

## **REQUEST FOR PROPOSAL (RFP)**

### **MANAGEMENT SERVICES FOR CABARRUS COUNTY ARENA & EVENTS CENTER**

**Proposal Submission Deadline: April 28, 2023, at 5:00 p.m. EST**

Cabarrus County will receive proposals as described herein. The County reserves the right to reject any or all proposals. All changes to the terms, conditions or specifications stated in this Request for Proposal (RFP) will be documented in a written addendum posted to the County's website.

Questions regarding the RFP may be emailed to Deputy County Manager Rodney Harris at [rdharris@cabarruscounty.us](mailto:rdharris@cabarruscounty.us).

## 1. Project Description

Cabarrus County (“County”) is requesting proposals from qualified providers to provide overall management of the Cabarrus Arena and Events Center. The provider will assume responsibility for operations on July 1, 2025. The Arena & Events Center is owned by the County and is in Concord, North Carolina. The facility opened its doors on September 7, 2002. ASM Global is the current operator for the facility.

Facility has a two-week blackout period each September to accommodate the Cabarrus County Fair. The Arena & Event Center spaces must be able to accommodate fair operations during this time including housing of livestock.

The provider selected will be responsible for all aspects of facility operations including the following:

- Annual development and monthly maintenance of the facility budget.
- Annual budget submittal to the County by the prescribed deadline.
- All routine maintenance and upkeep needed for the appearance and operation of the facility.
- Developing rental rate schedules and solely managing bookings/scheduling.
- Formulating credit policies.
- Developing, implementing, and tracking success of marketing initiatives to attract local, regional, and national customers to the facility.
- Promoting and publicizing the facility.
- Establishing food and beverage services and managing food and beverage operations including receiving, storage and distribution.
- Maintaining bank accounts including working capital accounts.

## 2. RFP Submission Requirements

Proposals will be received, in electronic format only, by Rodney Harris at [rdharris@cabarruscounty.us](mailto:rdharris@cabarruscounty.us). **All proposals must be delivered by 5:00 pm local time on Friday, April 28, 2023.** Providers accept all risk of late delivery regardless of fault.

At a minimum, the submission must consist of the following:

### A. Letter of Transmittal.

The proposal must include a letter of transmittal attesting to its accuracy, signed by an individual authorized to execute a binding legal document on behalf of the organization.

**B. Executive Summary.**

Briefly describe the proposal including organization background, essential elements of the proposal, and the proposed compensation model.

**C. Operational Plan.**

A detailed description covering operational details including:

- i. A statement of the provider's philosophy, visions, and guiding principles.
- ii. Approach to managing the facility including strengths, assets, and anticipated challenges.
- iii. Transition plan (if necessary) from the existing provider including key steps and a timeline.
- iv. Proposed organizational chart including positions at the corporate and local level.
- v. Examples of management/financial reports used to advise governmental entities of performance.
- vi. Anticipated results including direct spending and room nights.

**D. Financial Plan.**

A detailed description of the provider's financial plan including:

- i. Strategies for minimizing the annual operating expenses.
- ii. Strategies for maximizing the annual operating revenues.
- iii. Cost estimates for desired upfront capital investments.
- iv. Provider's role in identifying and prioritizing capital improvements.
- v. Provide a compensation proposal, including any management and/or incentives fees, for operating the facility.
- vi. Provide corporate safety and risk policies/procedures.

**E. Booking Services.**

A detailed description of the provider's booking services including:

- i. Overview of marketing and promotional concepts.
- ii. Approach to booking/scheduling, promoting, advertising, and marketing events at the facility. Include a draft marketing plan and describe your view of success for the facility.

**F. References.**

Provide at least three (3) references for comparable facilities.

### 3. Schedule of Events

The table below shows the intended schedule for this RFP. The County will make every effort to adhere to this schedule.

<b>Event</b>	<b>Date</b>
Request for Proposal (RFP) issued	Monday, February 6, 2023
Non-Mandatory Facility Tour	Tuesday, March 21, 2023, at 10:00 a.m.
Written questions deadline	Friday, March 24, 2023, by 5:00 p.m.
Proposal deadline	Friday, April 28, 2023, by 5:00 p.m.

