REQUEST FOR PROPOSALS:

Naming Rights Valuation, Marketing and Sales

Issued October 18, 2022

Due: November 18, 2022

Issued By:

Montgomery County Convention
Facilities Authority
22 East 5th Street
Dayton, Ohio 45402
Phone: (937) 469-1173

www.montgomerycountycfa.org

The Montgomery County Convention Facilities Authority (the "MCCFA") is seeking proposals from firms interested in conducting an asset assessment and valuation, developing sponsorship packages, and marketing and selling the naming rights for the Dayton Convention Center. The MCCFA is seeking firms who have extensive experience in providing naming rights sales and marketing services like the services described in this request for proposals ("RFP").

BACKGROUND

In 1973, the Dayton Convention Center opened and was operated by the City of Dayton. Transfer of ownership to the Montgomery County Convention Facilities Authority took place on April 1, 2021. 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 is 1 active tenant with office space at the facility. The facility is located downtown and connected to the a headquarter hotel in the process of changing brands, 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 Radisson. Two new hotel brands are under construction downtown and slated to open in 2022/2023, the Hotel Ardent, 120 rooms, and the AC Marriott, 134 rooms. In addition, a 91-room Hilton Garden Inn is planned. The Marriott at the University of Dayton is 1.6 miles from the Center and has 399 sleeping rooms. There are currently 70 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, 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 MCCFA is funded by a 3% hotel/motel occupancy lodging tax and receives the City of Dayton 3% lodging tax collections. These revenues are utilized to renovate the DCC and fund operations. 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 MCCFA Board of Directors, made up of 11 members. 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.

Attendance History;

Projected Future Years – 195,300 with a 10% per year increase each year
2021 – Partial Year Post COVID – 24,894
2020 – Closed in March during pandemic – reopened May 1, 2021
2019 - 160,209 attendees
2018 - 187,224 attendees
2017 – 182,728 attendees

Additional amenities offered by the DCC and are underway in the Master Plan include:

- 68,400 square feet of column free exhibit hall space that will include 18,000 square feet of flex ballroom space and 2 permanent concessions stands;
- 9,000 square feet of attached pre-function/ballroom flex space;
- 672 seat theatre with full production and dressing rooms;
- 22 meeting rooms;
- 2 board rooms;
- Enclosed skywalk attached to a 289 room hotel;
- Outdoor event terrace;
- Outdoor green space at main entrance;
- Lobby event space with 3 story view;
- Micro Market food and beverage concept;
- Business center space;
- VIP Suite overlooking exhibit hall; and
- 1,500 space attached parking garage – owned by the City of Dayton

Additional information regarding the MCCFA can be found on its website: www.montgomerycountycfa.org

Information regarding the Master Plan for the renovation of the Dayton Convention Center may be found here: https://montgomerycountycfa.org/wp-content/uploads/2022/01/Master-Plan-Design-Concepts-Final-2.pdf

For the Dayton Convention Center on its website: https://www.daytonconventioncenter.com/

SCOPE OF SERVICES

The scope of services requested through this RFP will be for the development and valuation of a naming rights sponsorship package for the DCC followed by the subsequent marketing and sale of the naming rights package. Services will include but are not limited to:

Phase I: Naming Rights Sponsorship Package Development and Valuation:

- Prepare building naming rights valuation and marketing strategy
- Identify assets throughout the DCC facility that warrant inclusion in an integrated corporate partnership/sponsorship program.
- Provide an asset inventory and establish market sponsorship rates for each DCC asset.
- Identify other value-add items the MCCFA can include in a sponsorship/marketing package that may appeal to prospective partners.
- Provide the MCCFA with a report outlining recent comparable naming rights deals in the Central Ohio regional market, possible sponsorship packages and their associated value, identifying target sponsoring organizations and discussing the industries which are typically involved in naming rights deals, and discussing the overall marketing and sales strategy.

