

FRANKLIN COUNTY SPORTS TOURISM COMMISSION

SPORTS MARKETING, MANAGEMENT AND DEVELOPMENT SERVICES

REQUEST FOR PROPOSALS

Proposal Due Date

November 21, 2025, 4:00 p.m. Eastern Time

Proposal Delivery Address

Franklin County Sports Tourism Commission
315 West Main Street
Frankfort, Kentucky 40601

RFP Point of Contact

Scotty Tracy
Email: scotty.tracy@gmail.com

PROJECT OVERVIEW

Franklin County, Kentucky is centrally located in the heart of the Bluegrass and serves as the seat of Kentucky state government. It is conveniently situated between Lexington and Louisville and is surrounded by some of the most beautiful rolling farmland in the world. Visitors to Franklin County will find themselves in the heart of the Bourbon Trail with a short drive to some of the world's most famous bourbon distilleries, including: Woodford Reserve, Four Roses, Castle & Key and Buffalo Trace. The Bourbon Trail draws approximately 2.7 Million visitors to the Commonwealth each year. Therefore, Franklin County is well-positioned in terms of its location and natural beauty to become a sports tourism destination. The Commission is seeking proposals to develop sports tourism facilities in Franklin County and to market Franklin County as a destination for sporting events to encourage economic growth.

The Commission's objectives are as follows:

1. Increase sports tourism in Franklin County; and
2. Develop modern, high-quality sports entertainment facilities and options for the enjoyment of the general public; and
3. Create job opportunities and economic growth by making Franklin County a sports tourism destination; and
4. Provide the Commission with a single point of accountability and collaboration for the design, construction, marketing and operation of sports tourism facilities. The single point of accountability is responsible for providing the Commission with complete resolutions to design, construct, operate, maintain and market sports tourism facilities.

SPECIFICATIONS

SECTION 1: Project Scope and Description

- A. Notice To Bidders: The Commission seeks proposals to design, develop, finance, construct, manage and maintain sports tourism facilities in Franklin County, Kentucky. The specific scope of services will be negotiated prior to signing the Marketing, Development and Management Contract. The services provided shall include, but not be limited to, the following:
- Organizational Development
 - Development plan and design of sport tourism facilities
 - Operation Systems, & Software Set-Up
 - Regional & National Marketing & Business Development
 - Local Marketing & Business Development Activation
 - Financial Systems Set-up
 - Strategic Planning, including financial forecasting and budget development.
 - Local, Regional & National Tournament & Events Program Development

- Events Booking
- Grand Opening Events Planning
- Staff Placement, Training, & Development
- Sponsorship Sales
- Daily Operations Development
- Procurement
- Owners Representation (during and after construction)

The Commission welcomes creative Proposals that take full advantage of all applicable financial incentives, tax credits, and other arrangements. Respondents are encouraged to propose revenue-generating uses of the proposed project facilities to offset the costs of development.

- B. Project Description: The Commission desires project facilities that provide public sports recreation and entertainment opportunities for residents of all ages. Activities may include, but are not limited to: soccer, baseball, tennis, golf, softball, horseback riding, biking, swimming, water sports and canoeing. Proposals for the Project must address the following elements:

1. Professionally prepared conceptual design or plan for improvements should be high quality and complement the existing infrastructure and terrain.
2. Proposals should include a management plan for Project facilities, including onsite personnel, a maintenance and repair plan and a replacement plan for existing sports facilities.
3. Proposals may include additional uses and activities not listed in the RFP.
4. Proposals may include a comprehensive project budget with a “sources and uses” for the financing of the capital improvements and the acquisition of any equipment.
5. Proposals may include a Project operating proforma that includes corresponding line items under each of the following categories: (i) projected gross revenues, (ii) projected expenses; and (iii) projected net revenues.
6. Proposals must include provision for security and enforcement all applicable laws, rules, regulations and policies.
7. Proposals should include a provision for marketing and social media.
8. Proposals should address boundary issues to alleviate concerns of neighboring property owners.
9. Proposals must include an analysis and plan for general infrastructure at Project facilities, including utilities, road and parking.

- C. Duties and Responsibilities of the Successful Respondent: The successful Respondent shall have the following duties and responsibilities, as applicable, to the proposal accepted by the Commission and agreed upon by the parties:

1. The Respondent shall procure all necessary permits and licenses and abide by all applicable laws, regulations, and ordinances of all Federal, State, and local governments in which work under this contract is performed. Respondent shall maintain certification of authority to conduct business in the Common-

wealth of Kentucky during the term of the agreement. Such registration is obtained from the Secretary of State, who will also provide the certification thereof. However, the Respondent need not be registered as a prerequisite for responding to the RFP. Additional local registration or license may be required.

