

MACON-BIBB COUNTY, GEORGIA

Request for Proposals (RFP)

FOR

MANAGEMENT AND OPERATION OF MACON-BIBB COUNTY CIVIC FACILITIES

16-049-CW



MACON-BIBB COUNTY

ISSUE DATE: February 25, 2016

DUE DATE: March 31, 2016

Please direct questions related to this solicitation to Chauncey Wilmore, email preferred at cwilmore@maconbibb.us

MBE/WBE/DBE Participation: Minority, Women Owned, and other Disadvantaged Business Enterprises are encouraged to participate in the solicitation process. Additionally, respondents are encouraged to use M/W/DBE sub-consultants where possible. Small and other disadvantaged businesses requiring assistance with the competitive process can contact Dr. James Louis Bumpus, Director of Small Business Affairs at (478) 951-2192 or jbumpus@maconbibb.us

I. GENERAL

A. Invitation

Notice is hereby given that Macon-Bibb County will receive responses to the Request for Proposals (original **plus 3 copies**) in the Procurement Department, 700 Poplar Street, Suite 308, Macon, Georgia 31201, until **12:00 o'clock NOON** at the time legally prevailing in Macon, Georgia on March 31, 2016, for **Management & Operations of Macon Bibb County Civic Facilities** for Macon- Bibb County.

NO LATE RESPONSES WILL BE CONSIDERED

The names of responding firms will be publicly read on Thursday, March 31, 2016, at 2:00 P.M. in the Macon-Bibb County Procurement Department Conference Room, located on the 3rd Floor of the Government Center at 700 Poplar Street, Macon Georgia 31201.

B. Definitions

Wherever the term "Owner", "County", or "Macon-Bibb County" occur in this document, it shall mean Macon-Bibb County, a political subdivision of the State of Georgia acting through the Macon-Bibb County Board of Commissioners.

C. Pre-Submittal Meeting

A pre-submittal conference is scheduled for 10:00 o'clock a.m., Wednesday, March 16, 2016 at Procurement Department at 700 Poplar Street Suite 308, Macon, Ga 31201. This conference is **mandatory**; vendor must be present in order to submit a proposal.

D. Solicitation Documents

Announcement of this Request for Proposals may also be posted on the Macon-Bibb County website at www.maconbibb.us/purchasing and on the Georgia Procurement Registry website https://ssl.doas.state.ga.us/PRSapp/PR_index.jsp

E. Insurance Requirements

Insurance coverage shall be carried with an insurance company licensed to do business in the State of Georgia. All coverage should be written with insurance company with a Best Rating of A or better. Insurance shall be obtained prior to commencement of work and shall remain in force throughout the period of the contract. Macon-Bibb County shall be named as additional insured on the policy.

Workers' Compensation: Statutory
Errors and Omission: \$1,000,000
General Liability: \$1,000,000

F. Submittals

Responses must be sealed and identified on the outside of the package as and delivered to

"16-049-CW Management of Civic Facilities"

Macon-Bibb County Procurement Department
Attn: Chauncey Wilmore
700 Poplar Street
Suite 308
Macon, Georgia 31201
Telephone: (478) 803-0550

Submissions may not be withdrawn for a period of one hundred and twenty (120) days after the deadline on date of closing. Macon- Bibb reserves the right to reject any and all submissions and to waive technicalities and formalities. Respondents shall carefully read the information contained herein and submit a complete response to all requirements and questions as directed. Submittals and any other information submitted by in response to the RFP shall become the property of Macon-Bibb County.

G. Responsiveness

In order to be considered “*responsive*” the submission must include completed copies of the following documents:

- Price Proposal Form
- Proposer Qualification Form
- List of Sub-Consultants
- Minority Participation Goal
- Financial & Legal Stability Statement
- Georgia Security and Immigration Compliance Act (E-Verify) Affidavit

H. Responsibility

In order to be considered “*responsible*” the submitting firm must meet the following minimum qualifications:

- Three (3) years of experience providing the services included herein
- Licensed to do business in the State of Georgia
- Financially and Legally responsible to perform the services included herein

I. Reservations

Macon-Bibb County will not provide compensation to Respondents for any expenses incurred by the Respondent(s) for submittal preparation or for any demonstrations that may be made, unless otherwise expressly stated or required by law.

