



Request for Proposal (RFP) for Feasibility Study: Conference/Meeting/Event Center in London-Laurel County, Kentucky

Introduction:

The London-Laurel County Tourist & Convention Commission is seeking proposals from qualified consulting firms to conduct a comprehensive feasibility study and market analysis for the development of a conference/meeting/event center pursuant to KRS 45A.370 and KRS 45A.365(3). This facility aims to enhance the county's capacity to host various conventions, business conferences and events, thereby boosting local economic growth and community engagement.

Project Overview:

The feasibility study will assess the potential for constructing and operating a conference/meeting/event center in Laurel County. The study should provide a detailed analysis of the market demand, financial viability, and potential economic impact. It should also explore operational models and provide recommendations on design and construction.

Scope of Work:

1. Market Analysis:

- Assess current and projected demand for conference/meeting/event facilities in the region
- Identify potential user groups, including corporate, associations, state agencies, regional and semi-national events and others
- Evaluate competitive facilities within a defined radius

2. Financial Analysis:

- Provide a detailed financial model, including potential revenue streams and expenditure forecasts
- Estimate the capital costs required for development and identify potential funding sources
- Conduct a cost-benefit analysis to determine the project's economic viability

3. Site Analysis:

- The site is already selected for where we would like to build a facility such as this if it is feasible. We already own the site.

4. Economic Impact Assessment:

- Analyze the potential economic impact on local businesses and the community
- Estimate job creation and other economic benefits from the proposed facility

5. Operational Models:

- Explore various operational and management structures
- Provide recommendations on the most effective model for the facility

6. Design and Construction Recommendations:

- Offer preliminary design concepts and space analysis
- Provide cost estimates for design and construction

Proposal Requirements:

- Cover Letter: Please include a cover letter stating why you would be the best firm to use for this study
- Firm Profile: Provide a brief overview of your firm, including experience with similar projects
- Project Team: Identify key personnel and their qualifications
- Methodology: Describe your approach to completing the feasibility study and your work plan
- Timeline: Outline the project timeline, including key milestones
- Fee Proposal: Provide a detailed budget proposal, including all associated costs
- References: Include contact information for at least two references from similar projects

Submission Guidelines:

- Proposals must be submitted by August 28, 2025 by 5pm EDT
- Submit proposals electronically to kim@LLTC.net or in person at 422 Tom Jensen Hwy, London, KY 40741 Mon-Fri 9 am to 5 pm EDT
- Address any questions regarding the RFP to Kim Collier at kim@LLTC.net

Evaluation Criteria:

Proposals will be evaluated and scored points based on the following criteria:

| Evaluation Criteria: | |
|---|----------------|
| Proposals will be scored based on the criteria below. | |
| Criteria | Possible Score |
| Firm Profile | 10 |
| Project Team | 10 |
| Methodology and Approach | 20 |
| Timeline Proposed | 25 |
| Cost-effectiveness | 10 |
| References & Past Performance | 20 |
| Completeness of RFP Requirements | 5 |
| Total Points | 100 |

The award shall be made to the responsible and responsive offerer whose proposal is determined in writing to be the most advantageous to the Commonwealth, taking into consideration price and the evaluation factors set forth in this request for proposals and the reciprocal preference for resident bidders required under KRS 45A.494

Timeline:

Note that this timeline is subject to change

| TENTATIVE DATES | MILESTONE |
|----------------------------|---------------------------------|
| July 30, 2025 | RFP ISSUE DATE |
| August 8, 2025 by 2pm EDT | QUESTIONS DUE |
| August 11, 2025 by 4pm EDT | QUESTIONS RESPONSES ISSUED |
| August 28, 2025 by 5pm EDT | SUBMISSION DEADLINE |
| Sept. 1, 2025 at 2pm EDT | ANTICIPATED BID REVIEW DATE |
| Sept. 1 or 2, 2025 | ANTICIPATED CONTRACT AWARD DATE |
| Sept. 1 or 2, 2025 | ANTICIPATED NOTICE TO PROCEED |

Conclusion:

The London-Laurel County Tourist & Convention Commission is committed to exploring the potential for a conference/meeting/event center that will serve as a catalyst for economic growth and community development. We look forward to reviewing your proposals and partnering with a firm that shares our vision for the future of our community.