



Montgomery County Convention Facilities Authority



REQUEST FOR QUALIFICATIONS

Development of a Convention Hotel
adjacent to the
Dayton Convention Center

RFQ Issued: June 5, 2024

RFQ Response Due: July 30, 2024

The Project at a Glance

MCCFA Desires

- A full-service, nationally branded hotel with approximately 200 guestrooms
- The Hotel to be privately owned, professionally managed, and publicly incentivized
- An industry standard room block agreement

Site & Parking

- The authority-controlled 0.4± acre site adjacent to the Dayton Convention Center
- The proposed Hotel will be physically connected and have access to the City's existing Oregon District parking deck

Potential Public Incentives

- Favorable terms for a long-term ground lease of Hotel site
- Authority will consider assisting the selected partner with pre-development and other initial project exploration costs
- Other financial and tax incentives to be considered

Submittal Requirements

- Team member descriptions
- Team experience
- Team's preliminary vision for Hotel project (*concept plans and sketches not required*)

How will MCCFA Select its Partner?

- After a vetting process, the Authority anticipates selecting the Team which provides the highest assurance of delivering a quality hotel product in a timely manner and for a commensurate request of public financial participation

Key Dates

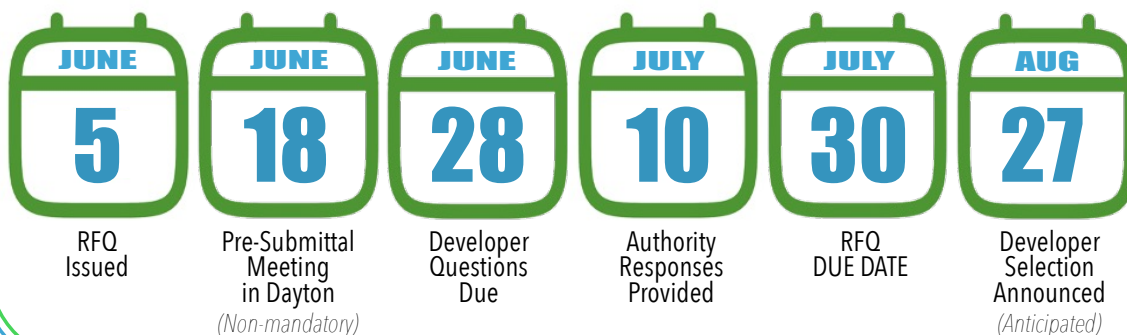




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INTRODUCTION

In 2022, the Montgomery County Convention Facilities Authority (“MCCFA” or “Authority”) approved its masterplan for the expansion and renovation of the Dayton Convention Center (“Center” or “DCC”). The goal of the approximate \$45M project is to continue the upward trend and growing demand for the Center via elevating the overall guest experience. Construction on the DCC is underway.

The elements of the DCC improvements will follow the recommendations outlined in the feasibility work performed in early 2022 by Convention, Sports & Leisure (“CSL”). The study recommended the repurposing of existing spaces to meet current group requirements, the introduction of more natural light, interior and exterior aesthetic upgrades, enhanced technology, installing modern furnishings as well as public art, and adding new outdoor spaces — all of which will be part of the new DCC. Beyond the convention space itself, the research demonstrated that optimizing the DCC would also require growing the nearby full-service hotel supply.



The MCCFA, along with its public partners at the City of Dayton and Montgomery County, are fully committed to and invested in the convention segment of the local economy. Collectively, they dedicated the resources needed to ensure that the new DCC succeeds. Understanding that a new full-service hotel is a critical part of that success, they are equally committed to establishing a mutually beneficial public-private partnership to realize such a property.

Therefore, this RFQ is the first step in identifying that private-sector partner. While acknowledging that many unknowns remain, it is the Authority's intent to select a qualified hotel developer who shares its desire to work

jointly and diligently to resolve the uncertainties of a hotel project. MCCFA understands that there will be a funding gap for the hotel; the internal financial planning has already been initiated. MCCFA is preparing to induce the right partner with the right project. Proven ability, comparable general vision for the hotel, committed capital, familiarity with public-private partnerships, and an



eagerness to work and explore the hotel development process in a timely manner are what MCCFA seeks. We encourage all such hotel and development industry professionals to submit qualifications so that we may begin the conversation.

THE HOTEL REQUIREMENTS

For the MCCFA and the DCC to compete effectively in its target markets, it was determined that the proposed hotel must contain or offer the items listed below. Those prospective development teams considering the project but whose vision for the proposed hotel does not at least meet these minimum requirements outlined in A. through G. below are discouraged from responding to this RFQ.

- A. Approximately 200 guestrooms (but no less than 150 keys), and
- B. Full-service hotel type (as defined by STR), and
- C. Brand that is affiliated with a widely recognized national hotel company, and
- D. Food and beverage outlet(s) including a restaurant/lounge, and
- E. Amenities and public spaces that meet brand standards, and
- F. Professionally managed; and a
- G. To-be-negotiated Room Block Agreement.

The MCCFA recognizes that a successful project will likely require an approach that balances physical programming desires with economic realities. Furthermore, the Authority understands that both the public and private sector partners must take part in ensuring a proper balance. With that in mind, prospective development teams should not view the following elements as MCCFA-designated requirements for the hotel:

- H. Glass curtainwall/façade or other aesthetics as shown on page 8,
- I. Newly developed parking spaces,
- J. Outdoor function space(s),
- K. Swimming pool, and/or
- L. Retail/other commercial spaces.

