

**Monroe County Capital Improvement Board (CIB)
Request for Proposal (RFP) - Hotel Developer**

**Monroe Convention Center Hotel
Bloomington, Indiana**

**Issue Date: June 28, 2024
RFP Due Date: August 9, 2024**



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1. Introduction

The Capital Improvement Board (CIB) was created, pursuant to Indiana Code 36-10-8 et seq. to manage and direct the affairs of the Monroe County Convention Center (Convention Center) and its expansion. The current Convention Center is currently located at 302 S. College Ave.

Through this Request for Proposals (RFP), the CIB is seeking proposals from qualified developers with nationally recognized hotel brands to design, finance, build, and operate a convention center hotel. This hotel will be an integral part of the expanded convention center, intended to enhance the community's capacity to host events and stimulate local economic growth.

2. Project Background

Bloomington, Indiana, is a vibrant community known for its rich cultural heritage, academic excellence through Indiana University, and a thriving local economy.

Nestled in the rolling hills of southern Indiana, Bloomington is a small town with big-city amenities, atmosphere, and culture—home of Indiana University's flagship Bloomington campus (IUB), a leading Tier-1 Research University. Bloomington also features award-winning parks and trails; scores of restaurants with worldwide cuisines; the Little 500 bicycle race; festivals like Granfalloon, the Limestone Comedy Festival, Pridefest, Bloomington Handmade Market, and the Lotus World Music & Arts Festival; fantastic museums; a thriving music scene built of equal parts Jacobs School of Music and townie rock bands; engaging public art; and finally many wonderful spots to enjoy locally crafted coffee, beer, cider, and spirits. The city is frequently heralded as a desirable place to live and work and has received national recognition for its business- and entrepreneur-friendly environment and innovation economy.



Photo Credit: LOTUS World Music & Arts Festival coming to Bloomington September 2023

Growing Population

Bloomington is Indiana's sixth most populous city, with 80,064 residents living in relative density, at 3,440 people per square mile (more densely populated than, for example, Austin TX, Madison WI, Fort Collins, CO, Lansing, MI or Everett, WA). Bloomington's greater MSA has a population of 160,874. The city's population and employment growth over the last 10 years is anticipated to continue across all age cohorts over the next 5 years.

2019 population is shown to illustrate pre-Covid population trends.

	2021	2019	2011	2021-11 % Change	2019-211 % Change
Total population	80,064	84,116	79,662	0.5%	5.6%
Population density	3,443	3,620	3,440	0.1%	5.2%
Median income	\$41,995	\$37,077	\$26,516	58.4%	39.8%
Average income	\$62,744	\$58,306	\$44,814	40.0%	30.1%

	2021	2019	2011	2021-111 % Change	2019-2011 % Change
Under 18 years	9,203	9,348	8,778	4.8%	6.5%
18-34 years	44,623	48,236	47,458	-6.0%	1.6%
35-64 years	18,153	18,510	17,099	6.2%	8.3%
65 and over	8,085	8,022	6,327	27.8%	26.8%
Total population	80,064	84,116	79,662	0.5%	5.6%

Source: ACS 2021, 2019, and 2011 5-Year Estimates

Convention Center

The Capital Improvement Board aims to partner with develop with a full-service convention center hotel developer to complement the Monroe Convention Center, providing enhanced facilities for business and leisure travelers. The proposed hotel will serve as a catalyst for economic development, increasing tourism and business travel while supporting local businesses and the broader community.

The Monroe Convention Center has been a cornerstone for local and regional events, but the lack of larger convention spaces and adjacent lodging facilities has limited its potential. The new hotel is envisioned to fill the lodging gap by providing high-quality accommodations, meeting rooms, and amenities that cater to the needs of both business and leisure guests. By enhancing the city's hospitality infrastructure, the project aims to attract larger conferences, conventions, and events, thereby boosting the local economy.

