

# MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY



## REQUEST FOR QUALIFICATIONS:

### Design Services

### for the Renovation of the Dayton Convention Center

Issued: April 30, 2021

**Due: June 3, 2021**

Issued By:

Montgomery County Convention Facilities Authority  
Dayton Convention Center  
22 East 5<sup>th</sup> Street  
Dayton, Ohio 42405  
Phone: (859) 818-2411

The Montgomery County Convention Facilities Authority (the “MCCFA”) is seeking submittals of qualifications from firms interested in providing design services for the renovation of the Dayton Convention Center in downtown Dayton, Ohio. The MCCFA is seeking firms who have extensive experience in designing and renovating convention centers and related facilities similar in size and scope to the proposed project as described within this Request For Qualifications (RFQ).

## **BACKGROUND**

The MCCFA is the owner of the Dayton Convention Center located in downtown Dayton, Ohio. ASM Global is the venue manager, agent for the MCCFA. Established by the Board of County Commissioners of Montgomery County in November 2019, pursuant to Chapter 351.02 of the Ohio Revised Code, the MCCFA is a special governmental unit governed by an eleven-member board appointed by the Montgomery County Commissioners, and other elected officials.

As owner of the facility, the MCCFA is responsible for the improvement, management, and successful operation of the Dayton Convention Center. In addition, the MCCFA is responsible for ensuring the continued success and growth of the convention business within the Montgomery County community. Both responsibilities are directly linked to the MCCFA’s investment in and support of services, resources, facilities and community projects that enhance the use and improvement of the convention center.

## **RENOVATION/REVITALIZATION PROJECT**

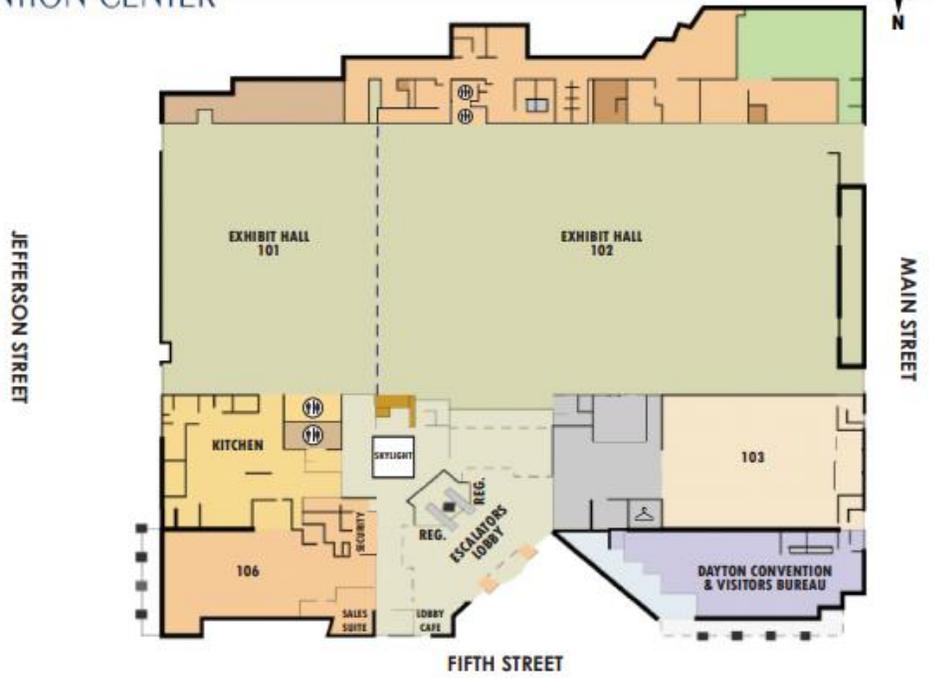
Since inception, the MCCFA has been taking steps in preparation for maintaining and improving the convention center, to give the facility a fresh, modern, new look. Areas in need of improvement include mechanical/HVAC, roof repairs, elevator and escalator repairs, exterior and main entry upgrades, theatre, exhibit hall, meeting rooms, restrooms, food/beverage area and public spaces. While the facility has been maintained by the City of Dayton, no upgrades or enhancements have been completed since the 1980’s. The facility looks and feels dated. As a result, the MCCFA board would like to upgrade several aspects of interior and exterior within the center to include but not be limited to carpet, wall coverings, color, materials, lighting fixtures, ceiling tiles, furnishings, and bathroom fixtures. The intent of the project is to refresh the center with a new look while also enhancing a client’s use and experience within the facility. It is important to note that while the renovation project will re-design the interior of the convention center to be less institutional and more “hotel” like in finish, the renovation must not compromise the functionality of the convention center.

