

Detroit Regional Convention Facility Authority  
Cobo Conference/Exhibition Center  
One Washington Blvd.  
Detroit, Michigan 48226-4420  
(313) 877-8777 MAIN  
(313) 877-8800 FAX

November 2, 2009,

**Request for Statement of Qualifications and Proposals for  
Facilitation Services for Development of Strategic Plan**

The Detroit Regional Convention Facility Authority (DRCFA) invites written responses from interested and qualified professionals in response to this Request for Qualifications/Proposals to facilitate the development of a Strategic Business Plan. The facilitator would be expected to lead the management of DRCFA in the development of the Plan, which is intended to set forth the direction of the DRCFA for the next 3-5 years. The Plan should contain a vision for the authority and include specific goals, objectives and targets as well as clear strategies to reach those goals.

You have been invited to submit your qualifications and a proposal to undertake the assignment which includes, but is not limited to, all necessary and incidental labor, equipment, tools, materials, and supervision to complete the activities in accordance with federal, state and local laws and regulations.

**Proposal Process**

The DRCFA reserves the right to negotiate with any respondent, to waive informalities in any Proposal and to reject any or all Proposals in whole or in part whenever such action is in the best interest of the DRCFA.

The respondent by submitting the Proposal represents and certifies to the DRCFA that, after reading this request:

- The Respondent has read and understands the request, and the Proposal is voluntarily submitted with the understanding that the DRCFA has no obligation to award a Contract Agreement to the Respondent or compensate the Respondent in any way for the preparation and submission of any Proposal in response to this RFP.
- The Respondent has the expertise, capacity and organization to complete the work.

**Evaluation Criteria**

The DRCFA is committed to providing a fair and open selection process. The evaluation criteria for submissions are as follows:

It is the intent of the DRCFA to receive Qualification Statements and Proposals and interview the candidates deemed to be most responsive. The DRCFA will enter into a Professional Services Agreement with the successful candidate. Experience of the Consultant with projects of comparable scale, complexity and significance will be reviewed along with an analysis of the Consultant's understanding of the goals and objectives of the DRCFA.

After evaluation and review of the Qualification Statements and Proposals, the DRCFA will invite for interviews the consultants with the most appropriate Qualification Statements and responsive Proposals.

These interviews may include a presentation by the Consultant lasting no longer than 1 hour. It is anticipated that invitations for interviews will occur via email by November 30, 2009. An award on the request for proposal is expected to be made by December 15, 2009 of their selection.

It is anticipated that the Consultant's first internal Team meeting will be on January 5, 2010 at 9:00 – 10:30 a.m. At that time, a timeline will be established for additional meetings as necessary. All contract requirements will be discussed/ completed before the first team meeting.

### **Statement of Qualifications and Proposal Document Requirements**

The Statement of Qualifications and Proposal should include at a minimum:

- *Details of the Consultant's staff:*
  - Name of firm(s) and the person(s) authorized to represent the firm(s).
  - Composition of Consultant's team and nature of any joint venture, partnerships, etc.
  - Resume and experience of any consultants who will be assigned to this project.
  - Staff experience related to the project, particularly experience involving business similar to DRCFA.
  - Experience and current workload of project principals named for this project.

- *Consultant's Relevant Experience*

The Consultant should describe its experience and should provide at least the following:

- Description of why the Consultant is the best qualified to undertake this project.
- Description of how the Consultant will approach the execution of this project.
- A brief narrative and graphic description of projects the Consultant is in process of completing, or has successfully completed, including the following information: Project, Project Description, Location, Project Date, Reference Contact information and other relevant information.

- *Proposed Fee Structure.*

Each Proposal must state a not-to-exceed amount the responding firm requires as its fees for the complete provision of the proposed services.

### **Submission:**

Please deliver the five (5) copies of the Statement of Qualifications and Proposal by November 23, 2009\_2009 at noon to:

Bob Johnson  
Detroit Regional Convention Facility Authority  
One Washington Boulevard  
Detroit, MI 48226

The DRCFA will not be responsible for unmarked or improperly marked responses or for responses delivered to the wrong location. Each firm is responsible for ensuring that its response is received on a timely basis. The Authority shall not extend the due date for responses on the basis that the U. S. Postal Service or another mail courier has lost or failed to deliver a response.

### **Submission of Questions**

Should a respondent be in doubt as to the true meaning of any portion of this RFQ or find any patent ambiguity, inconsistency, or omission herein, the firm must make a written request for an official interpretation or correction in accordance with the instructions for submitting questions as specified in this RFQ. Respondents are advised that no oral interpretation, information or instruction by an officer or employee of the DRCFA shall be binding upon the DRCFA.

**All** questions regarding this RFQ shall be submitted in writing via e mail or fax no later than November 9, 2009 to the attention of:

Bob Johnson

[johnsonrbt@aol.com](mailto:johnsonrbt@aol.com)

734-368-6518

The DRCFA does not guarantee a response to questions submitted after the question deadline.

Request for Statement of Qualifications and Proposals  
Facilitation Services for Development and Strategic Plan

**Scope of Work**

**Introduction**

The DRCFA was formed recently through enabling legislation to manage, operate and develop Cobo Center effective September 15, 2009. As a new entity, it is necessary to create a Strategic Plan that will guide the executive management team as it endeavors to drive the success of the business over the next 3 to 5 years. This planning process will include development of the organization's mission statement, vision statement, and key goals and objectives. The plan will include development of a sustainable business model, identification of strategies to achieve the goals and objectives, and the organizational structure required to successfully execute the plan

The project facilitator is expected to have a basic understanding of the history of Cobo Hall and the establishment of the DRCFA as well as industry knowledge including best practices and relevant benchmarks.. The project facilitator will work with the DRCFA staff to identify specific outcomes for the project, which include the following:

- Mission and vision statements
- Value proposition
- 1 year goals and objectives
- 3-5 year goals and objectives
- Strategic partners
- Construction/renovation strategy
- Marketing & Sales strategy
- Operational strategy
- Staffing strategy
- Financial strategy

The consultant will be specifically responsible for:

1. Understanding the operational and financial history of the organization.
2. Researching and providing industry benchmarks and "best in class" for comparable convention center and state authorities.
3. Using this knowledge to build a framework for up to (4) half-day executive strategic planning sessions in the DRCFA Board Room between January and mid-February.
4. Coordinating the scheduling of meetings with the DRCFA Executive Secretary and creating and distributing meeting agendas in advance.
5. Providing progress reports to the CEO and CFO weekly or as requested.
6. Written summary of the outcomes of the strategic planning process.
7. Consulting with the DRCA staff as appropriate in the development of the written business plan.