### 4. Schedule of Events Details

#### A. Vendor Questions.

Upon review of the RFP document, organizations may submit questions for additional clarity. Questions shall be emailed to [rdharris@cabarruscounty.us](mailto:rdharris@cabarruscounty.us) by Friday, March 24, 2023 at 5:00 p.m. Organizations should use “Cabarrus Arena and Events Center” as the subject for any emails. Responses to questions received by the deadline will be posted as an addendum to the RFP on the County’s website.

#### B. Facility Tour.

The County will host a non-mandatory tour of the facility on Tuesday, March 21, 2023, beginning at 10:00 AM EST. Facility is located at 4751 Highway 49 N, Concord, NC 28025. Providers should meet County staff outside of the Cabarrus Rooms illustrated in Exhibit A.

#### C. Submission of Responses.

Responses may be submitted as electronically to Rodney Harris at [rdharris@cabarruscounty.us](mailto:rdharris@cabarruscounty.us). Responses sent by any other means will not be accepted.

#### D. Proposal Opening.

Staff will open proposals received after the due date. Proposals will not be read aloud or made available to inspect or copy until any trade secret issues/proprietary and/or confidential information has been resolved and a contract has been awarded.

### 5. Proposal Evaluation Criteria

Proposals will be evaluated on the ability to meet the requirements of this RFP. Special emphasis will be placed on the proposed team’s experience and qualifications operating comparable facilities. Evaluation criteria include:

- A. **Qualifications, experience, and approach.** Understanding, experience, and qualifications in performing the same or substantially similar services.
- B. **Financial capability.** Ability to meet the financial requirements of performing the same or substantially similar services.
- C. **Cost.** Ability to minimize the financial impact on the County for facility operations.

D. **Ability to comply with County contracting requirements.** Organizations will be required to sign a contract agreement with the County and register through the PaymentWorks platform.

## 6. Terms and Conditions

The County reserves the following rights and options, which may be exercised at the County's sole discretion:

- A. To, at its sole discretion, reject any or all proposals submitted in response to the RFP. The County shall not be liable for any costs incurred in connection with the preparation and submission of any bid.
- B. To supplement, amend, substitute, or otherwise modify this RFP at any time.
- C. To cancel the RFP.
- D. To conduct investigations with respect to the evaluation criteria for one or more potential contractors.
- E. To require potential contractors to supplement, clarify or provide additional information for the County to evaluate the proposals submitted.
- F. To discuss or meet with one or more potential contractors to facilitate arriving at a Contract that will be satisfactory to the County, including but not limited to financial terms.
- G. To award all, none, or any part of the Services that is in the best interest of the County, to one or more of the potential contractors responding, which may be done without re-solicitation.
- H. To reject any or all proposals, waive any defect or irregularity, and to award a contract based upon the proposal(s) that are determined to be in the best interest of the County.
- I. All bid submissions become the property of the County once submitted.