A floor plan of the Center is on the next page.

DAYTON CONVENTION CENTER

Floor Plans

Floor 1



Floor 2



Floor 3



## **PROJECT DESCRIPTION & HISTORY**

In 1973, the Dayton Convention Center opened and was operated by the City of Dayton. As of April 1, 2021, ownership transferred to the Montgomery County Convention Facilities Authority. The facility currently offers a total of 150,000 square feet of space including 68,400 square feet of exhibit space with a VIP show managers suite; 20,000 square feet of ballroom space; 12,400 square feet of meeting space; a 672-seat theatre and 2 board rooms. There are currently 2 active tenants with office space at the facility, however, 1 tenant will depart around mid-June and the 1<sup>st</sup> floor space will be converted to a business center. The facility is located downtown and connected to the Crowne Plaza Hotel, which offers 289 sleeping rooms as well as a 6,300 square foot ballroom and 5,800 square feet of meeting space. There is an attached parking garage with 1500 spaces. The Levitt Pavilion, an outdoor concert venue built in 2018, is next door to the Crowne. The Marriott at the University of Dayton is 1.6 miles from the Center and has 399 sleeping rooms. The Fairfield by Marriott is located 6 blocks from the Center. There are currently 72 hotel properties with a total sleeping room inventory of 6691 in Montgomery County. The Dayton International Airport is 12 miles from the Center. Downtown Dayton's Oregon District is a mixed-use urban center offering residential, entertainment, dining, and shopping options. The historical "Dayton Arcade", 4 blocks from the Center, redevelopment is underway with plans for a 500,000 square foot complex of marketplace retail, restaurants, and residential micro-lofts, as well as a commercial kitchen, and higher education and retail offices.

The mission of the Authority is to revitalize the Center, and support the CVB with the promotion of convention, visitor, and sporting events in Montgomery County. The goal of the Center is to attract conventions to bring out-of-town tourists to the County to generate an economic impact throughout Montgomery County.

The City owns the real estate on which the Center is situated and holds a ground lease with the Authority. The Authority governs the Center through the MCCFA Board of Directors, made up of 11 members. The MCCFA Executive Director is the contract administrator for the Center. The Budget and Finance Committee within the Board recommend the annual operating and capital budgets for the Center. The Committee ensures that funds are properly allocated and that the Center is being operated and maintained at the highest levels of effectiveness and efficiency.

In 2017, a Task Force was formed to initiate a needs assessment and market analysis. The Center has been in need of major repairs and updating to stay competitive. The Center has been operating at a financial loss over the past 7 years until 2019, when it turned a small profit.

The operations of the Center are currently financed through Center revenues and a 3% MCCFA hotel/motel tax. On December 3, 2020, the new hotel/motel tax levy was approved and adds an additional 3% tax on visitor hotel stays under 30 days, that is utilized for the refurbishment and operating expenses for the Dayton Convention Center. The City of Dayton has pledged their 3% hotel/motel tax collection to the MCCFA for Center use through year 2061. In 2019, for example, this would have represented \$4.2 million in tax revenue, not including the Center operating revenue.