Phase II: Sales and Marketing of Naming Rights and Sponsorships

- Develop a prospect list including corporate, foundation, and individual contributors/donors. Preference will be given to prospects with a connection to Central Ohio. Generate leads and follow-up with potential sponsoring organizations. Final approval of the prospect list will be provided by the MCCFA.
- Schedule and conduct interviews and presentations with prospective sponsors. Assess interest of prospects.
- Provide a comprehensive sales strategy designed to maximize the financial and operational benefits to the MCCFA. Determine appropriate spaces for sponsorship opportunities and suggested values of each space.
- Develop marketing and sales plans including marketing materials, messages, and presentations. Include recommendations for the best approach to maximize revenues, in-kind and other benefits to the MCCFA.
- Suggest innovative ways to package DCC assets to attract potential partners.
- Identify any conflicts or limitations of Montgomery County or the City of Dayton policies, procedures, rules, regulations, or laws that may impact implementation of a naming rights and sponsorship program.
- Attend regularly scheduled meetings with the MCCFA to provide progress reports on marketing and sales efforts to date.
- Establish a process for obtaining, evaluating, and establishing naming rights and corporate sponsor relationships that are consistent with the MCCFA's procurement policies.
- With consultation and approval of the MCCFA negotiate a naming rights and sponsorship agreement with the selected partner(s).

The MCCFA reserves the right, in its sole discretion, to reject certain sponsoring organizations, proposed marketing devices and mediums, and other program-related decisions deemed by the MCCFA to be not in the best interests of the MCCFA.

SELECTION PROCESS and EVALUATION CRITERIA

The MCCFA will review, evaluate, and select a naming rights consultant whose proposal is "most advantageous", as determined by the criteria stated in this document and in accordance with law. Evaluation will be made by a group of individuals selected by the MCCFA and will include members of the MCCFA Board and staff (the "Selection Committee"). The Selection Committee will review and evaluate all proposals and will short-list firms for interviews based upon criteria listed below and the requirements of law. Upon conclusion of the interviews and evaluation of proposals, the Selection Committee will recommend approval of the firm deemed "most advantageous" to the full Board.

Proposals submitted by interested parties will be evaluated based upon the criteria listed below. Only that information which is submitted through the RFP process will be used for evaluation.

As a result of the initial evaluation of the proposals, the MCCFA may request oral presentations and enter into detailed discussions with selected bidder(s), prior to completing the evaluation process.

In no order of priority, the criteria used for selection will include the following:

Criteria One: Qualifications

The qualifications and competence of the firm to perform the requested services as demonstrated by the technical training, education and experience of proposed team members who would be assigned to perform the work.

Criteria Two: Uniqueness and Approach

The uniqueness of the firm as demonstrated by the proposed manner and methodology in which the firm will achieve the requirements of this RFP. Evaluation will include a review of the firm's demonstrated knowledge and understanding of required marketing and sales services for entities similar to the MCCFA. Consideration will be given to philosophy as well as unique approaches, resources and experiences that will guarantee the success of the DCC's naming rights and sponsorship program.

Criteria Three: Availability of Resources

The ability of the firm to perform the required services competently and on schedule as demonstrated by the availability and accessibility of experienced personnel and other resources needed to successfully provide the required services.

Criteria Four: Past Performance

The past performance and ability of the firm to provide the services required by this RFP as demonstrated by review of past projects completed by the firm and by evaluation of previous clients. Emphasis of past review will be placed on quality of work completed; ability to meet objectives and schedules; responsiveness; and resolution of issues/challenges.

Prior experience with the marketing and sale of convention center naming rights will be given extra weight.

Criteria Five: Price

The competitiveness of the proposed pricing for completion of the services for a convention center of the size and scope of the DCC contained herein.

TIMING OF PROPOSALS

The Following is a schedule for this RFP process and is subject to change. Any changes to the schedule will be announced by the MCCFA through an addendum to the RFP.

- RFP Distribution: October 18, 2022
- Optional Site Visit(s): November 3, 2022, at 11:00am
- Deadline for Questions: November 8, 2022, by 4:00pm EST
- Posting of Responses to Questions: November 10, 2022, by 4:00pm EST
- Bid Due Date: November 18, 2022, by 4:00pm EST
- Target Date for Award: November 29, 2022

REQUIRED SUBMITTALS

One original, 6 copies and one electronic copy (in PDF format stored on a flash drive) of each proposal shall be delivered to the following addressee on or before November 18, 2022, at 4:00pm EST.