THE SITE & PRELIMINARY MASSING EXERCISE

The site for the proposed hotel is immediately across South Jefferson Street from the Dayton Convention Center, and bounded by Stone Street to the south, East 5th Street to the north, and the existing Oregon District parking deck to the east. As shown in the image below, the site is approximately 0.4 acres. It is under the control of the MCCFA.



In 2023, the MCCFA engaged the Meyers+Associates architectural firm to explore the physical possibilities of placing an approximate 200-room full-service hotel on the proposed site. The exercise was not intended to design the hotel, but rather to determine if the desired number of guestrooms along with the complement of programmatic elements typically associated with a full-service hotel could be practically developed on the site. The conclusion was that at least one concept for such a program could be built on the site without any significant limitations. In fact, it was determined that the site itself offers ideal dimensions for the hotel. Moreover, the exercise demonstrated that at least one scheme exists which provides the ability for the hotel and its guests to connect directly into the adjoining parking deck. The images below, and as shown on the cover, are the result of Meyers' preliminary work.



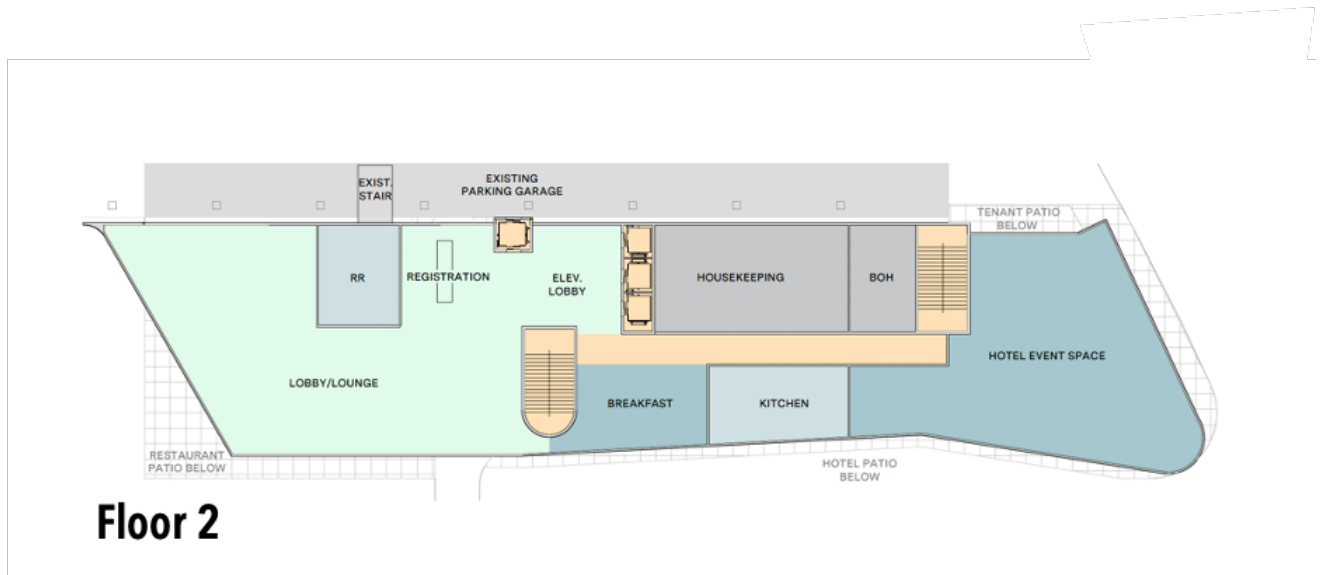
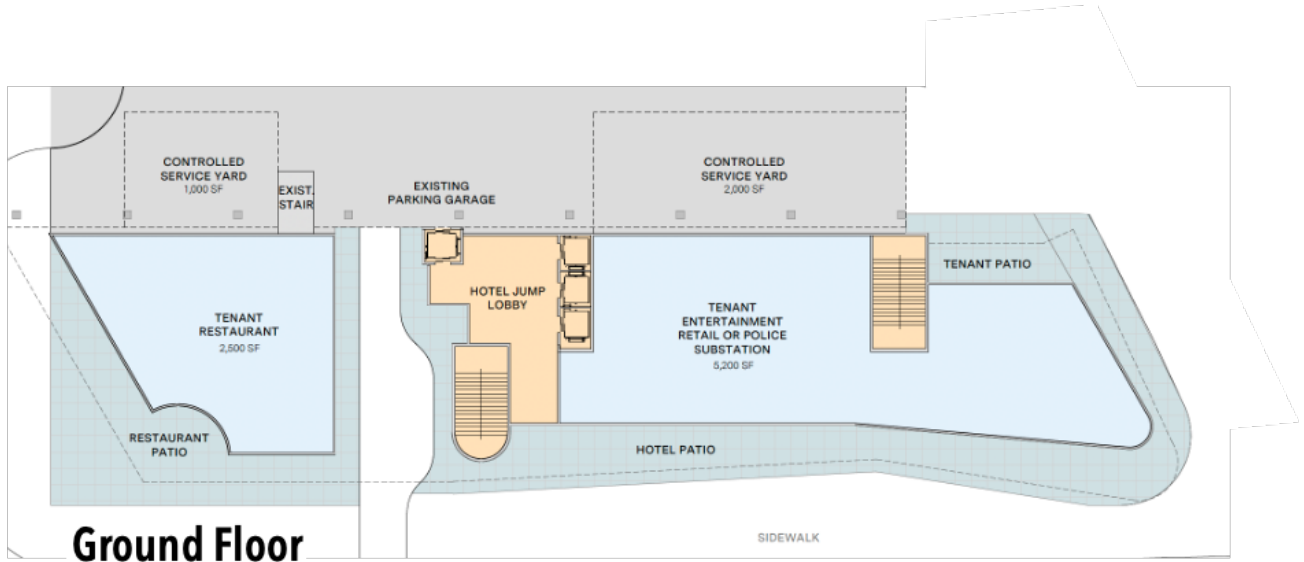
*A view from intersection of
S Jefferson & Stone streets*

