



Prime Consultant to Conduct a Current and Future Space Needs Analysis and Prepare Space Utilization Recommendations

London Convention Centre Corporation

REQUEST FOR PROPOSAL No. LCC-11-01

**Prime Consultant to Conduct a Current and Future
Space Needs Analysis and Prepare Space
Utilization Recommendations**

ISSUED:

November 25, 2011

DEADLINE FOR SUBMISSIONS:

2:00 PM December 22, 2011

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1. INTRODUCTION

- 1.1. The London Convention Centre (LCC) is a multi-purpose facility located at 300 York Street in downtown London, Ontario. It contains the largest column free space outside the Greater Toronto Area (GTA) and Niagara area and is directly connected to the Hilton London hotel via a second floor climate controlled walkway.
- 1.2. The facility, built by the City of London and incorporated in 1993, is managed by the London Convention Centre Corporation and governed by a Board of Directors appointed by Municipal Council.
- 1.3. The purpose of the LCC is to attract conventions, multi-day meetings and events to London generating economic benefit for the community.

2. OBJECTIVE

- 2.1. The LCC is looking to grow the business of the current facility by determining the best physical use of its current space and investigating the potential to enhance the current space through an expansion that would be financially viable for a tier 2 City in a very competitive and well supplied Province.

3. BACKGROUND

- 3.1. The facility currently offers a total of 63,000 sq. ft. of multi-purpose space which includes a 33,000 sq. ft. Grand Ballroom located on the second floor. The decor components feature rich maple finishes combined with brushed steel trim, imported marble tiles and granite wall treatments. The entire second floor has recently undergone a complete refurbishing including an upgrade of the lighting systems and the controlling software.
- 3.2. The first floor configuration includes 5 salons, 5 boardrooms and a tiered seat theatre that accommodates 300 people.
- 3.3. The Grand Ballroom is fully carpeted and can be divided into 8 separate sections of which 5 can be independently functional spaces. The Grand Ballroom is used for tradeshow, gala dinners and receptions, convention plenary space and breakout rooms.
- 3.4. The LCC can accommodate up to 2,100 people for a dinner or 700 for a convention with a tradeshow.
- 3.5. The LCC currently operates at an average annual occupancy level of 42% hosting about 400 events per annum. In 2010, the LCC hosted a total of 385 events with 117,362 delegate days generating 13,800 tracked room nights and \$16.4 million in economic

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benefit for the City of London.

- 3.6. The following key groupings were accommodated in 2010:
- 3.6.1. - 176 one day meetings;
 - 3.6.2. - 126 Food & Beverage events; and
 - 3.6.3. - 42 conventions, conferences and multi-day meetings;
 - 3.6.4. – 41 other types of events
- 3.7. Additional general information about the LCC can be found at: www.londoncc.com.

4. SCOPE OF WORK AND SERVICES

- 4.1. Conduct a review and prepare an appraisal of current London, Ontario public meeting venues and their spaces including an assessment of the existing physical conditions of the venue properties and meeting spaces and identify possible gaps in the availability, suitability and condition of such venues and space.
- 4.2. Examine the current space utilization patterns of the LCC amenities and analyze and report on its ability to meet current and future convention/meeting space market trends.
- 4.3. Identify and present possible options for reconfiguring the current space within the physical boundaries of the LCC to maximize space utilization based on current market conditions and future trends.
- 4.4. Prepare budget estimates for reconfiguring the existing space within the current boundaries of the LCC including a payback analysis.
- 4.5. Conduct visioning sessions with key London stakeholders to determine best possible long term scenarios for expansion of the LCC.
- 4.6. Develop and present a 10 to 15 year vision of potential LCC expansion options that would be financially viable for a tier 2 City.
- 4.7. Prepare budget estimates for expansion options including payback analyses.

5. SCHEDULE

- 5.1. Proponents are required to submit a schedule outlining their proposed timelines for completing the deliverables noted in section 4 of this RFP.
- 5.2. Final acceptance of proposed schedules will be subject to review and acceptance by the LCC and incorporated in the contract.

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6. SUBMISSION CONTENT

To ensure accurate assessment of responses to the RFP all proposals must be submitted in writing and contain a maximum 10 written and numbered pages. The following specific requirements are identified for inclusion in responses to the RFP:

- 6.1. Legal name of the prime consultant, its office location, telephone number(s) and other contact information;
- 6.2. A company profile including the number of years in business;
- 6.3. Identification of the principals and any other resources of the prime consultant who will be directly involved with any elements of the project, including the project manager. Provide a summary of their qualifications, the number of years experience they have with the prime consultant, indicate the specific roles and responsibilities they will be assigned for the duration of this project and confirmation of their availability throughout the required time frame of the project;
- 6.4. A summary of the firm's experience, and that of any associated firms, in undertaking similar space analyses or convention centre expansion proposals or visionary development strategies;
- 6.5. A listing of comparable past projects with their proposed and actual schedules including visual examples of before and after conditions;
- 6.6. Familiarity with working in markets in the Province of Ontario and other regions of Canada
- 6.7. A list of all other sub-consultants that the prime consultant will engage for work on this project indicating the specific roles and responsibilities they will be assigned;
- 6.8. A statement of your approach and methodology to the proposed project together with no more than a single page assessment of what you perceive as the opportunities for success, challenges and factors that the LCC may consider in the development of its growth strategy;
- 6.9. Three appropriate industry references with contact names and contact information;
- 6.10. An explanation of how you will keep the LCC informed of all activities undertaken in the execution of your services under a contract for this project; and
- 6.11. A fixed fee proposal submitted in a separate, sealed envelope with your response to the RFP including the following additional information:
 - 6.11.1. A separate schedule of hourly rate fees for each person that will be associated with the project;

