



REQUEST FOR PROPOSALS (RFP)
FOR
PROFESSIONAL SERVICES TO CONDUCT A

**Feasibility, Market Analysis, And Economic Impact Study for An
Indoor Waterpark in Dunkirk, New York On Lake Erie**

Contact:

Vince DeJoy, Director of Planning & Development
City of Dunkirk, NY
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Dunkirk, New York 14048

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716-366-9879

Submission Deadline: November 30, 2023 by 4:00 PM

REQUEST FOR PROPOSAL

NOTICE IS HEREBY GIVEN that the City of Dunkirk("City") is issuing this Request for Proposal ("RFP") to solicit proposals from experienced individuals or firms to conduct an **Indoor Waterpark Feasibility, Market Demand, and Economic Impact Study** to provide a professional assessment to estimate the market feasibility of potential development of a destination attraction in Dunkirk at a site owned by City of Dunkirk on the shore of Lake Erie next to the city-owned marina that adjoins a hotel and brewery.

The estimate of feasibility will be used for decision-making purposes in determining whether to proceed with an attraction developer such as an indoor waterpark on the City's waterfront; this is the primary area of focus for economic investment as stated in the 2019 Comprehensive Plan and Dunkirk Downtown Revitalization Initiative (DRI) plan recently awarded.

Firms are solely responsible for ensuring proposals are received by the City on or before the submittal deadline.

Proposals must be received via mail or email no later than 4:00 p.m. on November 30, 2023 at the following address:

City of Dunkirk
Attn: Vince DeJoy, Director of Planning & Development
Indoor Waterpark Feasibility Study
342 Central Avenue
Dunkirk, New York 14048

vdejoy@cityofdunkirk.com

The proposal shall be signed by a representative authorized to bind the company. Proposals submitted by facsimile are not acceptable and will not be considered. The Proposer shall submit its proposal via email as a PDF attachment with the email subject line: **Indoor Waterpark Feasibility Study**. Verification of receipt of proposal is the responsibility of the submitting firm. In the event that an electronic proposal cannot be submitted, the Proposer may submit a hard copy with the name of the firm and RFP title clearly marked on the outside of the package submitted by the deadline listed above.

- Late proposals will not be considered.
- Failure to comply with the requirements set forth in this RFP may result in disqualification.
- Proposals and/or modifications received subsequent to the hour and date specified above will not be considered. Submitted proposals may be withdrawn at any time prior to the submission time specified in this RFP, provided notification is received in writing before the submittal deadline. Proposals cannot be changed or withdrawn after the submittal deadline. No handwritten notations or corrections



will be allowed. The responding firm is solely responsible for all costs related to the preparation of the proposal.

- The City reserves the right to reject all proposals and to waive any minor informalities or irregularities contained in any proposal. Acceptance of any proposal submitted pursuant to this RFP shall not constitute any implied intent to enter into a contract.
- The contract award, if any, will be made to the firm who, in the City's sole discretion, is best able to perform the required services in a manner most beneficial to the City.

Any questions with regard to submission, process, or proposal can be emailed to Vince DeJoy, Director of Planning & Development, at: vdejoy@cityofdunkirk.com

The Request for Proposal can be viewed and/or obtained from the City of Dunkirk website at https://www.cityofdunkirk.com/businesses/rfp_s/index.php

Acceptance of any proposal submitted pursuant to this Request for Proposal shall not constitute any implied intent to enter into an agreement for services.

INTRODUCTION

The City of Dunkirk, New York is located on the shoreline of Lake Erie in Chautauqua County with a population of 12,740 residents in the City.

The City owns a marina that is leased and operated by a third party that fronts a site that is owned by the City of Dunkirk that sits adjacent to the Clarion Hotel and Conference Center on Lake Shore Drive.

The City of Dunkirk was awarded the New York State Downtown Revitalization Initiative (DRI) for an award of \$10 million (January 2023) that fund projects determined to be transformative and catalytic. Projects recommended for funding to be determined by the New York State Governor will have an emphasis on waterfront development, which are expected to be announced in the first quarter 2024. The DRI Local Planning Committee (LPC) process can provide the details for the program and current pertinent planning studies can be viewed at <https://www.dunkirkdri.com/>

Funding for this **Indoor Waterpark Feasibility Study** is from the Appalachian Regional Commission (ARC), Chautauqua County Industrial Development Agency, and the Dunkirk Clarion Hotel and Conference Center.