Each submission should be prepared simply and economically, providing a straightforward, concise description of your firm’s ability to meet the requirements of this RFP. Emphasis should be on completeness, clarity of content, responsiveness to the requirements, and an understanding of the Owner’s needs.

Macon-Bibb County makes no guarantee that an award will be made as a result of this RFP and reserves the right to accept or reject any or all submittals, with or without cause, waive any formalities or minor technical inconsistencies, or delete any item/requirement from this RFP or contract when deemed to be in the Owner’s best interest.

Macon-Bibb County will consider only representations made within the submission in response to this RFP. Owner will not be bound to act by any previous knowledge, communication or submission by the firms other than this RFP.

Failure to comply with the requirements contained herein may result in the submission being deemed “non-responsive” or “non-responsible”. None responsive submissions will not be reviewed for potential award.

II. BACKGROUND

Beginning in December 2007, the former City of Macon entered into a contract with a private management company to operate and manage Civic Facilities known as the “Macon Centreplex,” which consists of, in part, the Macon City Auditorium, and the Macon Coliseum located in Macon, Georgia. In addition to those two (2) facilities, this RFP also includes an additional additive item which is the Grand Opera House. **Proposals submitted should differentiate between the two (2) aforementioned facilities and said proposals shall have a separate line item for any services related to the additive item of the Grand Opera House.**

The County Manager acts as the Contract Administrator on behalf of Macon-Bibb County. Financial and operating reports, management concerns or issues, and any other matters related to the operations of the Civic Facilities are reported to the County Manager. The goal is to provide a variety of events and activities which serve the entertainment and cultural needs of the community while generating economic benefits and enhancing the quality of life for citizens in Middle Georgia.

III. SCOPE OF SERVICES

The COUNTY wishes to engage a MANAGER as its exclusive manager to promote, operate and manage the Civic Facilities. The manager will have authority to operate the day- to day operations and work within the annual budget appropriated by the Macon-Bibb County Commission. Other duties that Manager will be responsible for include the following:

- market and promote the facilities;
- manage parking facilities;
- supervise and direct personnel working in the facilities;
- follow finance and accounting procedures for cash management, cash control, records retention, and risk management procedures;
- administer relationships with sub-contractors and concessionaries;
- maintain facilities except for large Capital Improvements and Capital Equipment purchases which remain the responsibility of Macon-Bibb county;
- execute agreements with booking agents;
- maintain records and schedules for the facilities;
- engage in advertisement, solicitation, and promotional activities to engage bookings, work with Macon-Bibb Convention and Visitor’s Bureau to market with the facilities for conventions, trade shows, and public entertainment shows;
- Work with the HOTEL and CONVENTION CENTER to coordinate events and parking facilities;
- Provide exhibitor services, including telecommunications, audiovisual and security;
- Maintain reporting procedures for complaints and incidents at the facilities; and
- Deal with matters involving notice, permits, and authorizations, etc.

The Civic Facilities include:

a. **Macon City Auditorium**

Completed in 1925, the Macon City Auditorium is nestled in the historic district of downtown Macon and is, in itself, a historic landmark listed in the National Register of Historic Places. Its monumental assembly hall - circular in plan - is about the size of the Pantheon in Rome and its unique copper dome is reportedly the largest in the world. Adding even more to its splendor and stately architecture is the Doric-style limestone colonnade which surrounds three sides of the building at the balcony level. On the inside, the Great Hall seats

2,688 total - 1,700 on the main floor and 988 in a cantilevered balcony. Over the stage, a breathtaking mural by Don Carlos Dubois and Wilbur Kurtz depicts Macon's history from DeSoto's visit in 1540 to WWI. The Great Hall can also be set up for shows/exhibitions needing up to 14,000 sq. ft. of floor space as well as for banquets of up to 1,100 and also features removable carpet squares for a built-in dance floor. The Auditorium also features two meeting/banquet rooms, the largest measuring over 2,100 sq. ft, located on the lower level, as well as a catering kitchen equipped to handle full-service meals for up to 1,100 people. The Auditorium is also equipped with an elegant Green Room and five (5) dressing rooms. The Auditorium has hosted an array of events, including Jerry Seinfeld, filming location of Oprah Winfrey's 2007 Favorite Things episode, the Allman Brothers Band, Willie Nelson, Ron White, Bill Mahr, Tedeschi Trucks Band, Widespread Panic, Ray LaMontagne, Casting Crowns, The Beach Boys, Merle Haggard, Jerry Lee Lewis, and many others. In addition, the Auditorium is a premier destination for local events, such as fundraisers, weddings, large social events, and other community endeavors.

