



SUMMIT COUNTY / PARK CITY
Request for Proposal (RFP)
for the Development of a 10-Year Action Plan to
Prepare for Hosting the Winter Olympic Games

Issuance Date: July 29, 2024

Submission Deadline: August 30, 2024

Proposals Acceptance: Proposals will be accepted electronically on an ongoing basis until the deadline.

Contact: Becca Gerber, beccagerber@visitparkcity.com

Introduction

Park City Municipal, Summit County and the Park City Chamber of Commerce & Visitors Bureau along with community partners including Deer Valley Resort, Park City Mountain and Utah Olympic Park, referred to hereafter as the “Client”, are collaborating to seek proposals from qualified consultants to develop a comprehensive 10-year action plan aimed at preparing our community to host the Winter Olympic Games. The plan should encompass all necessary elements to ensure the successful planning, organization, and execution of the event, considering infrastructure, logistics, community engagement, environmental sustainability, and economic impact.

Background

Communities within Summit County are vibrant with a rich history of winter sports and cultural events, including playing host to the Winter Olympic Games in 2002. Hosting the 2034 Winter Olympic Games once again presents unique opportunities to showcase our community on the global stage, enhance local infrastructure, increase quality of life amenities, and promote economic vibrancy. This RFP seeks to identify a consultant who can deliver a strategic, actionable, and sustainable plan to achieve these goals.

Scope of Work

The selected consultant will be responsible for the following tasks:

1. Situational Analysis

- Conduct a comprehensive assessment of the current state of Summit County’s infrastructure, facilities, and resources.
- Identify strengths, weaknesses, opportunities, and threats related to hosting the Winter Olympic Games.

2. Stakeholder Engagement

- Develop and implement a strategy to engage key stakeholders, including local governments, businesses, residents, non-governmental organizations, youth organizations, sports organizations, visitors, and environmental groups.
- Facilitate surveys, workshops, focus groups, and public meetings to gather input.

3. Infrastructure and Facility Planning

- Assess the need for new or upgraded sports venues, accommodations, transportation systems, and other critical infrastructure.
- Provide recommendations for construction, renovation, and development projects.
- Define high-level need for fiber-optic networks to support operations such as: real-time traffic management, wireless communications, high-definition security cameras, digital signage.

4. Environmental and Sustainability Planning

- Develop strategies to minimize environmental impact and promote sustainability.
- Address issues such as waste management, energy use, climate resiliency and conservation of natural resources, and steps to be taken to address these issues.
- Identify current local resources and solutions, and recommendations for additional development.

5. Economic Impact and Funding Strategy

- Analyze the potential economic impact of hosting the Winter Olympic Games on the local economy.
- Identify funding sources, including grants, tax credits, private investment, and sponsorship opportunities.
- Develop a recommended financial plan.

6. Risk Management

- Identify potential risks and challenges associated with hosting the Winter Olympic Games, including threats to security and safety.
- Assess current emergency response systems and the need for upgraded and new emergency response systems.
- Identify mitigation strategies.

7. Implementation Roadmap

- Create a timeline and roadmap for implementing the action plan over the next 10 years.
- Define key milestones, deliverables, and performance indicators.

8. Communications Plan

- Create a communications strategy to inform the community of timeline, key milestones and deliverables.
- Develop key messages and talking points regarding timeline, responsible parties, and budget.
- Identify opportunities to educate and inform community, government and community leaders over the course of the 10-year plan.

9. Final Report and Presentation

- Prepare a comprehensive final report summarizing findings, recommendations, and the 10-year action plan prior to January 15, 2025
- Present the plan to leadership and stakeholders.

Proposal Requirements

Interested consultants should submit a proposal including the following:

1. **Executive Summary:** A brief overview of the proposal.
2. **Company Profile:** Information about the consulting firm, including relevant experience and qualifications.
3. **Project Team:** Bios and roles of key team members who will be involved in the project.
4. **Approach and Methodology:** A description of the approach and methodology to be used in developing the action plan.
5. **Work Plan / Timeline:** A work plan with a timeline for completing each task outlined in the scope of work.
6. **Budget:** A detailed budget, including a breakdown of costs for each task and any additional expenses.
7. **References:** Contact information for at least three references from similar projects.

APPLICATION PROCESS

Application Format

It is incumbent on the applicant to ensure all required proposal materials are submitted electronically in PDF format.

