

**REQUEST FOR QUALIFICATIONS for FULL-SERVICE HOTEL  
Monroe Convention Center**

**ISSUED:** March 26, 2024

**DEADLINE FOR PROPOSALS:** April 30, 2024, at 12:00 P.M. Eastern

**PROPOSAL SUBMITTAL:** See RFQ for submittal requirements

**MAIL:** Monroe County Capital Improvement Board of Managers  
c/o James L. Whitlatch, Legal Counsel  
BUNGER & ROBERTSON  
211 S College Ave  
Bloomington IN 47404

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**REQUEST FOR QUALIFICATIONS:**

The Monroe County Capital Improvement Board of Managers (CIB) seeks statements of qualifications from qualified Respondents who are interest in and qualified to construct using the design build method allowed by Indiana Code 5-30-5 et al.: a full-service hotel with a minimum of 200 rooms to support an expanded convention center. See attached presentation regarding the Monroe County Indiana market.

**General:**

1. Team experience with projects of this nature;
2. Organizational resources and depth;
3. Ability to comply with licensing requirements;
4. Financial strength and bonding capacity;
5. History of contracting with or hiring minority business enterprises and women's business enterprises;
6. Litigation and Dispute history; and,
7. Experience in dealing with bonding authorities.

**Specifically with regard to the hotel:** the Respondent should be affiliated with a recognized brand with a national quality reputation and serve as the primary convention center event host hotel which includes a group business agreement defining sales and booking policies.

Depending upon the final development agreement, the Respondent may serve as the manager of the full-service hotel and, therefore, must be capable of performing such service.

A hotel and convention center marketing space must be available and, in addition to a minimum of 200 sleeping rooms, the hotel must offer concierge, valet parking and bellhop services, in addition to an independent restaurant, a lounge, and a fully developed room service. A roof-top or exterior setting with a modern, adult-type atmosphere offering locally sourced food, beer, wine, and spirits is preferred. The hotel must connect to the current, or expanded, convention center space.

The Respondent must demonstrate capability of providing flexible ballroom space, attractive corporate boardrooms, multiple breakout spaces, as well as an aesthetically pleasing, safe, welcoming, enclosed, climate-controlled connection to the current convention center space. Local art or art highlighting the local area should be used as a part of the hotel and convention center space decoration.

The Respondent must be able to show the ability to and experience in developing projects that are designed to a specific community with an iconic exterior and interior and not merely be a generic off-the-shelf product. The more experience in developing such a product, the better.

Ultimately, CIB is seeking an end-product which will be a proud community landmark made in part with locally sourced materials, tastefully decorated, which is highly visible, easily accessible, and, which creates interior and exterior photo opportunities for end users.

#### **SCHEDULE OF RFQ SUBMITTAL – REVIEW – CONTRACT AGREEMENT:**

CIB shall attempt to adhere to the following schedule in the receipt, review, and evaluation of RFQ Submittals. In order to clarify, CIB is intending to use the Transfer statute as found in IC 36-1-11-4.2. **All dates are tentative and subject to change at CIB's sole discretion. CIB reserves the right to cancel or amend the process at its sole discretion.**

March 27, 2024

RFQ Distribution

April 30, 2024

RFQ Submittal Due Date (12:00 PM ET)

May 1-7, 2024

Submittal Evaluation

\* Board Meeting

May 17, 2024 RFP Distribution to Selected Respondents

June 10, 2024

RFO Submittal Due Date (12:00 PM ET)

June 12, 2024

Respondents Selected for Interviews

\* Board Meeting

June 24, 2024

Interviews

July 10, 2024  
Selection of Hotelier

## **RFQ SUBMITTAL REQUIREMENTS:**

1. **Identification of the Respondent(s).** Name of the firm, or team of firms, contact information for the person authorized to serve as point of contact during the RFQ evaluation process and to negotiate on behalf of the firm or team if selected.
2. **Project Approach.** Describe the proposed methods which will be undertaken to perform the requested conceptual scope of work. Include in your submission proposed timelines and other exhibits illustrating the general schedule of activities.
3. **Past Experience.** Provide specific examples of projects that are relevant and similar to the conceptual scope of work required for this project. Include methods utilized to receive public comment.
4. **Personnel and Staffing Plan.** Identify and provide resumes for all personnel who will have responsibility for performing the conceptual scope of work. Describe the organization of the proposed team and designate the proposed Project Manager. If the Proposal involves a team submission, explain its organization to ensure efficiency and accountability to CIB during the course of the project. CIB is most interested in relevant experience and qualifications related to this specific project.
5. **References.** Provide a list of past clients, with contact information, for which the Respondent has performed work of a similar nature. Minimum three (3), maximum five (5) referenced required.

