GOVERNING LAWS & REGULATIONS

It shall be the responsibility of the Consultant to be familiar and comply with any and all federal, state, and local laws, ordinances, rules and regulations relevant to the services to be performed under this Contract. The Contract Agreement

shall be governed by the laws of the State of Florida and the County both as to interpretation and performance.

E. TERMINATION

Failure on the part of the Consultant to comply with any portion of the duties and obligations under the Contract Agreement shall be cause for termination. If the Consultant fails to perform any aspect of the responsibilities described herein, St. Johns County shall provide written notification stating any and all items of non-compliance. The Consultant shall then have seven (7) consecutive calendar days to correct any and all items of non-compliance. If the items of non-compliance are not corrected, or acceptable corrective action, as approved by the County, has not been taken within the seven (7) consecutive calendar days, the Contract Agreement may be terminated by St. Johns County for cause, upon giving seven (7) consecutive calendar days written notice to the Consultant.

In addition to the above, the County may terminate the Contract Agreement at any time, without cause, upon thirty (30) days written notice to the Consultant.

F. INDEMNIFICATION

To the fullest extent permitted by law, the Consultant shall indemnify and hold harmless St. Johns County, Florida, and employees from and against liability, claims, damages, losses and expenses, including attorney's fees, arising out of or resulting from performance of the Work, provided that such liability, claims, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or injury to or destruction to tangible property (other than the Work itself) including loss of use resulting there from, but only to the extent caused in whole or in part by negligent acts or omissions of the Consultant, a Sub-consultant, or anyone directly or indirectly employed by them or anyone for whose acts they may be liable, regardless of whether or not such liability, claim, damage, loss or expense is caused in part by a party indemnified hereunder.

In claims against any person or entity indemnified under this Paragraph by an employee of the Consultant, a Sub-Consultant, any one directly or indirectly employed by them or anyone for whose acts they may be liable, the indemnification obligation under this Paragraph shall not be limited by a limitation on amount or type of damages, compensation or benefits payable by or for the Consultant or a Sub-Consultant under workers' compensation acts, disability benefits acts or other employee benefit acts.

G. PUBLIC RECORDS

In accordance with Chapter 119 of the Florida Statutes (Public Records Law) and except as may be provided by other applicable State and Federal Law, all proposers should be aware that Request for Proposals and the responses thereto are in the public domain. However, the proposers are requested to identify specifically any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law.

PART V: REQUEST FOR PROPOSALS SUBMITTAL REQUIREMENTS

A. RESPONDENT RESPONSIBILITIES

Respondents are responsible for any and all costs associated with developing and submitting an RFP Package in response to this Request for Proposals. Respondents are also solely responsible for any and all costs associated with interviews and/or presentations requested by the County. It is expressly understood, no Respondent may seek or claim any award and/or re-imbursement from the County for any expenses, costs, and/or fees (including attorneys' fees) borne by any Respondent, during the entire RFP process. Such expenses, costs, and/or fees (including attorneys' fees) are the sole responsibility of the Respondent.

All RFP Packages received in response to this Request for Proposals shall become the property of St. Johns County and will not be returned. In the event of contract award, all documentation produced as part of the contract will become the exclusive property of St. Johns County.

By submitting an RFP Package, each Respondent certifies that the proposer has fully read and understands any and all instructions in the Request for Proposals, and has full knowledge of the scope, nature, and quality of work to be performed. All RFP Packages submitted shall be binding for one hundred twenty (120) consecutive calendar days following the submittal due date.

B. TRADE SECRETS

To invoke the provision of Florida Statute 624.4213, Trade Secrets, or other applicable law, the requesting firm must mark each page of such document or specific portion of a document claimed to be a trade secret must be clearly marked as “trade secret.” All material marked as a trade secret must be separated from all non-trade secret material, such as being submitted in a separate envelope clearly marked as “trade secret.” If the office or department receives a public records request for a document or information that is marked and certified as a trade secret, the office or department shall promptly notify the person that certified the document as a trade secret.

