

**Lake Lanier Islands Development Authority**  
**Request for Proposal**  
**Market Study for Lodging and Conference Facilities**

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

4:00 P.M. E.S.T. October 14, 2016

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

RFP# 1-2016

**Issue Date: September 20, 2016**

## **Request for Proposal Market Study for Lodging and Conference Facilities**

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## **I. Introduction**

Lake Lanier Islands Resort comprises 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 landscapes. 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.

## **II. Scope of Need**

LLIDA is commissioning a hospitality research study to evaluate market demand for additional hotels and specific conference center needs. Respondents are asked to write a detailed scope of study that includes, at a minimum, the basic needs outlined herein, and offer pricing to conduct such a study and produce findings, conclusions, and recommendations. It is not necessary for responses to track this Request for Proposal.

### Hotel Demand

Under a Development Plan approved by the U.S. Army Corps of Engineers, LLI Management Company on its own, or through a partner or other sublessee, may construct two additional Lodge & Conference Centers, including returning a hotel to the site of the former Pinelsle Hotel. However, LLI Management Company is not confined to any particular number or type of hotels/conference centers or the location thereof as changes to the proposed Development Plan can be sought to meet perceived market demand.

### Conference Center Demand

Included within the scope of study should be a review of the market potential and viability of developing a conference center and determining what types of additional hotel/lodging are necessary to support such a center. Given that the Atlanta region is home to an international airport having the distinction of being the world's busiest, a pro-business climate, low taxation, highly qualified labor pool, available capital, incubation facilities, and the resort's proximity to the technology corridors of I-85 and Georgia 400, it is appropriate to analyze current and anticipated demand for a conference center focused on technology and research training, including any planned or proposed centers of this type in this region.

### **III. 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.
- 3) Prepare a Scope of Study responding to the Needs listed in Section II and this section. Scope will include a supply and demand analysis for hotels and conference centers by establishing a competitive set within at least a 50-mile radius. The scope will include utilization rates, length of training (daily versus extended), user profiles, and other demand factors.
- 4) Research should include assembling and drawing conclusions from other available studies related to technology conference centers from academia, research institutions, business trade groups, or state entities. Corporate or private sector interests and/or their meeting planners should also be interviewed and/or surveyed to determine demand.
- 5) The Study to be developed will include recommendations on facility type, potential user groups, and projected forecast and utilization, among other things. Recommendations should also address, at a minimum:
  - a. Architectural specifications, including total square footage of the ideal center, its meeting rooms, exhibit halls, and breakout rooms and the number of spaces and layouts of each;
  - b. Adjacency needs for overnight accommodations;
  - c. Business service and technology needs;
  - d. Catering needs to support such a center;
  - e. On-site retail shopping and fitness needs required to support daily and extended training; and
  - f. Parking requirements.
- 6) Cost of Proposal.

#### **IV. 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. While the cost of the study is a major factor in the overall selection LLIDA 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) Cost of Proposal

#### **V. Selection Process**

- 1) A pre-bid conference will be held on September 27, 2016, at 10:00 a.m. at the Pine Isle Center at the 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 October 14, 2016, whereupon they will be unsealed, opened, and considered the property of the LLIDA.
- 3) Respondents are asked to provide one hard copy and one electronic copy on a flash drive.
- 4) The Executive Director will review and evaluate the written responses and may meet with any and all of 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 of 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.

## **VI. 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)