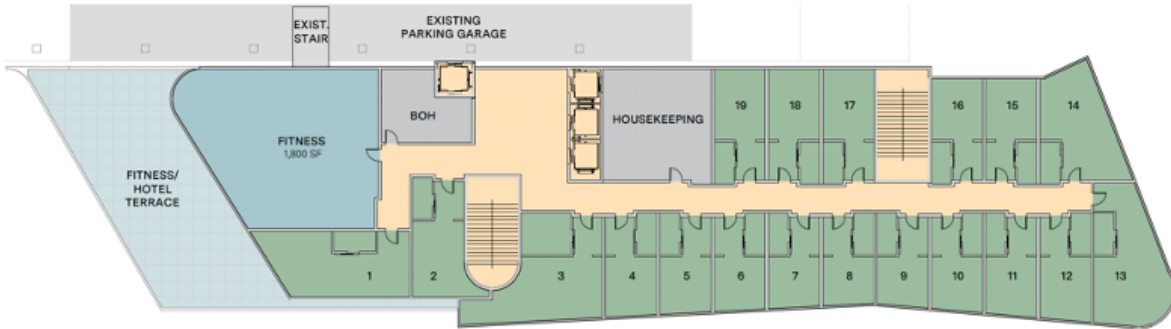


*A view from intersection of
S Jefferson & E 5th streets*

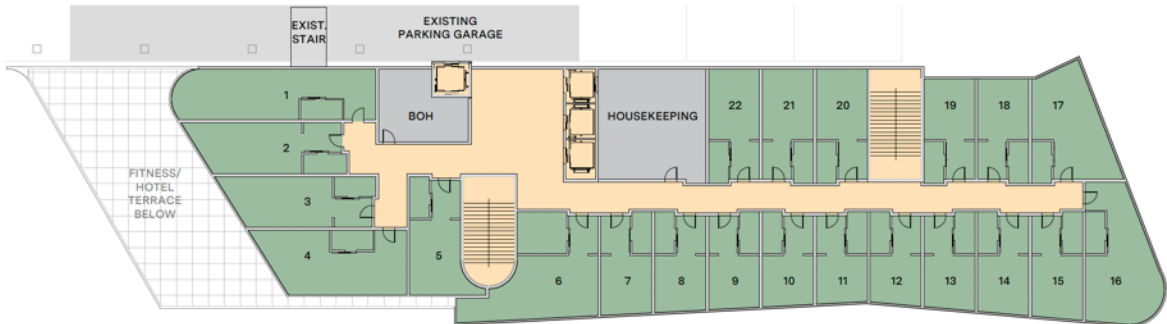
Study program included:

- 212 Guestrooms
- Restaurant & Bar
- Retail Spaces
- Terrace
- Fitness Center
- Public Spaces

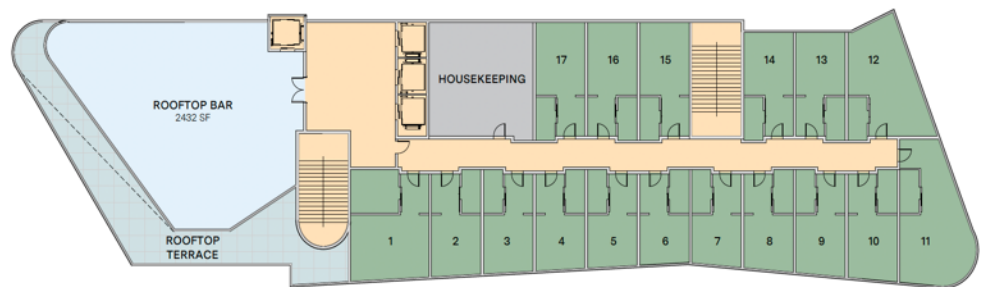




Floor 3



Floors 4-11



Floor 12 - Rooftop

THE DAYTON HOTEL MARKET

The hotels that typically serve the DCC convention guests along with their distance to the Center:

- Former Radisson/Crowne Plaza Hotel - CURRENTLY CLOSED (0.0 miles)
 - Hilton Garden Inn Dayton Downtown (0.3 miles) **Opens 2025, see page 12*
 - Hotel Ardent - Tapestry by Hilton (0.4 miles) **Opening 2024, see page 13*
 - AC Hotel Dayton (0.5 miles)
 - Fairfield Inn & Suites by Marriott Dayton (0.6 miles)
- }
- Walking
Distance
to DCC
- Marriot Hotel at The University of Dayton (1.7 miles)
 - Dayton Courtyard by Marriott (2.0 miles)
 - Holiday Inn Express & Suites Dayton Southwest (2.5 miles)
 - Drury Inn & Suites (6.0 miles)
 - Homewood Suites by Hilton Dayton South (10.0 miles)
 - Courtyard Dayton South/Mall (10.5 miles)

Downtown Dayton Hotel Performance

YTD through April 2024

\$160

ADR

67%

Occupancy

Source: STR

Profile: *Hilton Garden Inn Dayton Downtown* Located in the historic [Third Street Arcade](#) building, the hotel will be part of a larger mixed-use commercial revitalization project. The 94-room property will be the newest when it opens in 2025.