To invoke the provisions of Florida Statute 812.081, Trade Secrets, or other applicable law, the requesting firm must complete an Affidavit for Trade Secret Confidentiality, signed by an officer of the company, and submit the affidavit with the information classified as “Trade Secret” with other proposal documents. The affidavit must reference the applicable law or laws under which trade secret status is to be granted.

C. USE OF COUNTY LOGO

Pursuant to, and consistent with, County Ordinance 92-2 and County Administrative Policy 101.3, the Consultant may not manufacture, use, display, or otherwise use any facsimile or reproduction of the County Seal/Logo without express written approval of the Board of County Commissioners of St. Johns County, Florida.

Respondents shall not include the St. Johns County Seal/Logo in any part of their submitted RFP Package. In the event a package is submitted to the County with the County’s Seal/Logo included, the County reserves the right to find the submitting firm non-responsible to the requirements provided herein, which may result in the respondent being removed from consideration for award of a contract under this RFP.

D. RFP PACKAGE SUBMITTAL FORMAT

All RFP Packages must follow the same format, and shall be evaluated partially based on the Respondent’s ability to follow the instructions herein. To receive points from evaluation, the RFP Package format must sufficiently address and demonstrate all required components, and follow the order of sections described below. The aim of the required format is to simplify the preparation and evaluation of the RFP Packages. All RFP Packages must include the following components:

<u>Section</u>	<u>Topic</u>
1	Cover Page
2	Cover Letter
3	Company & Staff Qualifications and Resources <ul style="list-style-type: none">a. Attachment “3-A” – Licenses, Permits and Certificationsb. Attachment “3-B” – Certificate(s) of Insurancec. Attachment “3-C” – Claims, Liens, Litigation Historyd. Attachment “3-D” – Company Organization Charte. Attachment “3-E” – Project Team Organization Chartf. Attachment “3-F” – Key Personnel Listg. Attachment “3-G” – Proposed Sub-Consultants
4	Related Experience <ul style="list-style-type: none">a. Attachment “4-A” – Previous Experience Narrativeb. Attachment “4-B” - References
5	Project Approach to Services/Methodology <ul style="list-style-type: none">a. Attachment “5-A” – Project approach/methodology narrativeb. Attachment “5-B” – Proposed Schedule/Timeline for Deliverables
6	Workload & Availability <ul style="list-style-type: none">a. Attachment “6-A” – Project Status Report
7	Pricing Proposal <ul style="list-style-type: none">a. Attachment “7-A” – Pricing Proposal
8	Other Required Forms <ul style="list-style-type: none">a. Attachment A – St. Johns County Affidavit

- b. Attachment B – Affidavit of Solvency
- c. Attachment C – Drug-Free Workplace
- d. Attachment D – Conflict of Interest Disclosure
- e. Any Issued Addenda

E. RFP PACKAGE COMPONENTS

All of the components outlined below must be included with each copy of the RFP Package and submitted as follows: one (1) hard copy original on 8 1/2” X 11” pages, numbered, 1 inch margins, typewritten with Times New Roman style and 12 size font, and one (1) exact electronic copy on USB drive. Additionally, all headings, sections and sub-sections shall be identified appropriately. The electronic version on USB Drive must be an identical copy of the original hard copy in pdf format.

In order to insure a uniform review process and to obtain the maximum degree of comparability, it is recommended that proposals be organized in the manner specified as follows:

Section 1: Cover Page – Each Respondent shall use the cover page provided in Part VII: Attachments/Forms

Section 2: Cover Letter – Each Respondent shall provide a one or two page letter of introduction. Include the original signed letter of introduction with the original RFP Package, and a copy of the letter of introduction with each copy of the RFP Package. The letter of introduction should include the following:

- Full legal company name,
- Physical street address and mailing address if different than street address (include location address of office that will perform the services under this Contract),
- Primary company phone and fax numbers and email address,
- Company type, i.e. Corporation, Partnership, etc.,
- Names and titles of principals,
- Brief statement of company history (date of establishment, number of years in business, number of employees, etc.),
- Brief description of business philosophy, and
- Reason for interest in submitting a response to this solicitation.

