



Gilpin County

REQUEST FOR PROPOSAL - RFP

Sexually Oriented Business (SOB) Impact Study

DEADLINE: June 10, 2024

I. Introduction

Gilpin County is inviting proposals from qualified consulting firms to provide organizational consulting for Gilpin County. Gilpin is located approximately 35 miles west of Denver, in the Colorado Rocky Mountains with an elevation range between 7,000-13,294 feet above sea level and home to the premier gaming/gambling destinations in Colorado.

II. Services Required

The qualified consulting firm(s) is to provide all the necessary labor, research, and data required for the satisfactory completion of a Sexually Oriented Business (SOB) impact study, as described in this RFP.

Background:

- In January of 2023, a large hospitality conglomerate closed a deal with Central City, to open an adult themed casino. A gaming operation is no longer possible and a shift toward exclusively SOB operation is expected.
- Over the course of two years, this firm has acquired a number of additional vacant and/or underperforming commercial properties in Central City.
- See the news article attached at the end of this document for more information.
- On May 21, 2024, Central City Council will be discussing permitting greatly lowering SOB distance buffers while also adding Adult Arcade, Adult Cabaret, Adult Motel, Adult Motion Picture, Adult Theater, Nude Model Studio and Sexual Encounter Center into their code.

This Request for Proposal (RFP) is for the selection of a qualified consultant or consulting firm to conduct a comprehensive evaluation and analysis on the economic and regulatory impact of SOBs in Gilpin County. Specific focus of this study shall be targeted toward County budget impacts as to a loss of revenue or increase in expenses impacted by SOB. For the purposes of this study, SOBs refer to venues such as gentlemen's clubs, adult-themed restaurants, or cabarets that offer live performances or screenings of explicit sexual content, in addition to those included in the Central City land use code update dated May 21, 2024.

1. Methodology:

- Develop a research framework and methodology that shall include data collection and analysis. Case studies from similar communities who have permitted SOBs is expected.

2. Economic Impact Analysis:

- Assess the economic impact, favorable or otherwise, of SOBs to the local economy, including tax revenue generation, employment, and property values.
- Analyze the effects of SOB on related industries such as hospitality, arts, entertainment, tourism, heritage tourism, and gaming.
- Analyze the staffing needs and costs incurred in order for the County to address impacts and protect the health, safety and public welfare on Patrol (Sheriff Deputies), Detentions (Jail), Victim Services, Emergency Management, Dispatch, Public Health and Human Services. All of which are County paid services, including law enforcement within the Central City limits (see attached agreement).

3. Regulatory Analysis:

- Review existing regulations and zoning ordinances governing SOBs in Gilpin County including in the incorporated communities of Central City and Black Hawk.
- Assess the effectiveness of current regulatory frameworks in addressing concerns related to SOBs, such as public safety, nuisance abatement, and community well-being.
- Examine any potential impacts the presence of SOBs may have on crime and public health.

4. Community Engagement and Outreach:

- Identify key stakeholders including prospective SOB owners and operators, employees, customers, local residents, municipal leaders, law enforcement agencies, and community organizations for interviews, surveys, and focus groups.
- Conduct outreach activities to engage stakeholders such as prospective SOB owners and operators, employees, customers, local residents, law enforcement agencies, and community organizations.

Deliverables:

- Research framework and methodology document.
- Data collection instruments (interview guides, survey questionnaires, etc.)

- Interim progress reports as agreed upon.
- Final impact study report including analysis, findings, and recommendations.
 - Specific recommendation related to the Intergovernmental Agreement Between Gilpin County and the City of Central, Colorado to Provide Law Enforcement and Public Safety Services (attached) dated October 5, 2016, adjustments, as they relate to SOBs.
 - Effects on property values.
 - Effects on crime and emergency calls.
 - Effects on social services.

III. Submittal Requirements

This Request for Proposal (RFP) describes the requested scope of services and information to be included in each proposal. Failure to submit information to the County in accordance with the requirements of this RFP and its procedures may be cause for disqualification. The proposal should be concise and complete, covering all items identified, emphasizing an understanding of the project and the resources to perform the intended work. Unclear, ambiguous statements such as “all reasonable effort to provide” must be avoided. Failure to address any of the requirements may be subject to rejection and/or misinterpretation. Inability to meet any specified requirements must be so stated and thoroughly explained.

Proposals are to be addressed to Ray Rears, Gilpin County Manager, in accordance with the Instructions to Proposers and all other requirements as referenced in this RFP. Proposals will be received until the Proposal Closing Date and Time set forth on the cover page of this RFP, at which time a representative of the County will publicly announce the names of those firms or individuals submitting proposals. No other public disclosure will be made if and until award of contract.

