



## 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

### INTRODUCTION

Explore Butte County ("EBC"), a non-profit destination marketing and management organization, is seeking proposals to develop a comprehensive Sports Tourism Infrastructure Master Plan ("Master Plan") from a qualified Respondent experienced in sports tourism feasibility and sports facility and infrastructure development projects. The Respondent will assist the EBC team with the development of a Master Plan that will assess the current state of sports tourism infrastructure, conduct a needs assessment of sports tourism infrastructure facilities, review existing sports infrastructure feasibility reports, and update the economic impact of ongoing projects in Butte County. The selected Respondent will provide strategic recommendations to enhance sports tourism in Butte County, supporting economic growth and positioning the county as a premier destination for regional, national and international sports events.

Explore Butte County acknowledges and appreciates the significant work conducted by local groups, including Everybody Healthy Body, the Oroville SBF administration, Chico Area Recreation & Parks District ("CARD"), Paradise Recreation & Parks District ("PRPD"), and others, who have dedicated considerable efforts to study the feasibility of sports infrastructure projects across Butte County. The proposed Sports Tourism Infrastructure Master Plan will build on this groundwork, integrating new assessment needs, current infrastructure development, and proposed projects to create a cohesive, strategic vision for sports infrastructure that reflects the collaborative efforts and ambitions of our region.

Previous sports facility projects:

- [Everybody Healthy Body Sports Complex 2018](#)
- [CARD Needs Assessment and Feasibility for Amateur Sports 2018](#)
- [Chico Area Recreation and Parks District - Aquatic Center \(in Capital Funding Phase\)](#)
- [Oroville Outdoor Recreation Projects](#)
- [Warm Water Swim Facility In Oroville](#)
- [Paradise Recreation and Parks District](#)
- [Silver Dollar BMX Facility](#)



## PROJECT OVERVIEW

The purpose of this Sports Tourism Infrastructure Master Plan is to evaluate and recommend development strategies for sports venues and related infrastructure in Butte County. The plan will include the following key components:

- Review existing sports feasibility studies conducted in the county.
- Assess the economic impact of current and proposed projects under construction.
- Provide cost estimates for potential new facility development.
- Offer strategic recommendations to improve and expand sports tourism offerings.
- Address long-term sustainability and community benefit considerations.

## SCOPE OF WORK

The scope of work for this project includes, but is not limited to:

1. **Needs Assessment:** Conduct a comprehensive assessment to identify the need for sports infrastructure facilities in Butte County. This assessment should include:
  - a. An analysis of regional and national trends in sports tourism and tournament hosting.
  - b. Identification of specific sports and activities with the highest potential for attracting tournaments, based on current demand, market gaps, and geographic advantages.
2. **Review of Existing Feasibility Reports:** Analyze and integrate findings from prior sports infrastructure and feasibility reports conducted in Butte County.
3. **Infrastructure Evaluation:** Assess the current state of sports facilities and supporting infrastructure (transportation, lodging, etc.) and identify any gaps or opportunities for improvement.
4. **Stakeholder Engagement:** Engage with key stakeholders including local governments, sports organizations, and community groups to gather insights and ensure the plan reflects the needs and aspirations of the community.
5. **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.
6. **Architectural Renderings:** Provide concept-level architectural renderings for:
  - a. A multi-purpose indoor sports and meetings facility designed to accommodate various sports, conventions, and events.
  - b. An outdoor field sports facility for sports such as soccer, football, and rugby, with flexible design options for multiple field configurations.
7. **Economic Impact Analysis:** Provide economic impact forecasting for proposed new projects and update the economic impacts of current sports tourism projects, including projects under construction or in development.



8. **Strategic Recommendations:** Propose an actionable phased approach to building Butte County's position as a sports tourism destination, including recommendations for the funding and development of proposed facilities, facility management & operational strategies, marketing and sales, and partnerships.
9. **Sustainability and Inclusivity:** Ensure that all recommendations consider athlete and spectator inclusivity with adoptive sports in mind, long-term environmental sustainability, and benefits to local residents and businesses.