Section 3: Company & Staff Qualifications and Resources

In this section, each Respondent shall provide evidence that the firm has qualified and experienced staff to perform the scope of services required for this project. In addition, provide a brief summary of the firm’s overall capabilities relative to an Arts and Cultural Center Market Analysis and Feasibility Study as outlined in the scope of services relative to this project.

3-A. Licenses/Permits/Certifications

In this section of the package, each Respondent shall provide a list and copies of all current licenses and certifications. Minimum documentation shall be shown by completing and submitting **Attachment “3-A”** – Licenses/Permits/Certifications.

3-B. Certificate of Insurance

In this section, each Respondent shall provide copies of Certificate(s) of Insurance providing evidence of all coverages as specified in Section IV above and submitted as **Attachment “3-B”** – Certificates of Insurance. (Prior to issuance of an executed contract, awarded respondent shall provide a Certificate of Insurance naming St. Johns County as “Additional Insured”.)

3-C. Claims, Liens, Litigation History

In this section of the package, each Respondent shall provide a list of all claims, liens and/or litigation history for

the past seven (7) years by completing and submitting **Attachment “3-C”** – Claims, Liens, and Litigation History.

3-D. Company Organization

In this section each Respondent shall submit a Company Organization Chart reflecting the organization of the company by submitting **Attachment “3-D”** – Company Organization Chart.

3-E. Project Team Organization

In this section each Respondent shall submit names, titles and organization of the proposed project team by submitting **Attachment “3-E”** – Project Team Organization Chart.

3-F. Key Personnel

In this section of each Respondent shall submit evidence of qualified personnel shown on the Project Organization Chart who are proposed to perform the scope of work by completing all information and submitting **Attachment “3-F”** – Key Personnel List. The personnel list shall include any one who will be performing the responsibilities of a project manager, marketing and trends researcher, project administration and any other key position for this project. Brief comprehensive resumes should be provided for each staff member listed.

3-G. Proposed Sub-Consultants

In this section, each Respondent shall submit evidence of qualified sub-consultants proposed to perform any portion of work specified herein by completing all information and submitting **Attachment “3-G”** – List of Proposed Sub-Consultants. Brief comprehensive resumes, including any and all licenses/permits/certifications held, should be provided for each sub-consultant listed. All proposed sub-consultants are subject to approval by the County.

Section 4: Related Experience

In this section of the package, each Respondent shall provide evidence that the firm has successfully provided market analysis and feasibility studies. Proof shall be provided by completing and submitting the following information and attachments:

4-A. Previous Experience

In this section firms shall provide a written narrative describing a minimum three (3) projects as the lead firm in the last five (5) years where the firm conducted market analysis and feasibility studies, preferably arts and cultural center based by submitting **Attachment “4-A”** – Previous Experience. The written narrative must include, at a minimum: (1) Company or client category; (2) Background information or situation analysis; (3) Approach; (4) Deliverables; and (5) Identify the key participants involved and the role each of them played.

4-B. References

In this section each Respondent shall provide a list of five (5) references from individuals, firms or agencies that have contracted with the respondent to perform services of similar size and scope as those described herein. The information required shall include: reference company name, date(s) of service, project information, and a contact person name, title, phone number and email address. Each Respondent must include **Attachment “4-B”** – References in this section. References should include the primary contacts for the projects listed in the narrative for Section “4-A”

References shall be checked by the Purchasing Department, for the number one ranked firm, to verify capability to perform the work, and responsibility to fulfill the requirements of the contract.

