

1 **BILL NO. S-13-05-08**

2 **SPECIAL ORDINANCE NO. S- 45-13**

3 **AN ORDINANCE** approving the awarding of RFP  
4 #3627 - PROFESSIONAL CONSULTING  
5 SERVICES FOR A YOUTH SPORTS  
6 COMMUNITY ASSESSMENT & MARKET  
7 POTENTIAL STUDY by the City of Fort Wayne,  
8 Indiana, by and through its Department of  
9 Purchasing and AQUARIUS SPORTS AND  
10 ENTERTAINMENT for the PARKS AND  
11 RECREATION DEPARTMENT.

12 **NOW, THEREFORE, BE IT ORDAINED BY THE COMMON COUNCIL**  
13 **OF THE CITY OF FORT WAYNE, INDIANA;**

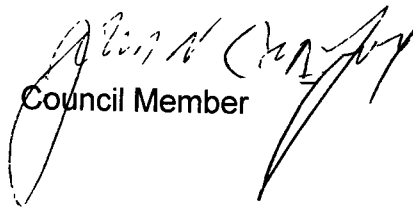
14 **SECTION 1.** That RFP #3627 - PROFESSIONAL CONSULTING  
15 SERVICES FOR A YOUTH SPORTS COMMUNITY ASSESSMENT &  
16 MARKET POTENTIAL STUDY between the City of Fort Wayne, by and  
17 through its Department of Purchasing and AQUARIUS SPORTS AND  
18 ENTERTAINMENT for the PARKS AND RECREATION DEPARTMENT,  
19 respectfully for:

20 Professional Consulting Services to develop a plan that will  
21 recommend options to enhance local youth sports opportunities  
22 and position Fort Wayne as a regional and national destination  
23 in youth sports:

24 involving a total cost of ONE HUNDRED FIFTEEN THOUSAND FIVE  
25 HUNDRED AND 00/100 DOLLARS - (\$115,500.00) all as more particularly set  
26 forth in said rfp #3627 - PROFESSIONAL CONSULTING SERVICES FOR A  
27 YOUTH SPORTS COMMUNITY ASSESSMENT & MARKET POTENTIAL  
28 STUDY which is on file in the Office of the Department of Purchasing, and is

1 by reference incorporated herein, made a part hereof, and is hereby in all  
2 things ratified, confirmed and approved.

3  
4 **SECTION 2.** That this Ordinance shall be in full force and effect  
5 from and after its passage and any and all necessary approval by the Mayor.

6  
7  
8   
9 Council Member

10  
11  
12 APPROVED AS TO FORM AND LEGALITY

13  
14   
15 Carol Helton, City Attorney

REF. NO.:	3627
DEPT:	Park Department
DATE:	5/6/2013
ITEM/SERVICE:	Professional Services
ADVERTISED BID:	Yes
DATES ADVERTISED:	2/25/13 & 3/04/13
DATE OPENED:	3/21/13
SINGLE SOURCE:	No
NO. OF VENDORS NOTIFIED:	12
NO. OF VENDORS RECEIVING BID:	12
NO. OF VENDORS RETURNING BID:	12
NO. OF VENDORS DISQUALIFIED:	0
DATE SENT TO DEPT FOR RECOMM:	3/21/13
DATE RECOMM RECEIVED BACK:	4/29/13
DATE SENT TO LAW DEPT:	5/6/13
INTRODUCTION DATE:	5/14/13
DISCUSSION DATE:	5/21/13
PASSAGE DATE:	5/28/13

