

Request to Submit a Proposal
Minnesota Multi-Purpose Stadium

**Fan Recognition
Program**
**Engraved Paver and
Program Fulfillment
Services**

for the
Minnesota Sports Facilities Authority

RFP Issuance Date:

September 5th, 2014

RFP Due Date:

October 1st, 2014

TABLE OF CONTENTS

	Page
I. GENERAL INFORMATION	1
II. THE SERVICES.....	1
III. SUBMITTING A PROPOSAL.....	3
IV. PROPOSAL REQUIREMENTS	5
V. EVALUATION OF PROPOSALS.....	5
 APPENDIX A DEFINITIONS	 Appendix A

CONFIDENTIALITY NOTICE

THIS DOCUMENT IS CONFIDENTIAL AND NO DUPLICATION IS PERMITTED WITHOUT THE
CONSENT OF MINNESOTA SPORTS FACILITIES AUTHORITY.

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Minnesota Sports Facilities Authority

Minnesota Multi-Purpose Stadium Request to Submit a Proposal for providing

Fan Recognition Program Engraved Paver and Program Fulfillment Services

I. GENERAL INFORMATION

The Minnesota Sports Facilities Authority, a corporate and political body having all the rights, powers and immunities of a municipal corporation (the “Authority”), is issuing this Request to Submit a Proposal (“RFP”) for engraved pavers and fulfillment services for the Minnesota Vikings fan recognition program at the new Minnesota multi-purpose stadium (the “Stadium”) located in Minneapolis, Minnesota.

In 2012, the State of Minnesota enacted the Act to establish the Authority and to provide for, among other things, the financing, construction, and long-term use of a new multi-purpose Stadium and related Stadium Infrastructure as a venue for professional football and a broad range of other civic, community, athletic, educational, cultural and commercial activities. The Stadium is currently under construction and slated for completion in July 2016.

As part of the Stadium, the Authority is seeking proposals for services from experienced providers of custom-built fundraising bricks and pavers and program administration and fulfillment services in connection with the Stadium currently under construction in Minneapolis, MN.

II. THE SERVICES

The Authority has begun the process of constructing the stadium and is in the process of finalizing the design of the stadium and the surrounding area. As a means of jointly raising funds for stadium construction and beautifying the stadium grounds, the Authority is considering pursuing a fundraising fan recognition paver program. This program would, for a fee, give Stadium supporters the opportunity to customize a brick/paver for installation in the grounds outside of the Stadium.

The paver program would be structured as follows:

The program provider would work with the stadium construction team to design a brick/paver installation in an area adjacent to the stadium. We are looking to your firm to provide your recommendation on the size and number of bricks in your proposal.

Customers would pay a fee to the Authority for the right to customize a brick/paver which would later be installed in a specified area on the stadium grounds. Most customers will likely use the bricks to memorialize their support for the project and to have their own names on the stadium grounds (for example, they may customize a brick with "Jane and John Doe - Fans Forever!"). Purchasers will not actually own the bricks on the stadium grounds - all onsite bricks would belong to the Authority - but would potentially have the ability to purchase/receive a replica brick and acrylic display case for their own personal use. The Authority is open to all ideas on this topic.

Respondents to this RFP will be required to deliver a full service paver program and should be prepared to handle all major aspects of the paving enterprise including but not limited to:

- 1) Design, Customization, and Production of the bricks (and replicas and acrylic display cases) in a designated area of the plaza.
- 2) Assistance in the design of brick installation.
- 3) Advice on pricing of the bricks.
- 4) Planning and execution of marketing program.
- 5) All customer facing sales and service elements.

The Authority will contribute by:

- 1) Making basic decisions, such as approval of brick and installation design, final pricing, and marketing strategy, in tandem with the respondent and the Minnesota Vikings.
- 2) Handling installation of bricks on the Stadium grounds.

Your proposal must include the following:

1. Proposed Design Package including paver and replica sizes and suggested price points based on selected paver material paver.
2. Engraved sample of paver with lettering contrast
3. List of services and their respective costs to include:
 - a. Marketing Consultation
 - b. In-house Customer Service and Order Fulfillment Center
 - i. Call Center representative's experience with brick donors and fans
 - c. Integrated Phone System to handle volume
 - d. Program Financial Management
 - e. Custom Online Ordering System
 - f. Locator System
 - i. Virtual Locator Map
4. Projected revenue and costs - including a detailed calculation of the net revenue to the Authority
5. Description of your firm's qualifications and relevant experience. Be sure to include your experience running the required aspects of 3rd party paving programs.
 - a. A list of five jobs and contact phone numbers with 10,000 or more engraved bricks
 - b. A list of five jobs and contact phone numbers with 10,000 or more engraved bricks that used full service fulfillment services, including but not limited to, program

concept development consultation, marketing consultation, architectural consultation, an in-house customer service center to process orders and payments, and brick locator system development.

