

# The City of Taylorsville

2600 West Taylorsville Boulevard  
Taylorsville, UT 84129  
801-963-5400

## Request for Proposals Hotel Market Demand Study Due Date: Tuesday July 31, 2012 at 3:00 p.m.

1. **Introduction.** The City of Taylorsville (the “City”) is requesting proposals (“Proposals”) from qualified companies (“Proposers”) to conduct a hotel market demand and feasibility study for the City (the “Services”).

1.1. **Intent.** It is the intent of this Request for Proposals (this “Request”) to set forth the minimum acceptable requirements for Responses to this Request.

2. **Background and Detailed Description of Services.** Currently there is one hotel (extended-stay format) in the City, and the City is requesting proposals for the Services to evaluate the need for additional hotel services. A more detailed description of the Services is attached as exhibit “A.”

3. **Proposal Requirements.** Five (5) copies of Responses are required to be submitted to Patricia Kimbrough at the address listed below no later than 3:00 p.m. on July 31, 2012. Any response, modification, or amendment received after the due date and time is late. No late response, modification, or amendment will be accepted. No electronic Responses (facsimile, e-mail, or telegraphic) will be accepted. Proposals must include the following elements and be signed by an authorized representative of the Proposer:

3.1. **Introductory Letter.** An introductory letter expressing an interest in providing the Services should be included, together with a signed Certificate in the form of exhibit “B” attached hereto. The introductory letter should be addressed to:

Patricia Kimbrough  
City Administrator’s Office  
TAYLORSVILLE CITY  
2600 West Taylorsville Blvd.  
Taylorsville, UT 84129

Include an e-mail address for the primary contact of the Proposer.

3.2. **Qualifications.** Describe, in sufficient detail, the Proposer’s experience and qualifications that are relevant with respect to the Services.

3.3. **Scope.** Describe, in sufficient detail, any additional services proposed to be provided and the cost of such additional services, if any.

3.4. **Cost.** Detail the proposed all-inclusive cost for the Services.

3.5. **References.** Include the name, address, and contact person of at least three government agencies with which the Proposer has provided similar type of Services. The City may contact such references.

4. **Identification of Anticipated Potential Problems.** Proposals should identify and describe any potential problems with respect to providing the Services.

5. **Evaluation Criteria and Scoring Process.** All Proposals received will be reviewed by a Review Panel (defined below). Each evaluation criterion has been given a percentage based on its relative value as a whole. The criteria and each associated percentage are as follows:

<u>Evaluation Criteria</u>	<u>Weight</u>
Qualifications	40%
Scope	35%
Cost	<u>25%</u>
Total	100%

6. **Selection.** Discussions may be conducted with Proposers determined by the City to be reasonably susceptible of being selected for the award. In addition, one or more Proposers may be invited to interview. Provided, however, that Proposals may be accepted without discussion or interview. The above criteria will be used unless modified in the interview evaluation. A Review Panel or individual(s) will be appointed by the City (referred to hereinafter as "*Review Panel*"). The Review Panel reserves the right to modify the interview criteria during the course of this process. If such modification occurs, each Proposer being interviewed will be notified at least twenty-four (24) hours prior to the interview of the revised criteria. Based on the results of discussions, if any, interviews, if any, and proposal scoring, the Proposers will be rated by the Review Panel, and such recommendations will be forwarded to the mayor. The mayor will make the final selection. The mayor may select one or more Proposers to provide the Services.

