

# KANAWHA COUNTY COMMISSION

P. O. BOX 3627  
407 VIRGINIA STREET, EAST  
CHARLESTON, WEST VIRGINIA 25336  
(304) 357-0115

## Request for Proposals

Re: Conduct a Market Analysis for the Kanawha County Commission

Date: January 26, 2023

Fiscal Year: 2022-2023

**Proposal Due Date:** Proposals must be received on or before Friday, February 10, 2023, at 11:00 a.m. in the Kanawha County Commission Purchasing Office, 407 Virginia Street, East, Third Floor, Room 229, Charleston WV 25301 (P. O. Box 3627, Charleston, WV 25336)

### INSTRUCTIONS TO VENDORS:

#### **\*PLEASE USE THIS FORM AS THE COVER SHEET FOR YOUR PROPOSAL**

1. Proposals must be received in a sealed envelope with the date and time proposals are due on the outside of the envelope. Faxed and electronically transmitted proposals will not be accepted.
2. Proposals must be F.O.B. Delivery Point, unless otherwise indicated in bid.
3. All proposals should be signed and in ink, showing all facts and the total amount of the bid.
4. The Kanawha County Commission reserves the right to accept or reject in part or in whole any proposal submitted, whichever is in the best interest of the Kanawha County Commission.

Item No.	Description
1	Conduct a Market Analysis for the Kanawha County Commission per the Attached Specifications

Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Telephone: \_\_\_\_\_

#### **\*\*\*ATTENTION VENDORS\*\*\***

Have you registered for the Kanawha County Commission Automatic Vendor E-Mail Notification System for bid specifications? Register by visiting our website @ [www.kanawha.us/purchasing/alerts](http://www.kanawha.us/purchasing/alerts).

# REQUEST FOR PROPOSALS

## COUNTY COMMISSION OF KANAWHA COUNTY

### CHARLESTON, WEST VIRGINIA

**ITEM:** Conduct a Market Analysis for the Kanawha County Commission

**LOCATION:** Kanawha County Commission  
409 Virginia Street, East  
Charleston, WV 25301

**CONTACT:** Cassidy Riley  
Director of Project Management  
Kanawha County Commission  
407 Virginia St., East  
P. O. Box 3627  
Charleston, WV 25336  
Telephone (304) 357-0101

Jerie Whitehead  
Purchasing Director  
Kanawha County Commission  
407 Virginia Street, East  
P.O. Box 3627  
Charleston, WV 25336  
Telephone (304) 357-0115  
E-Mail [jeriewhitehead@kanawha.us](mailto:jeriewhitehead@kanawha.us)

**PROPOSAL:** Proposals must be received in a sealed envelope, with the date and time  
**DUE DATE:** the proposals are due on the outside of the envelope, on or before  
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#### RFP OBJECTIVE

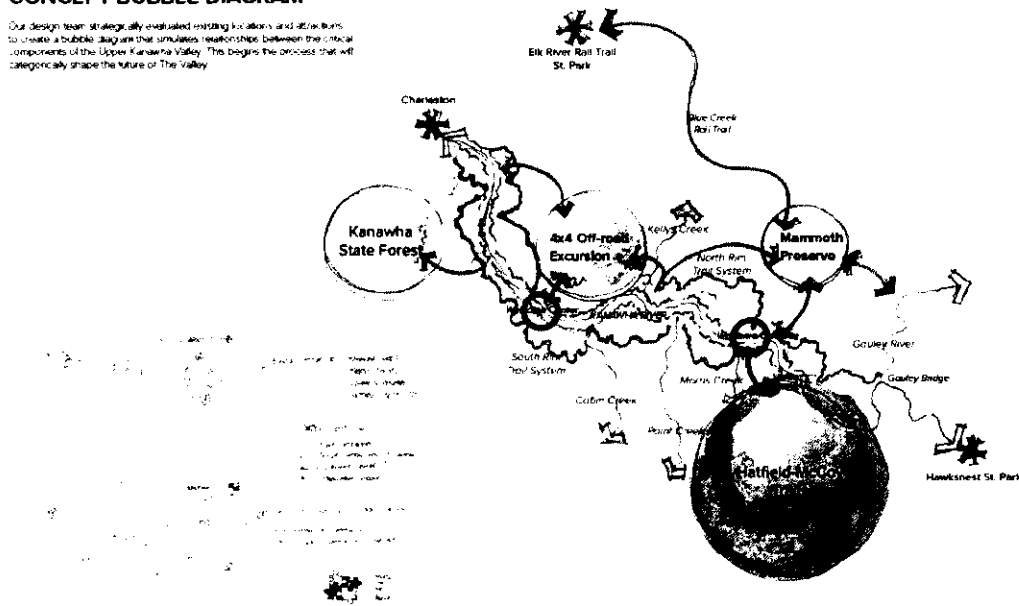
The Kanawha County Commission is seeking a firm to conduct a market analysis that quantifies the demand for an RV Park Resort, equestrian campground, and other types of lodging associated with the outdoor recreation sector in the Upper Kanawha Valley, an approximate 30 mile area that lies between the City of Charleston, WV and the town of Smithers.

