



**Request for Proposals:  
Cache County Indoor Recreation  
Center Feasibility Study**

**Cache County**  
179 North Main  
Logan Utah, 84321  
435-755-1640

**Date Issued:** July 31, 2024  
**Date Due:** September 9, 2024

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# Request for Proposals

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## 1.0 Introduction:

### 1.1 Introduction

Cache County seeks a qualified consultant to conduct a Recreation Center Feasibility Study. Cache County has partnered with local municipalities to explore the needs and possibilities for creating a regional recreation center(s).

Cache County is located in northern Utah and has a mix of historic and traditional farmland with growing municipalities centered around Logan City. Over the years, the County has maintained a rural, agricultural-based economy. However, the twentieth century brought increasing urbanization through growth and new development. Today, there is a strong, mixed economic base of agricultural and non-agricultural industries. As Cache County continues to grow and change, there is a local desire to preserve the agricultural heritage and rural feel in balance with urban and small-town areas.

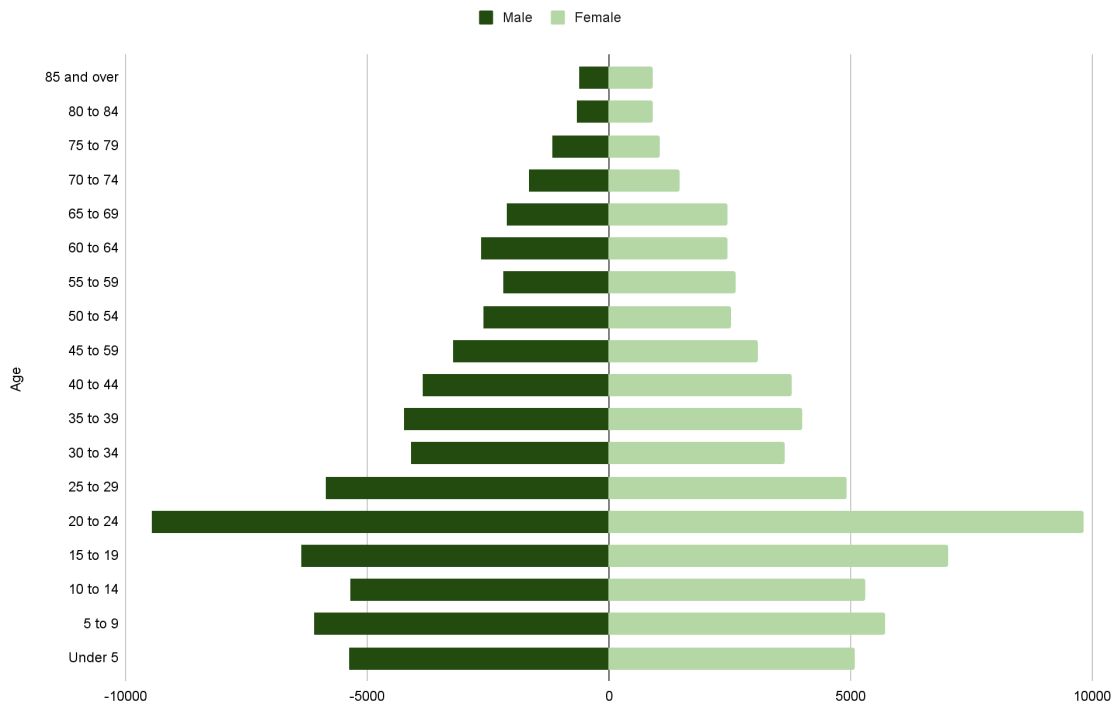
Cache County has seen steady population growth, with many families moving and staying in the area for economic opportunities, outdoor access, and a strong community. With an average age of 25.8, Cache County has one of the youngest populations in the state. The County's population has increased from 113,388 in 2010 to around 140,173 today.

