



City of Grand Island

Tuesday, April 27, 2021

Council Session

Item I-1

#2021-105 - Consideration of Approving Request for Proposals for Naming Rights for Grand Island Community Fieldhouse

Staff Contact: Jerry Janulewicz

Council Agenda Memo

From: Jerry Janulewicz, City Administrator

Meeting: April 27, 2021

Subject: Request for Proposals for Naming Rights for Grand Island Community Fieldhouse

Presenter(s): Jerry Janulewicz, City Administrator

Background

The lease agreement by and between the City of Grand Island, Nebraska State Fair Board, Hall County Livestock and Improvement Association, and Fonner Park Exposition and Event Center, Inc. permits naming rights arrangement for the Fieldhouse in return for monetary donations. However, to our knowledge the City has not previously entered into contractual arrangements for naming rights for a city building or facility. The City has previously agreed to the placement of signage acknowledgement of donations received for recreation facilities and artistic works. In addition, various parks are named to honor persons of note in the community, such as Grace Abbott Park, Ryder Park, and Buechler Park. Because naming rights appears to be a new approach for funding, Administration seeks City Council approval prior to the issuance of a Request for Proposals for Fieldhouse naming rights.

Discussion

The Fieldhouse land lease agreement between the City, Fonner Park Exposition and Events Center, Hall County Livestock Improvement Association, and the Nebraska State Fair Board provides that the Fieldhouse shall not be named without the prior written approval of the City and the Nebraska State Fair Board provided, however, that the Nebraska State Fair Board shall not unreasonably withhold its consent. The lease also provides that the name shall include a designation for 4-H and/or FFA, as more specifically identified by the Nebraska State Fair Board. This naming arrangement differs from that provided for the other state fair buildings whereby naming requires approval of the State Fair Board and Fonner Park Exposition and Events Center, with monetary donations split between the two parties.

The State Fair Board and Fonner Park Exposition and Events Center have successfully pursued naming rights for buildings located at Fonner including the Pinnacle Bank Expo Center, Five Points Bank Arena, Tom Dinsdale Auto Cattle Barn, and Aurora

Cooperative Pavilion. Naming rights agreements are typically for a 10-year term with annual financial donations provided during the contract terms.

The success enjoyed by the State Fair Board and Fonner Park Exposition and Events Center in attracting monetary donations in exchange for naming rights lends support for a belief that the City of Grand Island could receive monetary donations to support the Fieldhouse and recreational activities at the Fieldhouse. This may be even more the case with the recent announcement of a casino, hotel, and other facilities to be located at Fonner Park.

Council should be aware that informal inquiries have been received seeking to provide monetary donations for the construction or reconstruction of city recreation facilities in exchange for naming rights for the facilities. Council action regarding the Fieldhouse will likely set a precedence for future opportunities.

Conclusion

This item is presented to the City Council for approval of the resolution which, if approved, provides authority for issuance of an RFP for naming rights for the Grand Island Community Fieldhouse.

Sample Motion

Move to approve the resolution approving the issuance of a RFP for naming rights for the Grand Island Community Fieldhouse.

City of Grand Island

**Request for Proposals-
Financial Donor Sponsorship for
Naming Rights for the
Grand Island Community Fieldhouse**

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Advertisement

City of Grand Island

Request for Proposals for Naming Rights for the Community Fieldhouse

The City of Grand Island (the "City") is accepting sponsorship proposals from entities for a 10-year Naming Rights of the real property known as Community Fieldhouse, 525 East Fonner Park Road, Grand Island, Nebraska (the "Fieldhouse"). The City shall use Sponsor's financial donation for recreational programming, maintenance and/or capital replacements of the Fieldhouse."

A copy of the Request for Proposals-Invitation to Submit Proposals may be obtained by contacting RaNae Edwards, City Clerk, City of Grand Island, 100 East First Street, Grand Island, NE 68801, or by email addressed to: ranaee@grand-island.com.