#### BACKGROUND

In January of 2021 the Kanawha County Commission completed a major outdoor recreation based economic development strategy for the Upper Kanawha Valley, a 30 mile area from just east of Charleston to the town of Gauley Bridge in Fayette County. Our strategy creates a big vision for the future of the Upper Kanawha Valley...one that is based on transforming the small towns along the valley floor into trail town communities that thrive on an outdoor recreation based economy and small business development. The conceptual plan overview below identifies the components of the plan including anchor attractions that are linked by nonmotorized trails and the Kanawha River. All activity creates a system that is connected to the communities in order to support community revitalization and economic development. The major plan components include:

## CONCEPT BUBBLE DIAGRAM

Our design team strategically evaluated existing locations and destinations to create a bubble diagram that simulates relationships between the critical components of the Upper Kanawha Valley. The design process that will categorically shape the future of The Valley.



- Anchor attractions at either end of the project area:
  - Hatfield McCoy Trail System which is located on 9,000 acres with 60-75 miles of trails and projected to open in 2023,
  - the 5,000-acre Mammoth site (owned by the WV Land Trust) which is being planned as a front country hiking, mountain biking, and equestrian trails preserve,
  - A proposed Jeep/off-road system on several thousand acres, and
  - The Kanawha State Forest, an existing state forest with 25 miles of hiking and mountain biking trails
- A system of ridgetop trails, known as North Rim and South Rim trails, located on the north and south side of the Kanawha River, that are segmented to draw people in and out of the communities. The trail system includes a series of small cabins for overnight lodging.
- Numerous lodging sites primarily on the banks of the Kanawha River that also include boat launching facilities. These sites offer primarily camping and RV parks to accommodate several hundred lodgers.
- Two Welcome Centers on the eastern and western end of the project area with lodging and boat launches that can accommodate up to 100 boats for large scale fishing tournaments.
- Development of two water trails at Paint Creek and Cabin Creek that are integrated into the overall plan with ending points in communities at trailheads along the Rim trail.
- Development of two rail trails, one at Paint Creek, and the other along the abandoned Blue Creek Rail Line, that will connect the Mammoth Preserve to the newly developed Elk River Rail Trail.
- Trail Town public and private sector improvements and promotion.
- Delivery of business support services to create new and expanding businesses that support an outdoor recreation economy.

The plan can be viewed at <https://kanawha.us/upper-kanawha-valley-recreation-master-plan/>

## **SCOPE OF WORK AND TECHNICAL SPECIFICATIONS**

The study is intended to quantify the projected demand for a RV Resort Park, an equestrian campground, and other types of lodging/camping that may be experienced given current regional travel patterns, and anticipated visitation as a result of the implementation of the plan's projects. Specific tasks should included at a minimum:

**Lodging Consumer Trends in the Outdoor Recreation Sector within a 1-2 Day Drive of the Study Area:** National and regional industry trends need to be considered as they may affect the profitability of a new lodging operation. Relevant trends might include the growth in demand for overnight accommodations, changes in travelers' lodging needs, and new, innovative properties that are opening around the state or region. The consultant should identify:

- **Market Demand** – occupancy and room rates, business travel trends, leisure travel trends, group travel trends, and lodging preferences of various market segments.
- **Market Supply** – aging of existing lodging facilities, new types of properties, growth in the number of properties, and alternative lodging accommodations (such as bed & breakfast operations and inns).