With the increase in population and young families, there has been an increase in demand for additional recreation opportunities available to the public, with many cities increasing their recreation programs. Partly because of Cache County's more prolonged winter, many residents have pressed their local leaders to add indoor amenities. A recent survey conducted within Nibley City showed that 83% of those who participated in the survey supported the creation of indoor recreation facilities and a tax increase to support such a facility. In a North Logan City survey, over 89% of those who participated in the survey supported a recreation center, and 80% indicated they would support a

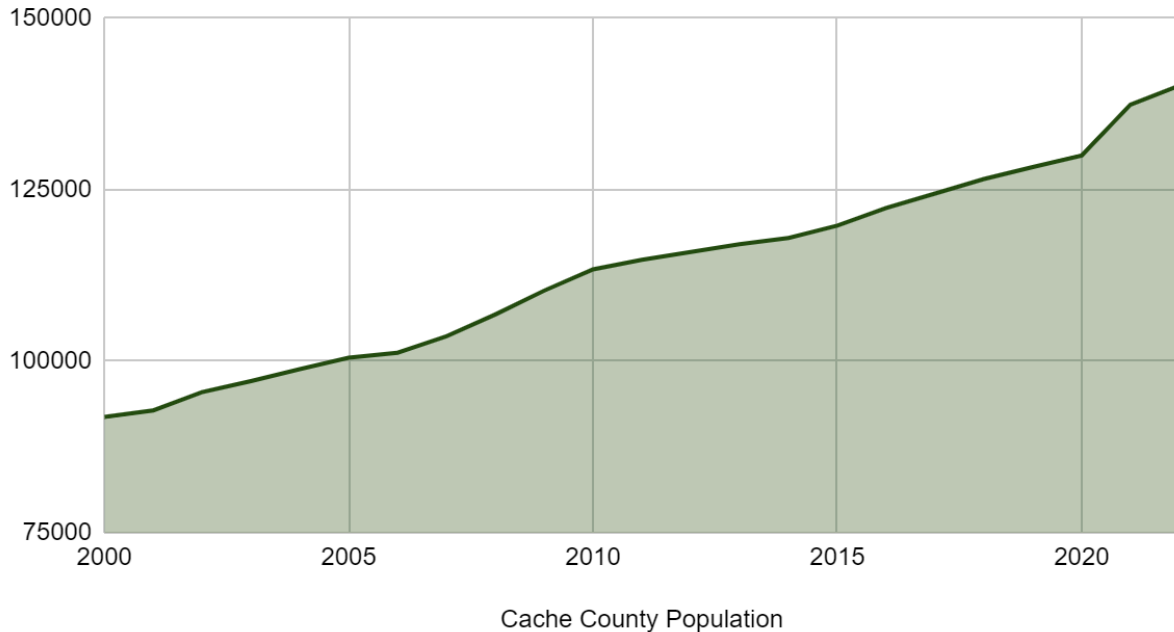
property tax increase to support the facility. A recent county-wide survey showed that 85% of the 3,723 participants from throughout the county supported a public recreation/indoor aquatic center and also for the County to take steps to study the matter in more detail. Similar numbers have been reported from other municipalities that have studied the issue.

Because of the general support throughout the County to study the feasibility of the construction and operation of a regional recreation center, the County, with the backing of many municipalities, is taking the lead in issuing a study of the possibility of creating one or multiple indoor recreation facilities to support the demand for public recreational opportunities.

## Cache County Population 2020



## Cache County Population



### 1.2 General Objectives

A successful study will help the County and the supporting municipalities be able to answer the following questions. The study should support the County and other stakeholders in considering if and how to construct and maintain a recreation center.

1. **Learn what the public supports and desires for indoor recreation.** This would include working with the public to gauge general support for a recreation center and, if built, what amenities the public would support and desire. Public feedback should also be gathered to understand public support for funding options.
2. **The feasibility of building and operating a recreation center.** The County seeks to understand the economic and practical possibilities and challenges of creating a recreation center. The study should focus on different amenities and locations and compare building multiple facilities versus building a single one.
3. **Ownership and Maintenance.** Because of Cache County's unique nature—all but one municipality within the County has a population under 15,000, and Cache County has no recreation program itself. The County and partnering municipalities want a better understanding of options for long-term ownership and maintenance of a recreation center.