b. Macon Coliseum

The 9,252-capacity Macon Coliseum is the entertainment center for Macon and Middle Georgia's 30 surrounding counties. Built in 1968 and renovated in 1996, it was the first facility of its size and type in the state and has housed full-house crowds for national entertainers. In addition to concerts and family shows, the Coliseum is the perfect site for a variety of events from conventions and trade shows to basketball, ice shows, circuses and just about any other sporting or entertainment event you can imagine. A prime location and proven market, located in the Heart of Georgia, just 80 miles south of Atlanta and two miles off of I-75, over two-thirds of Georgia's population live within one hour of the facility. The Coliseum has a full range of in-house services for one-stop shopping. Services include advertising, promotions and public relations, event coordination, full-service catering, security, Ticketmaster ticketing and complete box office operations. The Coliseum has a 2,300-space paved and lighted parking lot as well as backstage parking for eleven (11) trucks and buses, two (2) loading docks and one (1) drive-in entrance for easy ingress and egress. The interior of the Coliseum features state-of-the-art equipment and furnishings, including a 60' x 40' stage with sound wings and an expanded rigging grid, ten (10) Super Trouper spotlights, an ice floor, a basketball floor, a new high performance sound system, and much more. The Coliseum also contains newly refurbished production office and eleven (11) dressing rooms. An adjoining 7,068 sq. ft. meeting/banquet room, known as The Monument Room, as well as a complete convention center with exhibition hall, ballroom and other breakouts are also available for rental and are perfect for hosting conventions, conferences, and other events. In addition, the Coliseum has hosted an array of events, including Elvis Presley, Elton John, Led Zeppelin, KISS, Van Halen, James Brown, Jackson 5, Kenny Rogers, Hank Williams, Jr., Rick James, Prince, Red Hot Chili Peppers, The Temptations, Aerosmith, R.E.M., Billy Joel, Katy Perry, Reba McEntire, George Jones, Earth, Wind, and Fire, Parliament/Funkadelic, Jethro Tull, War, Sarah MacLachlan, The O'Jays, The Commodores, ZZ Top, Miranda Lambert, WWE events, Monster Truck shows, regular community ice skating events, and many others. The Coliseum is also the annual home to the Georgia High School Basketball Championships and is also the current home of the Macon Mayhem, a minor league hockey team.

c. **Grand Opera House (ADDITIVE ITEM)**

The Grand Opera House was originally opened as the Academy of Music and was constructed in 1884 with the largest stage in the southeastern United States and seating for 2,418, almost one-fifth of Macon's population at the time. The building was renovated in 1905; the present seven-story facade was added and the building reopened as the Grand Opera House. The Grand has had numerous historic uses; live horses and chariots appeared in an 1908 production of *Ben-Hur* and during World War I, actor Charlie Chaplin led the John Philip Sousa band for a fundraising effort. The theater has also hosted, among others, Sarah Bernhardt, Will Rogers, George Burns and Gracie Allen, Lionel Barrymore, Ethel Barrymore, Bob Hope, the Allman Brothers Band, and Ray Charles. On Oct. 1, 1995, Mercer University signed a lease with Bibb County for the management and administration of the Grand Opera House. Since then, Mercer has made substantial investment in capital improvements and operations at the Grand. The lobby and facade have been renovated, the fly system has been replaced, the carpeting has been replaced, new telephone and computer systems have been installed, and the electrical service to the stage has been totally replaced, with a new service/capacity of 1,600 amps, tripling the previous capacity. In 1996, Mercer created the Grandkids Arts Education Series to provide rich learning opportunities to students, through exposure to professional music, dance and theatre performances at The Grand. The Grand underwent additional renovation and repair work during the summer of 2005. Among the work completed was the removal and replacement of the original stage floor, while preserving Houdini's trap door. A separate HVAC unit was installed in the balcony and noise reduction features were installed in all of the duct work. The entire theater was repainted in a bold, new color scheme, and more than 100 fiber-optic, twinkling stars were installed in the ceiling. The project was partially funded by a grant from the United States Department of the Interior, National Parks Service, and Save America's Treasures Grant Program. Additional funding was provided locally by a grant from the Peyton Anderson Foundation. Currently a one thousand (1,000) seat venue, the Grand is Central Georgia's sole presenter of professional touring Broadway productions and a complimentary season of concerts, comedy and arts education programs. The Grand also is home to the Macon Symphony Orchestra, Macon Civic Club's annual revue, and Nutcracker of Middle Georgia, and the numerous community-based arts organizations who we welcome each year.