Hilton
Garden
Inn®
Dayton Downtown

Opens 2025



Profile: Coming soon, [The Hotel Ardent](#) will open its doors Fall 2024 with guest reservations starting in October. The property will be a short walking distance to the DCC and will offer 118 rooms.



HOTEL
ARDENT
TAPESTRY COLLECTION
by Hilton™
Opens Q4 2024





THE DAYTON CONVENTION CENTER

The Dayton Convention Center offers 150,000 total square feet of meeting space. As shown on the existing floorplans on the following page, the first floor currently offers 68,000 square feet. With the redesign, that will include 18,000 square feet of flex space that will serve as a new ballroom. The second floor contains six smaller meeting rooms that are perfect for boardroom meetings. Our third floor boasts a 672 seat Theatre with full theatrical capabilities, six dedicated dressing rooms, a VIP Lounge that overlooks the Exhibit Halls, and ten breakout rooms that can be combined for larger meetings. The renovation will also include an outdoor terrace overlooking public green space, an upgraded HVAC system in addition to enhanced LED lighting, and a new telescoping seating system and is expected to be completed by Q1 of 2025.

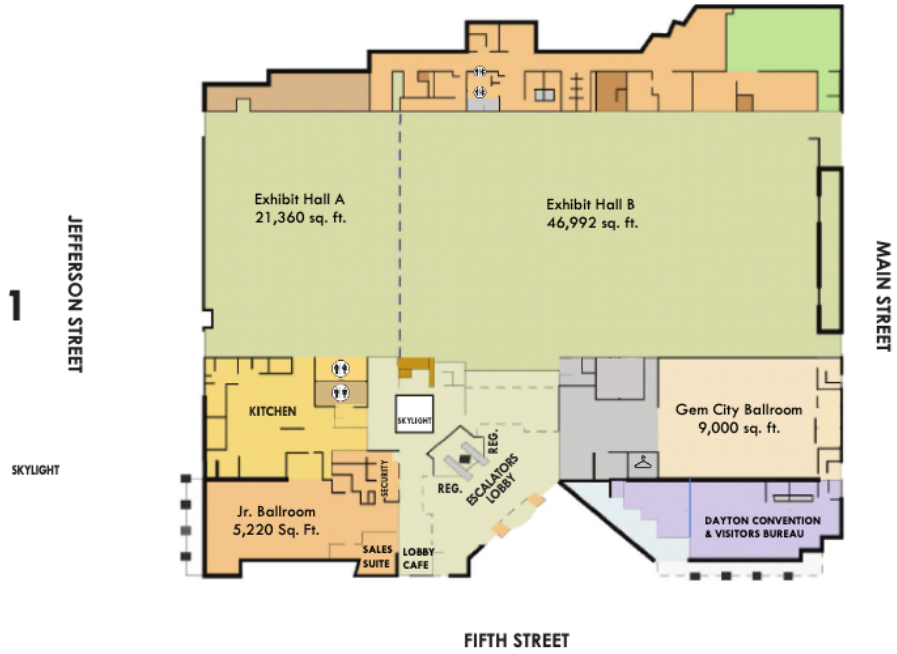
According to CSL and as shown in the table below, the improved DCC is projected to more than double its key economic activity metrics upon stabilization.

UTILIZATION ESTIMATES	Existing DCC Recent Year	Improved DCC Stabilized Year
NUMBER OF EVENTS		
National/Regional Corporate Convention/Tradeshow	1	4
Government Convention/Tradeshow	4	8
Local Corporate Meetings	15	50
National/Regional Association Convention/Tradeshow	6	12
Youth/Amateur Sports	10	20
State Association Convention/Tradeshow	4	6
Consumer/Public Shows and Festivals	6	15
Other/Miscellaneous Events	45	90
Total	91	205
ATTENDEE DAYS		
National/Regional Corporate Convention/Tradeshow	1,250	5,000
Government Convention/Tradeshow	5,000	10,000
Local Corporate Meetings	1,350	4,500
National/Regional Association Convention/Tradeshow	7,500	15,000
Youth/Amateur Sports	12,000	24,000
State Association Convention/Tradeshow	3,200	4,800
Consumer/Public Shows and Festivals	42,000	105,000
Other/Miscellaneous Events	13,500	27,000
Total	85,800	195,300
HOTEL ROOM NIGHTS		
National/Regional Corporate Convention/Tradeshow	729	2,917
Government Convention/Tradeshow	2,083	4,167
Local Corporate Meetings	104	346
National/Regional Association Convention/Tradeshow	4,375	8,750
Youth/Amateur Sports	3,360	6,720
State Association Convention/Tradeshow	1,333	2,000
Consumer/Public Shows and Festivals	2,333	5,833
Other/Miscellaneous Events	450	900
Total	14,768	31,633