## 2.0 Scope

It is important to note that each item listed within this scope is tied to other items and does not stand wholly independent; they are interrelated. It is anticipated that multiple sections of this scope will need to be completed in tandem. Professional services, backed by extensive experience and expertise, will include, but are not limited to, the following:

### 2.1 Public Engagement Plan

The consultant shall provide a Public Engagement Plan, including engagement methods such as surveys, meetings, work sessions, open houses, and other forms as the consultant proposes. This shall address the multicultural needs of the community, including materials offered in Spanish. The consultant shall conduct a statistically valid public survey as part of their Public Engagement Plan, including representation from across each geographical location. This survey should gather data to help formulate the study's conclusions. The survey should include:

1. Understanding the priorities of the citizens of Cache County.
2. Gauge the level of support for different elements and programs
3. What facilities and amenities would the public be willing to pay for or purchase memberships?
4. What location(s) in the County should the center(s) be located in?
5. How far would a resident be willing to travel to access different facilities?
6. What form of financing would the public support?
7. The resident's current level of satisfaction with recreation opportunities.
8. What recreation facilities do they feel are lacking in the valley?

### 2.2 Economic and Cost Analysis

The consultant shall perform a cost and economic analysis to determine the following items.

1. How to fund the construction of such facilities
  - a. What forms of funding would be available, including bonding, property or sales taxes, RAPZ, and other options?
  - b. Detail the strengths and weaknesses of each funding alternative.
2. A detailed market analysis
  - a. Service area identification (primary and secondary)
  - b. Demographic characteristics, community profile
  - c. Detailed review of existing community facilities (public and private), programs, and services in Cache Valley
  - d. Alternative provider's market analysis, if any

- e. Trend and future needs analysis. This will be based on local rather than national statistics
  - f. Market segment determination and analysis
  - g. Current demand for recreation services
3. Long-term Funding Models
- a. Provide funding consideration and recommendations to review, including:
    - i. Bonding
    - ii. Estimated user fees
    - iii. Taxation support, including RAPZ
    - iv. Partnerships with other organizations
    - v. Potential Governance Structures
    - vi. Any public/private partnerships
    - vii. Other funding sources as identified by the County or consultant
  - b. Provide a recommended phasing plan.
  - c. Provide an average life span of the different types of amenities under consideration.
4. Operation Analysis
- a. Attendance estimates
  - b. Fee Structure: Drop-in, annual membership, rentals, etc.
  - c. Revenue generation projections
    - i. Identification and verification of revenue sources
    - ii. Revenue by programs, facility rentals, etc.
  - d. Operating cost projections
    - i. Identify operating costs: personnel, contract staff, program and facility supplies, utilities, etc.
    - ii. Identification of capital replacement costs
  - e. Cost Recovery/Subsidy Analysis
5. Risk Analysis
- a. Low turnout
  - b. Construction cost
  - c. Maintenance cost
  - d. A downturn in the local economy
  - e. Long-term viability
6. Review other public indoor recreation centers/facilities, including the Smithfield Recreation Center, the North Logan Hansen Sports Complex, and other publicly accessible recreational amenities of the local school districts. The consultant should advise on how to tie those facilities, programs, and amenities into the programming of a proposed new recreation center.

### **2.3 Programming and Facilities**

The consultant shall assess and recommend what programming and facilities to include in a recreation center. This shall be based on public feedback, each municipality's and other partners' needs, economic feasibility, an inventory of currently available amenities, and best practices. Programming should take into consideration activities for all ages and demographics, including seniors. The program and facilities assessment should include an operations analysis. Facilities that should be considered are aquatic and pool facilities, sports facilities, gym space, fitness/dance studios, gym and weight facilities, and additional items based on feedback from the public and partner organizations. This assessment should also consider the different sizes and numbers of each facility. The consultant should consider possible partnerships with the school district, USU, private organizations, and supporting communities.

### **2.4 Location and Number of Facilities**

The consultant shall review possible locations for a county-wide recreation center that will provide equitable access with sufficient space to accommodate the size of the building and supporting facilities. These facilities should be located in areas near populations with convenient access. This will include looking into multiple locations for different facilities. The study should provide information on the cost and benefits of a large central facility compared to multiple smaller facilities across the County. The study should also consider whether the site could be expanded to house other county or municipal buildings and services to support a more inclusive community center. Based on the findings of the need for different facilities, the consultant will look at the available property, including any owned by the County or a supporting municipality, and provide general recommendations about each location and the size of the possible facilities at each location.