Each proposal must be placed in a sealed, opaque envelope clearly marked "**Sealed Proposal: Financial Donor Sponsorship for Naming Rights for the Community Fieldhouse**" and addressed to the **City of Grand Island, Attn: City Clerk, 100 East First Street, P.O. Box 1968, Grand Island, NE 68802**. Proposals will be received until 5:00 p.m. , 2021.

The City of Grand Island reserves the right to waive any technicalities or irregularities, to accept or reject any or all proposals without disclosure for any reason. Failure to make such a disclosure will not result in accrual of any right, claim, or cause of action by any Offeror against the City of Grand Island.

REQUEST FOR PROPOSALS INVITATION TO SUBMIT PROPOSALS

FINANCIAL DONOR SPONSORSHIP FOR NAMING RIGHTS OF THE COMMUNITY FIELDHOUSE

The City of Grand Island is requesting interested entities to submit proposals for a 10-year Naming Rights of the facility known as the Community Fieldhouse, located at 525 East Fonner Park Road, Grand Island, Nebraska 68801. Monetary donations resulting from naming rights will be devoted to recreational programming, maintenance and/or capital replacements of the Fieldhouse.

GENERAL SUBMISSION
REQUIREMENTS:

Interested qualified entities must submit proposals in accordance with this RFP. One copy of the complete proposal must be submitted. See "RFP Requirements" for the information required to be submitted in response to this RFP.

SUBMISSION LOCATION:

City of Grand Island, 100 East First Street, P.O. Box 1968, Grand Island, NE 68802, Attn: City Clerk. The proposal must be placed in a sealed, opaque envelope and clearly labeled: **"Sealed Proposal: Financial Donor Sponsorship for Naming Rights for the Community Fieldhouse."** No proposal will be accepted by fax or email.

SUBMISSION DATE

Proposals received after the submittal time will be rejected and returned unopened to the sender. All proposals are due by 5:00 p.m. Central Daylight Savings Time on _____, 2021.

CONTACT PERSON:

RaNae Edwards, City Clerk
City of Grand Island,
100 East First Street
P.O. Box 1968
Grand Island, NE 68802
ranaee@grand-island.com

The City reserves the right to cancel this request for proposal at any time, to elect not to award the agreement, to reject any or all of the responses without disclosure for any reason, to waive any informality, irregularity, or technicality in any response received, and to accept the proposal that is considered in the best interest of the City. Such decisions are final and not subject to recourse.

All proposals submitted must be guaranteed for not less than 120 days.

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CITY OF GRAND ISLAND
Request for Proposal
Financial Donor Sponsorship for Naming Rights of the Community Fieldhouse

Facility Information and History:

The Grand Island Community Fieldhouse is located at 525 East Fonner Park Road, Grand Island, Nebraska on the Fonner Park/Nebraska State Fair campus. Constructed in 2009, the Community Fieldhouse is a 70,000 square foot facility that includes indoor batting cages, turf sports fields, basketball courts, volleyball courts, meeting rooms, and a children's playground. A wide range of activities is offered: youth sports, adult sports, and birthday parties. The Community Fieldhouse is also utilized for large community service events such as serving as a location for the Central District Health Department COVID-19 vaccination program.

In addition to the City's recreation and community programs and events, the Nebraska State Fair Board utilizes the Community Fieldhouse during the annual Nebraska State Fair and for a set up and tear down period prior to and following the fair. During the State Fair, the Community Fieldhouse hosts displays and exhibits focusing on youth 4-H and Future Farmers of America (FFA) programs and activities. The Community Fieldhouse is an integral part of the nearly 500,000 square foot state-of-the-art exhibition, livestock, and equine facilities constructed on the Fonner Park campus for the Nebraska State Fair and utilized throughout the year.

The Fonner Park campus is home to Fonner Park's live thoroughbred horse races in the spring, year-round simulcast racing, a Keno casino, and the Heartland Event Center. A casino, hotel, and accessory facilities are expected to be constructed at Fonner Park in 2022.