SCOPE OF WORK

The Proposal is to provide all of the following, but is not limited to:

Market Demand and Feasibility and Financial Analysis Study

- Estimate the market feasibility that will be used for decision-making purposes and seeking funding opportunities for the development and construction of a four-seasons tourism driver attraction for Downtown Dunkirk and the Lake Erie waterfront.
- Provide a detailed financial analysis for the project and estimate probable operating performance for an 11-year holding period.
- Sizing of and amenities for the overall property, including waterpark features, dry attractions and/or family entertainment center component, food & beverage facilities, and any expansion capabilities.
- Defining the proposed scope of the concept to refine the potential market for the project.
- Review market research and information developed for the concept and compare it to similar previous indoor waterpark developments.
- Integrate research data from the Chautauqua Visitors Bureau, Chamber of Commerce, and city, county, and state economic development officials.
- Review the local and larger region's demographics to determine economic environment in which a proposed indoor waterpark would operate and demand sources.
- Analyze the proposed City of Dunkirk owned site including traffic counts, access, visibility, proximity and travel time, nearby visitor attractions as a demand generator.
- Determine a competitive set of waterpark properties and compare their performance with Dunkirk's performance estimates.
- Identify new waterparks under construction, planned, or proposed in the market catchment area.
- Project a range of development costs for the proposed Dunkirk Indoor Waterpark based upon the development budgets of comparable projects.
- Available operating results of similar properties in the market for comparison.

Economic Impact Study

- Calculate indirect and direct spending based on accepted economic multipliers utilizing available computer modeling programs.
- Identify the significant economic events resulting from the construction and operations of the proposed facility and estimate the resulting gross expenditures for use in gauging total economic impact.
- Analyze event patron surveys throughout the nation to estimate spending patterns. This spending should include purchases at restaurants, bars, hotels and places of lodging, and retail establishments, as well as transportation-related purchases.



- Analyze relevant municipal revenues, including retail sales tax, lodging tax, real estate taxes, and state income taxes.
- Customize a county economic model to develop economic output (direct and indirect spending), employment multipliers for earnings, direct employment (average annual jobs), and tax revenues (municipal)
- Utilize U.S. Department of Commerce generated RIMS II multipliers for output, earnings, and employment by industry aggregation for the county.
- Project the impact on the hotel market from the development of the waterpark.
- Project the tax impact of the project on the city, county, and state.
- Profile municipal incentives the city, county, or state has offered new or expanded developments like the subject.

SUBMITTAL FORMAT AND CONTENT

All respondents are required to follow the format specified below. The contents of the submittal must be clear, concise, and complete. (NOTE: Respondents shall base their submittals on the "Scope of Work.")

1. **Cover Letter** - Describe how the delivery of services will be provided to the City, including the location of the consultant's offices. In addition, describe those conditions, constraints, or problems that are unique to the scope of work that may adversely affect either the cost or work progress; and include the title and signature of the firm's contact person for this procurement. The signatory shall be a person with official authority to bind the company.
2. **Qualifications and Experience** – A list of qualifications and experience for each person who will be assigned by the prospective consultant or sub-consultant to work on the Project. Describe the role, experience and qualifications of any subconsultants participating in this project and the history of the Consultant and sub-consultant business relationship.
3. **Statement of Understanding** – Provide a concise but detailed description of the process that would be delivered based on the scope of this RFP.
4. **Project Cost** – Submit a schedule of fees for all the services explained in the RFP. Include a Not-to-Exceed Amount and a Schedule of Hourly Rates. This information will not be used as a determining factor as to which firm the City will enter into an Agreement with.
5. **Project Schedule** - Submit a timeline schedule to complete the scope of work.
6. **Work Samples** – Provide copies of three (3) example work products that most closely match the project desired in this RFP and are similar in size and scope to the Project.
7. **References** - Provide a list of at least three (3) current public agency customers for whom you have provided comparable services. Please include the agency's name, telephone number, and email address of contact person.
8. **Professional Services Agreement Template** – provide your firm's standard professional services agreement template with terms and conditions.



SCHEDULE FOR SELECTION AWARD & STUDY PERFORMANCE

The following *tentative* schedule is anticipated with regard to this RFP:

Phase I Proposal Evaluation & Award

- Release of RFP November 1, 2023
- Deadline for any questions from firms November 16, 2023 by 5:00 p.m.
- Deadline for posting any amendments to RFP November 22, 2023
- Proposal due date **November 30, 2023** by 4:00 p.m.
- Review of proposals 12/1/23 thru 12/9/23
- Potential interview of firm(s) Week of December 11, 2023
- Selection of firm December 15, 2023

Proposals arriving after the specified date and time will not be considered, nor will late proposals be opened. Each firm assumes responsibility for timely submission of its proposal.