The RFP Submittal (Not to exceed 20 pages) shall include the following:

1. Letter of Transmittal

The letter of transmittal must contain the following statements and information, and is not intended to be a summary of the proposal:

- Company name, address, and telephone number(s) of the firm submitting the proposal.
- Name, title, address, email address and telephone number of the contact person or persons, authorized to represent the firm and to whom to direct correspondence.
- Taxpayer identification numbers of the firm.
- Brief statement of your understanding of the services to be performed and a positive commitment to provide the specified services.
- Signature of a corporate officer or other individual who is legally authorized to bind the applicant to both its proposal and cost schedule.
- Statement which indicates “proposal and cost schedule shall be valid and binding for ninety (90) days following proposal due date and will become part of the contract that is negotiated with Gilpin County.”

2. General Vendor Information

Please provide the following:

- Length of time in business
- Total number of clients, including specifically public sector clients
- Number of full-time personnel
- Location of office which would service this account

3. Technical Proposal

Provide a detailed technical and narrative response regarding the ability to provide the components as stated within the Scope of Work. The Evaluation Criteria listed in the Evaluation of Proposals section below provides additional information and the criteria that evaluators will use:

- a. Understanding the Proposal. Responses will include comprehensive information and narrative statements that illustrate proposer’s understanding of the requirements of the project and the project schedule.
- b. Methodology Used for the Proposal. Responses will include comprehensive information and narrative statements that set out the methodology they intend to employ and illustrate how the methodology will serve to accomplish the work.
- c. Management Plan for the Proposal. Responses will include comprehensive information and narrative statements that set out the management plan they intend to follow and illustrate how the plan will serve to accomplish the work.
- d. Experience and Qualifications. Responses will include a detailed explanation of your experience with similar projects and employees.
 - i. Provide a detailed narrative describing your firm’s experience with a minimum of three (3) projects of similar size and scope in the past five (5) years.
 - ii. Provide a narrative description of the organization and capabilities of the project team and a personnel roster that identifies each person who will actually work on the contract.
 - iii. Provide a minimum of three (3) current or former clients where work has been performed within the last five years who may be contacted with respect to your firm’s reputation for high quality of work, responsibility and efficiency. Include the name, address and telephone number of the executive in each organization who can speak knowledgeably about the quality, timeliness and cost of your work.

4. Financial/Cost Proposal - Submit pricing/cost information in a separate package from the technical proposal, clearly marked on the outside. Do not include costs in the technical proposal. Electronic copies of proposals will include separate files for financial and technical proposals. Separate discs or drives are not required.

Submit a detailed cost proposal including all costs and charges for the proposed services, including any, fees, training, implementation, and any other costs required. Estimate the hours and provide cost schedule detail for any service engagements necessary to meet the goals, if appropriate. Break down the cost proposal to indicate all costs.

- The proposal must contain a fee schedule that includes hourly rates for the proposed consultant billing and services below.

<u>POSITION</u>	<u>RATE</u>
Principal	\$_____
Senior Project Manager	\$_____
Project Manager	\$_____
Administrative Support	\$_____

- Describe how your services are priced, and any specific pricing you are able to provide.
- Define any additional charges (e.g. travel expenses).

5. Descriptive Pages and Brochures –

All standard descriptive informational pages and brochures should be submitted in a section titled "APPENDIX."

IV. Evaluation Criteria and Process

Evaluation Criteria	Weight
Years in business / experience / history working with government	15%
Understanding of the project and / or services required	20%
Methodology / functionality / service or project plan	15%
Preference for local and state business	5%
Preference for minority and women owned businesses / labor surplus area firms	5%
Management plan / administration	10%
Total cost	30%
TOTAL	100%

A project team will evaluate all proposals. Proposals shall be evaluated on the basis of the Evaluation Criteria noted herein. The team may make recommendation to the County Manager for selection on the basis of the proposals received, or may choose to "shortlist" prospective firms for further negotiations. Individual interviews may be required for the top firm(s) who have submitted the required information.

Gilpin County will take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.

Reference checks, when conducted, will not be rated but will be considered on a "pass/fail" basis.

Following an individual rating period, the project team will meet to discuss the initial rating and may choose to make an award at that time. Failure of the proposer to provide any information requested in this RFP may result in disqualification of the proposal.

This request for proposal is not a competitive bid based on price only. The Request for Proposal allows Gilpin County to select the contractor that best meets the needs of the County, taking into consideration proposer qualifications, experience, mythology, timeliness, and service capabilities and other factors relevant to the County's policies, programs, administrative resources, and budget.

This RFP has been published at the Rocky Mountain Bid Net System and on the County website, which may be accessed at the following links:

<https://www.bidnetdirect.com/colorado>

<https://gilpincounty.colorado.gov/news-notice/request-for-proposals-rfps>

Any modifications to this RFP or addenda pertaining to this RFP will be published to the Bid Net System and on the County Website, and all proposers are responsible to periodically check both locations for relevant updates prior to the submittal of a proposal.