Section 5: Approach to Services/Methodology

In this section of the package, each Respondent shall provide his/her approach and methodology and a proposed schedule/timeline for performing the services listed in the RFP scope of services by completing and submitting the following:

5-A. Project Approach/Methodology

In this section of the package, each Respondent shall provide a written narrative describing the proposed approach and methodology for performing the services required for a market analysis and feasibility study by submitting

Attachment “5-A” – Project Approach/Methodology. The narrative must include a detailed work plan that addresses approach and method of how work on the project will be performed. The objective of the work plan is to demonstrate the Respondent’s ability to logically plan and complete the project, and the Respondent’s ability to successfully deliver any periodic progress reports, final reports, and presentations to the County.

5-B. Proposed Schedule/Timeline

Each Respondent shall provide a schedule/timeline for implementation of the deliverables identified for each task listed in the RFP scope of services by submitting **Attachment “5-B”** – Proposed Schedule/Timeline for Implementation of Deliverables.

Section 6: Workload & Availability

In this section, each Respondent shall demonstrate the current workload being carried by the submitting firm, including but not limited to: ongoing projects, upcoming projects, estimated completion dates for both by completing and submitting **Attachment “6-A”** – Project Status Report.

Section 7: Pricing

In this section, each Respondent shall submit a pricing proposal which shall consist of a total proposed amount for the project and an itemized pricing schedule for task deliverables including the proposed unit prices per hour for services performed and a total number of hours proposed for providing each deliverable. Each Respondent must include **Attachment “7-A”** – Pricing Proposal in this section.

Price is included as one of the evaluation criteria; the lowest priced proposal will receive the maximum weighted score for the price criteria. The other proposals will receive a percentage of the weighted score based on the percentage differential between the lowest proposal and the other proposals in accordance with the following example:

Vendor	Proposed Price	Percentage	By	Weight	Equals	Weighted Score***
A	\$20,000	100	X	20	=	20
B	\$25,000	80*	X	20	=	16
C	\$28,000	71**	X	20	=	14

* Vendor B’s percentage is $\$20,000 \div \$25,000 = 80\%$

** Vendor C’s percentage is $\$20,000 \div \$28,000 = 71\%$

*** Weighted Score shall be rounded to nearest whole number

The price evaluation and calculation may be revised to conform to the needs for each individual RFP selection. *This will be graded on a 0 – 20 scale.*

Section 8: Other Required Forms – Each Respondent shall submit in this section of the RFP Package the following forms:

- **Attachment “A”** – Affidavit,
- **Attachment “B”** – Affidavit of Solvency
- **Attachment “C”** – Drug-Free Workplace Form,
- **Attachment “D”** – Conflict of Interest Disclosure, and
- **Signed copies of any issued addenda**

PART VII: ATTACHMENTS/FORMS

**REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY**

COVER PAGE

**SUBMIT ONE (1) HARD-COPY ORIGINAL
AND ONE (1) EXACT ELECTRONIC COPY ON USB DRIVE TO:**

**PURCHASING DEPARTMENT
ST. JOHNS COUNTY
500 SAN SEBASTIAN VIEW
ST. AUGUSTINE FLORIDA 32084
ATTN: Diana M. Fye, CPPB, Procurement Coordinator**

FULL LEGAL NAME OF COMPANY: _____

MAILING ADDRESS: _____

CONTACT EMAIL ADDRESS: _____

DATE: _____

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

ATTACHMENT "A"

AFFIDAVIT

TO: ST. JOHNS COUNTY BOARD OF COUNTY COMMISSIONERS
ST. AUGUSTINE, FLORIDA

At the time the proposal is submitted, the Respondent shall attach to his proposal a sworn statement.

The sworn statement shall be an affidavit in the following form, executed by an officer of the firm, association or corporation submitting the proposal and shall be sworn to before a person who is authorized by law to administer oaths.