Pam Plageman, MCCFA Executive Director
Montgomery County CFA
22 East Fifth Street
Dayton, OH 45402

Questions regarding this RFP must be submitting in writing to Pam Plageman at Pplageman@montgomerycountycfa.org on or before November 8, 2022 at 4:00pm EST. Responses to all questions submitted prior to the deadline for submittal will be distributed to interested firms on record that have received a copy of this RFP. Responses will be distributed on or before date November 10, 2022, at 4:00pm EST.

To enable the MCCFA to efficiently evaluate submittals, Respondents should prepare their submittal on 8.5 x 11 paper utilizing the format guidelines described below. Please feel free to include other materials, such as covers, table of contents, transmittal letter, appendices, brochures, etc., at your discretion.

The following outlines the information to be included in each submittal. This outline is not all-inclusive, and information may be added as deemed necessary. Submittals are to be paginated and the section number, title of section, and each sub-part should be clearly identified.

Section I – Firm Description

General information should include, but not be limited to:

1. Cover Letter
2. The name, address, telephone number, fax and email address of an individual who will serve as the firm's contact for any questions or correspondence regarding the RFP process.
3. A certification of accuracy provided by the highest ranking individual responsible for the firm's submittal.
4. A summary highlighting why the firm is uniquely qualified to fulfill the requirements of this RFP. This should include highlights of the key feature of your proposal.

Section II – Approach

A description of the firm's approach to developing, marketing, and selling naming rights and sponsorship packages. Describe how prospective sponsors are identified, engaged, and evaluated. Identify possible challenges and discuss how these challenges will be addressed through the implementation of the requested services. Provide information on how the firm plans to maximize the value provided to the MCCFA through the sale of the center's naming rights. Provide a proposed schedule for completion of the required services.

Section III – 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 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.
3. Provide an organizational chart and staffing plan for the team who will be working directly with the MCCFA. Identify key members and describe the services, roles and responsibilities of each. Indicate the availability of key team members.

4. Provide information that describes the firm's current workload as well as outlines the availability of necessary personnel, equipment and resources needed to satisfy the requirements of this RFP.

Section IV – Experience

List clients that the firm has worked with during the past five years that are similar in size and function to the MCCFA. The firm's role with each client should be clearly identified as well as the role of individual team members. Information should include a description of services provided; examples of successful strategies implemented that improved outcomes; and unique characteristics of the services provided that resulted in a positive outcome for the client. Include references for each listed client. References should be prepared to be contacted by the RFP Selection Committee.

Section V – Resumes of Key Individuals

Provide professional resumes and job titles for individuals that will be working with the MCCFA; describing each member's education, qualifications, and experience with similar clients.

Section VI – Fee Proposal

Provide a pricing and fee structure for each Phase for providing the naming rights marketing and sales services requested in this RFP. Provide information that documents the basis for proposed pricing and fees. Also include pricing, if any, for any additional services and reimbursable expenses that are needed but are not covered in the base price/fee.

Section VII – Other Requested Information

Provide specific information describing their understanding of required services for the project along with a description of any services not provided by the firm. Please include any other pertinent information in this section.

ADDITIONAL INSTRUCTIONS, NOTIFICATIONS, AND INFORMATION

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

Addenda and Modifications – Changes in the specifications or terms and conditions of this RFP may be made in writing by the MCCFA prior to the required due date. Results of informal meetings or discussions between a Respondent and any MCCFA or DCC official may not be used as a basis for deviations from the requirements contained within this RFP and may subject the Respondent to immediate disqualification.

All addenda, amendments, and interpretations to this RFP shall be in writing. Any amendment or interpretation that is not in writing shall not legally bind the MCCFA. Only information supplied by the MCCFA in this RFP, or in connection with this RFP, shall be used in preparing submittals.

All contact that a Respondent may have had before or after receipt of this RFP with any individuals, employees, or representatives of the MCCFA and any information that may have been read in any news media or seen or heard in any communications regarding this RFP should be disregarded by Respondents in preparing responses to this RFP.

