

Kittitas County is seeking proposals for a consultant to assist Kittitas County in updating the current **Kittitas County Fairgrounds Master Plan**.

Request for Qualifications packets may be examined at the Kittitas Valley Event Center, 512 N. Poplar, Ellensburg, WA 98926. RFQ packets may be obtained via request to matthew.anderson@co.kittitas.wa.us

Technical questions regarding this RFQ may be directed to Matt Anderson at 509-962-7075.

Sealed responses will be received by the office staff at the Kittitas Valley Event center up to the hour of 5:00 p.m., Wednesday March 26th, 2014. Responses delivered later will not be accepted. Kittitas County is not responsible for delays in delivery.

All responses to this request that are mailed through the United States Postal Service shall be addressed to the Facilities Director, Kittitas County, 512 N. Poplar, Ellensburg WA 98926. Hand-delivered responses, or responses not sent through USPS shall be delivered to the Kittitas Valley Event Center at 512 N. Poplar, Ellensburg, WA 98926

Kittitas County reserves the right to cancel this request or reject any and all responses submitted with no penalty or to waive immaterial defects and minor irregularities in proposals. The County shall not be responsible for any costs incurred by a respondent in preparing, submitting, or presenting its response to this request for proposal.

Kittitas County is an equal opportunity employer. The County encourages minority and women-owned firms to submit qualifications consistent with the County's policy to insure that minority and women-owned firms are afforded the maximum practicable opportunity to compete for and obtain public contracts for services.

The County respects the confidentiality of information submitted by respondents. However the submissions may be subject to public disclosure requirements. The submissions will become the property of Kittitas County and thus public information. As such, to the extent required by law, any information contained in the submissions may be reviewed by anyone upon request at the conclusion of the evaluation process. The County assumes no contractual obligation to enforce any exemption to the public disclosure requirements.

INTROUDUCTION

The Kittitas Valley Event Center's mission is to provide exceptional service, safe and welcoming meeting facilities, and an outstanding recreational environment for the residents of Kittitas County. Event Center staff is committed to actively promoting the Event Center as the ideal Central Washington facility that supports government, community, club, and private organizations and agencies that use the facility. The staff is dedicated to supporting the Kittitas County Fair Board and the hundreds of volunteers who orchestrate the Kittitas County Fair. The staff is further committed to continually enhancing and protecting the assets of the Kittitas Valley Event Center.

SCOPE OF WORK

Work under this contract will include, but not be limited to:

Task 1: Update 1997 Landerman-Moore Associates – Kittitas County Fairgrounds Complex Master Plan.

This work element is an update to the existing Kittitas County Fairgrounds Complex Master Plan completed in 1997. The plan and subsequent plan update will provide the overall framework for the Kittitas County Fairgrounds facilities and programs. The updated plan will also incorporate recommendations of the most current Kittitas County Capital Facilities Plan.

The plan must comply with the requirements of the Washington State Growth Management Act (RCW 36.70A.070) and must meet the requirements set forth by Governor's Executive Order 05-05. The components of the planning effort to meet these requirements are detailed below.

Task 1.1: Public Involvement Plan

Develop a public outreach program to establish the community's vision and goals, gather information, and prioritize plan options. Identify and recruit strategic partners and interested parties to participate in the development of the Plan. We anticipate key participants in the public involvement effort will include, but not be limited to, the Kittitas County Fair Board, Ellensburg Rodeo Association, Friends of the Fair Foundation, and Central Washington University. The outreach program will include, but not be limited to:

- Gather public feedback through community meetings, surveys, and other mechanisms designed to reach a representative cross-section of the community.
- Coordinate and conduct stakeholder interviews and/or group discussions (6 to 10).
- Report to interested public and stakeholders on the status of the plan update and how their feedback has been incorporated into the updated plan, County website, email, newsletters, and public meetings.

- Summarize the public involvement process for inclusion in the Master Plan.
- Honoring 2007 Contract agreement with the Ellensburg Rodeo Association as it reads: No major alterations that will affect the Association's ability to pursue the normal course of their business at the facility shall be undertaken without full knowledge of the Association and that is not in compliance with the Fairgrounds Master Complex Plan. All permanent improvements made by the Association to the leased premises shall be subject to advance written approval of the Kittitas County Board of County Commissioners, and shall become the property of Kittitas County after completion. The Association shall participate in the planning and execution of any capital improvements projects with the County Fairgrounds with the understanding that any improvements shall prove substantially appropriate in all use and effect to the County's adopted Fairgrounds Master Complex Plan of December, 1997, or as may be subsequently amended."

Review the Public Involvement Plan with the Kittitas County Board of Commissioners and Kittitas Valley Event Center.