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- 6.11.2. A breakdown of your fee structure that will be used for periodic billing purposes; and
- 6.11.3. A summary of your firm's internal cost control systems that are in place to ensure your costs stay within the fixed fee contract amount.

7. SUBMISSION INSTRUCTIONS

7.1. General

- 7.1.1. Submission of a proposal indicates acceptance by the respondent of all of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted and confirmed in a formal contract between the LCC and the Proponent. Deviations from the RFP must be clearly identified in the written submission. Proposals are subject to a formal contract being negotiated, prepared and executed. The LCC reserves the right to negotiate the terms and conditions of the contract
- 7.1.2. Proponents interested in being considered for this project are required to submit their proposal to the LCC in electronic format directed to Joanne Serra, Purchasing Coordinator at Joannes@londoncc.com
- 7.1.3. Proposals must be accompanied by a cover letter signed by an authorized representative of the firm certifying the accuracy of all information contained in your response to this RFP and acknowledging your offer of services according to the terms of this RFP.

7.2. Closing Time and Dates

7.2.1. Proposal

Proponents are required to submit their response to the RFP before 2 pm EST on December 22, 2011.

7.2.2. Fees

The fee proposal is to be submitted separately

7.3. Late Submissions

Proponents are responsible for the delivery of their proposal. Proposals received later than the specified time will be returned to the Proponent unopened.

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8. QUESTIONS/INQUIRIES

- 8.1. Any inquiries associated with a submission by a Proponent must be made to Joanne Serra, Purchasing Coordinator either by facsimile to (519) 661-5990 or e-mail to Joannes@londoncc.com
- 8.2. Inquiries must not be directed to other LCC employees or board members. Directing inquiries to other than the person indicated above may result in your submission being rejected.
- 8.3. All clarification requests are to be sent in writing to the individual mentioned above. No clarification requests will be accepted by telephone. Responses to clarification requests will be provided to all interested parties.
- 8.4. Any and all changes to the RFP required before the proposal closing will be issued by the LCC in the form of a written addendum.
- 8.5. If addenda are issued confirmation of their receipt must be confirmed by either facsimile or e-mail and acknowledged by the Proponents in the appropriate section of the Form of Proposal – failure to acknowledge addendums will result in a proposal being **rejected**.
- 8.6. The LCC will assume no responsibility for oral instructions or suggestions.

9. ACCEPTANCE OF A PROPOSAL

- 9.1. The terms and conditions of the proposal offer shall remain firm and open for acceptance by the LCC for a period of ninety (90) days from the date of closing.
- 9.2. Acceptance will be subject to the successful negotiation and execution of a written contract meeting the expenditure limits and required terms and conditions set out by the LCC.
- 9.3. The acceptance or rejection of any proposal will be made pursuant to policies of the LCC.

10. RIGHTS RESERVED BY THE LCC

- 10.1. The LCC shall not be held liable for any errors or omissions in any part of this RFP. While considerable effort has been made to ensure an accurate representation in this RFP the information contained in the RFP is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate nor is it necessarily comprehensive or exhaustive. Nothing in the RFP is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in the RFP.

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- 10.2. The LCC is not liable for any costs incurred by interested parties in the preparation of their response to this RFP.
- 10.3. The LCC shall not be responsible for any liabilities, cost, express loss or damage incurred, sustained or suffered by any Proponent prior or subsequent to or by reason of the acceptance or non-acceptance by the LCC of any response or by reason of any delay in the acceptance of the response.
- 10.4. The LCC reserves the right to accept or reject any or all responses, reissue the RFP in its original or revised form and/or negotiate with one or more of the Proponents.
- 10.5. The LCC reserves the right to request Proponents to:
 - 10.5.1. provide additional information;
 - 10.5.2. modify submissions in areas considered to be deficient;
 - 10.5.3. address specific requirements not accurately covered in their initial submissions; and
 - 10.5.4. substitute components where the LCC considers that an alternative may be more suitable.
- 10.6. The LCC reserves the right to modify any and all requirements stated in the RFP at anytime prior to the possible awarding of a contract.
- 10.7. In the event of any disagreement between the LCC and a respondent regarding the interpretation of the provisions of the RFP, the General Manager of the LCC, or an individual acting in that capacity, shall make the final determination as to interpretation.
- 10.8. All information provided by a Proponent in response to this RFP must contain sufficient detail to support the services being proposed – incomplete proposals will not be considered.