3. Project Definition

The proposed hotel shall be strategically located within the vicinity of the Monroe Convention Center, ensuring seamless connectivity and convenience for event attendees. The development is expected to include state-of-the-art facilities with:

- 200 keys minimum (guest rooms)
- Upscale to Upper Scale Level
- Restaurant and lounge
- Concierge and bellhop services (or virtual concierge)
- Exterior setting with a modern, adult-type atmosphere (roof-top, if possible)
- Meeting rooms of 10,000 SF (min)
- Fitness center
- Other amenities that align with the standards of Upscale to Upper Scale Level
- Based on final location and proximity, climate-controlled connection from the new hotel to the convention center.
- Sustainability with LEED certification as required by the City of Bloomington ordinance.
- Room block agreement
- Dedicated marketing staff to drive bookings
- Parking – one space per room

This hotel shall be designed to be specific to the community with an iconic exterior and interior and not a generic off-the-shelf product. The CIB is seeking an end-product which will be a proud community landmark made in part with locally sourced materials, tastefully decorated, highly visible, easily accessible and with interior and exterior photo opportunities for end users. Local art or art high-lighting the local area should be used as a part of the hotel experience

The expansion of the existing Monroe Convention Center will be located to the east of the existing facility as schematically shown on Exhibit A. The location of the proposed hotel shall be determined by the hotelier, approved by the CIB, and subject to the final Public Real Estate Offering process or other public processes required for land transfer from the public entity (either Monroe County or City of Bloomington). There are parcels owned by Monroe County or the City of Bloomington that have been made available to the CIB for purposes of the Monroe Convention Center Expansion and Renovation. Exhibit B identifies these parcels for consideration; however, hoteliers may look beyond these properties for their proposed development.

Monroe County and the City of Bloomington are committed to fostering economic growth and enhancing the quality of life for its residents. This hotel development project is a significant step towards realizing these goals, providing job opportunities during construction and operation, and

generating increased revenue from tourism and business travel. The project also aims to strengthen Bloomington's position as a premier destination for regional and national events.

4. Scope of Services

A. Description of Services of the Developer

The services outlined herein are considered essential by the Owner and should be regarded as mandatory by respondents. However, the final scope of services may vary and will be determined before the execution of a Development Agreement with the selected firm after the RFP process. The relationship between the Developer and the Owner will be that of an independent entity, regardless of the financial arrangements selected for the development. The Developer's team may include multiple entities such as the Developer, Financing Partner, and Operator. The project's development, design, construction, and operation will be governed by a Development Agreement and other supporting project agreements and ground leases. The Developer will be responsible for the following:

1. Evaluating the existing analyses concerning the proposed Hotel and conducting or commissioning any additional required analyses.
2. Forming a competent development team experienced in the development, financing, design, construction, implementation, branding, and operational management of convention-oriented hotels, especially those in mixed-use, urban environments.
3. Establishing a public-private partnership that aligns the economic, operational, and connectivity goals of the Owner with those of the selected private-sector development entity. This includes the Developer's expertise in creating facility use agreements and convention center hotel booking policies.
4. Securing financing for the Hotel with a mix of equity and debt, acknowledging both the cyclical nature of the lodging industry and the high-visibility location of the Project within the downtown Bloomington site.
5. Evaluate potential sites and make final site selection with Owner engagement. Negotiate and/or purchase any and all land required for proposed hotel development, including necessary Right-of-Way approvals for any above grade connections.
6. Compliance all code and zoning regulations, including but not limited to the City of Bloomington Uniform Development Ordinance and other related local ordinances such as LEED, 1% for Art, etc.

The Developer and Developer team will oversee all aspects of the Project until final occupancy, with coordinated approval from the Owner. The Developer, along with their approved Architect, will have overall responsibility for the design of all Project elements,

ensuring compliance with all applicable laws, Developer and Owner requirements, and necessary technical services. The Developer will be accountable for all services provided, whether by the Developer directly or their subconsultants. The essential services include but are not limited to the following disciplines to ensure a comprehensive and well-coordinated development program for the Hotel:

- Urban Development and Land Use Planning
- Site Survey, Geotechnical, and Environmental Testing
- Financial Analysis and Planning
- Financing
- Hospitality Market Analysis
- Community Involvement Planning
- Local Planning Approvals
- State Construction Design Release
- Architecture
- Civil Engineering
- Structural Engineering
- Mechanical Engineering
- Electrical Engineering
- Space Management
- Construction and Construction Administration
- Plumbing and Fire Protection Engineering
- ADA Design
- Audio, Video, Communications and Information Technology Design
- Acoustic Design
- Code Compliance
- Furniture, Fixtures and Equipment (FF&E) Design and Specification
- Interior Design
- LEED Certification
- Vertical Transportation Design and Engineering
- Traffic and Pedestrian Engineering
- Wayfinding/Signage
- Hotel Operation
- Event Planning and Coordination
- Human Resources Planning
- Event Marketing
- Transportation and Alternatives Planning

