



PURCHASING AUTHORITY  
Town of New Milford, Connecticut  
**Hotel Market Feasibility Study RFP**

The Town of New Milford is requesting proposals from qualified professional consulting firms, with a hospitality oriented background, to provide a Hotel Market Feasibility Study for the Town. The goal is to assess demand and interest to locate a national chain hotel, with or without a conference center, within the Town.

The Town reserves the right to reject any and all submissions. Proposals will be received at the Purchasing Office until 3:00 p.m., on Thursday, May 16, 2019. Proposals will then be opened publicly in the E. Paul Martin Room by the Purchasing Authority at 3:30 p.m. Late proposals will be considered informal and rejected.

The proposal package must be obtained online at [www.newmilford.org](http://www.newmilford.org).

  
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Pete Bass, Mayor  
An Equal Opportunity/Affirmative Action Employer



# TOWN OF NEW MILFORD

10 Main Street  
New Milford, Connecticut 06776

## **REQUEST FOR PROPOSALS** **Hotel Market Feasibility Study** **New Milford, Connecticut**

### **Introduction**

The Town of New Milford (Town) is soliciting proposals from consultants with a hospitality oriented background to provide a Hotel Market Feasibility Study for a hotel and conference center to be located in New Milford, Connecticut.

The project goal is to assess possible demand and interest to locate a national chain hotel with or without an attached conference center in the Town of New Milford. Additionally, consideration shall be given to the potential sites for such a hotel.

### **Background Information**

New Milford is located in Litchfield County on the western border of Connecticut in the beautiful Housatonic Valley. New Milford is the largest town by area in the state, consisting of approximately 40,321 acres or 64 square miles and has a population in excess of 27,500 with more than 10,000 households. New Milford is a few miles north of I-84 and is approximately 1 hour and 45 minutes from Manhattan.

**Candlewood Lake** is a manmade lake located in Fairfield and Litchfield counties of western Connecticut, in the northeastern United States. At 8.4 square miles (22 km<sup>2</sup>), it is the largest lake in Connecticut. The lake is bordered by five towns: Brookfield, Danbury, New Fairfield, New Milford, and Sherman. Some of the most expensive real estate in Connecticut is located on the shores of the lake. Candlewood Lake is a popular tourist destination, and the area is home to many second homes of New York City residents. The lake is used for recreation year-round, although tourists primarily come during the summer months for swimming, fishing, boating, and golfing. Along its approximately 60-mile (97 km) shoreline are tourist resorts and recreational facilities, including golf courses, beaches, and marinas. ([www.wikipedia.com](http://www.wikipedia.com))

Additional tourist destinations include the Litchfield Hills Antique Trail, flea markets and farmers markets, community festivals and events including Village Fair Days in New Milford. Sporting events held at Young's field also draws from around the New England Region.

### **Scope of Services**

#### **1. Site Analysis**

Inspect two (2) proposed hotel sites in the Town and evaluate their attributes including location, parcel size, access, physical constraints, parking, auto and pedestrian linkages to and from the surrounding area, surrounding uses, ambiance, and other relevant factors. Evaluate

the subject locations in terms of access, visibility, ambiance, and relationship to demand generators, competitive advantages/disadvantages relative to existing lodging options, and other relevant factors.

## **2. Area Review and Economic Research**

Collect and analyze data from national databases and economic forecasting services, representatives of the local community, Chamber of Commerce, and other key city and county officials to gather relevant area, economic, and demographic information.

## **3. Primary Market research**

Primary market research in the New Milford region will be essential in order to analyze the competitive supply of hotel rooms and both the current and projected levels of lodging demand. Interview key demand generators, inventory/inspect/interview/evaluate competitive hotels, and conduct discussions with persons familiar with development patterns and the local economy. Included but not limited to:

- Owners and/or operators from the competitive lodging market;
- Owners and/or operators from several comparable lodging markets;
- Owners and/or operators from several area event centers such as wedding venues and other events centers;
- Several select major employers and other demand generators (The Town is expected to make introductions to the representatives from the Town's major employers);
- Area attractions and amenities (i.e. tourist-related activities, attractions, and cultural events);
- Local officials such as the Mayor's Office, Economic Development, Chamber of Commerce and other partners, and;
- Representatives of several major hotel chains.

Survey data will include information such as ownership, management, chain affiliation, size, age, market mix, demand segmentation and market share, room rates, estimated average rate, estimated occupancy range, food and beverage facilities, meeting space utilization, and other special attributes of competitive properties.

## **4. Facility and Site Recommendations**

Prepare recommendations for facilities that will best meet the demonstrated market demand including number and mix of guest rooms, market orientation of the hotel, size and type of food and beverage facilities, meeting space, and related services and amenities. The facility recommendation will go hand-in-hand with the site recommendation.