6. Company Quality Guarantee
7. Company Financial Status – proof that your firm has the financial ability to purchase specified inventory for this job in the time frame required

Your proposal may include any other information that you consider relevant. You may also propose other services that you believe would be appropriate for this project. Should you include proposals for such optional services, please be sure to include the associated costs and projected revenue.

The goal of the Authority is to retain a single company that can provide excellent services at a reasonable cost. Preference will be given to a company that is able to show a proven track record of delivering strong net revenue for similar programs, and excellent customer service.

III. SUBMITTING A PROPOSAL

Each Proposer should carefully examine all proposal documents and any other revisions, and thoroughly familiarize itself with all requirements prior to submitting a proposal.

- A. The following timetable has been established by the Authority for the issuance, response and award of contract for the Fan Recognition Program Engraved Paver and Program Fulfillment Services. The Authority reserves the right to modify this timetable and will notify each Proposer of any change in the schedule.

RFP Issuance Date:	September 5th, 2014
RFP Due Date:	October 1st, 2014
Contract Negotiations:	October 15th, 2014
Contract Execution Date:	October 20th, 2014

- B. Proposers are expected to deliver a response to the RFP no later than **2:00 pm, October 1st, 2014** to the Authority's CEO/Executive Director at the addresses set forth in Section III.E. below.
- C. The Authority will hold a pre-proposal meeting at the current offices of the Authority located at 511 11th Avenue, Suite #401, Minneapolis, Minnesota, 55415 on **Wednesday, September 17, 2014 at 1:30 pm.**
- D. All inquiries regarding this RFP must be in writing directed to: Ted Mondale at the address in Section III.E. below or via email to ted.mondale@msfa.com. Questions may be submitted up to **September 26, 2014**. If the questions are deemed necessary to provide clarification, an addendum to this RFP will be issued no less than three (3) days prior to the submission deadline. Inquiries or other contact with any other officer, commissioner, agent or employee of the Authority regarding this RFP, including contact by proposer's contractors, agents, representatives and consultants, could result in your proposal being disqualified.

- E.** Each Proposer shall submit four (4) bound copies and one (1) electronic copy of their proposal no later than **October 1st, 2014, 2:00 p.m. CDT** addressed to:

Mr. Ted Mondale
CEO/Executive Director
Minnesota Sports Facilities Authority
511 11th Avenue
Suite #401
Minneapolis, MN 55415

Proposals received after **2:00 P.M. (CDT)** on **October 1st, 2014** may not be accepted.

- F.** All Persons responding to this RFP are subject to the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13. The Proposers shall note with their submittal any privileged information or other private data in or withheld from their submittal, and shall contact the Authority regarding confidential treatment of such privileged information or other private data.
- G.** The Authority, at their sole discretion, shall have the right to determine whether any particular Proposer has the qualifications to proceed in this process based on the Proposer's response to the RFP. Several factors may be considered when making such determination including, but not limited to: (i) demonstrated understanding of and responsiveness to the requirements of this RFP; (ii) the Proposer's past experience and current experience in operating similar facilities and providing similar services requested as a part of this RFP; and, (iii) the Proposer's financial response.
- H.** Execution of Proposal:
- If the Proposer is a corporation, a duly authorized officer of the corporation, with the designation of the signer's official capacity, will sign in the name of and under the seal of the corporation offering the Proposal. The Proposal will show the State in which the corporation is chartered, and if the State is other than Minnesota, the proposal will show that the corporation is authorized to do business in the State of Minnesota.
 - If the Proposer is a partnership, a general partner will sign the Proposal in the name of the partnership or other person duly authorized to bind the partnership. The capacity and authority of the person signing will be shown.
 - If the Proposer is an individual or sole proprietorship, the individual person, stating name or tradename, if any, will sign the Proposal.
 - In any case, the Proposal will show the present business address of the Proposer at which communications from the Authority and notices served are to be received.
- I.** The Authority reserves the right to withdraw this RFP at any time and for any reason, and to issue such clarifications, modifications, addenda or amendments, as they may deem appropriate. The Authority reserves the right to negotiate with one or more Proposers at any time and to request additional information, clarifications,

modifications, addenda or amendments from one or more Proposers at any time.

