

# **REQUEST FOR PROPOSALS FOR PROFESSIONAL CONSULTANT SERVICES TO UNDERTAKE ECONOMIC SUSTAINABILITY MODELING OF THE TELLURIDE REGION FOR THE TOWN OF MOUNTAIN VILLAGE AND TSG SKI & GOLF LLC**

## **I. THE SOLICITATION**

The Town of Mountain Village, hereinafter referred to as The Town, and TSG Ski and Golf LLC, hereinafter referred to as TSG, invite the presentation of written proposals for consulting services to:

Develop a more rigorous and holistic perspective of The Town economy so that better informed decisions can be made. The Town desires to have a "model" created that establishes key measures/drivers/influencers of economic sustainability as well as the relationship between them.

It is expected that any model created would include an analysis of commercial and accommodation uses in the Telluride Region and the relationship of visitor days, skier days, airline seats, employees, seasonality and other economic drivers in ensuring economic stability. The model would provide input on the form, scale and composition of development that should be pursued to best facilitate a sustainable economy.

Any modeling must take into account the health of The Town's commercial and accommodation uses and the ski area and result in recommendations that will make those sectors more competitive locally, regionally and nationally.

## **II. BACKGROUND**

The Town is a planned community that has a capped amount of density. Each lot in the town has density associated with it. With the projects either under construction or going through the design review approval process, the majority of the Village Center will be developed. The Village Center is the location with the greatest number of hot beds and commercial square footage. Because the opportunity to significantly change the accommodations and commercial make-up of The Town is quickly coming to an end, The Town and TSG have made the creation of an updatable economic sustainability model a priority.

A list of available data/information is contained on page 3 of this RFP. In addition, The Town along with San Miguel County and the San Miguel Regional Housing Authority will be releasing a separate RFP for a Housing Demand Study of the Telluride Region. It is expected that the Housing Demand Study will be completed concurrently with the economic sustainability modeling.

## **III. PRE-PROPOSAL CONFERENCE**

## **IV. SCOPE OF SERVICES**

The Consultant shall:

### **a. Review of Existing Data**

Review all existing data to determine what if any data needs to be updated or collected. This would include the review of existing market feasibility analyses to support conclusions.

### **b. Update and Collect Data**

Update out of date data and collect new data determined to be necessary for completion of the modeling. This would include undertaking additional market feasibility analyses as warranted to facilitate and support recommendations.

**c. Create Model**

Create a sustainability model that establishes key measures of economic sustainability as well as the relationship between the measures. The model must be able to determine the interrelationships of the data using regression analyses. This would include identifying key drivers and influencers and the importance of each. The following drivers/influencers of economic sustainability have been identified by The Town and TSG:

- Visitors
  - Skier Days
  - Golf Days
  - Airline Seats (Telluride, Montrose, Cortez and Durango Airports)
  - Drive Market (Local and Regional)
  - Second Home Owners
- Full-Time Residents
- Employees
  - Service
  - Construction
  - Life Safety
  - Governmental
  - Other
- Accommodations
  - Occupancy
  - Bed Base
    - “Hot Beds”
    - “Warm Beds”
- Convention Center
- Festivals
- Commercial Uses
  - Retail
  - Personal Service
  - Office
- Community Activity Center
- Seasonality
- Trends
  - Industry
  - Regional

As part of the scope of services the consultant will be asked to help define the boundaries of the Telluride Region for the purpose of evaluating economic sustainability. In addition, any model created must be client maintainable and be able to run on readily available non-proprietary PC software.

**d. Conclusion and Recommendation**

It is expected that the model will help identify the mix and types of uses that should be targeted to help ensure economic sustainability as well the form, scale and composition of development that should be pursued to best facilitate a sustainable economy

In addition, the model must have “what if” capability, eg. The ability to input a change in one or more drivers/influencers and the potential impact that change has on the other drivers/influencers.

## **Existing Data/Information:**

### 1. Previous Studies

- *Commercial & Accommodations Land Use Study*
- *San Miguel Housing Needs Assessment*
- *Telluride Affordable Housing Strategic Plan*
- *Harvard Business School Study*
- *Ford Frick Study*
- *A Case For Affordable Housing*
- *Cornell Study (Peaks)*
- *2000 Residential Job Generation Study for San Miguel County*

### 2. Financial Statements from Mountain Village

- *Lodging Tax*
- *Real Estate Transfer Tax*
- *Retail Sales Tax*

### 3. Other

- *Housing Department Information (MTV & Town)*
- *2000 National Census*
- *Conference Center Data*
- *Group Information (MTI & Telski)*
- *Skier Day History*
- *Airline History & Current Pace*
- *M-Trip Data ( MTI)*
- *RRC Survey Data*
- *Gondola Rider Counts*
- *Traffic Counts in MTV*
- *Festival Attendance History*
- *Town of Mountain Village Land Use Ordinance*
- *Town of Mountain Village Design Regulations*
- *Visitor Days*
- *Commercial Space*
- *ICLEI Sustainability Inventory*
- *MV and Telluride Business Licenses*
- *Business Alliance Information*
- *Short Term Bed Base Ownership Issues Memorandum*