**FORMAT OF RFQ SUBMITTAL:** CIB is limiting the size of the RFQ submittal. Please submit one (1) hard copy, with one (1) electronic copy. All documents submitted must be clearly identified with the name of the Respondent or Development Team submitting.

**COSTS OF RFQ SUBMITTAL:** Any costs incurred by the Respondent to this RFQ in anticipation of receiving a contract award shall be the responsibility of the entity submitting the response. CIB shall not reimburse the Respondent for any expenses.

**OWNERSHIP OF RESPONSES:** All responses submitted become the property of CIB and will not be returned and be subject to Indiana's Access to Public Records Act.

**COMMUNICATIONS AND PROJECT MANAGEMENT:** Communications from interested Respondents to CIB during the RFQ submittal process shall be in writing only.

**FINAL REVIEW AND SELECTION:** CIB shall develop a final review and selection process at its own sole discretion.

**FUNDING:** The determination on how the hotel shall be funded, if at all, is not complete and will be a part of the negotiation process with the selected Respondent partner.

**ACCEPTANCE:** Joint partnerships or consultant teams submitting offers will not be considered responsive unless it is established that contractual responsibility rests with one individual, firm, or corporation. CIB will contract with one entity for services solicited in this Request for Qualifications (RFQ).

CIB reserves the right to enter into further discussions with any or none of the Responders based upon the initial response to the RFQ and the right to negotiate the cost with the selected Responder(s) if it is deemed to be in the best interest of CIB.

January 17, 2024  
Capital Improvement Board of Managers  
presentation from:



monroe **convention** center  
BLOOMINGTON, INDIANA

V I S I T

*Bloomington*

# Visit Bloomington – Destination Marketing

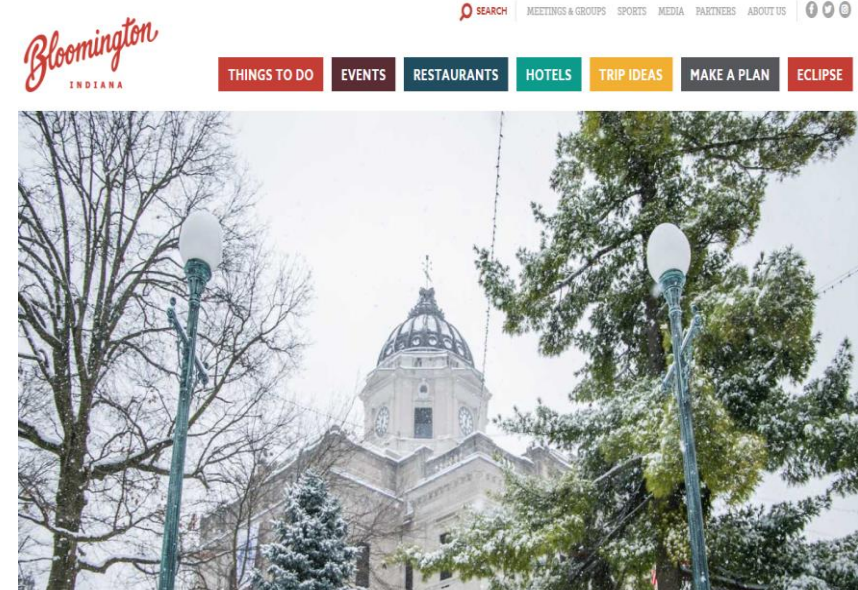
Convention & Visitors Bureau of Monroe County Inc (DBA - Visit Bloomington).

Established in 1977.

Contract with Monroe County Convention & Visitors Commission.

Marketing, sales, and events for leisure, sports, and convention tourism.

[www.visitbloomington.com](http://www.visitbloomington.com)



*Bloomington*  
THE BRAND

# Strong Tourism Industry

“Check out Bloomington, Indiana for a fun trip to one of America’s best university towns. There’s great food and drink, college sports, outdoor adventure, live music, cool art, and good times to enjoy daily. Everyone is welcome here.”

People want to be here for both leisure and BUSINESS (Sunday-Thursday) travel.

College destinations with facilities and cultural amenities are post pandemic strong.





# Monroe County Lodging Update

Market wide lodging demand exceeding pre-pandemic levels.

Market up more than 40,000 room nights sold in 2023 vs 2022.

Short term rental business continues to grow.

Currently 3,000 lodging beds in Monroe County.