Task 1.2 Inventory

Update the property, buildings, and other assets database to reflect changes since the 1997 plan was adopted, including, but not limited to:

- All existing facilities at the Kittitas Valley Event Center
- Acquired property and buildings since the 1997 plan.
- Regional facilities (e.g. arenas, meeting facilities, camping facilities, stabling facilities, etc.).
- Critical areas, including integration with the County's and City's Critical Areas Ordinance.
- County produced recreational and cultural programs.

The plan must contain an update to the inventory, including the current supply and condition of event planning and meeting planner opportunities that exist, in developed and undeveloped condition, or under construction within the region. The inventory will include publically-owned, Central Washington University, and privately operated facilities. The inventory will also include regional competitors for meeting and event planning facilities (Yakima, Moses Lake, etc...)

The inventory must also include the physical setting and conditions, relevant demographic information, program and resource information, as well as an evaluation of how well the current inventory meets the needs and established standards in the 1997 adopted plan.

Task 1.3 Program and Business Development

Working with the current Fairgrounds staff, the public, and stakeholders, analyze current program and facility offerings to reflect changes since the 1997 Master Plan. Assess and address issues related to current and future uses, site suitability, and community views. The plan must support the City's and County's Comprehensive Plan and County's Capital Facilities Plan. Kittitas County is particularly interested in:

- Evaluating current conditions pertaining to site, facilities, and land use.
- Financing sources for the development and maintenance of new and existing facilities.
- Parking and transportation plans for the Labor Day weekend events.
- Marketing and branding opportunities for the Fairgrounds.
- Identifying revenue generating opportunities that provide for a high degree of diversity in programming and multi-use facility offerings.
- Cost analysis of any proposed renovations, acquisitions, or new facilities. Indicate specific revenue opportunities for these proposals.
- ADA compliance at all arenas, buildings, and support buildings
- Future upgrades in utilities needed including but not limited to, water, sewer, and electrical services.
- Suitable livestock housing for the Kittitas County Fair, Ellensburg Rodeo, and “Offseason” Events.

Task 1.4: Demand and Needs Analysis

Review and assess the Fairgrounds inventory for existing and projected capacity and deficiencies, using data provided by Kittitas County. Include standards and procedures to be used for acquiring, developing, preserving, enhancing, restoring, and managing facilities and programs. Evaluate the current policy and procedures using the feedback received from workshops, public meetings, advisory committees and surveys as well as population standards, regional trends, or other methods suitable to local conditions and the service area.

Task 1.5 Implementation Strategies

The Plan must include potential implementation strategies for implementing the recommendations set forth in the Plan. This shall include:

- Funding mechanisms including federal, state, and local opportunities and potential partnerships.
- Specific acquisition and development strategies that would encourage successful implementation of the Plan’s recommendations, including potential policy and procedure changes.
- Strategies and standards for the development of key amenities and facilities identified in the Plan that are not currently offered by Kittitas County or offered on a limited basis.
- Compliance with Washington State Governor’s Executive Order 0505 (GEO 05-05).

Task 1.6: Capital Improvement Program

The Plan must include a Capital Facility Plan (CFP) which will show how Kittitas County will be able to acquire and develop the facility as illustrated in the Needs Analysis. The CFP shall identify potential funding availability for facility acquisitions and improvements. The CFP timeframe is 20 years. In addition, the Plan must include a Capital Improvement Plan (CIP) of at least six years that lists land

acquisition, development, and renovation projects. Information on each project must include its programming function, the building or structure title, the year of anticipated implementation, the anticipated funding source, and the estimated maintenance costs per project.

Task 1.7: Plan Adoption

Prepare presentation materials for the draft Plan including, but not limited to, the Kittitas County Board of County Commissioners, Ellensburg City Council, Kittitas County Planning Commission City of Ellensburg Planning Commission, Kittitas County Fair Board, Ellensburg Rodeo, Kittitas County 4-H Council, and other stakeholders as identified in the Public Involvement Plan.

The County may decide to have the consultant perform additional tasks under this contract if it is determined to be in the best interest of the County. The additional tasks under this contract may include, but not be limited to:

Task 2a: Washington State Environmental Policy Compliance

Adoption of the Plan may require review under the Washington State Environmental Policy Act (RCW 43.21). This work element is the preparation of the SEPA environmental checklist and determination.

Task 2b: Local and County Review and Adoption Process

This work element involves supporting the Plan through the review and adoption process, including possible workshops, meetings and hearings (as needed) before the Kittitas County Board of County Commissioners, Ellensburg City Council, Kittitas County Planning Commission, and City of Ellensburg Planning Commission.

