

**Lake Lanier Islands Development Authority**

**Request for Proposal  
Market Evaluation, Planning and Conceptual Design Services for a  
New Conference Center**

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SUBMISSIONS ARE DUE AT THE ADDRESS SHOWN BELOW NO LATER THAN:

4:00 P.M. E.S.T. June 15, 2018

Lake Lanier Islands Development Authority  
Office of the Executive Director  
3280 McEver Road, Suite 106  
Buford, Georgia, 30518  
770-932-6608

RFP# 1-2018

**Issue Date: May 16, 2018**

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## **I. Introduction**

Lake Lanier Islands Resort comprises of 1,041 scenic acres in the foothills of the Blue Ridge Mountains. Being just 45 minutes from Atlanta and surrounded by 59 square miles of the waters of Lake Lanier, the destination is a favorite for both leisure and business groups alike. Legacy Lodge & Conference Center is the sole hotel on the property and currently offers 214 rooms and 22,000 square feet of meeting space.

The property is owned by the U.S. Army Corps of Engineers and leased to the state of Georgia through a 50-year lease to the Georgia Department of Natural Resources, which in-turn delegates administrative oversight responsibility to the Lake Lanier Islands Development Authority (LLIDA), a state authority. Since 1998, LLIDA has issued subleases to private entities which have financed improvements and operated and maintained the entire premises. In 2005, LLI Management Company acquired all improvements within the lease and has invested approximately \$65 million in renovating existing accommodations, attractions and amenities or constructing new ones. During the same time period, LLIDA has reinvested approximately \$45 million of the lease income into non-revenue producing infrastructure, including a multi-million-dollar sewer treatment and collection system, new roads, signage and traffic features, such as roundabouts, multi-use trails, and landscape. With a Development Plan already in place, new infrastructure, new vacation rental villas, and renovated hotel and other attractions, the resort is positioned to attract capital investment for additional corporate and leisure products. In 2018, LLIM added a recreation partner, Safe Harbor Development, that operates the marina, campground, and attractions at the Resort.

The State of Georgia FY 19 Budget includes Taxable General Obligation Bonds funds for the planning, design and construction of a Conference Center on lake Lanier Islands.

## **II. Scope of Need**

LLIDA, in conjunction with LLIDA's long term management partner LLIM, is seeking a Project consulting group to direct the necessary research, study, preliminary scope and conceptual design and financial models for a new conference center and potential connecting hotel project to be built at Lanier Islands. The deliverables of the project are:

- Market Feasibility Study

Determine current and potential future conference center and hotel demand in the market area, assess existing and potential future hotel supply and the share of the

market that could reasonably be attained by the potential conference center and hotel. Estimate potential cash flows from operations available to service debt to provide an estimated ROI on invested capital.

The report, based on the requirements associated with the identified users of the facility, will recommend the facilities program including conference space requirements, food and beverage concepts, number of associated guest rooms and other facilities and amenities.

- Economic Impact Study including impacts on the existing Legacy Lodge

Produce an Economic Impact study detailing the revenues, taxes and jobs generated during construction, opening and at stabilized operations. Evaluate, measure and report on the potential impacts on the operation and financial performance of the Legacy Lodge.

- Site Planning and Conceptual Architectural Renderings

Evaluate the potential site to assess opportunities and constraints for development and provide a site plan(s) and computer-generated rendering to understand how the proposed project will be situated on the site.

- General Construction Estimates (For planning purposes)

Using the recommended project facility program provide estimates of construction costs.

- Suggested Financial Structure for Funding

Provide recommendations for Funding of the proposed public/private partnership for the financing of the conference center and hotel.

The report will be provided to the leadership of the State of Georgia interested in supporting the economic development and project potential. In addition, the report may be provided to hotel developers, management companies and brands whom may be interested in participating in this project.

### III. Project Timeframe

|                      |            |
|----------------------|------------|
| Issue RFP            | May 16     |
| Pre-Bid – Conference | June 4     |
| Proposals Due        | June 15    |
| Notice to Proceed    | August 1   |
| Report Due           | November 1 |

### IV. Information Requested

- 1) Provide the name of the interested company or party, a listing of its principals, and title/contact information for the lead person to be assigned to this project.
- 2) List qualifications and experience relative to this project of the company and individual assigned to lead this project. Including references from previous clients.
- 3) List of proposed team and other consultants that will be used in the completion of the project.
- 4) Prepare a Scope of Study responding to the Needs listed in Section II.
- 5) Cost of Proposal.

### V. Selection Criteria

LLIDA will use the criteria below to select a Preferred Respondent with which to negotiate a contract based on perceived value to the Authority and is not obligated to accept the lowest priced bid.

- 1) Relative Qualifications and Experience of the Respondent
- 2) Demonstrated Knowledge and Understanding of Need
- 3) Scope of Study Offered
- 4) Ability to complete the assignment in the allotted period of time
- 5) Cost of Proposal

### VI. Selection Process

- 1) A pre-bid conference will be held on June 4, 2018, at 10:00 a.m. at Lake Lanier Islands Resort (the gate attendant will provide directions) to address any RFP questions. Additional information may be offered at this conference by LLIDA or LLI Management that may be helpful to bid preparation. Call-in information will be offered to

participants; however, LLIDA makes no warranties or representation as to the audio quality and no transcript or minutes will be provided to Respondents following the meeting. Participation is not mandatory.

- 2) Sealed, written responses are due in the offices shown on the cover of this RFP by 4:00 p.m. on June 15, 2018, whereupon they will be unsealed, opened, and considered the property of the LLIDA.
- 3) Respondents are asked to provide five hard copies and five electronic copies on a flash drive.
- 4) The LLIDA and LLIM will review and evaluate the written responses and may meet with all the Respondents. Additional information may be sought from each Respondent.
- 5) Prior to entering into any contract with a Respondent, proof must be provided that Respondent is in compliance with, and participates in, the federal work authorization program (E-verify; O.C.G.A. 13-10-91).
- 6) LLIDA reserves the right to accept one or more proposals, to reject whole or in part any and all proposals for any or no reason, and to waive irregularities, technicalities, and formalities, when it is in the best interest of the LLIDA.
- 7) The cost of developing any response is the sole responsibility of the offeror.
- 8) Any objection or protest to the procedure for soliciting proposals must be in writing to the Executive Director of LLIDA no later than the date on which LLIDA announces the preferred Respondent.
- 9) In the event that LLIDA does not reach mutually agreed upon terms with the Preferred Respondent, LLIDA may choose to cancel this solicitation or choose to negotiate with another Respondent.
- 10) Once the responses have been evaluated and a Preferred Respondent has been announced, the responses will be subject to the Georgia Open Records Act (O.C.G.A. 50-18-70).
- 11) The work product generated by any contract awarded under this RFP will become the property of LLIDA and may be used with third parties to provide justification for advancing the recommendations contained in the work product.

## **VII. Contact for Questions**

All questions regarding this solicitation, the intent or the opportunity, should be addressed to the issuing officer only, shown below, and all other communications are restricted.

Bill Donohue  
Executive Director  
Lake Lanier Islands Development Authority  
770-932-6608  
[BDonohue@llida.ga.gov](mailto:BDonohue@llida.ga.gov)