Due to the COVID-19 pandemic, the Center was closed in March 2020 by the City of Dayton and is re-opening April 30th. ASM Global and the MCCFA are focused on the safe reopening of the Center and monitoring all CDC and Ohio State guidelines/restrictions on allowable capacities.

In an effort to begin the visioning exercise for the convention center, the MCCFA hired LWC Inspires, to complete conceptual renderings for the project, See Exhibit A. LWC Inspires concluded that there are several opportunities for renovation throughout the facility. LWC Inspires provided examples of what these renovations might be and how these renovations could be incorporated into the facility. Depending on final scope, total cost of this project could potentially be \$30 - \$40 million range. The MCCFA board and staff have reviewed the concepts provided by LWC Inspires; however, the ultimate design and scope of the renovation project can be, but is not required to be, modeled on that firm's work. The MCCFA will consider any design concept that is architecturally compatible with the current facility, is sensitive to and understands the function of the facility and reflects this understanding in the ultimate design and use of materials, is creative and maximizes value.

Conventional Wisdom Corp, (CW), has been contracted by the MCCFA as consultant and will review proposals, conduct interviews, recommend short list of firms, respond to clarifying questions and recommend final firm selection to the MCCFA Board.

Upon selection of the design firm, the MCCFA would like to move quickly with the design and construction of the renovation project. However, construction schedule will be impacted by activity within the convention center. The convention center will be fully operational during the construction of this project. An initial timeframe for the project is as follows:

Pre-Proposal Tour and Conference – Non-Mandatory: Tentative Date – May 13, 2021 – 11am (In Person unless Ohio State Guidelines change)  
Clarifying Questions Due: May 20, 2021, by 3pm EDT – sent to CW  
Qualifications due to CW: June 3, 2021 – by 3pm EDT  
Short List of Firms: June 10, 2021  
Interview Firms (if required): June 17, 2021  
Design firm selection and approval: June 18, 2021  
Project Manager Identified: June 25, 2021  
Start of project: July 26, 2021  
Project completion to be mutually agreed upon by both parties (pending convention center schedule)

## **SCOPE OF SERVICES**

The scope of services requested through this RFQ will be for the comprehensive completion of all design documents and services needed to renovate the convention center as described herein. Services will include but not be limited to:

- Master Plan and Programming Phase Services – In the master plan and programming phase the firm shall evaluate the condition of the facility, equipment and services to assist MCCFA in

preparing a list of immediate needs, anticipated future repairs and recommended improvements to be used in developing a phasing strategy for design and construction.

- Schematic Design Services -In the schematic design phase the firm shall provide those services necessary to confirm the program and prepare documents consisting of drawings illustrating the general scope, scale, function and relationship of project components for approval by the owner.
- Design Development Services -In the design development phase the firm shall provide those services necessary to prepare, from the approved schematic design documents, drawings and other documents detailing the size and character of the entire project, including architectural, structural, mechanical and electrical systems, materials and such other elements as may be appropriate. The firm will assist with the development of cost estimates associated with the design documents as presented. The firm will also assist with the development of a schedule for the project.
- Construction Documents Services -In the construction documents phase, the design team shall provide those services necessary to prepare all construction documents consisting of drawings, specifications and other documents setting forth in detail the requirements for construction of the project. The firm shall also be required to prepare all documents needed to contract for the construction of the project.
- Bidding Services - The firm, following the owner's approval of the construction documents and of the most recent statement of probable construction cost, shall provide those services necessary for the firm to assist the owner and construction manager in obtaining and awarding contracts for construction.
- Construction Contract Administration Services – The firm shall provide those services necessary for the administration of the construction contract. The firm will help oversee the implementation of the project and ensure that the project is constructed in a manner that meets all design specifications and requirements. The firm shall review the progress of work and assist the owner and construction manager in evaluating the work of contractors.