Clarification – the MCCFA reserves the right to conduct discussions with Respondents who submit proposals, or statements of qualifications, for the purpose of clarifications or corrections regarding a submittal to ensure full understanding of, and responsiveness to, the requirements of this RFP.

No Gratuities – Respondents shall not offer any gratuities, favors, or anything of monetary value to any official, director or employee of the MCCFA nor its advisors for any purpose or reason that could be construed as influencing the selection process. Any attempt by a 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.

Conflicts of Interest – All Respondents must disclose, within their proposal, the name(s) of any officer, director, agents, or immediate family member (spouse, parent, sibling, child) who is also an employee of the MCCFA or have a familial business relationship with any MCCFA director. Further, all proposals must disclose the name of any MCCFA or DCC employees who own, either directly or indirectly, an interest of 10% or more in the Respondent or any of its affiliates or subcontractors.

Preparation Costs – Under no circumstances will the MCCFA be responsible for any costs incurred by anyone in (a) the submittal of proposals or 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 most advantageous Respondent.

Confidentiality – To the extent permitted by law, the MCCFA will make reasonable efforts to safeguard the confidentiality of confidential information submitted in response to this RFP, 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 efforts to notify a Respondent to give the Respondent opportunity to defend any request or litigation seeking disclosure.

Note that the wholesale use of headers/footers bearing designations such as "confidential", "proprietary", or "trade secret" on all or nearly all of a proposal is not acceptable and may be deemed by the MCCFA as a waiver of any exemption claim. The identification of exempt information must be sufficiently specific to allow for the MCCFA to identify the exempt data in responding to public records requests.

Public Records – Respondents are hereby notified that all proposals and qualifications, including without limitation, any and all information and documentation submitted therewith, will be available for public inspection after the award of the contract, in compliance with Ohio Revised Code 149 and other applicable public records laws.

By submitting to the MCCFA a document that the Respondent designates as "confidential" or "trade secret", the Respondent agrees that in the event a third party brings any action against the MCCFA or any of its officials or employees to obtain disclosure of the document, the Respondent will indemnify and hold harmless the MCCFA and any affected officials and employees from all costs, including attorney's fees incurred by or assessed against any defendant, of defending against such action. The Respondent also agrees that at the MCCFA's request, the Respondent will intervene in such action and assume all responsibility for defending against it, and that the Respondent's failure to do so will relieve the MCCFA of all further obligations to protect the confidentiality of the document. The MCCFA assumes no responsibility for disclosure or use of unmarked data for any purposes.

MCCFA Policies and Ordinances – Respondents should be aware of and therefore familiar with all pertinent ordinances and policies that will relate to contracting with the MCCFA. In the event of any inconsistency or conflict between the process of requirements set forth in this RFP and MCCFA policies and ordinances, or other requirements of law, such policies, ordinances, or other requirements shall take precedence.

Right of Refusal – the MCCFA reserves the right to reject any proposal in which the Respondent takes exception to the terms and conditions of this RFP; fails to meet the terms and conditions of this RFP, including but not limited to, the standards, specifications, and requirements specified in this RFP.

No Contact - Any contact by the 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.

For questions regarding this RFP, only contact Pplageman@montgomerycountycfa.org no later than November 8, 2022, 4pm EST. Responses will be provided no later November 10, 2022, 4pm EST.

NON-DISCRIMINATION POLICY

The Montgomery County Convention Facilities Authority ("MCCFA") is committed to equal opportunity and non-discrimination in all aspects of its contracting and procurement activities through the adoption of this Non-Discrimination Policy ("Non-Discrimination Policy"). Pursuant to this Non- Discrimination Policy, the MCCFA will not participate in either active or passive unlawful discrimination of any type.

The MCCFA recognizes that it has a continuing obligation to avoid unlawful discrimination in contracting and procurement activities. Therefore, all Respondents shall not have engaged, and shall not engage, in any kind of unlawful discrimination. Each Respondent, should they be engaged by the MCCFA, shall certify in writing that such Respondent, directly or indirectly, (1) has not engaged, is not engaged, and will not engage in any kind of unlawful discrimination involving race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or any other basis prohibited by laws of the United States, the State of Ohio or the City of Columbus ("Other Prohibited Basis"), whether or not such discrimination is related to a contract or procurement activity with or for the MCCFA and (2) will not, for any purpose related to its engagement by the MCCFA, employ or contract with persons or businesses which the Contractor knows or has reason to know have engaged, are engaged, or will engage in any kind of unlawful discrimination involving race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or Other Prohibited Basis, whether or not such unlawful discrimination is related to a contract or procurement activity with or for the MCCFA.