7. **General Information.** The City reserves the right to reject any and all Responses. The City reserves the right to amend, modify, or waive any requirement set forth in this Request. Response to this Request is at the Proposer's sole risk and expense. All Proposers must comply with applicable federal, state, and local laws and regulations. Except for written responses provided by the contact person described below, the City has not authorized anyone to make any representations regarding the subject matter of this Request. All requests for clarification or additional information regarding this Request must be submitted in writing to the

contact person described below no later than July 25, 2012 at 3:00 p.m. The contact person will endeavor to respond to such request for clarification or additional information and if the contact person deems, in his sole and absolute discretion, that such response is of general applicability, his response, if any, will be posted on the City's website at [www.taylorsvilleut.gov](http://www.taylorsvilleut.gov) (which constitutes a written response). Entities responding to this Request are encouraged to review such website frequently. The City anticipates selecting one or more of the responding Proposers, but there is no guaranty that any responding Proposer will be selected. Responses will be placed in the public domain and become public records subject to examination and review by any interested parties in accordance with the Government Records Access Management Act (UTAH CODE ANN. § 63G-2-101, *et seq.*). All materials submitted in response to this Request will become the property of the City and will be managed in accordance with the Government Records Access Management Act.

8. **Terms of Contract.** The successful Proposer will be required to enter into a written agreement with the City to provide the Services. If the selected Proposer and the City attorneys' office are unable to negotiate an acceptable agreement, then another Proposer(s) will be selected by the Mayor and negotiation will continue with such other Proposer(s) until an acceptable agreement is completed.

9. **Contact Person.** For further information or for Americans with Disabilities Act (ADA) accommodation, contact John Inch Morgan, City Administrator (801) 963-5400, 2600 West Taylorsville Boulevard, Taylorsville, UT 84129, [jimorgan@taylorsvilleut.gov](mailto:jimorgan@taylorsvilleut.gov).

**Exhibit “A”**

[Description of Services]

The surrounding cities of West Valley City, West Jordan, Murray, and Midvale all have hotels located within their boundaries. The hotels located in West Valley City, Murray, and Midvale are directed mostly towards leisure travel and the hotel located in West Jordan is focused on business travel. Most of these hotels are sited next to interstate freeway off-ramps. Recently, several parcels of property in the City have come on the market and various parties have expressed interest in siting a hotel at one or more of these locations. City staff has met with some hotel development and management companies to identify levels of interest and commitment. The City has determined that a market demand and feasibility study is warranted before any company will commit to a site. The City has identified four (4) potential sites (Exhibit “C”) that the selected Proposer will evaluate for viability, demand, market, feasibility and type and class of hotel that can be built. Services include (1) determine if a hotel is viable at each of the locations, (2) detail specific issues and needs of each viable site, (3) establish parameters for the hotel including focus, amenities, number of rooms, price point, and class, and (4) provide all information necessary for a developer/owner to choose the site to build their hotel.

**Exhibit "B"**  
**CERTIFICATION**

The undersigned Proposer certifies that it has not:

1. Provided an illegal gift or payoff to a City officer or employee or former City officer or employee or his or her relative or business entity;
2. Retained any person to solicit or secure this contract upon an agreement or understanding for commission, percentage, brokerage, or contingent fee, other than bona fide employees or bona fide commercial selling agencies for the purpose of securing business; or
3. Knowingly influenced and hereby promised that it will not knowingly influence any City officer or an employee or former City officer or employee to break any applicable ethical standard or rules.

The undersigned Proposer certifies that:

1. The Proposal is made in good faith.
2. The Proposal is made in conformity with the specifications and qualifications contained in the Request.

Name of Proposer: \_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

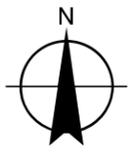
Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