2. If applicable, provide maintenance bonds, warranties, guarantees, and letters of credit in connection with the Respondent's activities in the forms and amounts satisfactory to the Commission.
3. If applicable, provide the Commission with access to Respondent's personnel, documents, and the project sites for the purpose of monitoring development progress and operational and maintenance performance.
4. Maintain public liability insurance or self-insurance in a form and amount satisfactory to the Commission and reasonably sufficient to insure coverage of tort liability to the public and employees and to enable the continued operation of the Project.
5. Respond to contractual operational or maintenance requests within an agreed upon time.
6. Design all facilities to be ADA accessible and up to current code standards. Entrances should account for the accessibility needs of employees and customers.
7. Participate in scheduled reviews of the Project's performance with the Commission and its designees.
8. Reasonably respond to the Commission's requests for information concerning the Project's status.
9. Coordinate all Project press engagements through the Commission's designee.

D. Commission Oversight:

1. The project is and will be overseen and monitored by the Commission and/or its Executive Director, as designated by the Commission. The Commission, employees of Franklin County Government and any outside consultants hired by the Commission relative to the project shall monitor the project's progress and performance.
2. The Commission will request information from the Respondent, inspect the project, and interview personnel as necessary to ensure the Respondent is meeting its obligations.
3. The Commission will hold regularly scheduled reviews of the project's performance with the Respondent.

SECTION 2: Regulatory Requirements

Kentucky Revised Statute 45A.370 shall govern submittal, opening, and award of bids.

SECTION 3: Proposal Contents

- A. Proposals shall provide the following Information (clearly separated by tabs for items 1 through 8) in the order listed below:
 - 1. Cover letter and statement of interest.
 - 2. Marketing, Management and Development Proposal in response to Project Scope specified in Section 1 of this RFP.
 - 3. Description of Respondent's relevant experience with projects of similar size and scope. Include a description of affiliated organizations that have significant experience in managing the development and operation of projects similar to that of the Commission.
 - 4. Examples of Respondent's specific experience with the services described in this RFP for projects of similar scope and size on time and on budget.
 - 5. References and contact numbers from previous projects completed of similar size and scope.
 - 6. Proposed staff and relevant experience.
 - 7. Provide a proposed organization chart for the Project, identifying key personnel with their roles and responsibilities.
 - 8. Current and projected workload, including description of anticipated impact upon the Commission's project.
 - 9. Respondent's Cost Proposal should be provided in a separate sealed envelope.
 - 10. An Affidavit of Non-Collusion in accordance with Section 3.H provided in a separate sealed envelope. See Exhibit A to this RFP.
- B. Proposals should be prepared in such a way as to provide a straightforward, concise presentation adequate to satisfy the requirements of this RFP. Emphasis should be concentrated on completeness and clarity. Respondents must sign and submit complete packages.
- C. Respondents must be properly licensed and be able to provide a W-9 and Insurance in a form acceptable to the Commission will be required of the successful Respondent before work may commence. Respondent shall submit their Employer Identification

Number (E.I.N.) to the Commission on the bid form. In the absence of an E.I.N., Respondent must submit their Social Security Number. An out-of-state contractor and/or subcontractor will be obligated to show proof that they are registered to conduct business in the Commonwealth of Kentucky, County of Franklin and City of Frankfort.