It is the position of the MCCFA that discrimination against business owners based on race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or Other Prohibited Basis, is prohibited. No person unlawfully shall be denied the benefit of, or otherwise discriminated against, in connection with the award and/or performance of any contract or award, or modification of any contract or award, between a Contractor and the MCCFA on such basis.

The fundamental tenets of this Non-Discrimination Policy are as follows:

- All contractors should have an equal opportunity to compete with respect to contract and procurement activities of the MCCFA, regardless of race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin;
- No contractor shall have engaged or shall engage in any kind of unlawful discrimination involving race, color, sex, sexual orientation, disability, age, religion, veteran status or national origin, or Other Prohibited Basis, whether or not such unlawful discrimination is related to a contracting or procurement activity with or for the MCCFA;
- The MCCFA through its staff, management company and other contractors will (i) monitor and provide periodic reports to the MCCFA regarding compliance by the MCCFA and its contractors with this Non-Discrimination Policy; (ii) collect and record information on the use of minorities and women in contracting and procurement activities; and (iii) analyze data to evaluate the utilization of minorities and women in the MCCFA's contracting and procurement activities;

- The MCCFA shall review this Non-Discrimination Policy periodically to ensure that it

effectively promotes and achieves non-discrimination and equal opportunity in connection with MCCFA contracting and procurement activities; and

- All contractors shall comply with this Non-Discrimination Policy. A contractor's success or failure to comply with this Non-Discrimination Policy will be a factor in any award of contracts or procurements from the MCCFA to such contractor.

The MCCFA through its staff, management company and other contractors shall be responsible for implementing, monitoring and evaluating this Non-Discrimination Policy.

The MCCFA staff shall periodically review this Non-Discrimination Policy to ensure that it effectively promotes non-discrimination and equal opportunity in connection with the MCCFA's contracting and procurement activities and periodically report to the Board regarding compliance by the MCCFA and its contractors.

If the MCCFA determines that the objectives of this policy are not being achieved, the MCCFA may, in its discretion, direct the Executive Director to conduct further investigations into the reasons for not achieving such objectives.

This Non-Discrimination Policy applies to all contracting and procurement activities of the MCCFA, including contracting for construction, professional and non-professional services and procurement of goods and supplies.

This Non-Discrimination Policy shall be referenced in each bid and Request for Proposal or Qualifications document issued by the MCCFA. A contractor's failure to comply with this Non-Discrimination Policy may result in (a) debarment from participation in future MCCFA contracting opportunities, (b) liability for breach of contract and (c) the enforcement of any other remedies available under the related contract or applicable law.