### DELIVERABLES

The selected firm will provide the following deliverables:

- A comprehensive Sports Tourism Infrastructure Master Plan.
  - Needs assessment & stakeholder engagement findings.
  - Sports infrastructure feasibility recommendations.
  - An economic impact report on sports infrastructure projects.
  - Concept-level architectural renderings for a proposed indoor and outdoor sports facilities.
  - A phased implementation and infrastructure development strategy with timelines and key milestones.
  - Detailed cost estimates for new infrastructure development and improvements.
  - Facility management plan with three (3) year business model.
  - Recommended next steps for the development of a private-public partnership with potential funding sources, including private funding for the development of proposed sports facilities.

### PROPOSAL REQUIREMENTS

Responses to the Request for Proposals must be made according to the requirements set forth in this section, both for content and for sequence. Failure to adhere to these requirements, or inclusion of conditions, limitations or misrepresentations in a response may be cause for rejection of the submission. Type size must be large enough to be easily legible, but shall not be smaller than 10 points.

Explore Butte County shall receive all Submissions no later than Friday, February 14, 2025, at 5:00 PM PT.

The response shall include a cover letter, a table of contents and all items listed below and shall be in the following format in an electronic format by electronic mail.

Mandatory Content and Sequence of Submittal:

1. **Company Overview:** A brief description of the firm(s), including years of experience, relevant expertise, and previous similar projects.
2. **Project Team:** Introduce the team members who will be working on the project, detailing their qualifications and relevant experience.



3. **Approach and Methodology:** Outline the approach your firm(s) will take to complete the scope of work, including stakeholder engagement, research methodologies, and project management strategies.
4. **Work Plan and Schedule:** Provide a detailed project timeline, outlining key milestones and deliverables. Include a description of the strategies and methods the project team will use to ensure the project remains on schedule and adheres to established deadlines. Highlight how progress will be monitored and any tools or processes that will be used to manage tasks effectively.
5. **Budget:** A detailed breakdown of fees and expenses associated with the completion of the project, including travel costs.
6. **References:** Provide at least three case studies and references from recent rural destinations (population less than 300,000, nearest metro area 75 minutes) clients.

#### EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- **Demonstrated Expertise:** Experience with similar sports infrastructure projects and tourism development, particularly in the context of sports facility planning and construction.
- **Qualifications of the Project Team:** Expertise of the individuals assigned to the project, with specific attention to their experience in facility development, including innovation of multi-purpose indoor sports and meetings facility and outdoor fields sports facility, financing strategies for development, and partnership management.
- **Understanding of Scope and Objectives:** Clear understanding of the project's goals, scope of work, and objectives as outlined in the RFP.
- **Proposed Methodology and Approach:** The effectiveness and clarity of the firm's proposed approach to completing the project, including stakeholder engagement, research, and project management.
- **Experience with Private-Public Partnerships ("P3") and Private Funding:** Demonstrated success in developing private-public partnerships for sports facility development, including the ability to secure funding from private investors. Firms with a proven track record in structuring and negotiating agreements that involve both public and private stakeholders will be given preference.
- **Cost-Effectiveness and Value:** The value provided within the budget, with a focus on maximizing return on investment for Explore Butte County while remaining within the proposed financial framework.
- **References and Past Performance:** Feedback from recent clients on similar projects, particularly related to partnership development and sports infrastructure financing.



Overall criteria used to evaluate responses to include:

Criteria	Weight
Experience, Team Qualifications, and References:	30%
Scope, Objective, Methodology, and Approach:	30%
P3 and Private Funding Experience:	20%
Cost Effectiveness and Value:	20%
Total:	100%

Explore Butte County may discuss the proposals and negotiate modifications of the proposal, draft scope of work, terms and conditions and pricing with the prospective firms as a part of the selection process.

### RULES OF PROCUREMENT

#### Timeline Summary

Event	Anticipated Date/Time (Subject to Change)
Solicitation Publication	January 6, 2025
Final Date to Submit Questions and Requests for Clarification	Friday, January 17, 2025
Questions Answered via Addendum(s)	Friday, January 24, 2025
RFP Submittals Due	Friday, February 14, 2025
Preliminary Evaluation Completed	Friday, February 28, 2025
Presentation/Demonstration (if desired)	Week of March 10, 2025
Evaluation Completion	Friday, March 21, 2025
Award of Contract	Friday, April 4, 2025

### EXPLORE BUTTE COUNTY CONTACT INFORMATION

Any and all communication regarding this Solicitation shall be in writing and directed to:

Nichole Farley  
Executive Director  
Explore Butte County  
proposals@explorebuttecounty.com

This person will serve as the Explore Butte County's contact person for this project who will also respond directly for questions and inquiries during the solicitation. Do not contact other Explore Butte County personnel or selection committee members regarding this project or the selection procedures.