**Market Area Business and Tourism Activity:** We intend to rely on current and projected local attractions to bring in customers. The newest national park, the New River Gorge, is located within 45 minutes of the study area. So attractions may include natural or scenic sites, recreational activities, cultural or historic sites, special events and shopping and entertainment. The analysis should include estimates of attendance and seasonality trends. An analysis of the transportation network serving the market area is also important including distances to feeder markets (where the guests originate). The analysis should identify:

- **Tourism and Recreation Characteristics** – visitation to parks, lakes, museums, casinos, festivals, sporting events, and other attractions.
- **Transportation Factors** – distance from major cities, traffic counts, airport service, etc,

### **Lodging Demand Analysis by Segment**

Based on local business and tourism activity, identify what market segments of overnight guests visit can be reasonably expected. While these market segments typically fall into four categories: business, leisure, group, and other; we would like to focus on those segments that can reasonably expect to use a proposed RV Resort Park, Equestrian Campground, and other camping/lodging related to outdoor recreationists, and other travelers visiting the region.

## **Lodging Competition Analysis**

The market analysis should include the study of current and proposed competition. Conduct interviews with area operators to effectively complete this task. An important part of the analysis is estimating the monthly and annual operating performance of competitive properties. Performance can be measured in terms of occupancy percent and average daily room rate.

## **Financial Analysis**

The financial analysis should estimate the capacity to generate income and makes financial projections for the RV Park Resort, and the Equestrian Campground. This should include the following:

- Estimate the potential gross revenues for the subject properties, operating history of comparable properties in the subject market area and on a national basis, and an analysis of industry trends.
- Analyze departmental, undistributed, and fixed expenses, and project appropriate amounts in each category.
- Project the resultant net operating income (cash flow before debt service) over an appropriate holding period.

## **Final Report Preparation**

The consultant will produce one electronic and 3 bound copies of the findings.

## **PROPOSAL SUBMISSION REQUIREMENTS**

The Proposal should include, at a minimum, the following information:

- a) Cover Letter
- b) Executive Summary of the overall capabilities, appropriate credentials, licenses, certifications, and proximity of company's resources to the County's offices and facilities.
- c) Statement of Qualifications
  - i) Firm's Qualifications – a description of the company's expertise related to the services described requested and a full discussion of the company's recent experience directly related to the discipline.
  - ii) Personnel – resumes of key people to address experience and qualifications, educational background, and skills.
  - iii) References: list three (3) former clients for whom comparable services have been performed within the last five years. Include the name, email and telephone number of each client's principal representative
- d) Project Schedule
- e) Project Approach & Understanding
- f) Price and Payment Terms: a schedule of rates; percentage markup of reimbursable expenses, if applicable, and any other proposed charges. The rates shall be valid for the term of the contract.

## **SELECTION**

The criteria for vendor selection shall be based on, but not limited to, the following:

- 1) Firm and Personnel Qualifications and Experience - Consultant/Firm shall have a minimum of ten years of relevant experience.

- 2) Approach and understanding of the County's intent to incentivize private development to attract tourism and hospitality related economic development.
- 3) Approach and understanding of requirements – Explain how your firm is going to address all of the requirements of the Statement of Work.
- 4) Quality of Proposal (Proposer provided all information requested in the proposal, proposal is well-organized and clear, 5 copies of the proposal were submitted, etc.)
- 5) Ability to meet proposed schedule (not exceeding 6 months from start)
- 6) Price & Payment Terms

## **BUDGET**

The budget for this project is \$45,000.

## **REQUIREMENTS:**

**Real Estate and Personal Property Taxes:** "No bid will be accepted or opened on any County contract if the vendor is listed on the last published list of delinquent real or personal property taxes in Kanawha County; however, the commission will accept bids by vendors who provide satisfactory proof of payment of current taxes or a certification from the Sheriff that "no taxes are due prior to submission of said bid."

**Required Forms:** Vendor shall complete and submit, or have on file with the County, a Vendor Registration and Disclosure Statement Form.

**Rejection of Bids:** The Kanawha County Commission reserves the right to reject any and/or all bids and to waive any informality in bidding. Once bids are unsealed, all bid documents become public record.