11. TREATMENT OF INFORMATION

- 11.1. Proponents shall not at any time before, during or after completion of this RFP process or at any time before, during or after completion of any work contracted by the LCC as a result of this RFP process divulge any confidential information communicated to or acquired by the Proponent or disclosed by the LCC in the course of a Proponent responding to this RFP or carrying out this project.
- 11.2. The Successful Proponent further acknowledges that all reports, data, documents, materials and information of any kind, whatsoever, prepared in the course of carrying out this project are the sole and exclusive property of the LCC and shall not be disclosed or released to any person or organization without the prior written

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consent of the LCC.

- 11.3. The information submitted in response to this RFP will be treated in accordance with relevant provisions of the Municipal Freedom of Information and Protection of Privacy Act. The information collected will be used solely for the purposes stated in this RFP. The respondent does, by submission of a response, accept that the information contained in it will be treated in accordance with the process set out in this section of this RFP.
- 11.4. All proposal documents are the property of the LCC. Extracts of proposals and the costs of their solutions may be used as part of a recommendation. This information will be part of a public document. Proponents should indicate in their proposal which parts of the proposal, if any, are exempt from disclosure under the Municipal Freedom of Information and Protection of Privacy Act, 1989.

12. CONFLICT OF INTEREST

- 12.1. Any conflicts of interest or any situation or relationship that may reasonably be perceived as an existing or potential future conflict of interest must be declared by a Proponent in their proposal submission.
- 12.2. Failure to comply with this requirement will render the proposal non-compliant and will cause the proposal to be rejected. The LCC reserves the right to disqualify from consideration proposals which in the opinion of the LCC demonstrate a conflict of interest.

13. EVALUATION PROCESS AND CRITERIA

- 13.1. A selection committee will review all proposals and evaluate and score Proponents against the submission content requested in the section 6. of the RFP.
- 13.2. The evaluation criteria is weighted as follows:

Weight	Criterion
35%	Demonstrated expertise and experience with successful execution of projects of similar nature, scope and timeline
30%	Demonstrated understanding of key requirements and deliverables as evidenced in proposed approach and work plan
25%	<ul style="list-style-type: none"> • Demonstrated qualifications as evidenced by quality of work samples, team members qualifications and client references
10%	Competitiveness of proposed fees

- 13.3. A shortlisted Proponent may be asked to make a presentation to validate information in their proposal submission. Presentation criteria will be provided to shortlisted Proponent(s) in advance of their presentation.

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- 13.4. The LCC is committed to protecting the environment and is continuously looking at ways to improve waste management, reduce energy consumption and recycle materials. All purchasing decisions incorporate consideration of the environmental and sustainability attributes and practices of a Proponent's or vendor's policies, practices and products.
- 13.5. The Proponent submitting a proposal that in the opinion of the selection committee, meets all of the criteria of this RFP will be awarded the project.

14. AWARD OF CONTRACT

- 14.1. A report recommending acceptance of the successful Proponent's submission will be tabled with the LCC Board of Directors. The award of a contract will be by a resolution of the Board of Directors and subject to satisfactory negotiation of the terms and conditions of such contract with the successful Proponent.
- 14.2. The form of contract will be determined by the LCC prior to the selection of a preferred proponent for the work.
- 14.3. Any contract awarded as a result of this RFP will be non-exclusive. The LCC at its sole discretion may purchase the same or similar services from other sources during the term of any contract that may result from this RFP process.

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FORM OF PROPOSAL

- 1.1. I/WE DECLARE that no one person, firm or corporation other than the one whose signature or the signature of whose proper officers and the seal is or are attached below, has any interest in this proposal.
- 1.2. I/WE FURTHER DECLARE that all statements, schedules and other information provided in this proposal are true, complete and accurate in all respects to the best knowledge and belief of the Bidder.
- 1.3. I/WE FURTHER DECLARE that this proposal is made without any connection, knowledge, comparison of figures or arrangements with any other company, firm or person making a bid for the same work and is in all respects fair without collusion for fraud.
- 1.4. I/WE FURTHER DECLARE that no employee of the LCC is or will become interested, directly or indirectly as a contracting party or otherwise in the supplies, work or business to which it relates or in any portion of the profits thereof, or in any such supplies to be therein or in any of the monies to be derived therefrom.
- 1.5. I/WE further declare that the agent listed below is hereby authorized by the Bidder to submit this proposal and is authorized to negotiate all matters with the LCC representatives on behalf of the Bidder.
- 1.6. I/WE have received and allowed for addenda numbered ____ to ____

PROPOSAL SUBMITTED BY: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

NAME (Please print or type): _____
First Name Last Name

TITLE: _____ SIGNATURE: _____

TELEPHONE NUMBER: (__) _____ ext. ____ FAX NUMBER: (__) _____

GST REGISTRATION NUMBER: _____

E-MAIL ADDRESS: _____

DATE OF PROPOSAL (MM/DD/YY): _____