## **5. Estimate of Rooms Revenue**

Estimates of performance of the proposed hotel will be based on identification and quantification of the types of customers who would be likely to use the product as conceived. Report on our assessment of the market, the components of demand, and how the proposed facilities will be evaluated by potential consumers from each identified market segment compared to competition. This evaluation of the relative attractiveness of the product and location, the developer's assumptions with respect to number of rooms and general

orientation, together with the recommended strategies in terms of rates, services and amenities will form the basis for a market share projection for each property. Prepare estimates of occupancy, market mix and average daily rate attainable by the proposed hotel for its first five years of operation

### **Deliverable Products – Hotel Market Feasibility Study**

The consultant will provide up to 3 print copies and one digital copy of all draft documents, including technical reports, memos, etc. The consultant will provide one reproducible copy of the final report and 3 print copies. The consultant will also provide all draft documents and final report in electronic form via flash drive, or email, in both Microsoft Word format and PDF format.

### **Role of the Town**

- Provide existing operational and regulatory information including ordinances, policies and procedures.
- Assist with scheduling and coordination toward gathering input from residents, businesses and key community stakeholders.
- Review and comment on draft plan.

### **Format for Request for Proposals**

- Title Page and Cover Letter: Include the name of the firm, telephone numbers and email addresses of the primary contact persons, the date and other relevant company information.
- Include a list and contact information for any of the proposed sub-consultants and the work they will perform.
- Experience and Examples: Describe your firm's experience in the required areas of expertise, and its ability to provide the needed services for the Town. Include examples for which your firm has supplied the same or similar services. Provide up to three experience summaries.
- Professional References: Include the name, address, phone number and email address for at least three professional references.
- Key Staff: Identify the designated Project Manager or primary contact and key supporting staff, along with their availability for this project, specific experience based on the themes of study, and capacity to provide the requested services. Include resumes for each of the individuals and clearly identify any sub-consultants and their role in the project.
- Scope and Approach: State the services your firm/team is proposing to provide. Describe the process and timeline that would be utilized to complete the project for the items listed under Scope of Services and Deliverables. Please indicate the number of calendar days to complete this project following issuance of Notice to Proceed.
- Cost: Fee Proposal based on the scope of services and the proposed approach detailing the time and budget allotted to each consultant and sub-consultant by task. Provide an hourly fee schedule for the personnel involved in the project. The Fee Proposal should include any and all travel, materials, time and delivery and all fees for tasks as described in the Consultants response to the RFP.
- Town Support: A description of anticipated type and level of support the consultant will require from the Town such as staff support, provision of meeting/studio space, materials, etc.

- Required Forms: All proposals shall include the following completed forms which are attached to this RFP: Indemnification, Acknowledgement and Agreement Addendum.

**Submittal Procedures and Selection Process**

- Three (3) printed copies and one digital copy of all proposals must be received by the Town no later than 3 p.m. on *May 16, 2019*. Send all responses to Purchasing Department, RE: Hotel Market Feasibility Study, 10 Main Street, New Milford, CT 06776.
- Any questions may be directed to Karen Pollard, Economic Development Director at [kpollard@newmilford.org](mailto:kpollard@newmilford.org).
- Responses to the Request for Proposals will be reviewed by the Economic Development Director and the Mayor. Following the review of responses, some or all of the respondents may be interviewed.
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- Proposals will be evaluated based on the following criteria:
  - Professional qualifications and experience of the Project Manager and key project personnel as based on the submitted proposal and knowledge of the consultant
  - Demonstrated experience and technical competence with comparable projects
  - Completeness of proposal and evidence that the Consultant expresses a clear understanding of the scope of services as committed to by the Consultant in its response to this Request for Proposals
  - Ability to meet project work schedule
  - Fee Proposal and total cost
  - References feedback record, and quality and performance of past services

**Questions, Comments and Contact**

All questions shall be submitted in written form to the contact information provided below no later than Monday, May 6, 2019. Responses will be posted no later than Friday, May 10, 2019 via the Town website, [www.newmilford.org](http://www.newmilford.org), in written format as part of an addendum to the RFP.

Karen G. Pollard, CEcD, MBA  
 Economic Development Director  
 Town of New Milford  
 10 Main Street  
 New Milford, CT 06776  
 860-355-5001  
[kpollard@newmilford.org](mailto:kpollard@newmilford.org)

**Schedule**

Release of RFP:	April 26, 2019
Deadline for Receipt of Proposals:	May 16, 2019
Opening of Proposals:	May 16, 2019
Contract Awarded by Town:	June 6, 2019
Tentative project completion date:	July 19, 2019

### **Submittal Requirements**

Sealed proposals are due at the Town of New Milford Purchasing Office no later than 3:00 p.m. on May 16, 2019. It is the sole responsibility of the supplier to ensure that its proposal is received within the required time period. The Town is not responsible for any errors or irregularities with the delivery method utilized for submittal of the Proposal. Any proposals received after the closing date and time will be returned unopened.

Proposals shall include the following:

- Three (3) original hard copies of the completed proposal
- One (1) electronic copy of the above via one of the following devices: USB
- Completed Indemnification, Acknowledgement & Agreement
- Certificate of Insurance
- Sealed envelopes should be plainly marked and delivered to:  
Town of New Milford  
Purchasing Department  
Re: Hotel Market Feasibility Study  
10 Main Street  
New Milford, CT 06776

### **Addenda, Rejection, Cancellation, Negotiation, Preparation Cost**

The Town reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The Town reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the Town's best interest. All materials submitted in response to this RFP become property of the Town. The Town will not be responsible for costs associated with preparing proposals. By submitting a proposal, each consultant agrees to be bound in this respect and waives all claims regarding such costs and fees.