- J.** All information, suggestions, ideas, work product, drawings, designs, system ideas or plans and documents of the Proposer submitted in connection with the Proposal, whether in written or electronic format or presented during a presentation, will become the property of the Authority and the Authority will not be obligated to return the same to the Proposer. The Authority may use any and all information, suggestions, ideas, work product, drawings, designs, system ideas or plans and documents in any manner it may, in its sole discretion, deem appropriate. Selection or rejection of any Proposal will not affect the right of the Authority to use to any information, suggestions, ideas, work product, drawings, designs, system ideas or plans and documents of the Proposer submitted in connection with the Proposal.

IV. PROPOSAL REQUIREMENTS

Each Proposer will submit, at a minimum, all of the following information:

- A.** A list of corporate officers/owners of the Proposer and their experience in providing similar services.

If the Proposer fails to provide the required submittals as herein delineated it may result in the Proposer being declared nonresponsive and the subsequent rejection of its Proposal.

V. EVALUATION OF PROPOSALS

- The Authority will evaluate each responsive Proposal using such criteria as the Authority may determine in their sole discretion, including requests for clarification or additional information, if required.
- The Authority, in their sole discretion, may determine whether particular Proposers have the qualifications to provide the requested Fan Recognition Program Engraved Paver and Program Fulfillment Services as a part of this RFP.
- The Authority may eliminate, in their sole discretion, those Proposers that are deemed non-qualified to provide the Fan Recognition Program Engraved Paver and Program Fulfillment Services, or a portion thereof, or that are deemed nonresponsive according to the terms of the RFP.
- The Authority may reject all proposals and decide to provide the Fan Recognition Program Engraved Paver and Program Fulfillment Services requested as a part of this RFP without the assistance of any Proposer.
- The Authority reserves the right to accept or reject in part or in whole any or all Proposals submitted and may elect to enter into one or more separate agreements for the services with one or more Proposer.
- The Authority will not be required to state or indicate any reason for rejection of any Proposals or those that are deemed non-qualified to provide the Fan Recognition Program Engraved Paver and Program Fulfillment Services, or a portion thereof, or those that are deemed nonresponsive according to the

terms of the RFP.

APPENDIX A

DEFINITIONS

“**Act**” shall mean 2012 Minnesota Laws, Chapter 299, enacted by the legislature of the state of Minnesota to establish the Authority and provide for, among other things, the financing, construction and long-term use of the Stadium and the Stadium Site.

“**Applicable Law**” shall mean any and all laws (including all statutory enactments and common law), ordinances, constitutions, regulations, treaties, rules, codes, standards, permits, requirements and orders that (i) have been adopted, enacted, implemented, promulgated, ordered, issued, entered or deemed applicable by or under the authority of any Governmental Body or arbitrator having jurisdiction over a specified Person (or the properties or assets of such Person), and (ii) are applicable to this RFP.

“**Authority**” shall have the meaning set forth in Section I.

“**Construction Period**” shall have the meaning set forth in Section I.

“**Governmental Body**” shall mean any federal, state, county, city, local or other government or political subdivision, court or any agency, authority, board, bureau, commission, department or instrumentality thereof.

“**Person**” shall mean any natural person, sole proprietorship, corporation, partnership, limited liability company, association, joint stock company, trust, unincorporated organization, joint venture, governmental body, or any other entity or organization.

“**Proposal**” shall mean the response by a Proposer to this RFP.

“**Proposer**” shall mean any Person submitting a Proposal in accordance with the terms and conditions of this RFP.

“**RFP**” shall have the meaning set forth in Section I.

“**Stadium**” shall mean the Minnesota multi-purpose stadium, with a capacity of approximately 65,000 (expandable to 72,000 on a temporary basis for the Super Bowl and possibly other individual events), to be constructed in the City in accordance with the Act and pursuant to other subsequent documents related thereto.

“**Stadium Infrastructure**” shall mean the Stadium Plaza, parking structures, rights-of-way, connectors, skyways and tunnels, and all other property, facilities, and improvements, owned by the Authority or determined by the Authority to facilitate the use and operation of the Stadium.

“**Stadium Plaza**” shall mean the open air portion of the Stadium Infrastructure immediately adjacent to the Stadium and included in the Stadium Site.

“**Stadium Site**” shall mean the real property, rights, easements, and access areas associated with the Stadium Site Plan and includes the site of the Stadium and Stadium Infrastructure.