

REQUEST FOR INFORMATION

Background and Project Description

Emergency Services Education Center (ESEC) is seeking competitive information from qualified companies to provide marketing, booking and management services for the day-to-day operation of The Grand Hall at Westlake Gardens event/conference center. The initial term of this new management contract will begin on April 1, 2025 and terminate 12/31/25 with options to renew. Satisfactory completion of an annual Performance Review is required for continuance of contract

Please email a **Letter of Intent** to respond to this RFP by **January 21, 2025 at 4:00 p.m.** to Beverly Jinkins, Manager at beverly.jinkins@wayne.k12.in.us.

A **pre-submission meeting** is scheduled on **January 17, 2025 at 10:00 a.m.** at the following address:

**The Grand Hall of Westlake Gardens
400 N. High School Road
Indianapolis, IN 46214**

Attendance at the pre-submission meeting is encouraged, but is not mandatory.

**Comments/Questions due by January 17, 2025 at 4:00 pm to the following email address:
beverly.jinkins@wayne.k12.in.us.**

Sealed submittals will be received until **January 27, 2025 at 4:00 p.m.**, by email to Beverly Jinkins Manager at beverly.jinkins@wayne.k12.in.us or mailed to ESEC 700 N High School Road Indianapolis, IN 46214.

SCOPE OF SERVICES

The Emergency Services Education Center (ESEC) has successfully managed The Grand Hall at Westlake Gardens event center and multi-purpose facility since 1996. The Grand Hall is a 13,000 square foot facility-self contained with a full-service kitchen and bar. It will comfortably seat up to 550 people. It also has covered outdoor seating for 200 people.

Located near the Indianapolis International Airport and downtown Indianapolis with easy interstate access, this state of the art, beautifully designed event center offers availability for meetings, conferences, wedding, quinceanera, training events, vendor fairs, and corporate functions. The event center is in a moderately secluded wooded area and overlooks an adjacent lake.

ESEC intends to grow with Indianapolis and is seeking a management company with the skills and institutional insight that will intelligently support its growth.

This RFI has been intentionally written as an open-ended solicitation of proposal. The criteria are deliberately broad so that respondents have a license to add information, perhaps not specifically requested, that will help ESEC evaluate how they will successfully address the realities of managing and operating an event center.

Rather than dictate the specific elements that would be incorporated into the contract with the successful respondent, ESEC wishes to draw on the respondent's expertise by allowing each to propose a management plan and a compensation proposal which best meets the ESEC's goal of providing a professionally run event center in a cost-effective manner. Creative and innovative proposals are encouraged.

ESEC GOALS FOR RESPONSES TO RFI

ESEC seeks a company that will operate The Grand Hall at Westlake Gardens event center in a cost effective and professional manner, consistent with the standards employed by other competitive banquet and conference centers in the area.

Specific Goals are as follows:

- Management-professional management for all aspects of marketing, booking, operations and cleaning.
- Marketing-aggressive marketing and promotion in a manner that will maximize use of the facility.

ESEC seeks a management company that will work closely with ESEC to optimize marketing results.

- Customer Service- high quality service to TGH clients, exhibitors, and patron, based on operational policies and vendor contracts which address and satisfy event-related requirements.

- Fiscal Services- ongoing maintenance of records and accounts and preparation of operational reports and budgets in industry-accepted accounting formats.
- Reporting and Accountability-maintenance of a calendar of all booked business accessible to all stakeholders, and a monthly sales report on all leads and booked business.
- Vendor coordination and set up
- Security
- Janitorial services

SELECTION PROCESS AND SCHEDULE

Letter of Intent

If you wish to submit a response to this RFI, please send a Letter of Intent to ESEC. Your letter should include the name of your company, as well as a brief description of your history, and the name, address, telephone number and email address of the individual designated as your contact. Any clarifications or addenda to the RFI will be sent to your designated contact person.

All persons or entities submitting a Letter of Intent will be included on a distribution list for any communications, comments or revisions during the RFI process. Failure to provide a Letter of Intent will not disqualify a respondent from submitting a proposal; however, respondents should be aware that by failing to submit a Letter of Intent, a respondent will not be on the distribution list for any communications, comments, or revisions.

Please address your Letter of Intent by January 21, 2025 at 4:00 pm, to:

Beverly Jinkins, Manager at beverly.jinkins@wayne.k12.in.us.

Comments to RFI

The ESEC recognizes that operation of an Event Center is a complex undertaking, susceptible to multiple management strategies. This RFI is purposefully nonspecific in order to encourage not only complete answers to the questions posed by creative proposals which will offer ESEC the best value for quality services. To this end, ESEC encourages comments/questions to the RFI during the application process. ESEC reserves the right to amend the RFI in view of comments/questions timely submitted. Comments/questions or criticisms of the RFI submitted to ESEC after January 17, 2025 will not be considered.