The selected Developer and their team will implement industry best practices, hotel design standards, building codes, and the latest construction materials and trends in the hospitality sector. The team must have substantial experience managing large, complex hotel projects and

providing leadership for projects involving advanced building techniques. The Developer will demonstrate extensive experience in leading integrated teams of analysts, architects, engineers, construction managers, financial staff, and project managers successfully.

The Developer's responsibilities will also include preconstruction planning, logistical planning during construction, facility transition planning near Project completion, developing operating plans, establishing project quality control systems, insurance, safety and compliance programs, conducting constructability reviews as needed, monitoring construction controls and milestone schedules, and reviewing reports, manuals, and standards from inspection, testing, commissioning, and training providers. The Developer will oversee and implement the Project daily, provide necessary resources and expertise to monitor, review, and coordinate services performed by others on behalf of the Owner. The Owner will appoint a contract administrator for the Development Agreement, with potential additional resources for support.

The Developer will keep the Owner informed of Project progress through all phases and ensure compliance with relevant Owner agreements and event contracts affected by the Project. The Developer will provide collegial collaboration, guidance, and assistance. The Owner expects all Developer team members to approach the Project with teamwork, openness, and partnership. The Developer will be responsible for ensuring all elements of suitable and successful hotel development and operation throughout the RFP process and the Development Agreement. The chosen hotel brand or independent entity must have a proven track record of developing large, upscale to upper upscale convention center hotels, preferably in a mixed-use, urban environment. The hotel operator must have a history of successfully managing large, convention center hotels, with experience in room-block agreements and facility access/use policies.

5. Submission Requirements

Developers must submit the following materials:

1. **Cover Letter:** Introduction and summary of the proposal.
 - A brief letter that introduces the development team, summarizes the proposal, and outlines the key points of the submission. This letter should be signed by an authorized representative of the development team.
2. **Experience and Qualifications:** Detailed descriptions of similar projects, including size, scope, and outcomes.
 - Provide details and photos of previous projects that are similar in size and scope. Include descriptions of the projects, highlighting the outcomes and any unique challenges that were successfully managed.
3. **Project Team:** Resumes and roles of key personnel, emphasizing long-term team collaboration and local/regional experience.

- List the key personnel involved in the project, their roles, and their experience. Emphasize the team's history of working together and their experience in the local or regional market. Include detailed resumes for each team member.
- 4. **Development Plan:** Conceptual design, including preliminary layouts and exploratory plans for room counts, building height, construction timeline, LEED certification approach, and operational plan.
 - Connectivity and Transportation Circulation: Provide an analysis of how the hotel will connect with the surrounding infrastructure and manage transportation needs.
 - i. Analyze and describe how the hotel will integrate with existing transportation networks and infrastructure, as well as potential results of future arterial traffic flow studies anticipated to be conducted by the City of Bloomington. Include plans for managing traffic flow, parking, and pedestrian access.
 - ii. Analyze and describe how the hotel will develop plans for transportation for event participants to and from the Indianapolis and/or Monroe County Airports.
 - Preliminary Community Involvement Plan: Describe the approach for engaging with the local community and stakeholders, including but not limited to public meetings, outreach programs, local company involvement, and partnerships with local organizations.
 - Preliminary Equal Opportunity Plan: Outline strategies for ensuring equal opportunity in all phases of the project. Describe the measures that will be taken to ensure equal opportunity throughout the project's lifecycle. This includes hiring practices, subcontracting opportunities, and engagement with Minority, Women-Owned, and Veteran-Owned businesses.
- 5. **Financial Plan:** Detailed financing strategy, including a detailed operating proforma, underwriting terms, sources and uses of funds.
 - Submit a detailed pro-forma financial statement that analyzes the project's feasibility. This should include revenue projections, expense estimates, capital investments, land value, and an analysis of the project's return on investment.
 - Any financial gap between the developer's proposed sources and uses of funds should be clearly identified.
 - Identify intentions of land lease or land transfer.
- 6. **Preliminary Hotel Operating Plan:** Include booking policy and access-use agreement structure.
 - Describe the preliminary operating plan for the hotel. This should include policies for booking, room rates, and access-use agreements. Operating plan shall describe any and all blackout dates within the proposed booking policy.
- 7. **Preliminary Hotel Event Marketing and Coordination Plan:** Outline strategies for marketing and coordinating events at the hotel.