## **SELECTION PROCESS and EVALUATION CRITERIA**

The MCCFA, ASM Global and CW will review and evaluate design firm qualifications as determined by the criteria stated in this document. Evaluation will be made by a group of individuals selected by the MCCFA and will include members of the MCCFA board and staff, ASM Global and CW. The selection committee will review and evaluate all statements of qualifications and short-list firms for interviews based upon criteria listed below and the requirements of law. Upon conclusion of the interviews, the selection committee will select and rank no fewer than three firms considered to be best qualified (unless fewer than three qualified firms are available) and will enter into contract negotiations with the firm considered best qualified. The MCCFA reserves the right to select one or more firm(s) depending upon the qualifications submitted and the requirements for the project.

In no particular order of priority, the criteria used for selection will include, but not be limited to:

- Experience of the professionals that will work on the project.
- Scope and nature of services the firm will provide.
- Availability of personnel, equipment, facilities and other resources to perform the services within the required timeframe.
- Project management oversight of all services.
- Experience of the firm to complete design services as needed for this project as well as the firm's demonstrated knowledge and understanding of essential requirements involved in providing the services requested.
- Narrative of approach to reviewing and evaluating the improvements necessary for the long-term success of the facility.
- Proposed technical approach to completing the project and potential schedule for completion.
- Three professional references

## **REQUIRED SUBMITTALS**

Six hard copies and one electronic copy of submittals shall be delivered to the following addressee on or before **June 3, 2021 at 3:00 pm EDT**.

Conventional Wisdom Corp  
Attn: David O'Neal  
2703 Rew Circle  
Ocoee, FL 34761-2991  
(407) 905-0002

Email: [doneal@cwisdom.com](mailto:doneal@cwisdom.com)

## **Submittal Content**

To enable the MCCFA to efficiently evaluate the submittals, respondents should prepare their submittal on 8.5 x 11 paper utilizing the general format guidelines described below. Please feel free to include other materials, such as brochures in appendices.

The submittals are only to include information regarding the design architect firm and not an assembled consulting team. The selection of subconsultants will be finalized based on the scope of work to be determined on a per-task basis; recommendations by the design firm will be subject to review by MCCFA and its advisors.

## **Tab I - Firm Description**

General information should include, but not be limited to:

1. Cover Letter including the name, address, telephone number, and email address of an individual who will serve as the firm's contact for any questions or correspondence regarding the submittal and the RFQ process.
2. A certification of accuracy provided by the highest ranking individual responsible for the firm's submittal.
3. A summary highlighting why the firm is uniquely qualified to successfully fulfill the requirements of the RFQ.

**Tab II - Profile & Organization**

The profile should include but not be limited to:

1. Information describing the firm's current organization, date of incorporation, ownership, corporate office, number of years in business, size of business, services offered, operating philosophy, number of employees and employee demographics.
2. If applicable, information describing any other participating firms' current organization, date of incorporation, ownership, corporate office, number of years in business, size of business, services offered, operating philosophy, number of employees and employee demographics.
3. Provide a description of the firm's proposed organization for the project. Identify key team members and describe the services, roles and responsibilities of each. Discuss the relationship of key team members to each other, the prime firm and other member firms. Indicate the availability of key team members throughout the project. Information should be provided that describes the company's current workload as well as outlines the availability of necessary personnel, equipment and resources needed to satisfy the requirements of this RFQ.

**Tab III - Resumes of Key Individuals**

Provide professional resumes and job descriptions of the key individuals that will be assigned to this project, describing each member's education, qualifications and experience with similar renovation projects.

**Tab IV – Firm Experience**

Provide brief descriptions of projects that the firm has participated in during the past five years that are similar in size, scope, and type to the project referenced in this RFQ. The firm's role in each project should be clearly identified as well as the role of the team members proposed for this project. Information should include a description of services provided; examples of successful strategies implemented that improved the outcome of the project; and unique characteristics of the project that made the project interesting. Include references for each described project. References should include a contact person, address, phone number, and email. References should be prepared to be contacted by the RFQ selection committee.