Written Inquiries – Interested applicants may make written inquiries concerning this RFP to obtain clarification of requirements or additional information. No inquiries will be accepted after the date and time of the Written Inquiry Deadline indicated in the Schedule of Activities. Send all inquiries via email, referencing the RFP number and title in the subject line, to: sbower@gilpincounty.org.

V. Deadline for Submission of Proposals

One electronic submission must be received by Gilpin County prior to 7:00 p.m. on June 10, 2024. The submission must be labeled as "RFP Sexually Oriented Business Impact Study" in the subject line and sent to this email address: sbower@gilpincounty.org. Physical submissions will not be accepted.

Number of Copies: One (1) electronic copy via email

Schedule of Activities:

Activity	Date
RFP Issued	May 21, 2024
Written Question Deadline	May 31, 2024
Responses to Written Inquiries Published	June 4, 2024
Proposal Submission Deadline	June 10, 2024
Anticipated Award	June 25, 2024
Project Start	July 1, 2024

VI. Miscellaneous

Gilpin County reserves the right to reject any and all proposals for failure to meet the requirements herein, to waive any technicalities, and to select the proposal which, in the County's sole judgment, best meets the requirements of the project.

The RFP creates no obligation on the part of the County to award a contract or to compensate the proposer for any costs incurred during proposal presentation, response, submission, presentation or oral interviews (if held). The County reserves the right to award a contract based upon proposals received without further discussion or negotiation. Proposers should not rely upon the opportunity to alter their qualifications during discussions.

The County further reserves the right to make such investigation as it deems necessary to determine the ability of proposers to furnish the required services, and proposers shall furnish all such information for this purpose as the County may request.

Proposers must specifically identify any portions of their submittals deemed to contain confidential or proprietary information, or trade secrets. Those portions must be readily separable from the balance of the proposal. Such designations will not necessarily be conclusive, and proposers may be required to justify why Gilpin County should not, upon written request, disclose such materials.

The County is not responsible for electronic submissions or communications not received, in any way associated with this RFP.

Contract

Pending successful contract negotiations, one or more contracts may be awarded to the Contractor or Contractors whose proposal(s) is/are the most advantageous and offer the best overall value to the County, taking into consideration price and other evaluation factors described in this RFP. If more than one contract is awarded, an effort will be made to award work in an equitable manner taking into consideration the following criteria for each project:

1. Specific area of focus / special requirements
2. Cost
3. Availability of the Contractor
4. Prior performance of the Contractor

Q&A

Item 1 of the scope mentions case studies. Does the county have any initial suggestions for relevant case study communities, or would the researcher develop that list?

- The successful firm would be responsible for identifying relevant case studies for the County's particular circumstances.

Item 2 (bullet 2) of the scope mentions the impact on related industries. Does the county have measures of the current scale of those industries (e.g., number of operating businesses, revenues, or similar measures)?

- No. The successful firm would be responsible for collecting these measures. Property value figures are available through the Gilpin County Assessor's Office.

Is there a timeline for completion of the study? Does it need to be completed by a certain date?

- The successful firm is asked to complete the study to satisfactory standards in the shortest possible time period.

The RFP mentions several types of Sexually Oriented Businesses in the RFP, including Adult Arcade, Adult Cabaret, Adult Motel, Adult Motion Picture, Adult Theater, Nude Model Studio and Sexual Encounter Center. These may have different types of impacts. Should the researcher assume that any of these businesses may become present, or is there a "most likely" scenario that we should work from based on the hospitality firm's current business offerings?

- The types of businesses that may arise are dependent on pending regulations in Central City. Proposed regulations would legalize a wide variety of types of SOBs. The successful firm, through its work, will make an assessment on the most likely scenarios.

Approximately what proportion of Gilpin County's business space has been purchased by the hospitality company to date?

- The County is aware of eight (8) separate commercial properties located in Central City. Regulations would enable more potential businesses to open in incorporated Central City.

Will the County or hospitality company share the current development plan as envisioned?

- The County is not privy to these details. The County is able to assist the successful firm in connecting them to key stakeholders, but it will be the successful firm's responsibility to acquire development plans wherever possible.

For evaluating economic impacts, do you want a more specific model of the impacts or only directional information on what may be helped or hurt?

- The successful firm will identify the appropriate model(s), apply them, and provide specific recommendations to the County.

Has the county recently been hearing concerns about SOB's from any particular group (residents, other businesses, etc.)?

- Yes.

Is there a budget for this work yet? Or an expected do-not-exceed amount? There are many elements to this scope, including options for how deep we go into each one, and want to ensure we provide the best recommendation for the budget.

- Yes. For the purposes of negotiation, Gilpin County does not share project budgets with prospective firms.