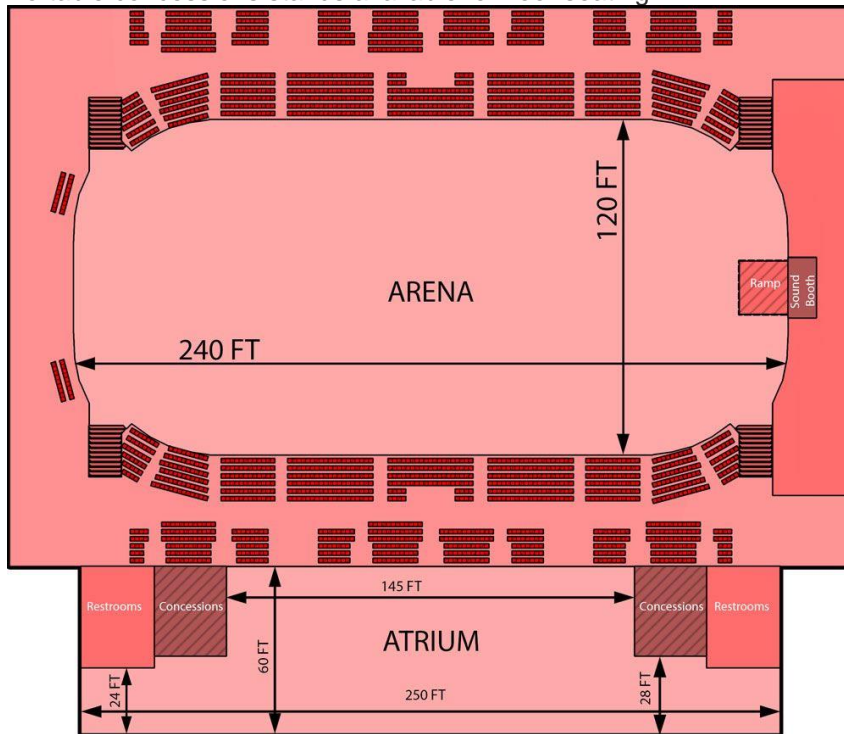
## EXHIBIT A – FACILITY FLOOR PLAN



### Arena Space

- 12,000 square foot arena lobby
- Seating capacity 5,000 (2,200 fixed seats)
- 7 executive suites
- 28,800 floor square footage
- 120' x 240' floor dimensions
- 2 dressing rooms with lockers and showers
- Full, half, and quarter house stage orientation
- Concrete flooring
- 2 lobby concession stands

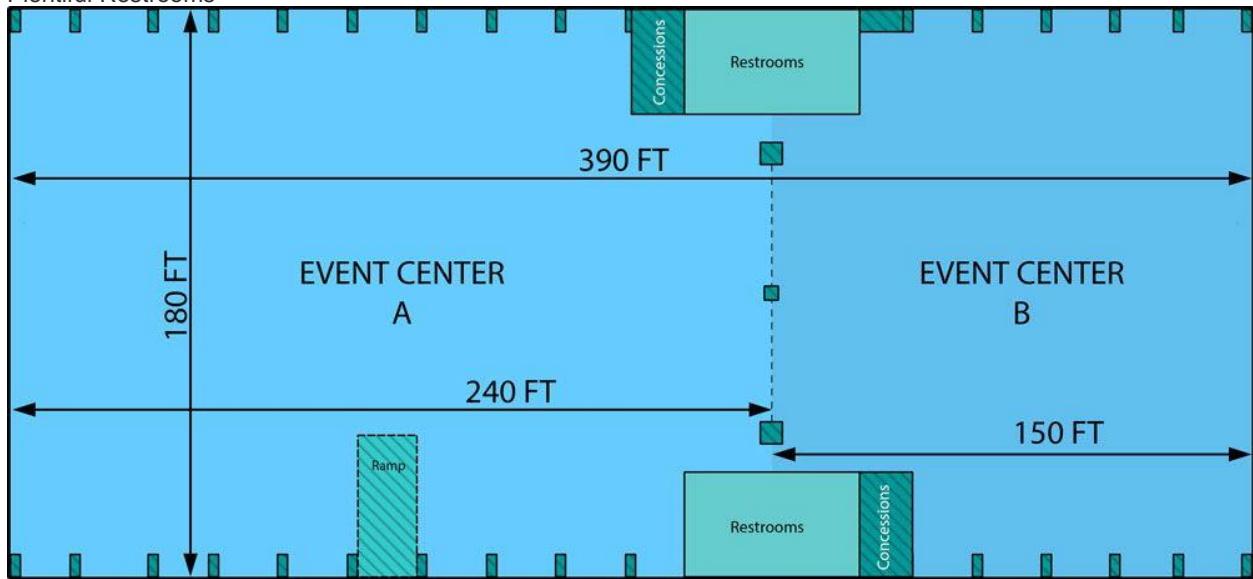
- Portable concessions stands available for floor seating



**Event Center Space (connected to Arena)**

- 70,000 square feet total
- Event Center A - 40,000 square feet
- Event Center B - 30,000 square feet
- Two permanent concession stands
- Loading dock to accommodate three trailers
- Seven 17 1/2' x 16' tractor trailer roll up entrance doors
- Three 10' x 10 1/2' roll up entrance doors
- Electrical