Source: Convention, Sports & Leisure International LLC

DCC Existing Floorplans

Floor 1



Floor 2



Floor 3



DCC Renovation Scope: Ground Level North



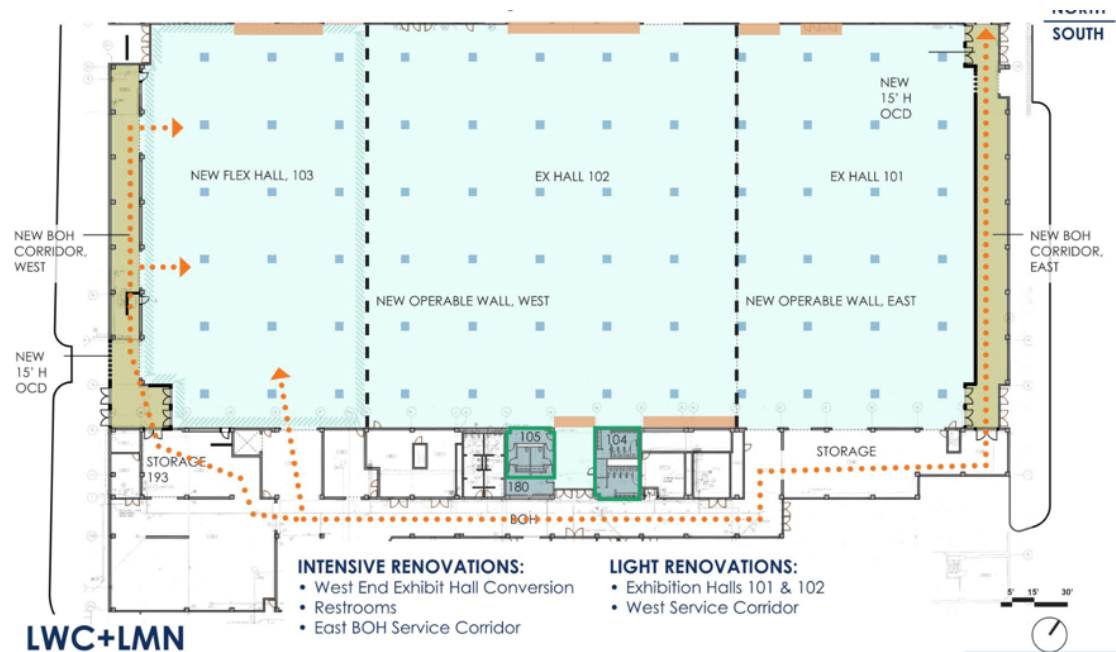
- INTENSIVE RENOVATIONS:**
- Lobby/Pre-Function Spaces
 - Gem City Ballroom Conversion
 - Restrooms
 - Kitchen Office

- LIGHT RENOVATIONS:**
- Junior Ballroom 106

LWC+LMN



DCC Renovation Scope: Ground Level South



- INTENSIVE RENOVATIONS:**
- West End Exhibit Hall Conversion
 - Restrooms
 - East BOH Service Corridor

- LIGHT RENOVATIONS:**
- Exhibition Halls 101 & 102
 - West Service Corridor

LWC+LMN



DCC Renovation Scope: Second Level North



- INTENSIVE RENOVATIONS:**
- Lobby/Pre-Function Spaces
 - Restrooms

- LIGHT RENOVATIONS:**
- None

DCC Renovation Scope: Third Level North



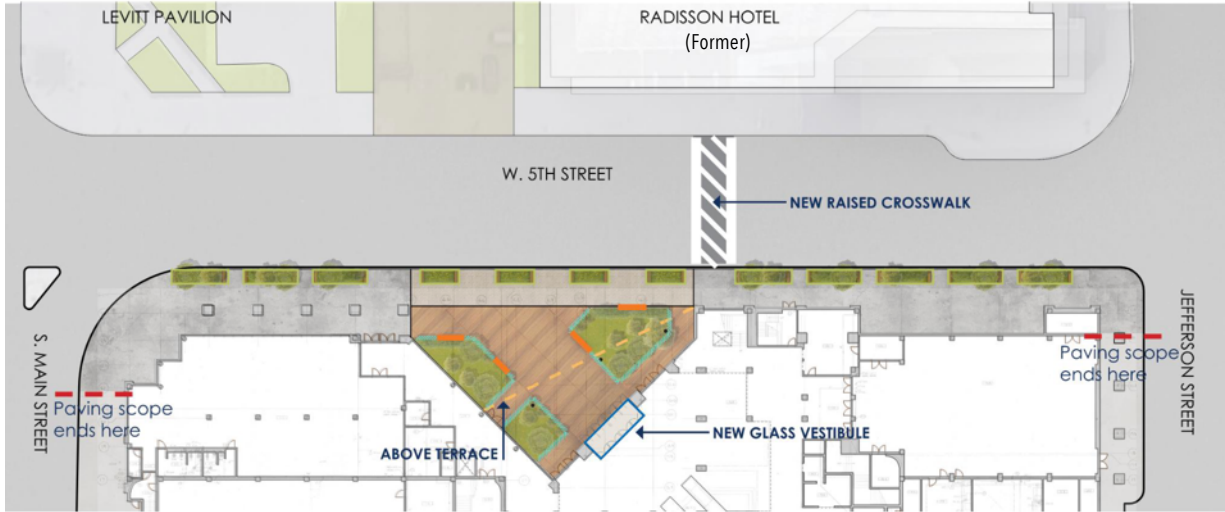
- INTENSIVE RENOVATIONS:**
- Lobby/Pre-Function Spaces
 - Restrooms
 - V.I.P. Lounge

