

ADDENDUM NO. 1

DATE: August 15, 2018

TO: All Potential Proposers

FROM: Penny Owens, Assistant Purchasing Agent, City of Knoxville

SUBJECT: Addendum No. 1 to the RFP for a Master Plan for Chilhowee Park and Exhibition Center*** (See below)

RFPs TO BE OPENED: August 24, 2018 at 11:00:00 a.m. (Eastern Time)

This addendum is being published to respond to 1) address a concern that this proposal was focused on architectural and engineering service requirements and would thus be more appropriately competed out using a Request for Qualifications and 2) to respond to questions received from potential proposers regarding the referenced RFP. This addendum becomes a part of the contract documents and modifies the original specifications as follows:

ITEM 1: To clarify the intent of this RFP, the title is hereby changed to read: “Strategic Plan for the Future Use of Chilhowee Park and Exhibition Center”

ITEM 2: To clarify the purpose of this RFP, Section I. “Statement of Intent” is deleted and hereby replaced with the following:

I. Statement of Intent

The City of Knoxville is requesting proposals from qualified and responsible firms or teams to provide a review/investigation of the site and operations at Chilhowee Park and Exhibition Center that will guide the future strategic direction and growth, programming, and development of approximately 135 total acres of City property. This acreage includes Zoo Knoxville, encompassing 53 acres, as an adjoining property which already has an approved strategic plan, master plan, and related capital campaign plan in place. The Chilhowee Park and Exhibition Center contains about 81 acres and includes leasehold interests of The Muse, Tennessee Valley Fair, and Golden Gloves Charities. The City desires a strategic plan for Chilhowee Park and Convention Center that complements and enhances the existing development plans of Zoo Knoxville, leaseholders, Magnolia Avenue corridor, and Burlington redevelopment. While not required, the City does desire the winning proposer to be an entity that has experience in entertainment planning venues. Such firms, of course, may include other service providers on their team to handle specific aspects of the scope of work but a lead firm who specializes in entertainment venue planning is preferred. Moreover, the City is not seeking architectural or engineering service firms to be the prime contractor for this project.

ITEM 3: To clarify the desired scope of services, Section V. “Scope of Service” is hereby deleted and replaced with the following:

V. Scope of Service

The following describes the Project Scope and Deliverables and a timeline which may be subject to change during Contract negotiations with the selected team. The overall anticipated length of developing this plan, after team selection, is 6 months. The scope of services requested includes the following phases of work:

Phase 1: Site and Operations Review and Data Gathering (2 Months)

This will include the gathering of data on the current general condition of the existing structures and site. The City of Knoxville and Zoo Knoxville will provide existing files, reports, previous park project plans, and other pertinent information related to prior development efforts. The Consultants will meet with Park staff, Zoo staff, and designated City leaders to conduct a thorough review and summary analysis of the property, which includes but is not limited to:

- Visitor amenities, circulation and public spaces
- Visitation & visitor profile
- Current programming
- Attendance and parking
- Analysis of existing Zoo and Park land use
- Analysis of overall Zoo and Park maintenance practices
- Current facility conditions
- Existing service facilities and service vehicle access
- Current landscaping

Deliverable shall include a report on the general conditions of existing facilities and programming.

Phase 2: Strategic Business Plan (2 months)

The winning proposer will develop a Strategic Business Plan for Chilhowee Park which includes but is not limited to:

- S.W.O.T. analysis
- Market analysis
- Identify and review trends and recent developments in similar City owned public assembly facilities
- Economic impact analysis
- Economic development strategy
- Attendance & operational projections
- Public/private funding partnerships
- Marketing plan
- Operations plan
- Programming opportunities

Deliverables shall include a comprehensive five to ten-year Strategic Business Plan for Chilhowee Park. The plan will be a framework based on common themes and values received from the on-site staff, City leaders, and park stakeholders and include economic development strategies for the area, revenue generation, recreational trends and needs, program and event opportunities, public/private partnership opportunities, development of new facilities and enhancements to existing facilities.

Phase 3: Facility Strategic Plan (4 Months – occurring concurrently with Phase 2)

The Consultants will design and develop a Strategic Plan which includes but is not limited to:

- An immediate phase of improvements to assist in establishing Chilhowee Park as a prime public facility.
- Concept development/key themes
- Innovative ideas linking The Park with Zoo Knoxville's strategic plans and master plan
- Plan for revenue generating facilities, including renovation and/or expansion of public assembly and entertainment venues
- Recommended enhancements to the look and access to the facilities
- Facility support services
- Attendance projections
- Service and operations plan
- Prioritization and phasing of projects
- Statement of probable costs, including escalation

Deliverables shall include a Strategic Plan that will chart the park's future development for the next five to ten years which includes an overlay of recommended improvements at Zoo Knoxville. This cohesive conceptual plan for the entire park space will include all existing and proposed buildings, visitor amenities and attractions, guest and staff circulation, outdoor spaces, etc. The Strategic Plan should include the overall conceptual approach for the site and programming and include sketches, graphic illustrations, cost estimates, project descriptions, schedule, and project sequencing, all of which will be in such media and format to be easily used for fundraising and marketing presentations.