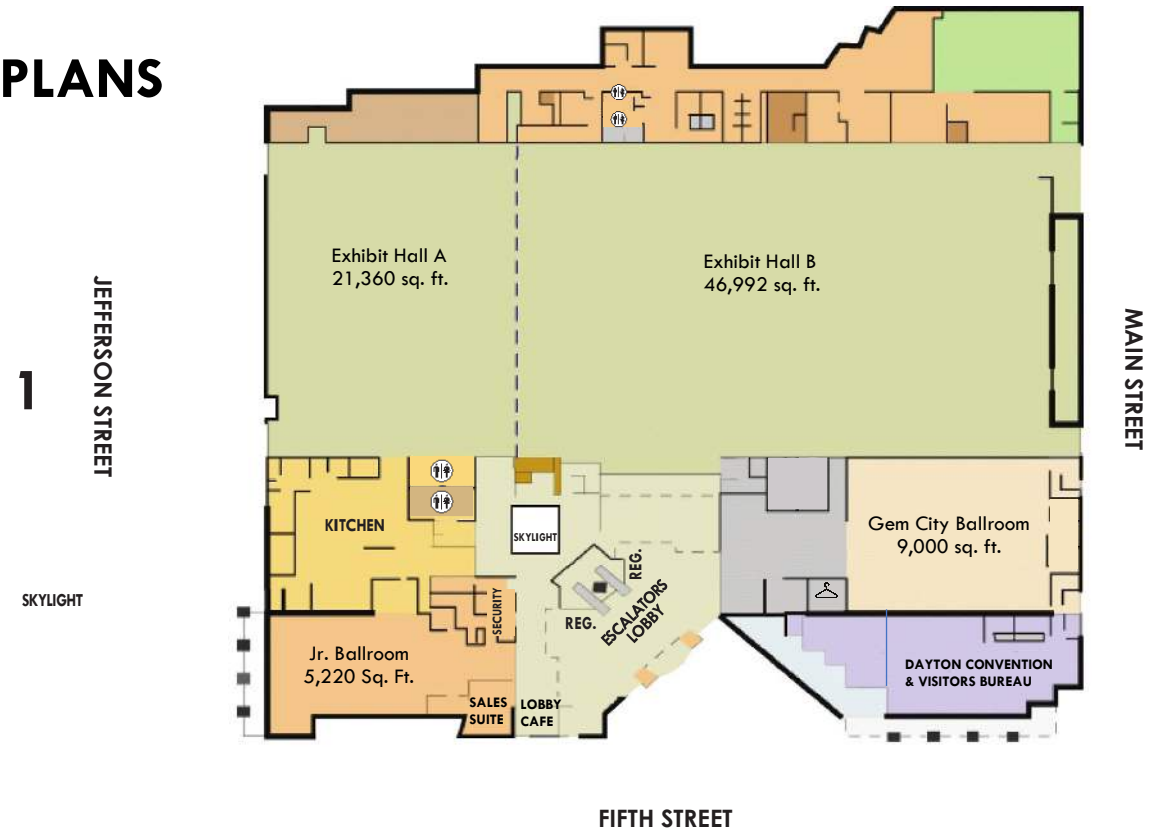
APPENDIX A

DAYTON CONVENTION CENTER FLOOR PLAN & SPECIFICATIONS

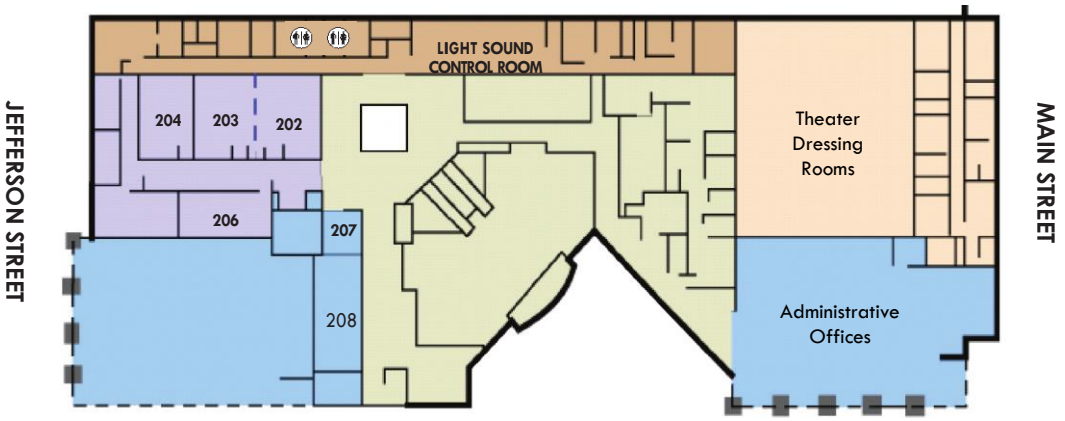
DAYTON CONVENTION CENTER

FLOOR PLANS

Floor 1



Floor 2



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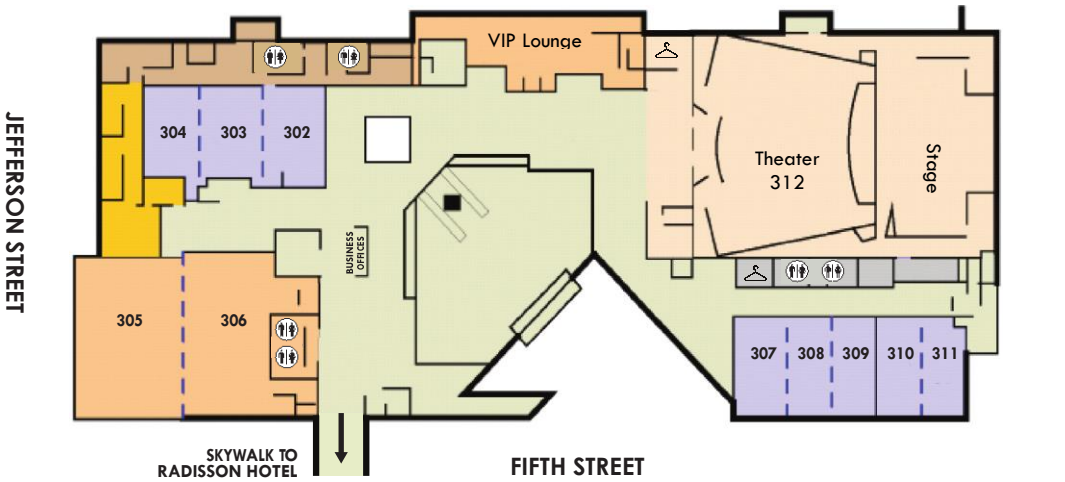

Dayton Convention Center Room Specifications

MEETING ROOM	INCLUDED AMENITIES/ ROOMS	SQUARE FEET	EXHIBITS [10′ X 10′]	THEATER	CLASSROOM	BANQUET	RECEPTION	DIMENSION	HT
Hall A	•	21,360	97	1900	900	1200	2500 [flow]	120 x 178	32′
Hall B	Show Office, Performer Rooms [2] Registration Counters	46,992	225	4270	2000	2400	5500 [flow]	264 x 178	32′
Hall A/B	Show Office, Performer Rooms (2) Registration Counters	68,352	357	6000	2800	3104	7500 [flow]	384 x 178	32′
Gem City Ballroom	Coatcheck 1B	9,000	37	700	350	540	700 [flow]	90 x 100	16′
Junior Ballroom	•	5,220	20	450	250	225	400 [flow]	58 x 90	17′
202	•	972	•	80	45	40	75	27 x 36	9′
203	•	972	•	80	45	40	75	27 x 36	9′
202–03	•	1,944	•	192	96	80	150	54 x 36	9′
204	•	936	•	80	45	40	75	26 x 36	9′