- LIGHT RENOVATIONS:**
- Meeting Rooms
 - Ballroom
 - Skywalk
 - Theatre

LWC+LMN



DCC Renovation Scope: Exterior Front



- EXTERIOR RENOVATIONS:
- New Sidewalk/Entry Plaza/Landscaping
 - Level 3 Terrace
 - New Entry Vestibule
 - EIFS Recoating
 - Metal Wall Panel Refinishing



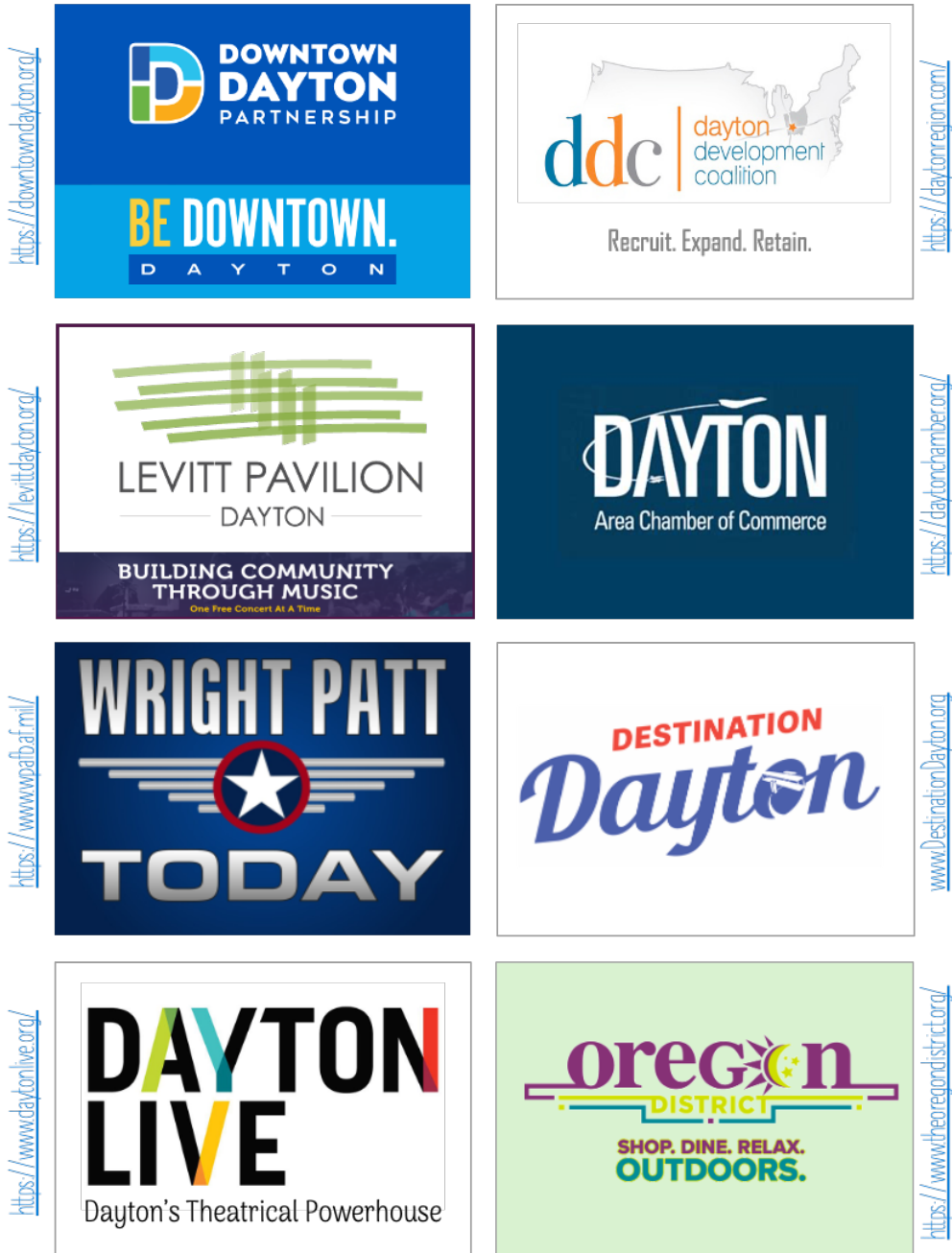
LWC+LMN



LWC+LMN

DAYTON ON THE MOVE

The City has numerous organizations and facilities dedicated to improving life and the economy in Dayton. The work of these groups, as well as the many others like them in the community, will continue to directly and indirectly benefit the DCC and the hotels that support it.



SUBMITTAL REQUIREMENTS

The submittal should include the following information and in the following sequence:

Cover Letter: No more than two pages long, the letter should introduce the overall team and be signed by a principal of the lead developer which confirms he/she is authorized to submit the response on the firm's behalf.

