



ECONOMIC DEVELOPMENT CORPORATION

PO Box 223, 7 Minden Street
Greenville, Maine 04441

Request for Proposals
Hotel Development & Economic Feasibility Analysis

Proposal to be received by 4:00PM EST, August 15, 2018

Introduction

Moosehead Lake Region Economic Development Corporation (MLREDC) is seeking professional, industry-qualified assistance to evaluate the feasibility of developing a hotel and conference center in Greenville, Maine, the heart of the Moosehead Lake Region. Greenville sits on the southern shore of Moosehead Lake and is the service center for central Piscataquis County. Greenville is about 80 miles northwest of Bangor, Maine and 55 miles southwest of the Canadian border.

Scope of Work

This hotel conference center feasibility analysis should:

1. include supply and demand analysis for tourism and conference accommodations;
2. evaluate the strengths, weaknesses, opportunities, and threats of and to the current hospitality market;
3. evaluate the current and projected market demand for the number, type and duration of hotel stays in the greater Greenville area;

About MLREDC

Founded in 2013 by local business, nonprofit, and government leaders, MLREDC is a 501(c)(3) not-for-profit economic development corporation. Its mission is to grow and sustain local businesses, attract and create new jobs, and enhance the economy of the Moosehead Lake Region. Its vision is that “The Moosehead Lake Region will enjoy a robust, diversified, and sustainable economy that leverages the region’s unique character, heritage and spectacular natural resources.”

Since 2013, MLREDC’s completed projects include: installation of a regional wayfinding signage system; investments in branding and marketing materials; creation of an artisan cottage village; installation of public WiFi system in downtown Greenville; completion of a regional strategic action plan and a branding and marketing action plan with world-renowned consultants; beautification projects in downtown Greenville; among other initiatives.

MLREDC’s 2017 regional Strategic Action Plan and 2015 Branding and Marketing Plan both cite the need for enhanced hospitality resources to grow the region’s nature-based tourism economy, including a hotel conference facility. Those plans can be found here:

2017 regional strategic action plan and additional planning documents –
<https://future-iq.com/project/moosehead-lake-region-maine-usa-2016-17/>

2015 branding and marketing action plan
<http://www.mooseheadlakeedc.com/images/uploads/general/MOOSEHEAD-LAKE-BRANDING-ACTION-PLAN.pdf>)

More information about MLREDC and Moosehead Lake region can be found here:
www.mooseheadlakeedc.com

Desired Feasibility Analysis and Deliverables

1. Moosehead Lake region specific market demand analysis
 - a.a. Future lodging & hospitality demand in the market area in and around downtown Greenville
 - a.b. Identify demand generators or potential users of a new facility
 - a.c. Interview existing lodging businesses to help assess demand
2. Feasibility analysis
 - a.a. Assess the viability of a 70-140 room hotel and conference facility in downtown Greenville near the Moosehead Lake shore (note: specific site location search not a part of this RFP)
 - a.b. Identify market and project constraints and challenges, including public infrastructure requirements
 - a.c. Identify impact of new facility on existing hospitality industry in and around Greenville and Moosehead Lake
 - a.d. Provide estimate of capital investment required and expected revenues to provide ROI needed to attract investors
3. Number and mix of potential guest rooms and conferencing facility
 - a.a. Room configuration
 - a.b. Potential for restaurant within facility
 - a.c. Conference facility options

Respondent's Proposal Must Contain the Following Information

Basic Information

1. Company name, mailing address, & physical address
2. Contact person's name, title, phone number & email address
3. Company's web address

Professional & Project Information

1. Names and professional qualifications of individuals conducting the study
2. List of previous similar work, with three previous clients identified as references with contact information
3. Detailed description of respondent's fee schedule
4. Detailed description of timeline for study completion

Timeline

MLREDC seeks to begin this project no later than September 1, 2018.

Other Information

MLREDC has allocated \$15,000 for this study. Respondent's not-to-exceed cost estimate will be a factor in determining which firm is selected for this feasibility analysis.

MLREDC expects the firm selected for this project to visit the Moosehead Lake area, meet with key stakeholders, and view selected areas and hospitality resources in the region at least once as part of this project.

MLREDC reserves the right to accept or reject any responses to this RFP for any reason. All responses shall become the property of MLREDC.

Selection Process

The firm selected for this project will be selected based on information provided. MLREDC may conduct interviews with any firm to gain a better understanding of the firm's abilities and proposal.

How to submit

Respondents shall deliver five (5) printed copies of response to this RFP no later than 4:00pm on August 15, 2018, to:

US Mail:

Moosehead Lake Region Economic Development Corp.
Attn: Steve Levesque, President
PO Box 223
Greenville, Maine 04441

All other carriers:

Moosehead Lake Region Economic Development Corp.
c/o Greenville Town Office
Attn: Steve Levesque, President
7 Minden Street
Greenville, Maine 04441

Questions

Questions regarding this RFP may be directed to:

John Cleveland, MLREDC Consultant
Email: jcleveland@cdcorp.org
Phone: (207) 777-1375