- Provide a preliminary plan for marketing the hotel and coordinating events. This should include strategies for attracting events and conventions, marketing campaigns, and partnerships with local businesses and organizations. Marketing plan shall include sales staff that will be local and those who will travel and market to areas regionally and nationally.
8. **References:** Contact information for at least three references from similar projects.
- List at least three references from previous projects similar in nature. Include the name, contact information, and a brief description of the project completed for each reference.
9. **Additional Documentation:** Any other information deemed relevant by the developer.
- Include any additional documentation that supports the proposal. This could be letters of support, additional project details, or other relevant information.

Submission Procedure and Questions:

All Submittals to the RFP, RFP Intent Letters, and Requests for Information shall be submitted by electronic means and identified in the subject line as

“MCC – HOTEL RFP” and transmitted to Jim Whitlatch jwhit@lawbr.com.

For any questions or requests for additional information, please contact: Monroe County Capital Improvement Board c/o Jim Whitlatch, Attorney, Bunker and Robertson, 211 South College, Bloomington, IN 47404, 812-332-9295

Jim Whitlatch jwhit@lawbr.com

6. Proposal Evaluation and Selection Process

The proposal evaluation and selection process is designed to ensure a fair and transparent assessment of all submitted proposals. The Monroe County Capital Improvement Board (CIB) is committed to selecting a developer who not only meets the specified requirements but also demonstrates the potential to deliver a successful project that aligns with the CIB’s, City’s and County’s goals and vision.

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

1. **Relevant Experience and Successful Completion of Similar Projects:**
 - The developer's track record in successfully completing projects of similar size, scope, and complexity.

- Evidence of past performance, including completion timelines, adherence to budgets, and overall project outcomes.
 - Examples of previous work that demonstrate innovation, quality, and alignment with the project's objectives.
- 2. Qualifications and Cohesiveness of the Project Team:**
- The experience and qualifications of key personnel, emphasizing their roles in previous projects.
 - The team's ability to work together effectively, demonstrated through past collaborations and the length of time the team has worked together.
 - Local and regional experience that demonstrates an understanding of the specific context and needs of Bloomington and Monroe Convention Center.
- 3. Financial Stability and Strength of the Financial Plan:**
- The developer's financial capacity to undertake and complete the project, including access to necessary capital.
 - A detailed and realistic financial plan that outlines sources and uses of funds, revenue projections, and financial sustainability.
 - Evidence of successful financing strategies for similar projects, including securing equity and debt financing.
- 4. Quality and Feasibility of the Development Plan:**
- The comprehensiveness and detail of the development plan, including conceptual designs, construction timelines, and operational strategies.
 - The feasibility of the proposed development plan, considering site conditions, regulatory requirements, and market conditions.
 - The reflection within the development plan and design to celebrate the unique sense of place that is Bloomington/Monroe County and the ability to collaborate with Visit Bloomington as our Destination Marketing Organization.
 - The incorporation of sustainability practices and innovative design elements enhance the project's quality and appeal.
- 5. Commitment to Using Minority, Women-Owned, and Veteran-Owned Businesses:**
- The developer's demonstrated commitment to diversity and inclusion in all phases of the project.
 - Specific strategies and documented efforts to engage and include Minority, Women-Owned, and Veteran-Owned businesses.
 - Evidence of past performance in promoting diversity and inclusion in similar projects.