205	**Boardroom for 22 People**								
206	•	780	•	64	30	30	75	20 x 39	9′
207	**Boardroom for 12 People**								
208	•	817	•	85	30	30	75	43 x 19	9′
VIP Lounge Room 301	**VIP Lounge with Permanent Lounge Seating Overlooking Exhibit Hall 102 (1197 sq ft)**						50 (flow)	21 x 57	8′
302		972		80	45	40	75	27 x 36	11′
303		972		80	45	40	75	27 x 36	11′
304		972		80	45	40	75	27 x 36	11′
302–04		2,916		240	138	160	225	81 x 36	11′
305		3,216	15	300	180	160	300 [flow]	48 x 67	17′
306		2,613	9	250	150	120	250 [flow]	39 x 67	17′
305–06		5,829	25	550	250–300	350	600 [flow]	87 x 67	17′
307	Coatcheck 3B	800		65	30	32	75	20 x 40	15′
308	Coatcheck 3B	800		65	30	32	75	20 x 40	15′
309	Coatcheck 3B	800		65	30	32	75	20 x 40	15′
307–09		2,400		200	120	12	250	60 x 40	15′
310		800		62	30	32	75	20 x 40	15′
311		800		62	30	32	75	20 x 40	15′
310–11		1,600		120	72	80	150	40 x 40	15′
Theatre Room 312	(6) Dressing Rooms Coatcheck 3C	**672 Permanent Seats – Can accommodate up to an additional 60 seats if pit seating is used**							