Section 1: Development Team

- A. Identify the Developer Team members, providing individual primary points of contact for each including name, title, mailing address, phone number, email address, and a brief personal resume; including:
 - i. Lead Developer
 - ii. Other Developers: if any
 - iii. Architectural Design Team: if identified, provide the name or names of the firms that may or will be part of the Development Team. Architectural and Design firms may elect to participate on more than one Development Team and such multiple participation will not be looked upon detrimentally.
 - iv. Hotel Brand(s): Developers may respond to this RFQ with more than one prospective hotel brand(s). However, Developers are strongly encouraged to provide sufficient evidence to MCCFA that the selected brand(s) would be supportive and eager members of its Development Team. Hotel brands may elect to participate on more than one Development Team and such multiple participation will not be looked upon detrimentally.
 - v. Hotel Management Company: if already identified
 - vi. Financial Partners: if already identified
 - vii. General Contractor/Construction: if already identified
 - viii. Other(s)

Section 2: Relevant Project Experience

- A. Provide a list of the Development Team's hotel and other development experiences and the specific role each played within that experience. MCCFA is particularly interested in understanding experience related to lead development, capital investment, and ultimate project delivery roles. Although not a requirement, also identify (a) those projects where two or more of the Development Team members worked jointly on past projects; and/or (b) those projects that involved a public-private partnership and/or a convention project. Where relevant, provide the following information for each experience:

- i. Project name and size
- ii. Location and photograph
- iii. Date opened
- iv. Development cost and a brief explanation of the finance approach
- v. Developer's and/or Financial Partner's ownership stake at the time of development
- vi. General description of the public-private partnership (P3) and room block agreement terms
- vii. Hotel and/or other asset types that involved restaurant and/or retail experience
- viii. Public entities involved

Section 3: Preliminary Vision

- A. MCCFA acknowledges that information provided at this point is limited, and that the conversations needed to determine the final product have yet to begin. However, MCCFA is interested in understanding the Development Team's preliminary, non-binding thoughts on how it might approach the Hotel project. This may include, for example, high-level commentary on aspects of the project's physical elements including number of rooms and quality, its aesthetics/design, financial/P3; marketing/positioning; working relationship with DCC/Authority; and or its general strategy for success. Please note that the MCCFA is not requesting nor is it expecting to receive any conceptual architectural designs or renderings as part of this RFQ submittal. Rather, the purpose of this section is to identify those Development Team candidates whose project mindset aligns with that of MCCFA.

Section 4: Additional Information

- A. Development Teams are strongly encouraged to include any additional information or materials that could demonstrate its ability to be a good partner with MCCFA and/or its ability to realize the Hotel.



THE RFQ & SELECTION TIMELINE

Although subject to change at MCCFA's sole discretion, the following presents the intended timeline with respect to the RFQ and subsequent selection process:

- June 5, 2024 – RFQ ISSUED
- June 18, 2024 – Pre-Submittal meeting at Dayton Convention Center
2:00 PM to 4:00 PM in VIP Lounge (3rd Floor, Room 301)
In-person attendance is strongly encouraged but not mandatory
The link to virtual attendance will be made available on the URL listed on page 24 on June 17
- June 28, 2024 – Developer's written questions due by 5:00 PM ET *(instructions on page 23)*
- July 10, 2024 – MCCFA's written responses posted to Project Website *(URL listed on page 24)*
- July 30, 2024 – RFQ SUBMITTALS DUE by 5:00 PM ET *(instructions on page 23)*
- August 12, 2024 – DATE HOLD for initial developer interviews
- August 27, 2024 – DEVELOPMENT OPPORTUNITY AWARDED *(anticipated award date)*



SUBMITTAL INSTRUCTIONS

One electronic copy of your RFQ response submittal must be emailed to the addressee below on or before 5:00 PM local time on Tuesday, July 30, 2024. Late submittals are subject to rejection. Note that the electronic file size should be no greater than 30MB. The subject line in the email submittal message should read: "RFQ for Dayton Convention Hotel" and should be addressed and sent to:

Pam Plageman, *Executive Director & CEO*
Montgomery County Convention Facilities Authority
Dayton Convention Center
22 E Fifth Street
Dayton, OH 45402

Pplageman@montgomerycountycfa.org

Submissions may not be amended after the submission deadline unless this RFQ is amended by MCCFA to permit modified Submissions. All materials submitted in connection with a response to this RFQ will become the property of the MCCFA and may be returned only at the MCCFA's option; provided, the MCCFA shall be entitled to retain copies of any materials which the MCCFA deems a record subject to Ohio public records laws, as they may be amended from time to time. As further detailed in the General Terms & Conditions herein, the MCCFA reserves the right to extend or reopen and extend the submission deadline if such action is considered necessary by the MCCFA.

RFQ and Project Questions

All inquiries regarding this RFQ and or the Hotel Project must be submitted in writing by 5:00 PM ET on June 28, 2024, and directed to either Ms. Plageman at the above email address or to:

Tony Peterman, *Managing Partner*
Hotel Partnerships & Development LLC
(404) 307-9279

tony@HPDadvisory.com



RFQ PROJECT WEBSITE & AVAILABLE DOCUMENTS

The link below provides the URL for the website dedicated to the Project. The site will be maintained by MCCFA through August 30, 2024.

<https://montgomerycountycfa.org/procurement/>

In addition to this RFQ, the following list of documents are provided and available to all interested parties to provide additional background on the proposed Hotel.

