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Request for Qualifications and Proposal: Fairgrounds Business and Marketing Plan

Background

The Port of South Whidbey has received approval for grant funding to perform research and due diligence at the Island County Fairgrounds, to develop a Business and Marketing Plan, and to perform as the property manager for the fairgrounds from April 1, 2015 through March 31, 2016. This particular scope is for the Business and Marketing Plan part of the project.

Request for Qualifications and Proposal

This request for qualifications and proposal is for the planning portion of the project described above. The Port received a \$45,000 planning grant from the Washington State Community Economic Revitalization Board (CERB, part of the Department of Commerce) to create these planning documents. The effort shall include the following:

I. Use the results from the due diligence study to develop a feasibility study

As part of the due diligence study, public research will be performed to determine what fairgrounds/business development ideas would be preferred by the community. These ideas should be vetted and analyzed as part of this scope for their feasibility for the specific location of the fairgrounds and for the general location of South Whidbey Island.

II. Market study linked to economic development

- Identify market potentials for economic development at the Island County Fairgrounds.
- Quantify future demand for the market segments listed above over a defined time horizon (five to ten years)
- Research, analysis, and recommendations. Recommendations should include ideas from the feasibility study from I. above as well as any additional opportunities for the fairgrounds.
- Some data for this task exists in the form of: the Island County Fairgrounds Strategic Plan (April 2014); Economic Trends in the Port of South Whidbey (August 2013).
- Additional data for this task can be sought from the Island County Economic Development Council.

III. Site planning information

- Use information gathered from the due diligence study on understanding of current infrastructure and research on past studies of that infrastructure to determine what updates or additional infrastructure would be required to accomplish the recommendations from the Market Study in II.
- City of Langley zoning requirements should be identified for recommendations.

IV. Help identify funding pools for future development

Along with the due diligence study, assist in identifying resources that will fund and support the recommended opportunities identified in the tasks above.

V. Project debt and revenue impacts

- Create revenue and expense projections for all activities at the fairgrounds, including current ongoing activities and for feasible projects identified within this scope.

VI. Any additional CERB Planning Grant requirements

Because this work is funded by CERB, there are specific grant requirements that must be fulfilled as part of the project. The CERB Planning Grant requirements can be found at http://www.commerce.wa.gov/Documents/CERB_Minimum_Planning_requirements.pdf. We will rely on this awarded contract, in coordination with the Due Diligence scope of work, to complete the grant requirements. The items included in these Minimum Planning Requirements document must be completed in order for this project to qualify for the grant funds.

Schedule

The activities described above should be accomplished by January 15, 2016.

Deliverables

Business and Marketing Plan; CERB Planning Grant requirements

Please respond with Qualifications and a Proposal by Thursday, April 30th at 4:00 p.m. The Port intends to award a contract to the bidder with the best combination of price and qualifications. Bidders may not withdraw bids after the due date and time, or before award of contract unless said award is delayed beyond May 29, 2015.