### **2.5 Long-Term Maintenance**

Long-term maintenance is crucial to the success of such facilities. The consultant shall examine the following questions as part of the study.

1. Ownership: The consultant will analyze and recommend which entities could own and operate a facility in the future. These may include the County, a special service district, or individual cities. This shall consider location, feasibility of operation, local resources, and governance.
2. Funding and Maintenance: The consultant shall examine funding mechanisms to support the long-term viability of recreation center(s). These should include fees for service and partnerships with other organizations, including school districts, local municipalities, the County, and private organizations.



## **2.6 Recreation Center Comparisons**

The consultant shall create a report that compares a number of existing recreation centers within Utah or other centers that are comparable in size and use as part of the study. This report shall compare the following:

1. Ownership/stewardship: What entity runs and operates these facilities?
2. Amenities: What amenities and programs are offered and available?
3. Yearly Operation Cost: What are the operating costs compared to the revenue generated? What of these recreation centers are subsidized by other revenue sources outside those generated by the center itself? What facilities cost more to maintain, and which are more cost effective?
4. What amenities and programs are considered successful and positive, and what amenities and programs have failed to meet expectations?
5. What facilities provide additional space or amenities, either part of the building or within the same complex, to support other community or civic needs? These may include libraries, senior centers, administrative buildings, parks, etc.

## **2.7 Final Report**

The consultant will draft a final report that will be reviewed by a steering committee. This report will include final results, analysis, and recommendations. The consultant will present the final report in a joint meeting with the County Council and other supporting organizations.

## **2.8 Coordination of Study**

The consultant shall propose a schedule, timeline, and meeting schedule to review the study's progress at critical points. This schedule shall include regular calls and meetings with Cache County staff. In addition, review meetings with a steering committee composed of local officials, representatives from partner communities, and Cache County staff will be held to coordinate critical points in the project and for the consultant to present and receive feedback about early findings and recommendations.

# **3.0 Deliverables**

The selected consultant shall provide deliverables based on the scope listed within this RFP. These deliverables shall include, but are not limited to, the following:

1. All results from public engagements and survey work; including a summary of these results within the final report.
2. The data supporting economic and cost analysis recommendations and findings. This would include results for demand and market analysis for specific facilities.

3. A final report summarizing the results of the study and recommendations from the consultant regarding programming, size of facilities, number of facilities, ownership of future facilities, and location of such facilities.

The final deliverables and report should provide the County and supporting municipalities with sufficient information to decide whether and how to proceed with establishing an indoor recreation facility or facilities.

## 4.0 Preparation, Submittal, and Selection of Proposal

### 4.1 Submission Requirements

Each response to this RFP shall submit a PDF with the following sections. Each application shall be limited to 15 pages.

1. **Executive summary** (two pages maximum)
2. **Organizational chart** showing the team involved, including individual members, all organizations, relationships, breakdown of responsibilities, and the percentage of work expected to be performed locally and by sub-contractors. Indicate other offices/locations that might provide services, along with a percentage of work to be performed at those locations.
3. **Proposer Qualifications:** This section should describe the proposer's experience on similar projects, including the individual team members' involvement in the specific projects described. Project information, such as photographs and plans for the identified projects, should be briefly included or referenced in APPENDIX B. Detailed resumes of principals and other key staff scheduled to participate in the projects should be included as APPENDIX A and are not included in the page count. For all significant participants, note the approximate full-time equivalent hours to be devoted to the project. Provide at least three references, including the name, address, and telephone number of persons who can attest to performance on relevant projects.
4. **Approach and Methodology:** This section should describe the approach and methodology for completing the scope of work defined in Section 2 and any potentially innovative or creative solutions for the project. This shall include the detailed Public Engagement Plan, including the methods proposed to be used and what methods the consultant has used in the past three years. It should address the proposed schedule for the Consultant's work and identify any proposed strategies to control costs. The work plan must outline and describe proposed deliverables and identify the Proposal's advantages to the County.