- Submit electronic application materials to: beccagerber@visitparkcity.com
- Subject line: 10-year Action Plan
- Deadline: 5pm, MST, Friday August 30, 2024

Incomplete Applications Materials

Applicants will not be notified if submitted materials are incomplete. Incomplete proposals will be disqualified.

Proposal Process

The applicant is responsible for all information contained in this proposal and materials submitted. Materials submitted by the applicant will not be returned to the applicant.

Applicants must successfully meet all requirements of the RFP. The Client reserves the right to award a contract based solely upon information submitted.

The Client may also choose to request additional information or to conduct interviews to provide clarification or answer questions regarding the response to this request.

At any point, the Client may decide that an applicant's response to the request is sufficiently inadequate, so-as-to, disqualify the applicant from providing services. The client may withdraw, reopen, or otherwise amend the RFP at any time, and reject any or all proposals and materials, in whole or in part, when the Client determines that it is in its best interest to do so.

An evaluation committee that consists of the staff from participating organizations will review each proposal and determine if the applicant is qualified to perform the desired services. The Client reserves the right to consider as part of the evaluation verification of references and feedback from former clients who contracted with the firm for similar studies.

Proposal Review Process

The proposals received in accordance with the RFP directions will be reviewed and ranked by the evaluation committee composed of members from partner organizations. In particular, the evaluation committee intends to consider the following when awarding the project for this RFP:

1. Understanding of the project and its objectives (10%)
2. Experience and qualifications of the consulting firm and project team (20%)
3. Appropriateness of the proposed approach and methodology (20%)
4. Feasibility and clarity of the work plan and timeline (20%)
5. Reasonableness of the budget (20%)
6. Quality of references (10%)

Tentative Timeline

Proposal due Friday, August 30, 2024, at 5 p.m. MST

Evaluation period August 31 to September 13, 2024

Tentative notice of award September 16, 2024

Project completion January 15, 2025

Questions and Clarifications

Any questions or requests for clarification should be directed to Becca Gerber at beccagerber@visitparkcity.com by August 23, at 5 p.m. MST

Services and Rates

Contracted services require authorization through a written, executed contract that specifies types, amounts and durations of services to be provided prior to commencing work. The Client will not reimburse for services outside the scope of the contract or for work completed without prior Client authorization.

The client will pay a contractor for any services listed in the resulting contract at approved upon rates. The Client reserves the right to negotiate rates and consideration with an applicant prior to an awarded contract. If the Client and applicant cannot agree upon consideration, a contract will not be issued to the applicant.

General Information Regarding Contracts

The guidelines and specifications contained in this RFP will be considered a part of any contract awarded for this study.

The Client reserves the right to enter into a new contract or amend any contract resulting from this application one or more times for changes in terms, conditions, time, money, services, or any combination of the forementioned. The Client will have no obligation to amend and extend the contract and will incur no liability for electing not to exercise its option.

Submission of a proposal, materials, or prior contracting with partners does not guarantee that an applicant will receive a contract. The Client cannot predict a long-term need for these services and does not guarantee any volume of business will be offered to any applicant who qualifies to provide services, nor is there any guarantee that the Client will continue to use the services of any applicant who is issued a contract.

All services must be provided in accordance with the specifications and requirements of an awarded contract between the contractor and the Client. Applicant must agree to abide by the guidelines set forth in an awarded contract and these RFP materials.

Fully Executed Agreement

Work under an awarded contract cannot begin until the Client has a fully executed contract. Any successful contractor shall complete only the specific services identified and authorized in writing (e-mail acceptable) by the Client administrator or designee. Under no circumstances should services be rendered without written authorization and a contract which details the services which are being authorized. Contractors will not be paid for services which exceed the maximum amount not-to-exceed of approved services.

Other Contract Responsibilities and Considerations

- Contractors will be expected to participate in meetings with the Client pertaining to this study including videoconference calls.
- Material Rights/Ownership:
 - Materials developed and produced by contractors pursuant to the plan.
 - The 10 Year Plan as identified here or as a result of contracting with the Client is owned by the Client.
 - Materials may not be repurposed or republished by contractor, their employees, or subcontractors in whole or in part without expressed written consent from the Client.
- Cost for Preparation of Proposals:
 - The Client is not responsible under any circumstances for any costs incurred as the result of the preparation or submission of the respondent's proposals.
- Equal Opportunity:
 - The Client encourages minority and women-owned businesses to submit proposals in response to this RFP.