The City reserves the right to change this schedule and/or discontinue the RFP process at any time.

Phase II Study Performance Proposed Timeline

1. December 19, 2023 - Present a resolution to the Dunkirk Common Council to enter into an agreement to engage a qualified consultant to provide the scope and services as provided in the grant agreement, RFP proposal, and provide the necessary retainer to commence studies and analyses.
2. January 5, 2024 – Signed Professional Services Agreement & Retainer (if required).
3. January 15, 2024 - Consultant Kick-off conference call to review scope of work, address any specific issues or requests, and arrange date of site visit. This call will also review data needed from consultants for the analysis, including collecting names and contact information of pertinent stakeholders.
4. January 16, 2024 – January 26, 2024 -- Interviews with city officials, business leaders, managers of existing properties in area, local and NYS economic development agencies and organizations, and project partners.
5. February 12, 2024 – Draft of Feasibility & Market Analysis Study
6. February 19, 2024 -Draft of Economic Impact Study
7. Address City's comments- March 1, 2024
8. Final Reports Deliverable March 22, 2024



EVALUATION

Proposals will only be considered from firms normally engaged in providing the types of products and services specified herein. The City reserves the right to inspect the Firm's facilities, products, personnel, and organization at any time, or to take any other action necessary to determine the firm's ability to perform. The City reserves the right to reject proposals where evidence or evaluation is determined to indicate inability to perform.

The City reserves the right to interview any or all responding firms and/or to award a contract without conducting interviews. Evaluation will be made on the basis of the criteria noted below. A recommendation of award shall be made to the responsible firm whose proposal is determined to be the most advantageous to the City and Chautauqua County.

The City will attempt to negotiate an agreement with the highest-ranking firm to provide the specified services. If these negotiations are unsuccessful, the City reserves the right to discontinue negotiations and commence negotiations with the next highest-ranking consultant. Nothing herein shall obligate the City to award a contract to any responding firm.

- A. Qualifications, professional experience and skills of the firm overall.
- B. Ability to meet the project objectives, the requirements of the scope of services, and maximum service delivery timelines through an efficient and effective allocation of resources with clear project understanding and approach.
- C. Client References – Performance on similar projects based on input from references.
- D. Proposed Fee Structure/Cost of Services.
- E. Completeness of the proposal submitted and responsiveness to the RFP.
- F. All interested parties are encouraged to submit proposals to the RFP, as the award is not based solely on the lowest cost proposal submitted. Total cost will be taken into consideration, but the Proposer's capabilities, competence and capacity will be considered as well. The City reserves the right to choose the overall best firm according to the City's criteria. The City, and its designated representatives, shall be the sole judge of its own best interest, the proposal, and the resulting negotiated agreement. The City's decisions will be final.
- G. The City reserves the right to change this schedule and/or discontinue the RFP process at any time.
- H. Firms who respond to this RFP who wish to release information to the public regarding selection, contract award or data provided by the City must receive prior written approval from the City before disclosing such information to the public.
- I. Non-Assignment If a contract is awarded, the selected firm shall neither assign, nor delegate, in part or in whole, any duties without the prior written consent of the City which shall not be unreasonably withheld.
- J. Collusion Each firm certifies that the company, its officers, employees and/or agents are not a party to any collusive action, fraud, or any action that may be in