STATE OF _____ COUNTY OF _____. Before me, the undersigned authority, personally appeared _____ who, being duly sworn, deposes and says he is (Title) of _____ (Firm) the respondent submitting the attached proposal for the services covered by the RFP documents for RFP No: 18-26, SJC Arts and Cultural Center Market Analysis and Feasibility Study.

The affiant further states that no more than one proposal for the above referenced project will be submitted from the individual, his firm or corporation under the same or different name and that such respondent has no financial interest in the firm of another respondent for the same work, that neither he, his firm, association nor corporation has either directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with this firm's proposal on the above described project. Furthermore, neither the firm nor any of its officers are debarred from participating in public contract lettings in any other state.

(Proposer)

By _____

(Title)

STATE OF _____)
COUNTY OF _____)

Subscribed and sworn to before me this ____ day of _____, 20____, by _____ who personally appeared before me at the time of notarization, and who is personally known to me or who has produced _____ as identification.

Notary Public

My commission expires:

VENDOR ON ALL COUNTY PROJECTS MUST EXECUTE AND ATTACH THIS AFFIDAVIT TO EACH PROPOSAL.

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

ATTACHMENT "B"
AFFIDAVIT OF SOLVENCY

PERTAINING TO THE SOLVENCY OF {insert entity name}, being of lawful age and being duly sworn I, {insert affiant name}, as {insert position or title} (ex: CEO, officer, president, duly authorized representative, etc.) hereby certify under penalty of perjury that:

1. I have reviewed and am familiar with the financial status of above stated entity.
2. The above stated entity possesses adequate capital in relation to its business operations or any contemplated or undertaken transaction to timely pay its debts and liabilities (including, but not limited to, unliquidated liabilities, unmatured liabilities and contingent liabilities) as they become absolute and due.
3. The above stated entity has not, nor intends to, incur any debts and/or liabilities beyond its ability to timely pay such debts and/or liabilities as they become due.
4. I fully understand failure to make truthful disclosure of any fact or item of information contained herein may result in denial of the application, revocation of the Certificate of Public Necessity if granted and/or other action authorized by law.

The undersigned has executed this Affidavit of Solvency, in his/her capacity as a duly authorized representative of the above stated entity, and not individually, as of this ___ day of _____, 20__.

Signature of Affiant

STATE OF _____)

COUNTY OF _____)

Subscribed and sworn to before me this ___ day of _____, 20__, by _____ who personally appeared before me at the time of notarization, and who is personally known to me or who has produced _____ as identification.

Notary Public

My commission expires:

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

St. Johns County Board of County Commissioners

ATTACHMENT "C"

DRUG-FREE WORKPLACE FORM

The undersigned firm, in accordance with Florida Statute 287.087 hereby certifies that

_____ does:
Name of Firm

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the danger of drug abuse in the workplace, the business' policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, employee assistance programs and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the contractual services that are described in St. Johns County's request for proposals to provide bond underwriter services a copy of the statement specified in paragraph 1.
4. In the statement specified in paragraph 1, notify the employees that, as a condition of working on the contractual services described in paragraph 3, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Florida Statute 893, as amended, or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction or plea.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.
6. Consistent with applicable provisions with State or Federal law, rule, or regulation, make a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs 1 through 5.

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

Signature

Date

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

Full Legal Company Name: _____

ATTACHMENT “3-B”
CERTIFICATES OF INSURANCE
(Attach or insert copy here)

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

Full Legal Company Name: _____

ATTACHMENT "3-C"
CLAIMS, LIENS, LITIGATION HISTORY

(Complete and Submit)

1. Within the past 7 years, has your organization filed suit or a formal claim against a project owner (as a prime or Sub-Consultant) or been sued by or had a formal claim filed by an owner, Sub-Consultant or supplier resulting from a construction dispute? Yes _____ No _____ If yes, please attach additional sheet(s) to include:

Description of every action Captions of the Litigation or Arbitration

Amount at issue: _____ Name (s) of the attorneys representing all parties:

Amount actually recovered, if any: _____

Name(s) of the project owner(s)/manager(s) to include address and phone number:

2. List all pending litigation and or arbitration.
3. List and explain all litigation and arbitration within the past seven (7) years - pending, resolved, dismissed, etc.
4. Within the past 7 years, please list all Liens, including Federal, State and Local, which have been filed against your Company. List in detail the type of Lien, date, amount and current status of each Lien.