Selection Process:

The selection process will involve several stages to ensure a thorough and objective evaluation of all proposals:

1. **Evaluation:** If proposals are deemed sufficient, a selection committee composed of CIB representatives, as well as local hospitality and visitor center advisors, will evaluate the proposals based on the criteria outlined above.
 2. **Interviews:** Shortlisted developers may be invited for in-person interviews.
 3. **Notice of Real Estate Offering and Selection:** Since all land is owned by public entities (Monroe County or City of Bloomington) for use by the CIB related to the Convention Center project, a public offering of real estate will be implemented prior to final selection.
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7. Project Schedule

- **RFP Issuance Date:** June 28, 2024
- **RFP Intent Letter Deadline:** July 10, 2024 @ 4:00 p.m. EST
- **RFI Submission Deadline:** July 26, 2024 @ 4:00 p.m. EST
- **Response to RFI:** August 1, 2024
- **Proposal Submission Deadline:** August 9, 2024 @ 4:00 p.m. EST
- **Evaluation Period:** August 12 – 23, 2024
- **Shortlist Approval by CIB** August 28, 2024 (Special CIB Meeting)
- **Targeted Interview Dates:** September 4-6, 2024
- **Notice of Real Estate Offering and Final Selection will follow**

Convention Center Expansion Opening is targeted for early 2027. Hotel opening is expected for the same timeframe.

8. Terms and Conditions

This section outlines the terms and conditions that govern the submission of proposals and the conduct of the RFP process. It is crucial that all respondents understand and adhere to these terms to ensure a fair and transparent selection process.

Property of the CIB: All materials submitted in response to this RFP become the property of the Monroe County Capital Improvement Board (CIB). The CIB reserves the right to use any and all information contained in the proposals for purposes related to the RFP and the selection process.

Confidentiality: While the CIB will make every effort to maintain the confidentiality of submitted proposals, complete confidentiality cannot be guaranteed due to public records laws.

Respondents should clearly mark any proprietary or confidential information as such. However, all submissions are subject to the Freedom of Information Act and other public records laws, and the CIB cannot guarantee that such information will not be disclosed.

Good-Faith Effort: Developers are encouraged to make a good-faith effort to include Minority, Women-Owned, and Veteran-Owned businesses in their development teams. This effort should be reflected in the proposal through documented outreach and engagement strategies, inclusion of diverse businesses in the project team, and specific commitments to equal opportunity practices.

Right to Reject: The CIB reserves the right to reject any and all proposals, waive any irregularities, and request additional information if necessary. The CIB is not obligated to accept the lowest bid or any proposal submitted. The selection will be based on the overall merit and fit of the proposal to the project's goals and requirements.

Non-Binding: This RFP does not constitute a contract or an offer to enter into a contract. The issuance of the RFP and the receipt of proposals do not commit the CIB to award a contract or pay any costs incurred in the preparation of a response. The CIB reserves the right to cancel the RFP process at any time without prior notice and without liability.

Addenda: The CIB may issue addenda to the RFP as necessary to provide clarifications or additional information. All addenda will be posted on the CIB's website, as well as the City of Bloomington's and Monroe County's websites, and sent to all registered respondents. It is the responsibility of the respondents to ensure they have received and reviewed all addenda before submitting their proposals.

Cost Liability: The CIB assumes no responsibility and bears no liability for any costs incurred by respondents in the preparation and submission of proposals in response to this RFP.

Validity of Proposals: Proposals must remain valid for a period of 180 days from the proposal submission deadline. Proposals may not be withdrawn after the submission deadline without the CIB written consent.

Contract Terms: The final contract terms will be negotiated with the selected developer. The Development Agreement will include detailed terms and conditions governing the project's development, construction, and operation.

9. Exhibits

Exhibit A – Selected Site for Monroe Convention Center Expansion

Exhibit B - Property Parcels Owned by Monroe County or City of Bloomington

Exhibit A – Site Selected for Monroe Convention Center Expansion

Monroe Convention Center Conceptual Design - East Expansion (60,000 SF)

Designed by Schmidt Associates and Converge

Project Goals:

1. Space: Need more space & better functionality and flexibility
 - Public Space – Interior and Exterior
2. Inspiring Architecture:
 - Create a memorable experience
3. Bloomington Unique:
 - Entrance/Arrival Sequence
 - History
 - Themes: creativity, limestone, bikes, food, int'l, etc.
4. Connectivity:
 - B-Line
 - Downtown
 - Hotel(s)
 - Other destinations
5. Sustainable/Green
6. Transportation Opportunities:
 - Parking
 - Loading
 - Pedestrian
 - Alternative
 - Safety
7. Branding & Wayfinding
 - Convention vs. Civic Center
 - In Building, Around Town
8. Unique Food Offerings
9. Technology-Rich Environment
10. Amenities to Create Vibrant Space
 - Arts
 - Activity
 - Refreshment