e. **Additional Notes**

Macon-Bibb County operates on a fiscal year basis beginning July 1 and ending June 30. Currently the "Macon Centreplex" receives 13.252% of the Hotel/Motel Tax collected an additional General Fund appropriation.

IV. SUBMITTAL FORMAT AND REQUIREMENTS

Submissions must be limited to a total of fifty (50) pages. **In addition, submissions should have separate line items included for the additive item of the Grand Opera House.** Each submission must be organized in a manner to display the required information in easily accessible tabs labeled as follows:

Firm's History / Background

- Letter of Interest
- History of the Firm (including years in business) including financial condition and ability to perform all obligations
- Contact information (including address(es), telephone/Fax numbers, email, etc.)
- Structure of the firm (include principal(s), project team, if applicable)

Experience

- Resume(s) of key personnel
 - Include a statement if any of the owners, officers, employees, or agents, or their immediate family members is currently, or recently in the past, an employee of Macon-Bibb County or has any responsibility, authority business, or contractual relationship with the County.
- Reference list
 - Provide names, addresses, and telephone numbers of at least management and operations references and at least two (2) financial or banking references in connection with providing managements and operations services as requested in this RFP, especially any from other local government operations.
 - Provide a list of contracts held by your firm for similar services that have been discontinued within the last five years with a statement indicating the reasons for termination.
- List of projects with similar scope and size, noting the following:
 - General Administration
 - Event Production
 - Marketing
 - Ticketing
 - Physical upkeep of the property.
 - Operations and Maintenance
 - Financial Management
 - Security
 - Crowd control
 - Community Involvement
 - Parking Managements
 - Concessions and Catering (including ABC licenses)
 - Enter additional elements of experience relevant to RFP scope

Project Approach

- Detailed plan for accomplishing the Management of Civic Facilities in Macon-Bibb County including:
 - Provide an explanation of the overall philosophy on how you propose to manage the Civic Facilities
 - Provide a plan for the transition from the existing management to the new managements of the Civic Facilities
 - Describe proposed marketing and promotional concepts that will achieve the goals of providing a variety of events and activities which serve the entertainment and cultural needs of the community while generating economic benefits and enhancing

- the quality of life for citizens in Middle Georgia.
- Provide a proposed Operations Plan that includes, but is not limited to:
 - Booking events,
 - Event set-up and tear down
 - Event Services
 - Ticketing
 - Site Maintenance
 - Security
 - Physical upkeep of the building
 - Parking Management
- Provide an explanation of how the Management intends to handle Customer Service complaints.

Project Timeline

- Provide a project schedule outlining each identified deliverable

Price Proposal

The County seeks to maintain a strong financial positions limiting any subsidy required from County Funds. A responsive proposal should provide a strategy for minimizing the annual operating expenses and maximizing the annual operating revenues of the Civic Facilities. Include a detailed proposed line item budget/operating preform covering:

- Summary of Events
- Revenues
- Operating Expenses
- Management Fee

In addition, the responding party should include any other expenses, costs, or budgetary concerns that would need to be budgeted for by the County and provide a proposed fiscal arrangement for the operation of such facilities.

V. SCORING (total possible number of points = 100)

Experience – Maximum 35 points
Project Approach – Maximum 20 Points
Project Timeline – Maximum 20 Points
Price – Maximum 25 Points

Scoring will be performed by a team of reviewers utilizing the Point Allocation Guidelines.

VI. AWARD BASIS

Award will be recommended to the respondent with the highest number of points.