Please address all comments/questions by January 17, 2025 at 4:00 pm to:
Beverly Jinkins at beverly.jinkins@wayne.k12.in.us.

Schedule for Review of Submissions

The following schedule applies:

- **RFI Released** - Friday January 10th, 2025
- **Letter of Intent** - January 21, 2025
- **Pre-proposal submission meeting** - January 17, 2025
- **Comments/Questions** - January 17, 2025
- **Comments/Questions Response** - January 20, 2025
- **Sealed proposals** - January 27, 2025
- **Award announcement** - February 28, 2025

Review of submittals will begin immediately after receipt, followed by selection of the winning proposal according to the above dates.

Format for Responses (Please provide one hard copy and one electronic PDF version)

- Cover Letter to be submitted with Response to RFI
 - Please confirm that the management company will have sole and complete responsibility for performing the services as defined in the RFI. Provide a statement signed by the representative who has authority to legally bind the management company, varying the identification of the company as a corporation or other legal entity.
- Assumptions
 - Assume that a successful respondent will enter into a contract with an initial term, ending December 31, 2025. Thereafter, at the ESEC's sole option, the contract may be extended for additional years. All options must be exercised in writing no later than 90 days prior to the expiration of the contract term.
- Response
 - Company Profile
 - Include your date of incorporation, number of years in business, size of business, and services offered. Include all appropriate contact information.
 - List three current references.
 - Proof of Insurance
- Management Plan
 - Describe how you meet ESEC's goals identified in Section 2 of this RFI including management team, marketing team, janitorial services, security, fees, accounting process, etc.
 - Indicate how you intend to measure The Grand Hall's operational performance.
 - Provide suggested booking and scheduling policies and procedures.
 - Describe your approach to facility operation and housekeeping.
 - Describe how you will manage human resources and payroll.
 - Include your methods for recording reservation down payments and payments.
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- Marketing
 - Please describe your marketing plan to book groups and conferences in the Event Center. Describe how you propose to use food and beverage and other vendor services and pricing as part of your marketing proposal. Include current established facility rental fees in your pricing as part of the total revenue (current rental costs are attached as Appendix A).
- Vendor Services
 - Please describe your approach to the provision of vendor services, paying particular attention to the ever-present issue of balancing quality service with value.

Selection Criteria

ESEC will evaluate each proposal, based on the following criteria:

- The qualifications and competence of the management company to perform the requested services and achieve ESEC's stated goals. Preference will be given to those companies whose personnel have significant experience in managing facilities similar to The Grand Hall in size and service requirements.
- The management company's past performance, as indicated by reference from current or past clients.
- Our perception of the company's ability to provide quality services while meeting financial objectives and its knowledge of how to manage facilities similar in size and type. Consideration will be given to unique approaches, concepts, resources and experiences that will improve and ensure ESEC's success.
- How the company plans to allocate resources, generate revenue and enhance facility utilization.
- How the company will balance high quality vendor services and value pricing.
- Whether the proposal meets or exceeds the requirements of the RFI and offers innovative and creative methods of achieving high quality service at the best value.

Reservation of Rights

ESEC Reserves the Right to:

- Amend, modify, or withdraw this RFI
- Revise any requirements under this RFI
- Accept any proposal deemed to be in the best interest of ESEC, and to reject any and all proposals
- Require supplemental or clarifying information from any responding party, without having been deemed to have changed the terms of the RFI
- Extend the deadline for submission of responses
- Negotiate or hold discussions with any bidder to correct insufficient responses or responses that do not conform to instructions

- Waive any nonconformity with this RFI
- Waive any portion of the selections process to accelerate the selection and negotiation with the top-ranked respondent

Additionally:

- ESEC may exercise all rights at any time without notice and without liability for expenses incurred in responding to any changes in the RFI. Responses are prepared at the sole cost and expense of the respondent.
- All information submitted in response to the RFI shall become the property of ESEC, and as such, may be subject to public review as public records.
- Respondents acknowledge and agree that ESEC will not be liable for any cost, expense, losses, damages (including damages for loss of anticipated profit (or liability incurred by the respondent as a result of, or arising out of, responding to this RFI.

Appendix A

The Grand Hall at Westlake Gardens current rental rates are:

Sunday	\$3,300
Monday-Tuesday	\$1,800
Wednesday-Thursday	\$2,300
Friday	\$3,300
Saturday	\$4,300

Plus a \$1000.00 fully refundable damage deposit that is refunded after the event if there is no damage to the facility or grounds or excessive cleaning necessary.

Other Vendor fees are not included in the above rental rates.

Revised 1/1/2025