Public Presentation of the Strategic Plan. The City requires a public presentation outlining a final plan. The meeting will include a description of the process leading from the strategic plan to a design and master plan and the resulting strategies for potential economic impacts, resource commitment, funding, and implementation.

The final step will be a presentation to City Council for approval.

ITEM 4: Section 4.1 under General Conditions is hereby deleted and replaced with the following:

4.1 The following data is intended to form the basis for submission of proposals to develop and provide a Strategic Plan for the Future Use of Chilhowee Park and Exhibition Center for the City of Knoxville.

ITEM 5: Section 7.2 "Submission Information" is hereby deleted and replaced with the following:

7.2 Submission Information

Proposals shall include seven (7) hard copies (one original and six duplicates—**mark the original as such**) and one electronic copy of the proposal (.pdf format on CD or flash drive only—**mark the storage device with the company name**); the electronic version shall be an exact duplicate of the original, and the electronic version will be the official document exhibited in the contract. **Electronic submissions must be included with the sealed submissions; do not email your submission.**

IMPORTANT NOTE: A minimum of one of the submitted proposals must bear an original signature, signed in ink (duplicated signatures substituted for original ink signatures may result in rejection of

the proposals). This document is the official, original submission; the required copies may have copied signatures. The signature must be entered above the typed or printed name and title of the signer. All proposals must be signed by an officer of the company authorized to bind the firm to a contract.

Proposals will be received until 11:00:00 a.m. (Eastern Time) on August 24, 2018. Each proposal must be submitted in a sealed envelope addressed to:

City of Knoxville Purchasing Division
City/County Building
400 Main Street, Room 667
Knoxville, TN 37902

IMPORTANT NOTE: Each mailing envelope or carton containing a proposal or multiple copies of the proposal must be sealed and plainly marked on the outside “Strategic Plan for the Future Use of Chilhowee Park and Exhibition Center.” Proposers are reminded that the Purchasing Division receives many bids and proposals for any number of solicitations; **unlabeled submissions are extremely difficult to match to their appropriate solicitations and therefore may be rejected.**

Any proposals received after the time and date on the cover sheet will not be considered. It shall be the sole responsibility of the submitting entity to have the proposal delivered to the City of Knoxville Purchasing Division on or before that date.

Late proposals will not be considered. Proposals that arrive late due to the fault of United States Postal Service, United Parcel Service, DHL, FEDEX, any delivery/courier service, or any other carrier of any sort are still considered late and shall not be accepted by the City. Such proposals shall remain unopened and will be returned to the submitting entity upon request.

ITEM 6: Submission Form S-1 is hereby deleted and replaced with the attached Submission Form S-1.

ITEM 7: The requirement for Professional Liability insurance coverage in Section 6.8 (B) is hereby deleted in its entirety.

ITEM 8: The City provides the following responses to questions submitted by potential proposers:

Question #1: Is there a maximum number of pages for the RFP?

Response: No.

Question #2: Can it be color?

Response: Yes.

Question #3: Any type of paper is ok?

Response: Yes.

Question #4: Are colored drawings and images ok to include in the RFP?

Response: Yes.

END OF ADDENDUM 1

**CITY OF KNOXVILLE
REQUEST FOR PROPOSALS**

**Strategic Plan for the Future Use of
Chilhowee Park and Exhibition Center**

Submission Form S-1

**Proposals to be Received by 11:00:00 a.m., Eastern Time; August 24, 2018; in Room 667-674,
City/County Building; Knoxville, Tennessee.**

IMPORTANT: Proposals shall include seven (7) hard copies (one original and six duplicates—**mark the original as such**) and one electronic copy of the proposal (.pdf format on CD or flash drive only—**mark the storage device with the company name**); the electronic version shall be an exact duplicate of the original, and the electronic version will be the official document exhibited in the contract. **Electronic submissions must be included with the sealed submissions; do not email your submission.**

Please complete the following:

Legal Name of Proposer: _____

Address: _____

Telephone Number: _____

Fax Number: _____

Contact Person: _____

Email Address: _____

Signature: _____

Name and Title of Signer: _____

Note: Failure to use these response sheets may disqualify your submission.