

# Request for Proposals: Event Center Feasibility Study

Lubbock Chamber of Commerce  
Lubbock, TX  
806-763-4546

## Project Background

The Lubbock-area population has grown significantly over the past decade. However, the existing Lubbock Civic Center Auditorium/Coliseum lacks the space to accommodate events, entertainment, and recreation for our growing population. As such, the Lubbock Chamber of Commerce is recruiting a consultant to analyze the feasibility of building and maintaining a new, all-purpose event center.

The Lubbock Chamber of Commerce envisions an event center that will support uses ranging from all-school band concerts and everyday recreation to professional concerts, arts gatherings, movie screenings and sporting events. At a minimum, the event center will include an arena and a recreation area. The Lubbock Chamber of Commerce is also interested in adding unique features, such as an ice rink or restaurants, to increase the event center's appeal to a variety of consumer demographics. It is important that the event center generates a net profit over the next decade through ticket sales, event fees, and additional tax revenue.

## Project Overview

The Lubbock Chamber of Commerce is seeking an experienced architect, engineer, or professional consultant to analyze the feasibility of a proposed all-purpose event center. The consultant's feasibility study should include the following information:

- A Lubbock-area market analysis including:
  - Review of the Lubbock Civic Center Auditorium/Coliseum's historical event statistics from fiscal years 2014-15, 2015-16, and 2016-17
  - Definition of the primary and secondary geographic market areas
  - Analysis of population trends and spending profiles
  - Predictions of potential events and their quantity, attendance, and timing
  - Survey of competing facilities, including information on their locations and attendance
- Recommendations for building specifications including:
  - Total building square footage that the Lubbock-area market can support
  - Types of event areas needed
  - Unique building features that will attract additional revenue
  - Estimated number of seats and square footage required for each building feature
  - Number of parking spaces required
  - Number of acres of land required
- Financial feasibility analysis including:
  - Total cost of construction, excluding land costs
  - Projected revenue for the first 10 years of operation
  - Projected operating and maintenance expenses for the first 10 years of operation
  - Breakdown of projected expenses per square foot and per seat
  - Projected additional tax revenue generated by increased attendance

## Proposal Overview

The Lubbock Area Chamber of Commerce will be selecting one or more consultants based on an initial proposal. A successful initial proposal will include:

- Summary of similar projects (completed or in progress)
- Reference names, addresses, and phone numbers for each project
- Any additional individuals may be employed for the project, including his or her professional qualifications
- Projected timetable for study completion
- Total cost for services provided, including anticipated expenses
- Anticipated payment schedule

## Proposal Submission

Candidates must submit 10 copies of their initial proposal to the Lubbock Chamber of Commerce no later than 2 p.m. on January 6, 2018. Proposals should be sent to:

All-Purpose Facility Planning Committee  
c/o Chamber of Commerce  
P.O. Box 561  
Lubbock, Texas 79408

## Proposal Evaluation

The Lubbock Chamber of Commerce will be evaluating initial proposals based on the degree to which each candidate's proposal demonstrates appropriate professional qualifications, experience with similar projects, and the ability to complete projects quickly without sacrificing quality.

## Contract Negotiation

The Lubbock Chamber of Commerce will schedule negotiations for the final project fees and contract terms after selecting a consultant.