EVALUATION CRITERIA	WEIGHT 1-10	Aquarius Sport & Entertainment		Rising King & Associates		Hudson Strategic Partners		Conversation Sport Leisure		Johnson Consulting		TSE Consulting		Crossroads Consulting		National Association of Sports		Market Feasibility Advisors		Ecompass		Sports Facilities Advisory		Indiana University on behalf of the Public Policy Institute	
		ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE	ABILITY, COMPETENCE OR EXPERIENCE LEVEL 0,1,3,6,9	SCORE
Firm's qualifications & years in business	7	6	42	6	42	3	21	6	42	6	42	3	21	3	21	6	42	1	7	1	7	3	21	1	7
Experience in Building & Planning Markets A relevant including references	9	9	81	9	81	6	54	6	54	3	27	3	27	6	54	3	27	3	27	1	7	6	54	1	7
Experience in Market Potential Study including references	8	6	54	3	27	6	54	6	54	3	27	6	54	6	54	3	27	3	27	1	7	3	27	1	7
Schedule of work when needed	9	6	54	6	54	6	54	6	54	6	54	3	27	6	54	6	54	3	27	3	27	3	27	3	27
Furnish unique study, comments and additional information provided	8	6	48	6	48	6	48	6	48	6	48	3	24	3	24	3	24	3	24	1	7	3	27	1	7
Proposed fees and quality of project cost estimate	8	6	48	6	48	6	48	6	48	6	48	1	8	3	24	3	24	1	7	1	7	3	27	1	7
Staff and resources available to complete in timely manner	7	3	21	6	42	6	42	6	42	6	42	3	27	3	24	3	24	3	27	1	7	3	27	1	7
Completeness & quality of proposal	5	6	30	6	30	6	30	6	30	6	30	6	30	6	30	3	21	3	21	1	7	3	27	1	7
Indiana Company score 0 or 5	1	0	0	0	0	5	5	0	0	0	0	5	5	5	5	0	0	0	0	0	0	0	0	5	5
<b>Total Score</b>			<b>578</b>		<b>572</b>		<b>356</b>		<b>372</b>		<b>318</b>		<b>217</b>		<b>287</b>		<b>234</b>		<b>156</b>		<b>80</b>		<b>233</b>		<b>178</b>

Firms that rated the highest and were interviewed by selection committee

# COUNCIL DIGEST SHEET

Enclosed with this introduction form is a tab sheet and related material from the vendor(s) who submitted bid(s). Purchasing Department is providing this information to Council as an overview of this award.

## RFPs & BIDS

Bid/RFP #	3627
Awarded To	Aquarius Sports And Entertainment
Amount	\$115,500.00
Conflict of interest on file?	No- acquiring per contract
Number of Registrants	12
Number of Bidders	12
Required Attachments	RFPs -- attached firm Evaluation Matrix

## EXTENSIONS

Date Last Bid Out	2/25/13
# Extensions Granted	n/a
To Date	

## SPECIAL PROCUREMENT

Contract #/ID	n/a
(State, Federal, Piggyback--Authority)	
Sole Source/	n/a
Compatibility Justification	

## BID CRITERIA *(Take Buy Indiana requirements into consideration.)*

Most Responsible,  
Responsive Lowest  Yes  No *If no, explain below*

If not lowest, explain Contract for professional services.

# COUNCIL DIGEST SHEET

## COST COMPARISON

*Increase/decrease amount n/a  
from prior years  
For annual purchase  
(if available).*

## DESCRIPTION OF PROJECT / NEED

*Identify need for project &  
describe project; attach  
supporting documents as  
necessary.*

The Legacy Fort Wayne Task Force recommended for the Youth/Prep Sports Initiative that we should "Build on our existing strengths to make Fort Wayne a first choice destination for youth/prep sports."

The Mayor's Youth Development/Prep Sports Legacy Champion Team studied the issue.

The next step in the process is the YOUTH SPORTS COMMUNITY ASSESSMENT AND MARKET POTENTIAL STUDY. The study will deliver a plan which will recommend options to enhance local youth sports opportunities and position Fort Wayne as a regional and national destination in youth sports.

The RFP development and firm selection process was guided by a committee consisting of city staff, city councilman, Visit Fort Wayne, and community leaders. This committee will continue to guide the study to completion.

## REQUEST FOR PRIOR APPROVAL

*Provide justification if n/a  
prior approval is being  
requested.*

## FUNDING SOURCE

*Account Information.* Legacy Funds



# MEMORANDUM



**To:** City Council Members, City of Fort Wayne  
**From:** Perry Ehresman, Fort Wayne Park and Recreation Dept.  
**CC:** File  
**Subject:** RFP# 3627  
**Date:** May 2, 2013

The Fort Wayne Parks and Recreation Department is requesting approval for a contract with AQUARIUS SPORTS AND ENTERTAINMENT. The contract is for PROFESSIONAL CONSULTING SERVICES FOR A YOUTH SPORTS COMMUNITY ASSESSMENT & MARKET POTENTIAL STUDY.

This project will require services to develop a plan that will recommend options to enhance local youth sports opportunities and position Fort Wayne as a regional and national destination in youth sports.

Funding for this project is coming from the Legacy Fund.