5. Have you ever abandoned a job, been terminated or had a performance/surety bond called to complete a job?

Yes _____ No _____ If yes, please explain in detail:

6. For all claims filed against your company within the past five-(5) years, have all been resolved satisfactorily with final judgment in favor of your company within 90 days of the date the judgment became final? Yes _____ No _____ If no, please explain why? _____

7. List the status of all pending claims currently filed against your company:

Liquidated Damages

1. Has a project owner ever withheld retainage, issued liquidated damages or made a claim against any Performance and Payment Bonds? Yes _____ No _____ If yes, please explain in detail:

(Use additional or supplemental pages as needed)

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

Full Legal Company Name: _____

ATTACHMENT “3-D”
COMPANY ORGANIZATION CHART
(Attach or insert copy here)

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

Full Legal Company Name: _____

ATTACHMENT “3-E”
PROJECT TEAM ORGANIZATION CHART
(Attach or insert copy here)

**REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY**

ATTACHMENT “3-G”

LIST OF PROPOSED SUB-CONSULTANTS

Each Respondent shall provide any and all Sub-Consultants or major materials suppliers proposed to perform any portion of work specified herein. Attach brief but comprehensive resumes for each sub-consultant listed below. All proposed Sub-Consultants are subject to approval by the County.

DIVISION OF WORK

NAME AND ADDRESS OF SUB-CONSULTANTS

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REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

ATTACHMENT “4-A”

PREVIOUS EXPERIENCE

(Attach or insert copy here of a written narrative for at least three (3) market analysis and feasibility study projects completed within the past five (5) years)

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

ATTACHMENT "4-B"

REFERENCES

Each Respondent must submit a list of five (5) references from individuals, firms or agencies that have contracted with the respondent to perform services of similar size and scope as those described in this RFP. The information required shall include: reference company name, date(s) of service, project information, and a contact person name, title, phone number and email address. References shall be checked by the Purchasing Department, for the number one ranked firm, to verify capability to perform the work, and responsibility to fulfill the requirements of the contract.

1. Reference Company Name: _____
Date(s) of Service: _____
Project Information (Type of Study): _____

Primary Reference Contact Name and Title: _____
Contact Phone Number: _____
Contact Email Address: _____

2. Reference Company Name: _____
Date(s) of Service: _____
Project Information (Type of System): _____

Primary Reference Contact Name and Title: _____
Contact Phone Number: _____
Contact Email Address: _____

3. Reference Company Name: _____
Date(s) of Service: _____
Project Information (Type of System): _____

Primary Reference Contact Name and Title: _____
Contact Phone Number: _____
Contact Email Address: _____

4. Reference Company Name: _____
Date(s) of Service: _____
Project Information (Type of System): _____

Primary Reference Contact Name and Title: _____
Contact Phone Number: _____
Contact Email Address: _____

5. Reference Company Name: _____
Date(s) of Service: _____
Project Information (Type of System): _____

Primary Reference Contact Name and Title: _____
Contact Phone Number: _____
Contact Email Address: _____

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

Full Legal Company Name: _____

ATTACHMENT “5-A”
PROJECT APPROACH / METHODOLOGY
(Attach or insert copy here)

**REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY**

ATTACHMENT “5-B”

PROPOSED SCHEDULE/TIMELINE FOR IMPLEMENTATION OF DELIVERABLES

(Attach or insert copy here)

REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

Full Legal Company Name: _____

ATTACHMENT "6-A"