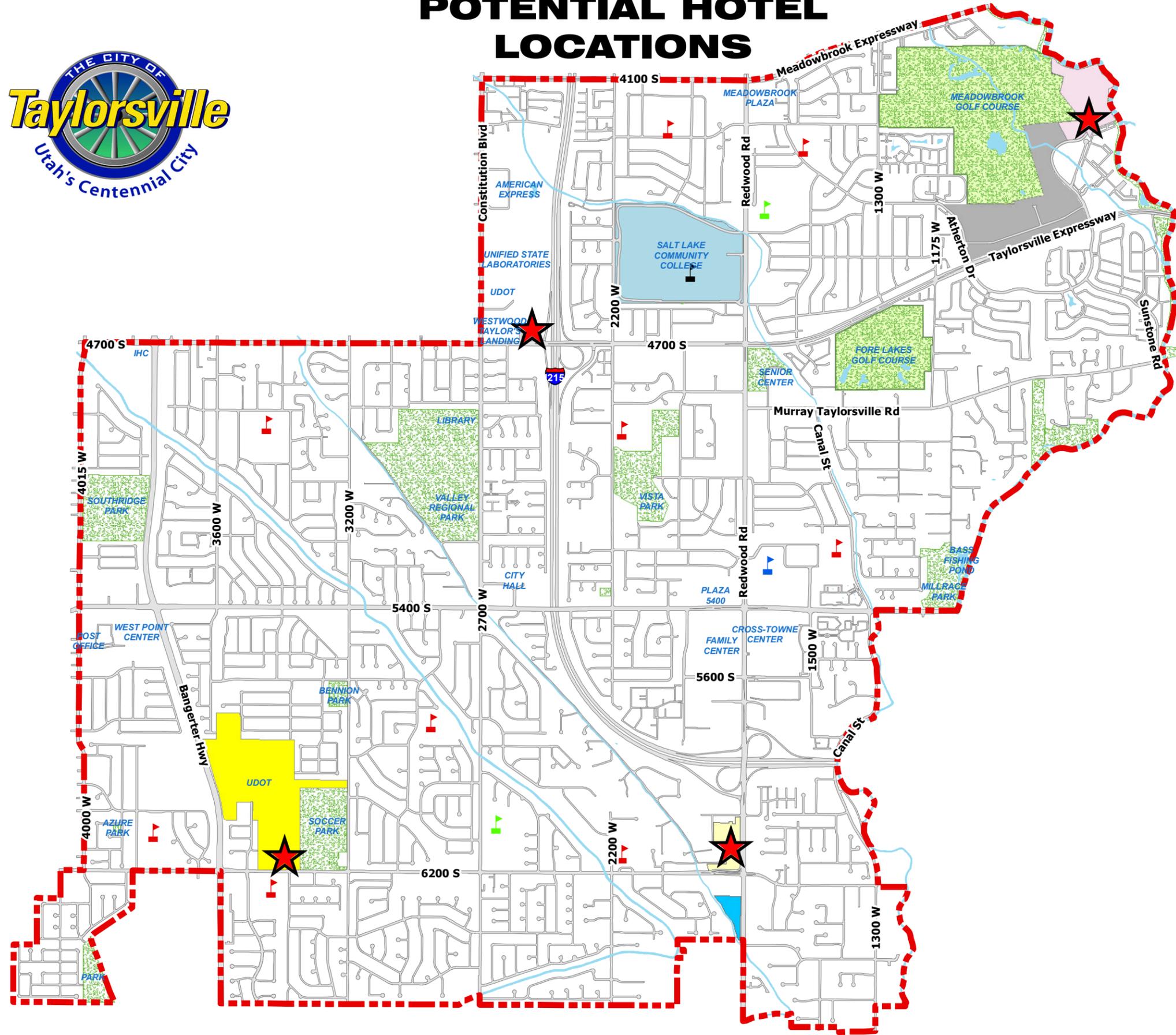
Web Site Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Date Signed: \_\_\_\_\_



# EXHIBIT "C" POTENTIAL HOTEL LOCATIONS



## Legend

 Potential Hotel Locations

## Business, Employment & Development Sites

### Type

-  UDOT PARCEL (95 ACRES)
-  NELSON LABORATORIES
-  SORENSON REASEARCH PARK
-  SORENSON REASEARCH PARK (29 ACRES)
-  6200 OFFICE AREA (7.5 ACRES)
-  SLCC
-  GOLF COURSE
-  PARKS AND OPEN SPACE