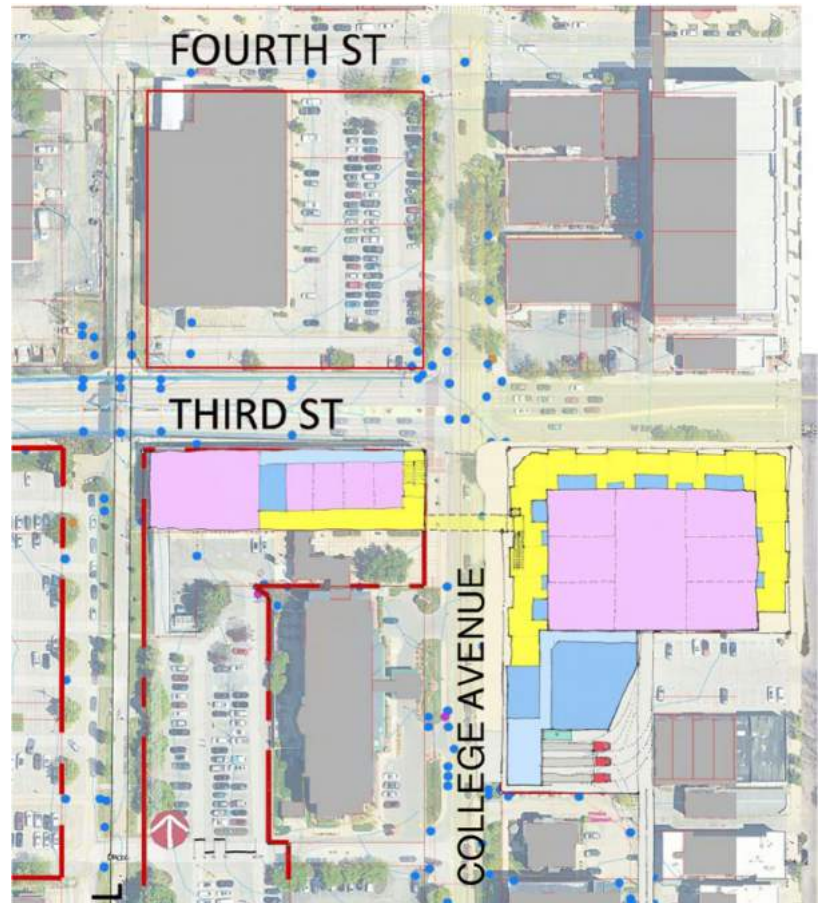