### **Withdrawal of Proposal**

Any bidder may withdraw its proposal in person or by letter any time prior to the scheduled closing time for receipt of proposals. Each proposal shall be considered binding and in effect for a period of ninety (90) days after the closing date.

### **Award of Contract/Acceptance of Proposal (Terms and Conditions)**

The contents of the RFP and the Bidder's proposal, as submitted and/or modified, shall become contractual obligations to be executed by the authorized contracting agents of both parties. The terms and conditions including a proposed payment schedule will be negotiated between the Town and the selected consultant.

### **Insurance Required**

During the term of the services provided as part of this RFP, the successful bidder must procure and maintain insurances as outlined below:

The consultant shall secure, pay for and maintain such insurance as will protect it from claims under Workers' Compensation Acts, claims for damages because of bodily injury, including but not limited to claims for personal injury, sickness or disease or death of any person as a result of

the nature of its work under the terms of the Agreement between the parties, and from all claims for damages because of injury to or of destruction of property, including but not limited to loss of use resulting there from which may arise out of any of the services provided pursuant to the Agreement between the parties.

A. The consultant shall provide a certificate of insurance evidencing the following required minimum coverages:

General Liability per occurrence	\$1,000,000
Personal Injury	\$1,000,000
Aggregate	\$2,000,000
Professional liability	\$1,000,000
Fire Damage (Any One Fire)	\$ 50,000
Medical Expense (Any One Person)	\$ 5,000

An error and omissions protection provision shall be provided.

The insurer shall waive all rights of subrogation on all applicable policies against the Town of New Milford, the New Milford BOE, its officers, employees and volunteers arising from all contracts, agreements and work performed by the Contractor for the Town of New Milford.

B. Automotive Liability, including owned, hired and non-owned vehicles. Limits of insurance shall be combined single limit bodily injury and property damage: \$1,000,000

C. Statutory Worker’s Compensation and Employer’s Liability.

Each Accident	\$ 100,000
Disease – each employee	\$ 100,000
Disease policy limit	\$ 500,000

Or in accordance with the requirements of the State, whichever is greater.

D. Umbrella /Excess \$ 2,000,000

E. The Town of New Milford, CT its officers, agents, employees, and volunteers MUST be named as “Additional Insured” with reference to this project on a primary and non-contributory basis on applicable policies.

F. The selected consultant shall indemnify and hold the Town of New Milford harmless from and against all claims to the fullest extent permitted by law.

G. Consultant is an independent contractor. No employment relationship exists between the parties.

H. The insurer shall waive all rights of subrogation against the Town of New Milford, its officers, employees and volunteers arising from work performed by the Consultant for the Town of New Milford.

- I. If any insurance required herein is to be issued or renewed on a “claims made” form as opposed to an “occurrence” form, the retroactive date for coverage shall be no later than the commencement date of the Agreement between the parties and shall provide that in the event of cancellation or non-renewal, the discovery period for insurance claims ("Tail Coverage") shall be available for at least sixty (60) months. The insurance requirements of this Agreement are an integral element of the Agreement. Any defect in the insurance required in the Agreement may result in termination of this Agreement, at the sole option of the Town.



PURCHASING AUTHORITY

Town of New Milford, Connecticut  
**INDEMNIFICATION, ACKNOWLEDGEMENT & AGREEMENT**

**BID:** Hotel Market Feasibility Study

**BID OPENING:** May 16, 2019

To the fullest extent permitted by law, the contractor shall indemnify and hold harmless the Town of New Milford, and agents and employees of said Town from and against claims, damages, losses and expenses, including but not limited to attorneys' fees, arising out of or resulting from performance of the work, provided that such claim, damage, loss or expense is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of tangible property (other than the work itself) including loss or use resulting therefrom, but only to the extent caused in whole or in part by acts or omissions of the contractor, a subcontractor, anyone directly or indirectly employed by them or anyone for whose acts they may be liable, regardless of whether or not such claim, damage, loss or expense is caused in part by a party indemnified hereunder. Such obligation shall not be construed to negate, abridge, or reduce other rights or obligations of indemnity which would otherwise exist as to the Town of New Milford. In claims against any person or entity indemnified under this paragraph by an employee of the contractor, a subcontractor, anyone directly or indirectly employed by them or anyone for whose acts they may be liable, the indemnification obligation under this paragraph shall not be limited by a limitation on amount or type of damages, compensation or benefits payable by or for the contractor or a subcontractor under workers' or workmen's compensation acts, disability benefit acts or other employee benefit acts.

Contractor acknowledge and understands that the Town of New Milford has adopted as its policy, the nondiscrimination agreements and warranties required under Connecticut General Statutes § 4a-60(a)(1) and § 4a-60a(a)(1), as amended in State of Connecticut Public Act 07-245 and sections 9(a)(1) and 10(a)(1) of Public Act 07-142, as those statutes may be amended from time to time. Contractor further agrees to comply with such mandates.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date

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