We respectfully request your approval of this contract so that we may proceed with the work. If you have any questions, please feel free to contact me, Perry Ehresman, at 427-6009 or Steve McDaniel at 427-6407.

Thank you in advance.

BILL NO. S-13-05-08

**REPORT OF THE COMMITTEE ON FINANCE**  
**MAY 21, 2013**

JOHN CRAWFORD – CHAIR  
TOM SMITH – CO-CHAIR  
ALL COUNCIL MEMBERS

WE, YOUR COMMITTEE ON FINANCE TO WHOM WAS REFERRED AN ORDINANCE approving the awarding of RFP #3627-Professional Consulting Services for a Youth Sports Community Assessment and Market potential Study by the City of Fort Wayne, Indiana, by and through its Department of Purchasing and Aquarius Sports and Entertainment for the Parks and Recreation Department. COMMITTEE OF FINANCE HAVE HAD SAID ORDINANCE UNDER CONSIDERATION AND BEG LEAVE TO REPORT BACK TO THE COMMON COUNCIL THAT SAID ORDINANCE

DO PASS

DO NOT PASS

ABSTAIN

NO REC

*John Crawford*  
*Tom Smith*  
*John Smith*  
*Jeff Bakkal*  
*Hoban H. Butler*  
*Martin L. B...*  
*[Signature]*  
*[Signature]*  
*[Signature]*

SANDRA E. KENNEDY  
CITY CLERK

Public Hearing Date, if applicable

Read the first time in full and on motion by Councilman *John Crawford*  
Read the second time by title and referred to the *Finance Committee*  
Committee. Read the third time in full and on motion by Councilman  
*Crawford*, placed on passage by the following vote:

	AYES	NAYS	ABSTAINED	ABSENT
TOTAL VOTES	9			
BENDER	✓			
CRAWFORD	✓			
DIDIER	✓			
HARPER	✓			
HINES	✓			
JEHL	✓			
PADDOCK	✓			
SHOAFF	✓			
SMITH	✓			

DATED: *May 29, 2013*

*Sandra E. Kennedy*  
SANDRA E. KENNEDY, CITY CLERK

Passed and adopted by the Common Council of the City of Fort Wayne, Indiana, as  
(ANNEXATION) (APPROPRIATION) (GENERAL) (SPECIAL) (ZONING) ORDINANCE  
(RESOLUTION) NO. *S-45-13* on the *28<sup>th</sup>* day of  
*MAY*, 2013

*Sandra E. Kennedy*  
SANDRA E. KENNEDY,  
CITY CLERK

*T. Thomas Didier*  
PRESIDING OFFICER

Presented by me to the Mayor of the City of Fort Wayne, Indiana, on the *29<sup>th</sup>* day  
of *May*, 2013, at the hour of *2:00* o'clock P.M., . E.S.T.

*Sandra E. Kennedy*  
SANDRA E. KENNEDY, CITY CLERK

Approved and signed by me this *30<sup>th</sup>* day of *MAY*

2013, at the hour of *10:30* o'clock *AM*, . E.S.T.

*Thomas C. Henry*  
THOMAS C. HENRY, MAYOR

# Youth Sports Community Assessment and Market Potential Study

## Stated Deliverables

### Community Assessment Phase:

- An inventory of existing sports facilities including layout, capacity, user and spectator counts, amenities, regular use and events.
- Results of a comparative analysis of our market verses a competitive set of other cities to determine our market position.
- Evaluation of community needs and gaps.
- Evaluation of strengths and weaknesses of our current efforts to approach and structure marketing and branding of our City for Youth Sports.
- Results of an evaluation of major youth sports events hosted over the last 10 years.
- A sports tourism opportunity profile and market assessment that utilizes and buildings on existing sports facilities to attract new youth sporting events.

### Market Potential Phase:

- Results of the evaluation of:
  - Regional and national youth/prep sports market trends and potential opportunities for existing facilities.
  - Untapped Markets that will work to drive private investment.
  - Market and potential economic impact of all youth/prep sports concentrations including special needs populations/adaptive sports.
- Recommendations on future needs including potential expansion of existing facilities and new facility development. New facility recommendations should include site and facility layout, capacity, user and spectator counts, amenities, specific events and competitions, and economic impact.
- Recommendations on ways to improve and expand existing marketing and branding efforts including partnerships between communities and entities, opportunities to connect and coordinate existing facilities and programs and funding opportunities.