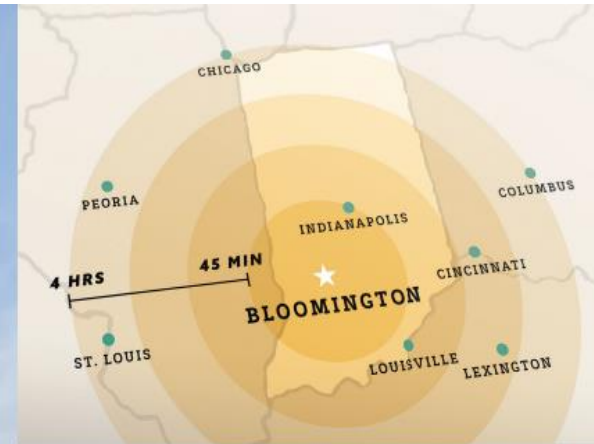


# Why Bloomington?

Indiana University's direct connection to walkable downtown Bloomington, with hundreds of restaurants, nightlife spots, shops, attractions, and hotel rooms, creates experiences that can only be found here.

Meeting groups want the atmosphere created by the combination of our university culture and community personality.

Bloomington is easily accessible for Midwest business travelers and beyond because of its south-central location in Indiana along the I-69 corridor. Transportation from the Indianapolis airport to Bloomington takes less than one hour.



## Host your event in Bloomington for an unforgettable experience.

Bloomington is the perfect place to host a small-to-mid-size meeting, convention, or conference. Offering unique and flexible venues, big city attractions, a hub for higher education at [Indiana University](#), a nationally-revered culinary scene, as well as natural wonders like the [Hoosier National Forest](#) & [Monroe Lake](#), Bloomington is sure to wow your guests during and after your event.

If you have questions about the area or are ready to move forward with hosting your event in Bloomington, contact Shaun to get started.

### **SHAUN BALLARD**

Convention Sales Manager  
shaun@visitbloomington.com  
812.330.4304

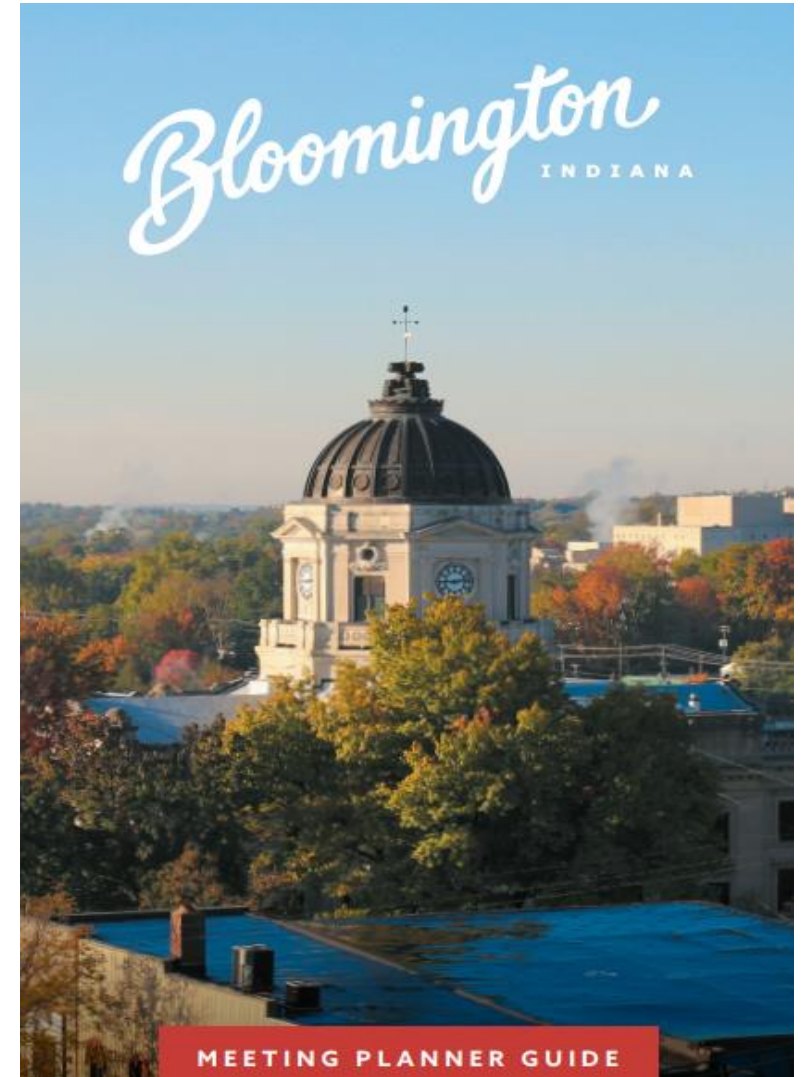
# Conference Sales & Marketing Efforts

#1 – personal sales calls.

#2 – involvement with associations.

#3 – advertising and promotions.

