

Section 2 Scope of Services

Background

The City of Hartford owns and operates Dillon Stadium, located in the Coltsville section of the Sheldon-Charter Oak neighborhood, and is easily accessible from Interstates 84 and 91. Dillon Stadium's location makes it a local, regional and statewide venue for sporting events. This facility serves as a sports field for many City programs, including athletic practices and events sponsored by Hartford Public Schools, professional, semiprofessional and amateur teams and organizations. From July 1st 2013 to September 30th 2013 the stadium was reserved 32 times, including 8 times for Hartford Public Schools. The field is typically used for soccer and football, and the City is interested in bringing more activity to this potentially valuable asset. Revenue for 2012 was \$6,290.

Scope of Services

The City of Hartford is seeking proposals from interested persons to secure a professional or semi-professional soccer franchise to be based in Hartford's Dillon Stadium. It is also seeking persons interested in working closely with the City's project management team and vendors during its redevelopment to give input as to NASL standards for the stadium, as well as to manage the stadium after redevelopment. Strong preference will be given to candidates who exhibit the experience, ability and willingness to secure a team through North American Soccer League (NASL) and experience operating a sports venue.

Developing Dillon Stadium into a premier sports venue will require renovations to existing facilities, including upgrades to the playing field and concession building, improvements to on-site and adjacent parking, bleacher replacement and enhancements to ensure safety and ADA compliance, new site entrance, locker building improvements, repairs to lighting and sound systems, and new VIP/sky boxes, and press box. The City has contracted with a landscape architect to engineer these improvements. The successful respondent or respondents will work closely with the city's landscape architect and others to facilitate input from NASL regarding the renovation.

Additionally, the City seeks to increase the number and type of events that occur at Dillon Stadium, as well as increase attendance at all events. In order to accomplish this objective, persons interested in managing the stadium must develop agreements with semiprofessional, professional, and/or collegiate sports teams that will utilize Dillon Stadium as their primary game location.

The person selected to manage the Stadium will manage all Dillon Stadium events and will be responsible for all operations required at the field, site, parking and buildings, maintenance and, as needed, repairs and capital improvements.

Respondents must submit a budget showing the investment of the respondent, and revenue proposed to the respondent and to the City. Respondents shall submit a plan that proposes equitable sharing of all revenue generated from activities.

Form of Response

All interested persons must provide the following:

1. Formal letter of interest on respondent's letterhead
2. Resume/Brochure informing review panelists of respondent's history and qualifications to undertake the proposed project
3. Demonstrated experience of at least five years managing similar projects, including a list of comparable projects completed within last five years, including the following detailed information for each:
 - a. Client name and contact information
 - b. Project particulars, such as location, sport, schedule, stadium capacity, etc.
 - c. Description of events, teams, attendance, etc.

- d. D. Description of responder's role in attracting and securing a team, participation in construction or repair of a stadium, and experience managing a sports field or stadium.
- e.
4. Outline of services offered by respondent.
5. 5, a A list of key personnel, describing their roles, responsibilities, qualifications, education and experience.
6. 6. A list of all owners and investors in any respondent business entity.
7. A list of all sub consultants and firms, if any, including their proposed roles, responsibilities and qualifications, with a letter on the letterhead of each describing their proposed involvement.
8. Detailed budget for the project, including:
 - a. Investments by respondent and other fundraising opportunities;
 - b. Projected revenue;
 - c. Proposed capital improvements to Dillon Stadium;
 - d. Proposed revenue sharing between respondent, the City and any others.
9. List of references, with contact information, of previous clients for similar projects.
10. If respondent is a business entity, a statement or certificate of good standing in the state where formed; if respondent is a partnership, a copy of the partnership agreement.

The city reserves the right to waive some or all minimum requirements if a respondent submits a proposal that otherwise meet the needs expressed by the city, and reserves the right to select contractors for portions of the work described in this RFP without selecting contractors for all such items of work.

Selection Criteria

1. All responses to this RFP will be reviewed and evaluated based on the following:
2. Project Plan and schedule.
3. Experience and technical competence of key personnel
4. Respondent's capacity to perform the work.
5. Rating of comparable projects completed by the respondent
6. References from previous clients (owners of sports venues) on similar projects
7. Budget, and completeness of budget,
8. Proposed income to the City
9. Proposed income to Respondent or others
10. Respondent's proposed investment or capacity to raise funds.
11. Previous experience of respondent or key personnel in successfully securing team franchises in other cities.
12. Presentation rating, clarity, coherence, responsiveness and approach to the project.