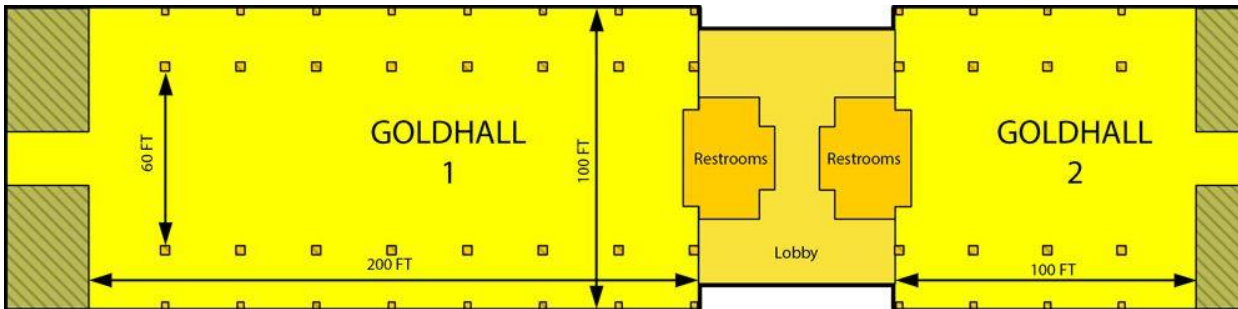
- Plentiful Restrooms



**Gold Hall Space (separate from Arena and Event Center)**

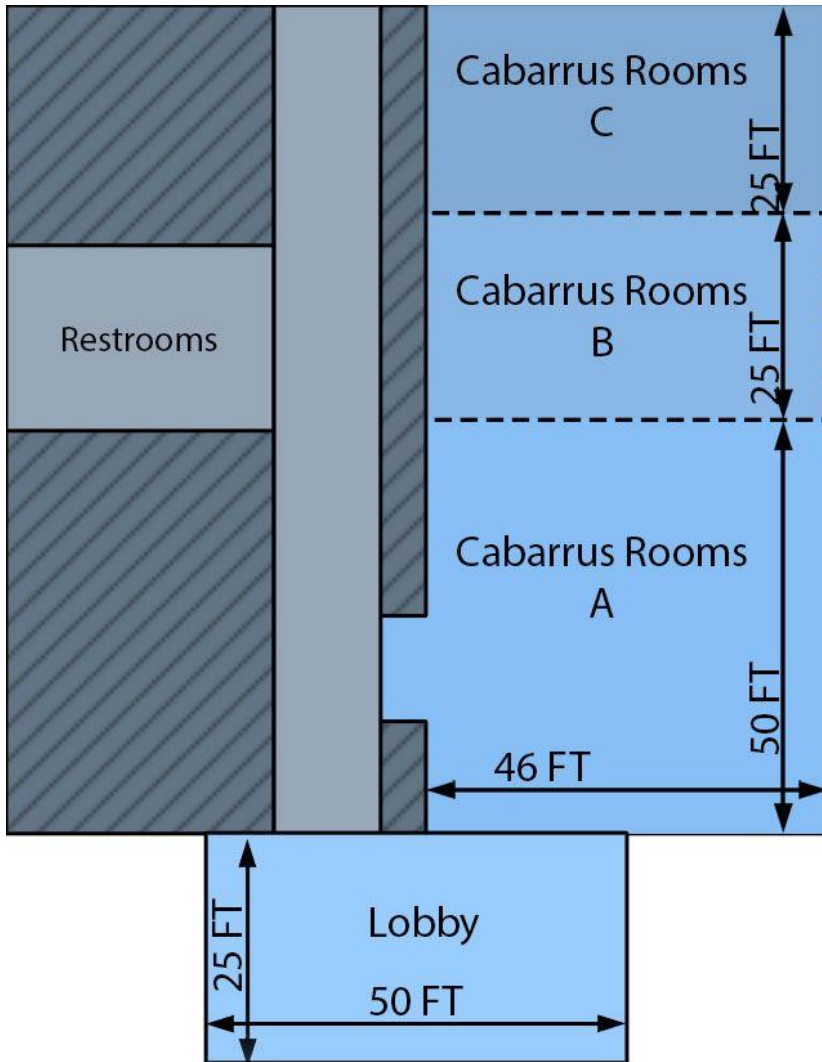
- Gold Hall 1 - 20,000 square feet
- Gold Hall 2 - 10,000 square feet
- Flush mount floor and wall electrical outlets
- Telephone & Internet connections
- Direct access via two roll-up doors per room
- Adjacent to the midway
- Portable concession stand available





### Cabarrus Rooms

- Cabarrus Room A: 2,500 square feet
- Cabarrus Room B: 1,250 square feet
- Cabarrus Room C: 1,250 square feet
- Carpeted Flooring
- Pre-Function Space
- Dimmable lighting
- Private Restrooms



**Midway**

- Eleven acre Midway
- Paved track
- 2,500 on-site parking - with an additional 400 parking spaces within walking distance
- Fifty RV spaces with hook-ups for water, sewer, and electric services
- Two acre pond
- Cattle wash
- Two parking lots finished with screenings to accommodate equine events

- Security cameras
- Full ADA access