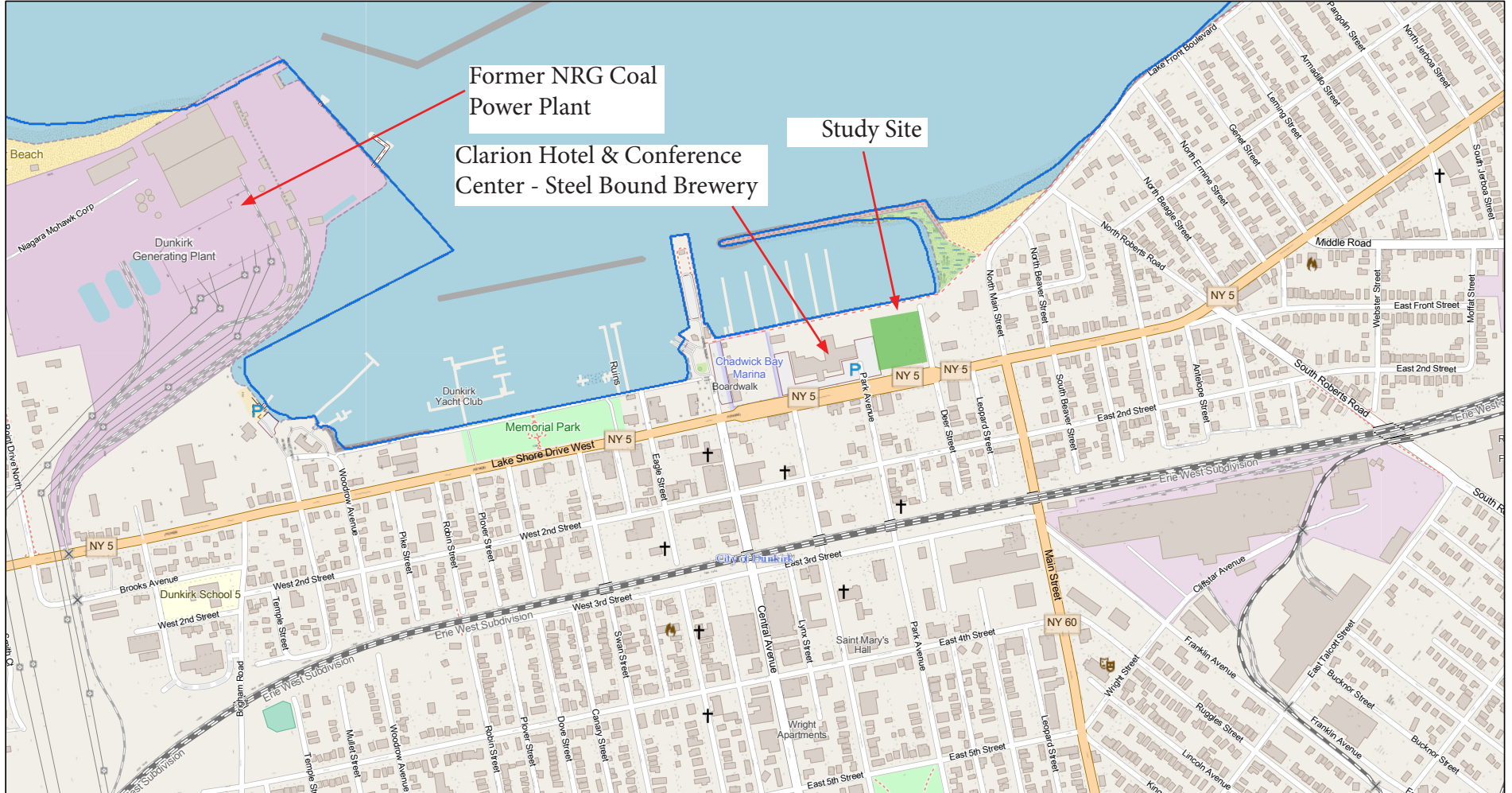


violation of the Sherman Antitrust Act. The firm certifies that the company, its officers, employees and/or agents have not offered or received any kickbacks or inducements from any other bidding vendor, supplier, manufacturer, or subcontractor in connection with the proposal and that the company, its officers, employees and/or agents have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services, or anything of more than nominal value.

- K. Any or all bids shall be rejected if there is any reason to believe collusion exists among the bidding vendors. More than one bid from an individual, firm, partnership, corporation, or association under the same or different names may be rejected. Reasonable grounds for believing that a bidding firm has interest in more than one proposal for the work being proposed may result in rejection of all bids in which the bidding firm is believed to have interest.
- L. Debarment. By submitting a proposal, the firm certifies that the company is not currently debarred from submitting proposals and/or bids for contracts issued by any City or political subdivision or agency of the State of New York and the Federal Government, and that it is not an agent of a person or entity that is currently debarred from submitting proposals and/or bids for contracts issued by any City or political subdivision or agency of the State of New York.
- M. Equal Employment Opportunity Compliance. The selected firm shall not discriminate against any employee or applicant for employment because of race, creed, color, or national origin. The firm shall take affirmative action to ensure that all employees and applicants for employment shall be treated with equality in all aspects of employment processes including, but not limited to, hiring, transfer, promotion, training, compensation and termination, regardless of their race, creed, color, sex, national origin, age, or physical handicap.



Dunkirk ARC POWER Initiative Service Map



From Rustbelt to Resort Tourism-Based
Economic Diversification Strategies in Dunkirk, NY



From Rustbelt to Resort Tourism-Based
Economic Diversification Strategies in Dunkirk, NY
Indoor Waterpark Conceptual Rendering