## **V. THE PROPOSAL**

One original and ten copies of the proposal, as described herein and subject to the conditions herein, shall be submitted by each proposer to the Town of Mountain Village Community Development Department, 411 Mountain Village Boulevard, Mountain Village, Colorado, 81435, by 3:30 p.m. M.S.T. on, June 9, 2006. Upon receipt, the proposal shall be time stamped. Proposals not timely received in the Community Development office shall not be considered and shall be returned unopened. The proposer is required to provide evidence, in the form of previously published materials or the like, that demonstrate the proposer's capacity to undertake the required services. The Town reserves the right to thoroughly investigate the experience and record of the proposer. Failure to submit detailed information will justify rejection of any proposal submitted hereunder. Should the proposer find a discrepancy in, or omissions from the information and the description of the solicitation as herein contained, or should it be in doubt as to its meaning, the proposer shall at once, and not later than ten (10) days prior to the closing date for receiving proposals, notify the Town of Mountain Village Community Development Department in writing. The Town will, at its discretion, thereupon send a written instruction and/or clarification to all proposers in the form of an addendum to the Proposal Documents. Any questions regarding this proposal shall be directed to John Adler, Director of Community Development, at (970) 369-8250 or [jadler@telluridecolorado.net](mailto:jadler@telluridecolorado.net). The proposal must be presented in a sealed envelope addressed to the Community Development Department with the words "Consultant Services for Economic Sustainability Modeling" plainly written on the face of the envelope. The name and address of the proposer submitting the proposal must also appear on the face of the envelope.

## **VI. PROPOSER SHALL PROVIDE**

At minimum, the Proposer shall provide in support of a submitted proposal:

1. The name, resume and background of the managing professional and other key individuals, affiliates, and subcontractors to be associated with the services;
2. A description of the ability and capacity of the proposer, the management structure, and the procedures and practices for management of the engagement;
3. A description of past performance and references on similar services;
4. An estimate of the man hours and timelines to perform each task or service and to complete all tasks and services; and
5. A statement of billable fees for the services for each member of the proposer's team, an estimate of reimbursable expenses, and a not to exceed total for all fees and expenses.
6. Firm cost estimate for services
7. Level of service to provided by Town staff in support of consultant services

## **VII. CLARIFICATION**

The Town reserves the right to request clarification of information submitted and to request additional information from any or all of the proposers.

## **VIII. DISQUALIFICATION OF PROPOSALS**

More than one proposal under the same or different names from any one proposer will not be considered. Reasonable grounds for believing the proposer is interested in more than one proposal will cause the rejection of all proposals in which the proposer is interested. One or more or all proposals will be rejected if there is reason for believing that collusion exists among proposers. A Proposal will not be accepted from any proposer who is in arrears or is in default to The Town upon any debt or contract, or who is a defaulter as surety or otherwise upon any obligation to The Town, or has failed to perform faithfully any previous contract with The Town.

## **IX. PROPOSALS TO BE RETAINED**

No proposal may be withdrawn for a period of thirty (30) days after the scheduled time for receipt of proposals pending execution of a Contract with the successful proposer.

## **X. PROPOSERS RESPONSIBLE FOR PROPOSAL**

The proposer shall carefully examine the terms of the proposal documents and minimum requirements, and shall judge for itself all of the circumstances and conditions affecting its proposal.

**XI. INDEMNIFICATION**

To the maximum extent permitted by law, the Consultant shall be liable for and shall hold The Town of Mountain Village harmless from all damage or injury caused to persons or property arising out of the performance of any contract resulting from this Request for Proposals. The Consultant shall agree to assume the defense of The Town and their officers and employees in all legal proceedings with third parties connected with the Consultant's performance under this Contract, and to pay all expenses, including court costs and reasonable attorney's fees, incurred by The Town directly, or indirectly on account of such legal proceedings.

The Consultant's obligations hereunder are expressly conditioned upon The Town's provision of notification to the Consultant of any pending such claim or suit, The Town shall cooperate with the Consultant in its handling of any such claim or suit to the extent their interests do not conflict. In no event shall the Consultant be obligated to indemnify or hold The Town harmless with respect to any liability caused by the sole negligence of The Town.

**XII. RIGHT TO ACCEPT OR REJECT PROPOSALS**

The Town reserves the right to accept or reject, in part or in entirety, any or all proposals for any reason, to cancel in part or entirety the Request for Proposals, to readvertise for new proposals, and to waive minor irregularities and informalities.

**XIII. WITHDRAWAL OF SELECTION**

The Town reserves the right to withdraw its selection of a proposer without any liability to The Town at any time before the Contract has been fully executed by all parties and approved by The Town.

**XIV. PROPRIETARY INFORMATION**

At the proposer's request, The Town will maintain any information marked "confidential" contained in the proposals as proprietary information to the extent possible unless information is common knowledge, and/or is available elsewhere in the marketplace, and/or is within the confines of the public information laws and the Open Records Act of the State of Colorado.

**XV. NO PROPOSAL COMPENSATION**

No proposer will be compensated for submission of a proposal or for any time or services provided as part of the proposal, evaluation or negotiation process.

**XVI. PROPOSAL EVALUATION**

In selecting the best proposal for the tasks to be accomplished as defined in the Scope of Services, a Selection Committee shall evaluate all proposals submitted, and may elect to conduct oral interviews with two or more finalists unless the Selection Committee can make its selection based on the proposals submitted.

The Selection Committee shall evaluate the proposals based on the following criteria:

1. Experience and Skill. Must demonstrate fully the proposer's experience with similar economic sustainability studies.
2. Project Capability. Must demonstrate capability to perform required services by specified completion date.
3. Professional Qualifications. Must provide relevant experience and qualifications for all persons that will be actively engaged in the project.

4. Record of Past Performance. Must demonstrate experience in successful performance of similar tasks. Proposer will be required to illustrate how projects were successful and how these experiences are salient to successful fulfillment of the requirements of this contract. Examples of previous work and references may be requested.

5. Schedule. Must include a schedule for the completion of requested contract duties.

6. Compensation.

**XVII. SCHEDULE OF PERFORMANCE**

All contracted work shall be completed and submitted to the Project Partners no later than sixty (60) days after the contract has been awarded, unless such term is modified by written agreement between the Coordinating Committee and the Consultant.