- D. A sealed envelope that is prominently marked “Request for Proposals, Sports Marketing, Management and Development Services, Franklin County Sports Tourism Commission” containing eight original copies plus one electronic copy (USB flash drive) of a proposal meeting all criteria listed in this RFP must be received in the office of the Franklin County Sports Tourism Commission at 321 West Main Street, Frankfort, Kentucky 40601 by 4:00p.m., November 21, 2025. Late, faxed, or emailed copies will not be accepted for consideration. It shall be the responsibility of each Respondent to ensure that the response has been properly received by the deadline. If a proposal is not legible, the Commission has the discretion to determine that the proposal is non-responsive.**
- E. Each Respondent shall submit a proposal by an authorized individual or officer of the firm submitting the response and no proposals shall be withdrawn for a period of 90 days after receipt. In order to control the information disseminated regarding this RFP, firms are not to make personal contact with the Commission or any Franklin County Employees or Officials with the exception of the person designated on the cover page above. All questions or contacts shall be made in writing. All answers will be given in writing and will be shared with any other recipients of this RFP upon request. All submitted items will become property of the Commission and the Commission reserves the right to make use of any or all information it contains or reject any or all proposals, information in the proposal will become public property and subject to disclosure laws.
- F. All costs associated with the preparation or submission of the proposal for this RFP are solely the responsibility of the candidates.
- G. The Commission may, for good cause, reject any or all proposals and to rescind the award of any contract at any time before the execution of said contract by all parties with no liability against the Commission.
- H. Proposals shall include a properly completed and executed Affidavit of Non-Collusion substantially in the form presented as Exhibit A to this RFP and submitted in a sealed envelope marked “Franklin County Sports Tourism Commission RFP for Sports Marketing, Management and Development Services” together with all other documents required.

SECTION 4: Evaluation and Award

- A. Anticipated Schedule. The anticipated dates for this Project are as outlined below. The Commission may revise these dates as it deems necessary or appropriate.
1. Issuance of RFP: October 22, 2025
 2. Written Questions Due: November 5, 2025
 3. Response to Written Questions: November 12, 2025
 4. RFP Response Due: November 21, 2025
 5. Oral Presentations (optional): Week of December 8, 2025
 6. Selection of winning Respondent: Week of December 15, 2025
- B. Disposition of Proposals. All Proposals become the property of the Commission. The Commission reserves the right to use any and all of the ideas presented in any reply to this RFP. The successful proposal shall be incorporated into the resulting contract by reference. Disposal of unsuccessful proposals shall be at the discretion of the Commission.
- C. Selection and Evaluation Process. The Commission will select the winning proposal on the basis of Competitive Negotiation and award the contract to a responsible offeror who presents the best concept and best value to the Commission based upon the stated objectives and scope of this RFP. Submissions will be assessed by the Commission based upon the following:
1. Qualifications and experience with projects of similar size and scope (40%)
 2. Proposed design and management plan for project facilities (30%)
 3. Proposed Cost (20%)
 4. Current and projected workloads (5%)
 5. Oral presentations (if required) (5%)
- D. The Commission will conduct an initial review of all responses received for completeness. Proposals shall be completed in all respects as required by this RFP. A Proposal may be rejected if it is incomplete, contains any alterations or other irregularities of any kind, and will be rejected if any such defect or irregularity can materially affect the quality of the Proposal. Proposals which contain false or misleading statements may be rejected. If, in the opinion of the Commission, such information was intended to mislead the Commission in its evaluation of the Proposal, and the attribute, condition, or capability is a requirement of this RFP, the Proposal will be rejected. The Commission also reserves the right to waive minor technicalities or irregularities in Proposals if such action is in the Commission's best interest. Such

waiver shall in no way modify the RFP requirements or excuse the Respondent(s) from full compliance with the RFP and applicable law.

- E. A Maximum of four candidates with the highest numeric scores will be invited to an interview to make an oral presentation to the Commission. Unsuccessful Respondents will be notified immediately after the selection process is complete. After approval by the Commission, the Commission will enter negotiations with the highest ranked candidate. If negotiations are successful, the other candidates will be informed immediately. If negotiations are unsuccessful with the highest ranked candidate, the negotiations will be terminated and started anew with the second ranked finalist, and so forth, until a suitable agreement is reached.
- F. Depending on the number and quality of submittals received, the Commission reserves the right to make the selection of the preferred firm based on the submittal information alone and may decline to conduct the interview stage of the selection process.
- G. Selection of the successful firm will be entirely at the discretion of the Commission, and the Commission reserves the right to waive minor irregularities in the selection process and to reject any and all proposals. This RFP shall not commit to the Commission to enter into any agreement, to pay any expenses incurred in preparation of any response to this request, or to procure or contract for any supplies, goods or services. The Commission reserves the right to accept or reject any and all responses received as a result of procurement, proposers agree to be bound by the laws of the State of Kentucky, including but not limited to: applicable wage rates, gross receipts taxes, building codes, Equal Opportunity Employment practices, safety, etc.
- H. Resident Bidder Preference. Pursuant to KRS 45A.390 through KRS 45A.394, in the event of a tie between a non-resident bidder and a resident bidder preference shall be given to the resident bidder in accordance with KRS 45A.394.