- 2022 CSL Feasibility Study: Strategic Planning for a Redeveloped Dayton Convention Center
- 2022 MCCFA Approved Masterplan for DCC Expansion
- MCCFA Annual Reports
- 2023 MCCFA 5-Year Strategic Plan
- 2023 Meyers+Associates Massing Exercise
- Q3 2023 STR Trend Report: Dayton Downtown & Broader Market Area
- 2021 Rediscover Downtown Dayton Action Plan



GENERAL TERMS & CONDITIONS

To the extent permitted by law, all Submissions sent by any responder (each an "Responder") to this RFQ shall be kept confidential until the evaluation process is complete, and the short-list is determined, should such a short-list be determined. No information regarding any Submission will be released to anyone, except members of the Evaluation Committee, the MCCFA and other appropriate MCCFA staff or agents. All information provided in a Submission shall be considered by the Evaluation Committee in evaluating the Submission and making a recommendation to the MCCFA.

Issuance of this RFQ or the award of the Development Opportunity described herein does not obligate MCCFA to enter into Definitive Agreements (defined below) or any other related ancillary agreements, in whole or in part, for the Project specified herein. The MCCFA reserves the right to cancel this solicitation, in whole or in part, or to reject, in whole or in part, any and all Submissions. Responders will be notified of any cancellation, and cancellation of this RFQ by e-mail.

The MCCFA shall not be liable for any cost incurred in responding and making a Submission to this RFQ.

The MCCFA reserves the right to: (a) accept or reject any and/or all submissions; (b) to waive irregularities, informalities, and technicalities in any Submission; (c) to alter, modify or amend any provisions of this RFQ, including to extend any deadline, and/or to re-open and expired deadlines; and (d) to accept any alternative Submissions which, in its opinion, would best serve the interests of the MCCFA. The MCCFA shall be the sole judge of the Submissions, and the resulting negotiated agreement or agreements that are in its best interest, and its decision shall be final. The MCCFA also reserves the right to make such investigation as it deems necessary to determine the ability of any submitting entity to perform the work or service requested. Information the MCCFA deems necessary to make this determination shall be provided by the submitting entity. Such information may

include, but is not limited to, current financial statements by an independent CPA, verification of availability of equipment and personnel, and past performance records.

Responder Data The confidentiality of information and data contained in the Responder's Submission shall be subject to and governed by the Ohio Public Records Act and any other Public Records laws, as they may be amended from time to time, and with which the MCCFA is legally obligated to comply (including a Freedom of Information Act Request under "FOIA"). All materials submitted in response to this RFQ may become public record, subject to inspection after the RFQ evaluation process has concluded. The Responder may request that materials submitted as part of the Responder's Submission be treated as proprietary or confidential (provided, the MCCFA in no way guarantees that such proprietary or confidential designation will ultimately exempt any material from disclosure as a public record). Any material which the Responder requests be treated as proprietary or confidential must be clearly identified as such and easily separable from the rest of the Submission. Cost and/or pricing information shall not be considered proprietary or confidential. Nor will the Responder's Submission in its entirety be deemed proprietary or confidential.

Deadline Extension The MCCFA reserves the right to extend the Submission Deadline (or any other deadline in the RFQ process), if such action is considered necessary by the MCCFA.

Cancellation & Rejection The MCCFA reserves the right to reject all Submissions and cancel at any time for any reason this solicitation, any portion of this solicitation or any phase of the Project. The MCCFA will have no liability to any Responder arising out of such cancellation or rejection. The MCCFA reserves the right to waive minor variations in the selection process

Ambiguity, Conflict, or other Errors in the RFQ If a Responder discovers any ambiguity, conflict, discrepancy, omission or other error in the RFQ, it shall immediately notify, in writing pursuant to Section 1.4, the MCCFA of such error and request modification or clarification of the document. The Responder shall include the name of

this RFQ, page number and the applicable paragraph title. The MCCFA will then issue/post any revisions to the RFQ. The Responder is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in the RFQ prior to submitting the Proposal or any ambiguity, conflict, discrepancy, etc. shall be waived.

No Representations or Warranties The MCCFA makes no representations or warranties regarding the accuracy or completeness of the information contained in this RFQ or otherwise provided by the MCCFA through the RFQ process. Responder is responsible for making its own evaluation of information and data contained in this RFQ or otherwise provided by the MCCFA, and for preparing and submitting responses to the RFQ. The MCCFA has attempted to validate the information provided in this RFQ, but it is possible that Responder may detect inconsistencies or potential errors. While Responder should identify these potential issues in its questions or in an appendix to its Proposal, Responder should use the information provided on an "as-is" basis for its initial Proposal. Information regarding the MCCFA and the Project may be revised or updated and republished for inclusion in a final response.

Equal Opportunity Employer and Nondiscrimination The MCCFA is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, sex, religion, age, or handicap status in employment or in the provision of services. Nor shall the successful Responder discriminate on the basis of race, color, national origin, sex, religion, age, or handicap status in employment or in the provision of services pursuant to the final Definitive Agreement.

Governing Law Any Definitive or other Agreement resulting from the Submittals received in response to this solicitation shall be construed in accordance with and governed by the laws of the State of Ohio. All actions, whether sounding in contract or in tort, relating to the validity, construction, interpretation and enforcement of this Agreement shall be instituted and litigated in the courts of the State of Ohio, located in Montgomery County, Ohio without regard to conflicts of laws principles.