



MIDLAND COUNTY HORSESHOE REQUEST FOR PROPOSALS FROM QUALIFIED FIRMS

A. PROJECT DESCRIPTION

Horseshoe Hospitality Services, operator of the Midland County Horseshoe Arena, Pavilion, and Amphitheater (the Horseshoe), is requesting proposals from qualified firms to conduct an economic and fiscal impact analysis of Horseshoe operations. The analysis shall estimate the effects of direct, indirect, and induced economic activity, tax revenues, room nights and related impacts in Midland County from events held at the Horseshoe.

A summary of the Horseshoe venues, event calendar and background is available at <http://www.midlandhorseshoe.com/>

B. WORK STATEMENT

The purpose of the economic and fiscal impact analysis is to estimate the value of direct, indirect, and induced economic activity resulting from events held at the Horseshoe for each of the past three years. Impacts will be measured as total output, earnings and employment. Economic impact multipliers specific to Midland County will be used for the analysis.

The analysis will also include estimates of various tax revenues and room nights generated by events held at the Horseshoe. Base data for the analysis to be developed in conjunction with Horseshoe staff will include past event levels, attendance levels, share of attendance that is non-local, length of stay and per-attendee spending data.

A draft and final report will be prepared by the selected firm outlining impact study methods and findings.

C. PROPOSAL DELIVERY

1. Sealed proposals will be received until 5:00 p.m., Central Daylight Time, via email at the following address: jkelly@mcounty.com

Timely receipt of proposals will be determined by the date and time the proposal is received. No proposals will be accepted after the time indicated unless management determines a late submittal is out of the control of the bidder.

2. One copy submitted via email is required. The subject line in the email should reference the following:

PROPOSAL FOR ECONOMIC IMPACT STUDY –
HORSESHOE EVENT COMPLEX

3. Any questions relating to the Request for Proposals should be directed to:

Mr. Joe Kelley, President
Horseshoe Hospitality Services
Midland County Horseshoe Arena, Pavilion & Amphitheater
2514 Arena Trail
Midland, TX 79701
jkelly@mccounty.com

4. Information provided in the proposal, including cost, will be held confidential and will not be disclosed to competitors prior to selection of the contractor. However, proposals may be disclosed following selection of the contractor.

D. PROPOSAL CONTENT

1. The technical portion of the proposal should not exceed 10 pages and shall include as a minimum:
 - a. A brief statement of the firm's understanding of the work to be done.
 - b. A work plan detailing the methodology the firm intends to follow in developing the economic and fiscal impact analysis.
2. A description of the firm's background and prior experience with public assembly facility economic impact studies of a similar nature.
3. Identification of personnel who will be conducting the work, including a resume for each.
4. The costs for the study including professional fees and expenses.
5. Minimum of 5 references of the same type of economic study with a similar type of facility.

E. PROPOSAL EVALUATION AND SELECTION

1. Proposals will be evaluated by management. During the evaluation process, we may be contacting you to answer questions by telephone.
2. Management will select the proposal judged most likely to meet the needs and objectives of the project. Emphasis will be placed on:
 - a. Responsiveness to the objectives and issues described in the Request for Proposals.
 - b. Firm’s related past experience and reputation.
 - c. Qualifications of staff assigned to the project.
 - d. Proposed work plan.
 - e. Project costs.

3. The evaluation criteria will be graded as follows:

Evaluation Criteria	Max Points
PREVIOUSLY RELATED EXPERIENCE	15
PERSONNEL ASSIGNED TO THE PROJECT	15
FIRM'S STATEMENT OF UNDERSTANDING	15
PROPOSED WORK PLAN	20
REFERENCES	10
COST	25
TOTAL	100

**TIME FRAME FOR PROPOSAL PROCESS
AND SUBMISSION OF REPORTS**

The following dates will apply unless waived in writing by management.

Event	Date
Deadline for Submission of Proposals	<u>August 28, 2019</u>
Work May Begin	<u>August 28, 2019</u>
Deadline for Submission of Preliminary Draft	<u>September 27, 2019</u>