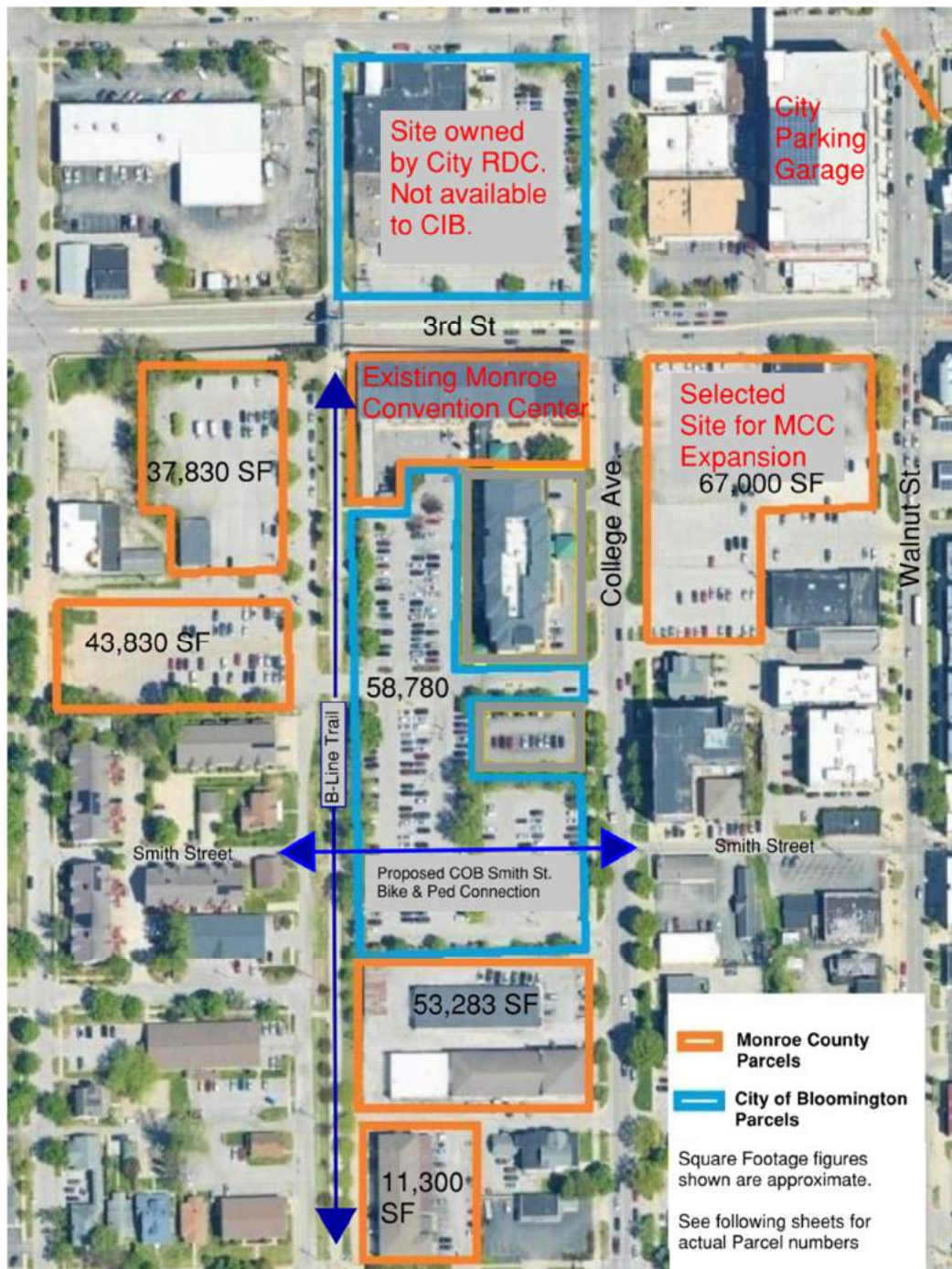