#### Questions:

Questions and requests for clarification may only be submitted by electronic mail. Verbal and



phone inquiries will not be answered. All questions and requests for clarification shall be submitted no later than Friday, January 17, 2025. Explore Butte County will provide answers and clarifications by posting an addendum(s) through the Explore Butte County website by Friday, January 24, 2025 so all Responders receive consistent information. It is the responsibility of all interested firms to access the website for this information. Questions received after Friday, January 17, 2025 will not be answered.

### EXPLORE BUTTE COUNTY NOTICES

All proposing firms responding to this RFP should note the following:

- All work performed for Explore Butte County, including all documents associated with the project, shall become the exclusive property of Explore Butte County.
- The selected firm is expected to perform and complete the project in its entirety.
- Any and all costs including travel, arising from development and delivery of a response to this RFP incurred by any proposing firm shall be borne by the firm without reimbursement by Explore Butte County.
- The selected Respondent shall remain an independent Contractor, working under his/her own supervision and direction and is not a representative or employee of Explore Butte County. The Respondent agrees to file tax returns and pay all applicable taxes on amounts paid pursuant to this Contract.
- The opening of proposals in response to this Solicitation is not subject to attendance by the general public. This restriction is necessitated by the fact that the contract award is subject to negotiations, and it would be unfair for competing companies to know the prices quoted by one another.
- The successful Respondent must be prepared to begin work promptly following execution of the contract and is expected to complete the project in its entirety.
- Issuance of this Solicitation in no way constitutes a commitment by Explore Butte County to award a contract. If Explore Butte County determines it is in its best interest to do so, no Respondent may be selected and no contract may be executed.
- Upon acceptable negotiations and contract award, the Respondent shall be required to execute the standard Explore Butte County Contract as provided in Exhibit A and comply with Explore Butte County insurance requirements. Explore Butte County may modify the contractual requirements of the contract prior to execution of a contract for services.
- Explore Butte County reserves the right to request additional information from Respondents that have submitted a response to this Solicitation and to enter into negotiations with more than one Respondent should a contract be awarded or to award a purchase order or contract to the Respondent(s) with the most favorable quotation without conducting negotiations. Explore Butte County reserves the right to award more than one contract if it is in the best interest of Explore Butte County.
- Explore Butte County reserves the right to reject any or all submittals received if Explore Butte County determines that it is in its best interest to do so. Further, Explore Butte



County may cancel or amend this Solicitation at any time and may submit similar solicitations in the future.

- Explore Butte County may reject any submittal that does not meet all of the mandatory requirements of this Solicitation, is conditional or is incomplete.
- Explore Butte County may request clarification of any submitted information and may request additional information on any or all responses provided and may waive minor inconsistencies deemed to be irrelevant.
- The withdrawal of any submittal must be made in writing prior to the required submission date and time, and must be signed by an authorized representative of the firm. An error in the submission may cause the rejection of that submittal. However, the firm may reissue a new or modified submittal prior to the date and time required for submission.

#### ADDITIONAL INFORMATION

All information and materials submitted to Explore Butte County in response to this RFP may be reproduced by Explore Butte County for the purpose of providing copies to authorized personnel involved in the evaluation of the proposals, but shall be exempt from public inspection under the California Public Records Act until such time as a Contract is executed. Bid awards are a matter of public record. Once a Contract is executed, proposals submitted in response to this RFP are subject to public disclosure as required by law. Your submission of a proposal is considered your consent to the Explore Butte County's disclosure of the proposal. Explore Butte County shall not be liable for disclosure of any information or records related to this procurement.

#### RESOURCE LINKS

[Everybody Health Body Sports Complex 2018](#)

[CARD Needs Assessment and Feasibility for Amateur Sports 2018](#)

[Chico Area Recreation and Parks District - Aquatic Center \(in Capital Funding Phase\)](#)

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