#4 – group services.



# Monroe Convention Center Operations

DBI team and Convention Center Management Company.

Daily operations since 1991.

Hosted over 13,000 events and one million attendees.

Contract with Monroe County Commissioners and Monroe County Convention & Visitors Commission.





# Monroe Convention Center Current Events

Average 460 events per year.

80% repeat and 20% new groups.

90% originate in Indiana.

Event types - small meetings, banquets, assemblies, trade shows, conferences/conventions, and more.

Event markets - associations, club/hobby, corporate, education, government, medical, military, social, and religious.

Current space works best for conferences of 200 attendees or less.



# Civic & Conference Events

Civic – currently 70% of business. They typically book less than one year in advance.

Non-profit fundraisers, board meetings, annual gatherings, educational summits, and socials.

Conferences – utilize entire facility. Sunday through Thursday economic generators. Approximately 30% include overnight stays. Booking window typically 1-3 years out. Experience the entire community.

Bloomington is the second most desirable group destination in the state but we have the smallest full-service center (HVS 2012).



# Event Planner Priorities

Safety.

Flexibility.

Affordability.

Sustainability.

Integrated technology.

Food & beverage.

Engage with local community.

Health & wellness.





# Monroe Convention Center Lost Business

2010-2017: 303 events lost.

64% due to dates being unavailable  
and size limitations.

2022-2023: 137 events lost.

95% due to dates being unavailable.  
5% due to size limitations.



# Bloomington/Monroe County Opportunities

Since the year 2000, Visit Bloomington has submitted more than 600 proposals to host groups in the Monroe County area and more than 100 of them chose other locations due to lack of meeting space and/or hotel room and space availability.



# Expansion Estimated Economic Impact

Business traveler spends  
\$214 per person per day.

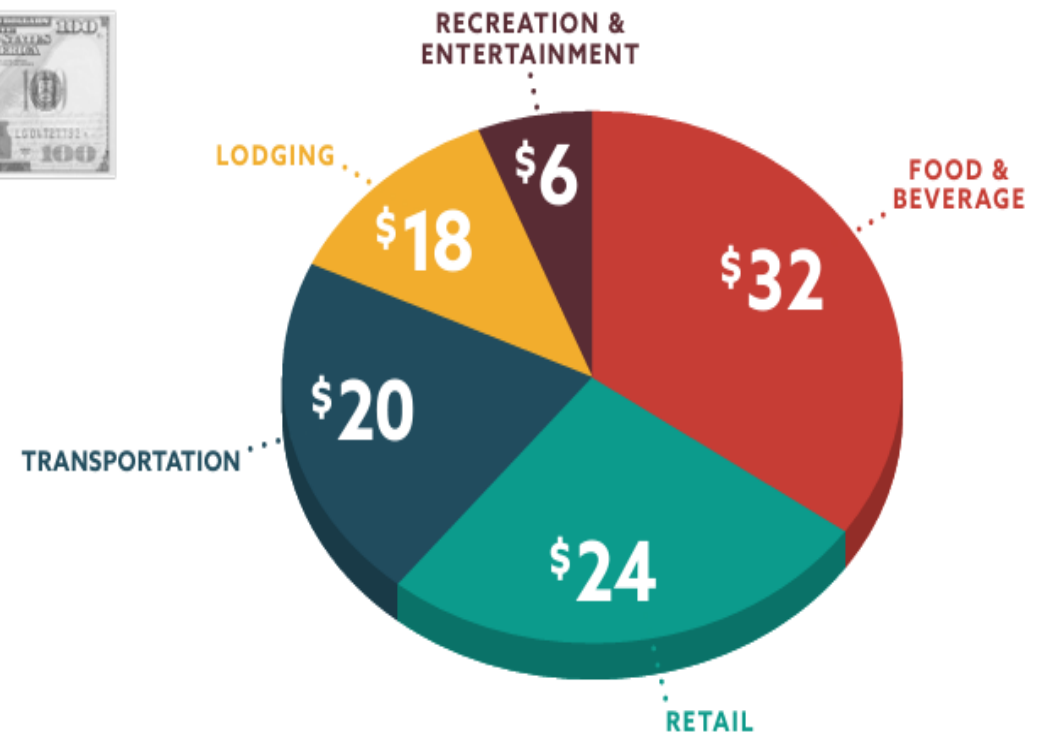
40,000 new annual  
business visitor days =  
\$9 million.

Estimated economic impact =  
\$13-18 million annually.

For every **\$100** spent by a visitor in Monroe County:



\$61 out of every \$100  
spent by visitors  
stays local.



# Questions?

Talisha Coppock

Monroe Convention Center

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Mike McAfee

Visit Bloomington

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