PROJECT STATUS REPORT

(Complete and Submit, include projects in progress or anticipated within next 12 to 24 months)

1. Name of Project: _____

Project Description: _____

Location: _____

Owner Name: _____

Start Date/Anticipated Start Date: _____ Scheduled Completion Date: _____

2. Name of Project: _____

Project Description: _____

Location: _____

Owner Name: _____

Start Date/Anticipated Start Date: _____ Scheduled Completion Date: _____

3. Name of Project: _____

Project Description: _____

Location: _____

Owner Name: _____

Start Date/Anticipated Start Date: _____ Scheduled Completion Date: _____

SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY

Full Legal Company Name: _____

ATTACHMENT “6-A” (Continued)

PROJECT STATUS REPORT

(Complete and Submit, include projects in progress or anticipated within next 12 to 24 months)

4. Name of Project: _____

Project Description: _____

Location: _____

Owner Name: _____

Start Date/Anticipated Start Date: _____ Scheduled Completion Date: _____

5. Name of Project: _____

Project Description: _____

Location: _____

Owner Name: _____

Start Date/Anticipated Start Date: _____ Scheduled Completion Date: _____

6. Name of Project: _____

Project Description: _____

Location: _____

Owner Name: _____

Start Date/Anticipated Start Date: _____ Scheduled Completion Date: _____

(Use additional or supplemental pages as needed)

**REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY**

ATTACHMENT "7-A"

OFFICIAL PRICING PROPOSAL FORM

The following proposal is presented for:

SJC ARTS AND CULTURAL CENER MARKET ANALYSIS AND FEASIBILITY STUDY

TOTAL PROPOSED AMOUNT: \$ _____
(Cost of all deliverables)

Total Proposed Amount: \$ _____ / 00
(Amount Written in Words)

Each Respondent shall insert the Total Proposed Amount in both numerals and words for services requested under this sealed RFP. If there is a discrepancy, the amount written in words shall prevail as the correct proposed amount.

In the event of a discrepancy, the County shall calculate the Total Proposed Amount to determine the lowest, responsive, responsible Respondent.

Each Respondent shall submit the unit hourly rates per deliverable and total number of hours proposed in the table below. Hourly rates shall dictate the total proposed amount submitted on the Official County Pricing Proposal Form above. Failure to submit hourly prices for the identified deliverables may result in removal from consideration for award of a contract. The County also reserves the right to utilize the Hourly Rates submitted below for additional, as needed, services.

PRICING PROPOSAL FORM
ITEMIZED PRICING SCHEDULE FOR TASK DELIVERABLES
HOURLY RATES PER DELIVERABLE

TASK/DELIVERABLE	HOURLY RATE	X	TOTAL # OF HOURS PROPOSED	=	TOTAL COST TO COUNTY
Task # 1: Familiarization and Project Initiation					
Memo with Inventory of all Materials and data sources reviewed	\$	X		=	\$
Memo summarizing relevant findings	\$	X		=	\$
Task # 2: Arts and Cultural Center Concept Plans					
Report outlining recommendations for the three alternative facility concept plans including a summary of the analysis of economic and demographic aspects of the overnight tourism base and the data on competitive facilities within 100 miles of St. Johns County	\$	X		=	\$
Diagrams showing the layout / configuration of the three alternative facility concepts	\$	X		=	\$
Report of estimated order of magnitude costs for the three facility concept plans	\$	X		=	\$
Report of financial analysis projecting the estimated operating costs of the three concept plans	\$	X		=	\$
Task # 3: Financial Viability Assessment					
Report of estimated venue/space rental fees	\$	X		=	\$
If applicable, report of recommendations for potential target markets or strategies to improve financial viability	\$	X		=	\$
Task # 4: Economic Impact Analysis					
Report of the economic impact of an arts and cultural center on St. Johns County	\$	X		=	\$
Task # 5: Final Report and Presentation					
Final report: 12 printed copies, 1 electronic copy	\$	X		=	\$
Presentation to the Tourist Development Council and Board of County Commissioners	\$	X		=	\$
TOTAL COST FOR ALL DELIVERABLES (TASK #s 1 – 5) *Total of itemized deliverables must equal Total Proposed Amount on previous page of the official Pricing Proposal Form					\$