Exhibit B – Property Parcels Owned by Monroe County or City of Bloomington

Several properties owned by Monroe County or the City of Bloomington (see below) have been made available to the CIB for development of the Convention Center project. Monroe County and the City Bloomington are contractually connected to this project via an interlocal agreement.



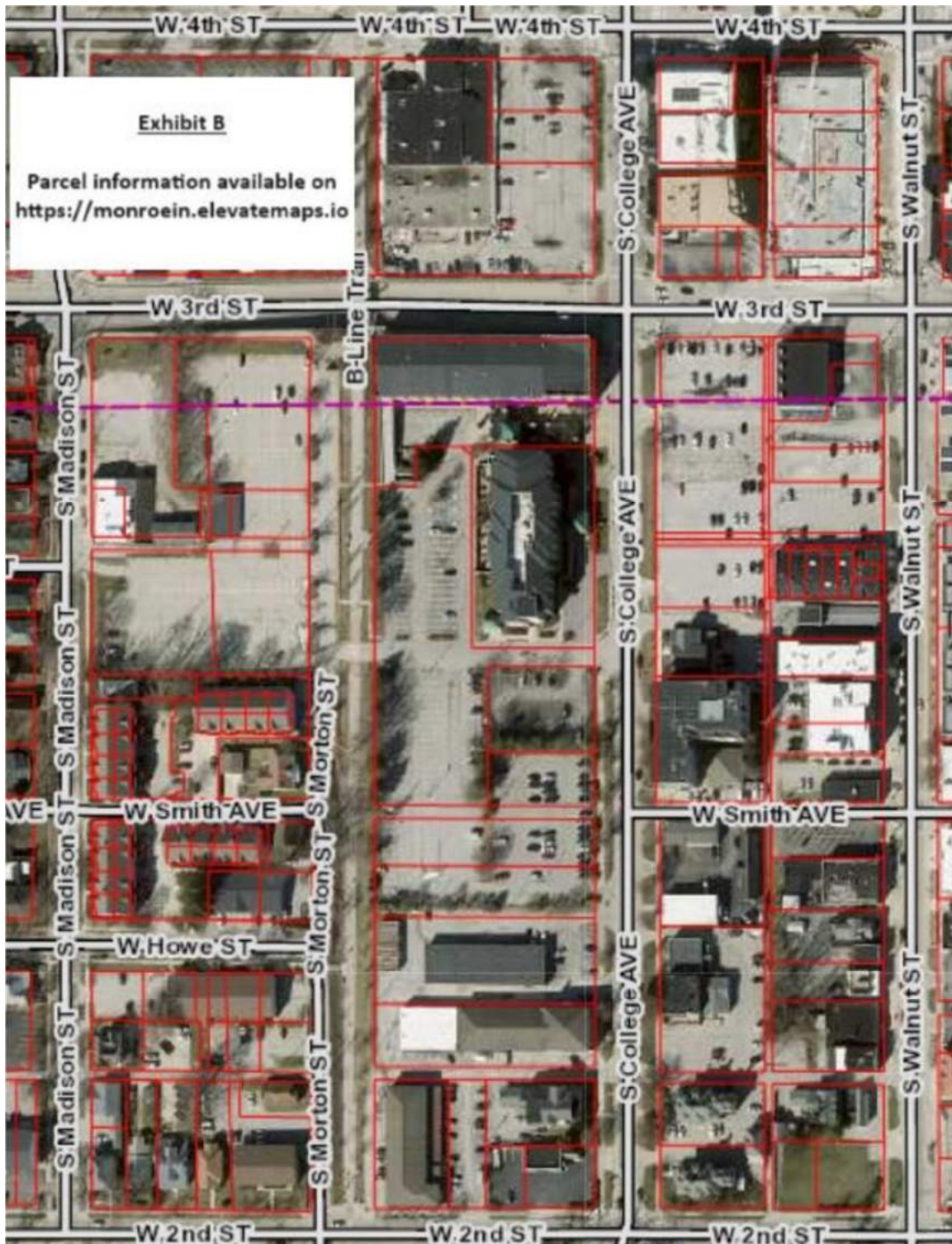


Exhibit B

Convention Center Property Summary of Ownership			
Owner	Address	Parcel Number	
County	308 S Walnut Street	53-05-33-300-010-000-005	
County	South Walnut Street	53-08-04-200-093-000-009	
MCCCBC	South Madison Street	53-01-50-398-000-000-009	
MCCCBC	South Madison Street	53-01-50-871-000-000-009	
MCCCBC	South Morton Street	53-01-51-417-000-000-009	
MCCCBC	West 3rd Street	53-05-33-300-008-000-005	
MCCCBC	301 S College Avenue	53-05-33-300-006-001-005	
MCCCBC	300 S Walnut Street	53-05-33-300-022-001-005	
MCCCBC	302 S College Avenue	53-05-33-300-024-001-005	
MCCCBC	327 S College Avenue	53-08-04-200-105-000-009 53-08-04-200-210-000-009	
MCCCBC	210 W 2nd Street	53-08-04-200-079-000-009	
MCCCBC	302 S College Avenue	53-08-04-200-092-000-009	
MCCCBC	424 S College Avenue	53-08-04-200-099-000-009	
MCCCBC	314 S Walnut Street	53-08-04-200-166-000-009	
MCCCBC	414 S College Avenue	53-08-04-200-170-000-009	
MCCCBC	432 S College Avenue	53-08-04-200-201-000-009	
MCCCBC	327 S College Avenue	53-08-04-200-210-000-009	
MCCCBC	South College Avenue	53-08-04-208-003-000-009	
MCCCBC	337 S Madison Street	53-09-04-200-163-000-009	
RDC	216 S College Avenue	53-05-33-310-240-000-005	
RDC	N College Ave	53-05-33-310-243.000-005	
RDC	N College Ave	53-05-33-310-243.000-005	
RDC	406 S College Avenue	53-08-04-200-149-000-009	
RDC	South College Avenue	53-08-04-208-002-000-009	
RDC	402 S College Avenue	53-08-04-200-017-000-009	
RDC	360 S College Avenue	53-08-04-200-171-000-009	

END OF REQUEST FOR PROPOSAL (RFP)