

**LEGISLATIVE #**

**110374B**

ALACHUA COUNTY  
BOARD OF COUNTY COMMISSIONERS



REQUEST FOR LETTERS OF INTEREST

Capital Projects that Promote Tourism

Submittal Deadline:  
2:00 pm, FRIDAY, October 28, 2011

***Any response received after the above submittal deadline will not be considered.***

Alachua County Purchasing Division, Third Floor  
County Administration Building  
12 SE 1<sup>st</sup> Street  
Gainesville, Florida 32601-6983  
(352) 374-5202 (PHONE)  
(352) 491-4569 (FAX)

## **Purpose**

The Alachua County Board of County Commissioners (hereinafter referred to as "Board") is seeking Letters of Interest from Public Entities (hereinafter, referred to as "Proposer") for capital projects that meet the requirements of subsection 125.0104(5), Florida Statutes. Below is a summary of the authorized uses of the funds.

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums, or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county.
2. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public.
3. Will a main purpose of the project be to support activities that have a main purpose of attracting tourists as evidenced by the promotion of those activities to tourists.

The submitted Letter of Interest should take into account the Board's interest in a project that is a world class venue and furthers the brand and main purposes of travel into Alachua County. The project should also be capable of garnering national and international recognition while being attractive to global visitors. The main purposes of travel into Alachua County in order of impact are Sports, Meetings and Conferences, Visiting Friends and Relatives, Festival and Events, Leisure and Medicine.

If the proposed project is a resubmission of an earlier review project, it must show substantial changes to the previously submitted letter of interest or business plan.

The proposed project will include a conceptual plan on how spectator seating for tourists attending multi-day events will be provided.

## **Letters of Interest Submission**

Letters of Interest must be submitted with all required submissions included. Failure to comply may preclude consideration of the Letters of Interest.

Each Proposer is responsible for full and complete compliance with all laws, rules and regulations which may be applicable.

**The Letters of Interest should be a maximum of 3 front and back pages.**

Proposers desiring to provide services as described herein shall submit Letters of Interests, an original and two (2) copies in a sealed envelope labeled on the outside, "**Capital Projects that Promote Tourism**", and deliver not later than **2:00 pm, FRIDAY, October 28, 2011**, to the attention of:

**HAND DELIVER OR MAIL TO:**

Alachua County Purchasing Division, Third Floor  
County Administration Building  
12 SE 1st Street  
Gainesville, Florida 32601-6983

**LATE SUBMITTALS WILL NOT BE CONSIDERED.**

**Funding Source**

The funding source for this project is the Local Option Tourist Tax or Bed Tax. The Bed Tax is currently 5% on all lodging rented for a period less than six months. Each percent of the Bed Tax is worth approximately \$625,000. **The Board is requesting Letters of Interests for capital projects no more than \$7million**

**GENERAL REQUIREMENTS**

The services requested herein are for **Capital Projects that Promote Tourism** and must meet the requirements of Florida Statute 125.0104(5) and the following requirements, including but not limited to:

A brief description of the project.

How does the project fit the statutory requirements?

The proposed project may require joint ownership between County and requesting Public Entity. What is the anticipated return on investment (ROI) for tourism?

Where is the project to be located and how would this be the best location for attracting tourists?

What is the projected cost associated with the project?

How does the project support the brand and the main purposes of travel into the County?

What would be the secondhand benefit to the County other than tourism?

How will the project be marketed to tourists?