5. **Fee:** The proposed fee for services to the County shall include all costs to complete the work, including, but not limited to, travel, equipment, testing, and plan reproduction costs.
6. **Appendix A** (not included in the 15-page limit): resumes of team members assigned to the project and qualifications of sub-contractors if applicable.
7. **Appendix B** (not included in the 15-page limit): exhibits of past projects

#### 4.2 Key Dates

Posted Date	July 31, 2024
Question & Answer Deadline	August 19, 2024, By Noon
Question & Answer Distribution	August 26, 2024
Request for Proposal Deadline	September 9, 2024
Selection Committee Review (approximate)	Within one week after the due date
Anticipated Contract	September 2024

Questions should be emailed to [stephen.nelson@cachecounty.gov](mailto:stephen.nelson@cachecounty.gov) by the deadline listed above. The County will then make answers available to the public.

#### 4.3 Submission

Each Proposal shall be submitted in a **PDF** format and emailed to [stephen.nelson@cachecounty.gov](mailto:stephen.nelson@cachecounty.gov) with the **Recreation Center Proposal** email title by the date above.

#### 4.4 Selection Criteria

Cache County shall select a consultant based on the criteria listed within the Cache County Code 3.08.070: Professional Services. Including the selection of a consultant based on:

1. Demonstrated competence
2. Demonstrated qualification for the type of service required; and
3. Fair and reasonable prices. (See 3.08.070 (A)(3))

Sections 4.5-4.9 are designed to help enable the County to meet that criteria.

#### **4.5 Proposal Content and Scoring**

Proposal Content and Scoring - Submitted proposals must include the following and will be scored according to the following criteria based on a total score of 100 points disbursed.

1. 20 points: Project Understanding & Local Familiarity – Demonstrate an understanding of local goals and issues to be addressed by the feasibility study, including familiarity with Cache County and other local government agencies.
2. 20 points: Project Manager and Key Staff—Provide information, resumes, and bios that reflect a depth of team leadership, management, and technical qualifications, including the percentage of commitment of each staff member to this project.
3. 20 points: Relevant Experience – Provide up to five (5) relevant project examples and points of contact designated for this project. Also, the role and involvement of the staff from the proposed team who worked on the provided project examples must be identified.
4. 10 points: Budget. The project that contains the entire scope with the lowest bid will receive 10 points, the second lowest bid shall receive 5 points, the third lowest bid shall receive 3 points, and all others shall receive 0 points.
5. 10 points: Proposed Timeline/Schedule – Demonstrate the ability to complete the scope of work in a reasonable and efficient timeframe with appropriate time for review.
6. 20 points: Approach/Methodology – Identify how the project scope of work will be addressed, how challenges will be resolved, and how your approach will encourage new ideas that improve the end project.

#### **4.6 Optional Interviews**

The County may choose to interview qualifying firms at its discretion. If that option is pursued, the County will contact the firms as necessary.

#### **4.7 Disqualification of Proposal**

The County reserves the right to reject any proposals received in response to this RFP. Proposals that do not meet the criteria of this RFP may be disqualified. The County also reserves the right to reach out to firms with incomplete proposals to solicit a complete proposal.

#### **4.8 Withdrawal of Proposal**

A proposal may be withdrawn upon written request by the proposer at any time during the application or review process.

#### **4.9 Selection of Proposal**

A selection committee, made up of key staff and local officials, will score each submission. The scoring used shall guide the selection process, but the County reserves the right to select the Consultant that will address the needs of the County independent of final scores. The successful firm will be selected in accordance with Cache County procurement policy, thoroughly addressing the instructions provided in the Request for Proposals. All participating firms will be evaluated and scored by the selection committee. If additional information is sought from a participating firm, the selection committee may adjust the proposal score after reviewing the additional information provided. The County anticipates selecting a consultant but does not guarantee that any respondent will be chosen.

The County may take any of the following actions after reviewing the submitted materials:

- Contact respondents and request additional materials or supporting information;
- Contact respondents for an in-person interview;
- Enter into direct negotiation with a respondent, where the County may adjust the scope of the project based on needs or cost;
- Re-advertise and reissue the original RFP or an amended RFP.

Cache County reserves the right to reject any or all proposals at its discretion and reserves the right to amend, modify, or waive any requirement outlined in this RFP.