RFP 18-26

During the preparation of the RFP, the following addenda, if any, were received:

No.: _____ Date Received: _____ No.: _____ Date Received: _____

No.: _____ Date Received: _____ No.: _____ Date Received: _____

The undersigned declares that the statements and representations made in this proposal are true in every respect and that the said proposal is in all respects fair and made without collusion or fraud, and that no member of the Board of County Commissioners, or any other agent or employee of the County, director or indirectly, is interested in this proposal or in any profits expected to accrue therefrom.

FULL LEGAL COMPANY NAME: _____

MAILING ADDRESS: _____

MINORITY OR WOMAN OWNED BUSINESS: _____

FEDERAL ID NUMBER OR SOCIAL SECURITY NUMBER: _____

SIGNATURE OF AUTHORIZED REPRESENTATIVE: _____

(Typed/Printed Name of Authorized Representative)

TITLE OF REPRESENTATIVE: _____

DATE OF SIGNATURE: _____

TELEPHONE NO: _____

FAX NO: _____

EMAIL ADDRESS: _____

PART VIII: OPTIONAL CHECKLIST

**REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENTER MARKET ANALYSIS AND FEASIBILITY STUDY**

SECTION	RFP PACKAGE COMPONENTS	CHECK BOX
Section 1	Cover Page	
Section 2	Cover Letter	
Section 3	Company & Staff Qualifications and Resources:	
	Attachment "3-A" – Licenses/Permits/Certifications	
	Attachment "3-B" – Certificates of Insurance	
	Attachment "3-C" – Claims, Liens, Litigation History	
	Attachment "3-D" – Company Organization Chart	
	Attachment "3-E" – Project Team Organization Chart	
	Attachment "3-F" – Key Personnel List	
	Attachment "3-G" – List of Proposed Sub-Consultants	
Section 4	Related Experience:	
	Attachment "4-A" – Previous Experience Narrative	
	Attachment "4-B" – References	
Section 5	Project Approach / Methodology	
	Attachment "5-A" – Project Approach / Methodology	
	Attachment "5-B" – Proposed Schedule/Timeline for Deliverables	
Section 6	Attachment "6-A" – Project Status Report	
Section 7	Pricing Proposal	
	Attachment 7-A – Pricing Proposal	
Section 7	Other Required Forms:	
	Attachment "A" – St. Johns County Affidavit	
	Attachment "B" – Affidavit of Solvency	
	Attachment "C" – Drug-Free Workplace Form	
	Attachment "D" – Conflict of Interest Disclosure Form	
	Acknowledged (signed) Addenda	

PART IX: SEALED RFP MAILING LABEL


**REQUEST FOR PROPOSALS (RFP) NO: 18-26
SJC ARTS AND CULTURAL CENER MARKET ANALYSIS AND FEASIBILITY STUDY**

**Cut along the outer border and affix this label
to your sealed bid envelope to identify it as a
"Sealed RFP"**

SEALED RFP • DO NOT OPEN	
SEALED RFP NO.:	<u>18-26</u>
RFP TITLE:	<u>SJC Arts and Cultural Center Market Analysis and Feasibility Study</u>
DUE DATE/TIME:	<u>Thur., December 21, 2017. @ 4:00 p.m.</u>
SUBMITTED BY:	_____
	Company Name

	Company Address

	Company Address
DELIVER TO:	St. Johns County Purchasing Dept. ATTN: Diana M. Fye, CPPB 500 San Sebastian View St St. Augustine FL 32084



END OF DOCUMENT