



REQUEST FOR PROPOSAL (RFP) FOR SPORTS TOURISM INFRASTRUCTURE MASTER PLAN

Issued by: Explore Butte County

Proposal Due Date: Friday, February 14, 2025

Contact: Nichole Farley, Executive Director

ADDENDUM: QUESTIONS

- What is the anticipated budget for this planning effort?

The budget range is \$75,000 - \$120,000

- Is there proven demand for a multipurpose indoor sports and meetings facility and/or an outdoor field sport facility since conceptual architectural renderings are requested, otherwise can alternatives be substituted given our assessment?

Previous sports facility feasibility projects were linked in the Proposal. Deliverables include:

- *Needs Assessment: Conduct a comprehensive assessment to identify the need for sports infrastructure facilities in Butte County. This assessment should include:*
 - *An analysis of regional and national trends in sports tourism and tournament hosting.*
 - *Identification of specific sports and activities with the highest potential for attracting tournaments, based on current demand, market gaps, and geographic advantages.*
- *Review of Existing Feasibility Reports: Analyze and integrate findings from prior sports infrastructure and feasibility reports conducted in Butte County.*
- *Infrastructure Evaluation: Assess the current state of sports facilities and supporting infrastructure (transportation, lodging, etc.) and identify any gaps or opportunities for improvement.*
- *New Facility Recommendations: Provide recommendations and cost estimates for the development of new sports facilities or enhancements to existing infrastructure that meet regional and national standards. Review land use and development considerations for proposed locations to build the new facilities.*
- The RFP identifies one of the key deliverables as concept-level architectural renderings. There is typically a considerable difference in time, effort and fees for a design partner to complete conceptual level drawings and site layouts vs. detailed color renderings for recommended projects. Can you confirm that at this stage of planning, Explore Butte County is interested in the former deliverable type?

Conceptual level drawings and site layouts are sufficient. Detailed renderings would be considered in a future phase of the project.

- Could you specify your meaning of a facility management plan with a three year business model?

We want to understand how we should maintain and manage any proposed sports infrastructure facilities.

- How mandatory are requested three rural destination references (pop less than 300K and nearest metro area 75 miles away)?

Experience, Team Qualifications, and References account for 30% of the evaluation process. Please provide references that represent similar destinations to Butte County, which is a rural destination with less than 300K population and 75 miles from a large metropolitan area.

- What is the composition of the Plan Selection Committee and their influence on the final decision to select the best advisory team?

The Destination Development Committee consists of lodging partners, jurisdiction representatives, college/university representatives, and local sports representatives.

- Could you provide any details on the effects of the recent 2024 wildfires in the county that have impacted your tourism marketing and/or development activities?

The 2024 fires have not impacted our tourism marketing and/or development activities.