



# Hotel Feasibility Analysis

Request for Proposals

City of Lakewood

Department of Planning and Development

12650 Detroit Avenue

Lakewood, OH 44107

216.529.6630



**Date Issued: August 21<sup>st</sup>, 2012**

**Due Date: September 17<sup>th</sup>, 2012  
4:30 p.m.**



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## **I. Opportunity Statement**

### **The Opportunity**

By means of this Request for Proposal (RFP), the City of Lakewood in partnership with the Lakewood Chamber of Commerce, Lakewood Alive, Vision 21, and other local entities, invites proposals from qualified vendors to gather data, analyze and document a Feasibility Study to be used to promote further development in the Hotel and Travel industry.

A directory of local businesses and organizations is available upon request.

In addition to traditional drivers of occupancy, such as business travel during the week we would be interested in the impact of non-traditional sources:

- weddings
- funerals
- family visiting relatives at the hospital or senior care facilities
- youth sports tournaments
- events at our Civic Theater
- the trend towards staycations and quaint getaways over bustling tourist traps
- and the return to walkable, authentic communities

It is our belief that each of these factors can be measured and presented as part of a feasibility study to provide evidence to a hotel operator that Lakewood will be a solid location to invest.

While our primary interest is the feasibility of a boutique hotel we would also be interested in data related to a banquet facility or a bed and breakfast operation.

## **II. Location Overview**

The city of Lakewood is home to over 52,000 residents. The city is a first ring suburb of Cleveland, which is undergoing significant development including a Casino and Convention Center. Additionally Lakewood housing often does not include guest rooms or additional space, so visitors must use a hotel. There are currently two sites operated in Lakewood, Travelodge (42 rooms) and the Days Inn (65 rooms).

The two locations are outside of the commercial corridors and not easily accessible from the freeway. With the rising commercial districts in Lakewood we would like to understand if a hotel could be feasible in the commercial district of Detroit Avenue or Madison Avenue.



### III. Proposal Terms and Conditions

#### **Submission of Proposal**

Vendors must provide all requisite information under this RFP and clearly and concisely respond to all points set out in this RFP. Any proposal, which does not fully and comprehensively address this RFP, may be rejected. However, unnecessary elaborate brochures or other presentations beyond that deemed sufficient to present complete and effective Proposals are not encouraged. Prices must be stated in dollars and value added tax should be itemized separately.

It is the responsibility of the vendor to identify any information of a confidential or proprietary nature contained in its proposal so that it may be handled accordingly. However, the City of Lakewood cannot guarantee confidentiality.

### IV. Submission Requirements

Please burn all requirement material to a CD and include ONE HARD COPY of all required items. The CD must be clearly labeled with name and contact information of the proposer. All pages should include proposer's name and contact information. All submissions become property of the City of Lakewood and will not be returned.

1. **Statement** – A statement no longer than one page that explains your interest, qualifications and a comprehensive description of your project approach. (Save as a Word document or PDF onto the CD)
2. **Team Resume & Portfolio** – Current resume no longer than two pages that describes your education, experience and representative clients. Please include references on your resume. (Save as a Word document or PDF onto the CD)
3. **Deadline** – all submission must be received by the deadline. Late and incomplete submission may be rejected.

All submissions must be received no later than:

**September 17<sup>th</sup>, 2012 by 4:30 PM**

Please mail your submission or drop it off in person to:

City of Lakewood  
Department of Planning & Development  
RE: Hotel Feasibility Study - RFP  
12650 Detroit Avenue  
Lakewood, Ohio 44120



### **Technical Specifications of Requirement**

Vendors must adhere strictly to all requirements of this RFP. No changes, substitutions or other alterations to the technical specifications of requirement stipulated in this Request for Proposal, document will be accepted unless approved in writing by the City of Lakewood.

### **Budget**

A fee of up to \$7,000 will be paid for the feasibility analysis. Please develop proposals with this budget in mind.

### **No commitment**

This RFP does not commit the City of Lakewood to award a contract or to pay any costs incurred in the preparations or submission of proposals, or costs incurred in making necessary studies for the preparation thereof or to procure or contract for services or supplies. The City of Lakewood reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the City of Lakewood. The City of Lakewood reserves the right to negotiate and award only a portion of the requirements; to negotiate and award separate or multiple contracts for the elements covered by this RFP in any combination it may deem appropriate, at its sole discretion to add new considerations, information or requirements at any stage of the procurement process, including during negotiations with vendors; and reject proposal of any vendor that has previously failed to perform properly or in a timely manner contracts of a similar nature, or of a vendor that, in the opinion of the City of Lakewood, is not in a position or is not sufficiently qualified to perform the contract.

This RFP contains no contractual proposal of any kind, any proposal submitted will be regarded as a proposal by the vendor and not as an acceptance by the vendor of any proposal by the City of Lakewood. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of the City of Lakewood and by the successful vendor(s) chosen by the City of Lakewood.

### **Withdrawals and Modification of Proposals**

Proposals may be modified or withdrawn in writing, prior to the proposal closing time specified therein. Proposals may not be modified or withdrawn after that time.

## **V. Selection Process and Schedule**

All proposals will be evaluated in accordance with the provisions of the Financial Rules and Regulations of the City of Lakewood and the evaluation criteria as specified in this RFP.



The evaluation procedure will consist of a formal, substantive and financial assessment of the proposals received. Price is an important factor; however, it is not the only consideration in evaluating responses to this RFP. Detailed evaluation leading to a final selection or award may take several weeks.

Two weeks after the submission deadline a short list of proposers will be notified in writing and an in person interview with the selection committee will be scheduled. Selection of the winning vendor(s) will be based upon the following criteria and how well the RFP addresses these criteria:

***Does the RFP address the process in which said vendor will conduct a feasibility study regarding the collection of data needed to provide the City of Lakewood with the feasibility of pursuing the selection, building and funding of a hotel site in Lakewood?***

***Does the RFP identify the vendor(s) credentials and the experience of the team that will be conducting the feasibility study?***

***Does the RFP adequately address other sources of revenue and events that would have an impact on the feasibility of pursuing a development project that would include a hotel having available between 30 – 50 rooms?***

***Does the Response to the RFP adequately describe what the proposed vendor will deliver as an end product to conclude the feasibility study?***

***The review of the RFP's will be confidential, with the results only provide to designated vendor(s) and their respective representatives.***

***Fee Estimate Assumptions: Your fee estimate should incorporate the following assumptions:***

- ***The project will be performed with a preliminary report submitted 60 days after the contract award and a final report being submitted within 60 days of written approval/acceptance of the preliminary report.***
- ***Fees should include the cost, plus any estimated expenses.***

## **VI. Further Information**

This RFP is available on the City of Lakewood's webpage [www.onelakewood.com](http://www.onelakewood.com)

Please direct questions to:

Dru Siley, Director of Planning  
[planning@lakewoodoh.net](mailto:planning@lakewoodoh.net)  
(216) 529-6634.