**Tab V - Other Requested Information**

To respond to this RFQ, consultants should provide specific information regarding the following:

1. A discussion of the firm's understanding of required services for the project along with a description of any services not provided by the firm.
2. A description of the firm's approach to the project and how this approach will impact not only the implementation of the services requested in the RFQ but the potential success of the project included in the RFQ. Identify possible challenges associated with the project described in the RFQ and discuss how these challenges will be addressed through the management of the project.
3. A discussion of how the firm will control the quality, design, budget, schedule and construction for the project. Provide information on control techniques used in prior projects and how these techniques proved to be beneficial. Discuss how the firm will address deviations from design, schedule and budget.

## **ADDITIONAL INSTRUCTIONS, NOTIFICATIONS AND INFORMATION**

MCCFA's Best Interest - The MCCFA reserves the sole right to (1) evaluate the qualifications submitted; (2) waive any irregularities therein; (3) select candidates for the submittal of more detailed qualifications; (4) accept any submittal or portion of a submittal; and/or (5) reject any or all responses to the RFQ, should it be deemed in the MCCFA's best interest to do so. This RFQ is not intended to be a contract, an obligation or a commitment of any kind.

No Contact Policy - Any contact by the Architect Design Firm with any Authority representative, related officials or members, other than those outlined in the RFP, is prohibited. Such unauthorized contact may disqualify you from this procurement.

No Gratuities - Respondents shall not offer any gratuities, favors, or anything of monetary value to any official or employee of the MCCFA nor its advisors for the purposes of influencing this selection. Any attempt by the respondent to influence the selection process by any means, other than disclosure of qualifications and credentials through the proper channels, shall be grounds for exclusion from the selection process.

No False Information - Respondents who provide false or misleading information, whether intentional or not, in any of the documents presented to the MCCFA for consideration in the selection process shall be excluded.

Preparation Costs - Under no circumstance will the MCCFA be responsible for any costs incurred by anyone in (a) the submittal of qualifications (b) in any subsequent follow up to the submittal, (c) in any subsequent negotiations of a contract or (d) in any other aspect of the effort to select the design team.

Confidentiality - To the extent permitted by law, the MCCFA will make reasonable efforts to safeguard the confidentiality of confidential information submitted in response to the RFQ, provided that the information is conspicuously marked "CONFIDENTIAL". The MCCFA will not be required to defend any litigation seeking disclosure of confidential information. The MCCFA will make reasonable effort to notify a consultant to give the consultant opportunity to defend any litigation seeking disclosure.

## **RESPONSE MATERIAL OWNERSHIP**

All proposals become the property of the MCCFA upon receipt. Selection or rejection of a proposal shall not affect this right. The MCCFA shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFQ. Selection or rejection of a proposal shall not affect this right.

## **DISCRIMINATION POLICY**

The Authority prohibits discrimination against any person or business in pursuit of these opportunities based on race, color, religion, sex, sexual orientation, gender identity, ancestry, national origin, place of birth, age, marital status, or handicap. Furthermore, the Authority promotes vigorously the objectives of equal opportunity in employment and all programs and services.

**INDEMNIFICATION**

The Proposer shall indemnify, save, and hold harmless the MCCFA, ASM Global, CW and their respective employees and agents, against any and all claims, damages, liability and court awards including costs, expenses, and attorney fees incurred as a result of any act or omission by the Proposer or its employees, agents, subcontractors, or assignees pursuant to the terms of the contract resulting from this RFQ.

**COMPLIANCE WITH LAWS**

Each Proposer shall comply with and shall be responsible during the term of the contract, to ensure the Dayton Convention Center, subcontractors and all operations, within the scope of its contract, are in compliance with, all applicable laws, rules, regulations, ordinances, polices and directives of the Authority, and all state and federal governments and agencies having jurisdiction over the Authority, the Dayton Convention Center, and the proposer.

MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
REQUEST FOR QUALIFICATIONS: DESIGN SERVICES

Exhibit A