Deliverables

The following items shall be provided by the consultant:

- a. Ten (10) bound color copies and one (1) unbound original of the complete comprehensive plan, including maps and graphics.
- b. One (1) digital copy of the complete text of the Plan in Microsoft Word format.
- c. One (1) full sized color set of master plan map(s) suitable for public display.
- d. Two (2) digital copies of the master plan map(s): one (1) in ArcGIS Format, Illustrator or other formats compatible with ArcGIS/Illustrator, and one (1) in PDF format.
- e. One (1) set of color, digital images used in the plan saved in TIF format.

Project Resources

Staff from Kittitas County will assist the consultant with access to data necessary to complete the plan, including:

- Current and projected population estimates.
- Applicable demographic, economic, and recreation trend information.

- A current Fairgrounds inventory database for update.
- A draft CFP for acquisition and development.
- Maps.
- Site resources and tours.
- 1997 Landerman-Moore Associates Master Plan.

Kittitas County also has a computerized geographic information system (GIS) and a comprehensive library of geographic data. Any and all costs associated with the purchase of data or maps (beyond what can be provided by Kittitas County) are the responsibility of the consultant.

PROPOSAL SUBMITTAL FORMAT

The General Information form, on the next page, is designed to serve as the cover sheet. Do not attach cover letters, title pages, or blank sheets ahead of this form, nor substitute letterhead paper for it. ***This form must be signed by a person authorized to make proposals and enter into contract negotiations on behalf of your agency. Failure to submit this form will result in your proposal being deemed non-responsive.***

Kittitas County Fairgrounds Master Plan Update

This form must be signed by a person authorized to make proposals and enter into contract negotiations on behalf of your agency. To be considered for this project, the submittals must be completed in accordance with this RFQ and this cover sheet must be attached. *Failure to submit this form will result in your proposal being deemed non-responsive.*

Authorized Official (Signature) _____

Date _____

Print Name of Authorized Official _____

Title of Authorized Official _____

Company Name _____

Contact Person _____

Address _____

City, State, Zip _____

Phone Number _____

Fax Number _____

Email Address _____

Federal Tax ID # _____

SUBMITTAL PROCEDURE

Please submit one (1) original and four (4) copies of the proposal for services in an 8-1/2" x 11" format. Please also submit two (2) electronic copies of the proposal on a CD in PDF and Microsoft Word Format.

Sealed responses will be received by the Kittitas Valley Event Center office staff up to the hour of 5:00 PM on March 26th, 2014. Responses delivered later will not be accepted. Kittitas County is not responsible for delays in delivery.

All responses shall be placed in a sealed envelope, which is clearly marked "Kittitas County Fairgrounds Master Plan Update." **Responses by fax or email will not be accepted.**

All responses to this request shall be addressed to the attention of the Facilities Director:

Delivery and Mail Address:

Facilities Director
Kittitas Valley Event Center
512 N. Poplar Ave
Ellensburg, WA 98926

SUBMITTAL CRITERIA

These instructions were developed to aid in proposal development. They also provide for a structure format so reviewers can systematically evaluate server proposals. Each copy of the proposal package must include all of the sections in the order indicated. Attachments should be clearly referenced and identified to facilitate the review process. Each proposal shall include:

- 1) Project Understanding
Include information demonstrating your understanding of the project and the issues that you feel are critical for successful project completion.
- 2) Project Approach
Describe the project team's approach to preparation of the Plan update. Describe the firm's understanding of the requirements, what the major issues specific to the project will be, and a listing of the major tasks that will be performed and the approach to perform the tasks.
- 3) Project Team
Provide detailed information about the anticipated project team to be used to complete the work under this contract. Include information about any anticipated sub-consultants. Describe who will manage and perform the various tasks, the amount of their involvement, responsibilities and their qualifications and experience.
- 4) Price
A breakdown of the proposed number of hours, labor costs identified by staff classification, and expense costs for each project element listed in the scope of work; total costs by phase; and total costs for the project. Include a schedule of labor rates and expenses.

5) References

Provide reference of projects completed with similar scope of work, including contact information.

6) Terms and Conditions (T&C's) modifications (if any) – Any concerns with attached T&C's must be addressed within the submitted proposal. Request to modify the T&C's after the proposal's closing date and time will not be considered.

EVALUTION CRITERIA

Each proposal received in response to the RFQ will be evaluated based on:

- Understanding
- Approach
- Qualifications
- Price
- References

The County reserves the right to conduct interviews of a short list of proposers, however interviews are not required at this time. Should the county decide to conduct interviews, the interview sessions will be evaluated in a manner similar to the proposal evaluations. Topics covered in the interview session shall include the topics listed hereinbefore under the "Submittal Criteria" section plus any additional relevant topics which may arise during both the formal presentation and the question and answer portions of the interview. If interviews are conducted, and if your firm is selected for an interview, you will obtain more information on the interview process.

INFORMATION

Questions regarding this Request for Qualifications may be directed to Matt Anderson at (509) 962-7075 or matthew.anderson@co.kittitas.wa.us.