



FEASIBILITY STUDY TO DETERMINE NEED FOR MUSIC CITY CENTER EXPANSION

RFP #103 - 2024



BEFORE WE BEGIN

Virtual Meeting
Housekeeping

Why are we here?

Questions –
Written
Responses Prevail

AGENDA

- Welcome/Introductions
- Scope Overview
- RFP Overview & Highlights
- Important Dates
- Submission Requirement
- Q & A Session

INTRODUCTIONS

JASMINE QUATTLEBAUM

Director of Purchasing/DBE

CHARLES STARKS

President & CEO

BRIAN IVEY

Vice President Sales and Marketing

MELANEICE GIBBS

Purchasing/DBE Coordinator

KELLI DONAHOE

Senior Vice President & COO

HEIDI RUNION

Director of Finance & Administration



SCOPE OVERVIEW

RFP OVERVIEW AND HIGHLIGHTS

OBJECTIVE

- Any contract resulting from this RFP will be for a five (5) year term.
- The main objective of this study is to provide the Authority with information to be considered the need for expansion of the Music City Center.

The following issues are of particular concern:

- Lost business due to lack of available space
- Currently requesting existing clients and prospective clients to adjust date and space preferences to accommodate lack of space within requested time periods.
- Limited number of concurrent events due to venue size
- Type of space and total square footage expansion needed to capture additional bookings and retain outgrown existing events efficiently and effectively.

RFP OVERVIEW AND HIGHLIGHTS

Analyze Economic & Demographic Characteristics

Review Competitive Facilities

Hotel Accommodations Inventory & Meeting Space Analysis

Identify & Determine Needs Assessment

Conduct Demand Analysis

Facility Recommendation

Financial Projection

Project Economic Impact

RFP OVERVIEW AND HIGHLIGHTS

CONTRACTOR RESPONSIBILITIES

- Review existing information on the need for and characteristics of prospective users. Quantify and characterize the level of demand for national, regional, statewide, and local conventions, conferences, and catering events in Nashville. The analysis would include at least a partial documentation of events by type, size, location, duration, frequency, and minimum siting criteria.
- Interviews would be conducted with local businesses and organizations to assess meeting space and facility needs.
- Demand analysis should consider convention centers within the Music City Center direct competitive market and other communities, which would be competing in the same market, as well as events not captured locally due to a lack of appropriate facilities.

RFP OVERVIEW AND HIGHLIGHTS

CONTRACTOR RESPONSIBILITIES

- Analyze the additional space potential for national, regional, and local market demand associated with identified uses and/or use combinations involving conventions, conferences, meetings, exhibitions, and other special events.
- Prepare three to five case studies of convention center facilities expansions, including a range of development forms, locations, metro area scales, and linkages with other uses such as hotels and relationships to local amenities. The cases studies would also provide a summary of results from the convention centers expansions, addressing level of use, user rates, construction and long-term financing, facility program, operating finances.
- Prepare and present draft documentation of recommendations to the Authority; prepare and present documentation of final recommendations after incorporating comments and feedback from the Authority.
- Perform other duties as assigned.

DIVERSITY PLAN OVERVIEW

- It is the policy of the Authority to assist minority, women, small, and service-disabled veteran-owned business enterprises wanting to do business with the Authority.
- Proposers are encouraged to maximize the usage of minority, women, small, and service-disabled veteran-owned businesses with respect to this scope.
- Diversity Plan will outline the plan to achieve or exceed a target percentage of minority, woman, small businesses and/or service disabled veteran owned businesses participation.
- Use Strategic approaches and methodologies taken to ensure maximum participation by minority, woman, small, and service disabled veteran owned businesses suppliers.
- **For example:**
 - Identify a particular scope of contract that can be fulfilled by minority, woman, small, or service disabled veteran owned businesses.
 - Utilize DBE businesses to provide supplies and materials needed to perform contract
- Required to submit a monthly diversity report by the 15th of the following month as referenced in the Music City Center DBE program and guidelines. This may include monthly reconciliation of payments via cancelled checks.

EVALUATION CRITERIA

- **Tab 2) Process & Methodology**

Total points available for this criterion are 35 points.

Note: Please provide a general description of proposed approach, strategy, and process.

- **Tab 3) Qualification & Experience of Firm**

Total points available for this criterion are 25 points

- **Tab 4) Cost Criteria**

Total points available for this criterion are 20 points.

- **Tab 5) Reference Projects**

Total points available for this criterion are 15 points

- **Tab 6) Diversity Plan**

Total points available for this criterion are 5 points

IMPORTANT DATES

RFP QUESTIONS AND INQUIRIES DUE	APRIL 11, 2024
MCC RESPONSE TO INQUIRIES	APRIL 18, 2024
RFP SUBMISSIONS DUE	MAY 9, 2024 (3 PM CST)

SUBMISSION REQUIREMENTS

- Read Section III. Diversity Plan thoroughly (5 pts)
- Read IV F. Response Format, Requirements and Evaluation Criteria thoroughly
- Email submissions will **not** be accepted
- Include one (1) original, five (5) copies, and (1) electronic copy (i.e. USB drive)
- Bind proposals (i.e. 3 prong folder, 3 ring binder, spiral binding, etc.)
- Organize and label tabs using dividers in order listed in RFP
- Ensure to include Exhibit A

SUBMISSION REQUIREMENTS

- All submittals must be received by deadline - **NO EXCEPTIONS.**
- Hand Delivery Option: MCC Administrative Office
600 Koreans Veterans Blvd
- UPS or FedEx Option:
Music City Center House Docks (**must have this on address line**)
700 Koreans Veterans Blvd

QUESTIONS

- **REMINDER:** Questions must be submitted in writing in order to receive an official response.
- Written responses to questions will be issue by RFP amendment and posted to Music City Center website:
- <http://www.nashvillemusiccitycenter.com/about/business-opportunities>