The Heartland Events Center, a hub for much of the activity that takes place at Fonner Park and Grand Island throughout each year, is also located on Fonner Park campus. Concerts, entertainment, sports and athletic events, conventions, and trade shows are all annual events held in the Heartland Events Center's Eihusen Arena. The Bosselman Conference Center, located adjacent to the Eihusen Arena provides facilities for meetings, wedding receptions, and organizational banquets of all types and sizes.

The Financial Donor Sponsorship for Naming Rights of the Community Fieldhouse will receive prominent name and/or logo placement on the exterior of the Community Fieldhouse.

Donations resulting from a naming rights agreement will support the City's goal to provide continuing financial support for recreational programming, maintenance and/or capital replacements of the Fieldhouse.

Naming Rights Benefits and Opportunities:

Signage: The sponsor's name and/or logo will be displayed on the east and north sides of the building. The size and appearance of the signage shall be subject to negotiation.

The sponsorship will position the sponsor as an important contributor to the Grand Island Community. The City shall use Sponsor's financial donation for recreational programming, maintenance and/or capital replacements of the Fieldhouse."

The sponsor's name and/or logo will be exposed not only to local residents but also to visitors to the Nebraska State Fair, the Hall County Fair, and the Fonner Park Campus including the Heartland Events Center.

The selected sponsor name for the Community Fieldhouse is subject to approval of the Nebraska State Fair Board and may require "4-H" or "FFA" to be included as a part of the signage and name (i.e. Hometown Bank 4-H Community Fieldhouse).

See **Exhibit A** for a map and photographs of the Community Fieldhouse. Tours of the Community Fieldhouse can be arranged by contacting Todd McCoy, Director of Parks and Recreation, at (308) 385-5488

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Request for Proposals Financial Donor Sponsorship for Naming Rights of the Community Fieldhouse

RFP REQUIREMENTS

1. GENERALLY

- a. Proposals are due as set forth in the Notice and Invitation to Submit Proposals. Proposals received after the proposal submission date shall be deemed non-responsive and rejected by the City. Proposals will be opened and evaluated by an Evaluation Committee designated by the City, which shall comprise of City staff and City Council members. The Evaluation Committee will evaluate the proposals based on the criteria set forth herein. Award of the contract will be made by the City of Grand Island taking into account the Evaluation Committee's recommendation.
- b. Addenda:
 - i. Addenda are written instruments issued by the City prior to the proposal deadline that modify or interpret the RFP by additions, deletions, clarifications, or corrections.
 - ii. Prior to the receipt of proposals, addenda will be mailed or delivered to all organizations known to have received a complete RFP. Organizations in receipt of the addenda shall be permitted to submit new proposals or amend a submitted proposal, provided the proposal deadline has not passed.
 - iii. Offeror shall acknowledge receipt of all addenda received on its proposal. Such acknowledgement shall represent that Offeror has reviewed and fully understands the contents of all addenda received.

2. PROPOSALS:

- i. The Proposal shall state the legal name of the Offeror and shall be signed in ink by a person or persons legally authorized to bind the Offeror to a contract. The name and title of the person or persons signing the Proposal shall be typed or printed below the signatures.
- ii. The Proposal shall include the following:
 1. Description of the Offeror including nature of the Offeror's work, the type of organization (e.g., not-for-profit/ 501(c)(3), for-profit, LLC, corporation, partnership, etc.) and history of the Offeror's organization;
 2. Names, addresses, emails and phone numbers for key contacts;
 3. Though negotiable, the ability to provide the donation in a lump sum or ten annual payments during the term of the agreement.

4. All relevant details in support of the Sponsorship for the Naming Rights of the Community Fieldhouse, including any descriptive brochures, notebooks, and/or other visual aids for the Evaluation Committee's use.
 5. The City shall use Sponsor's financial donation for recreational programming, maintenance and/or capital replacements of the Fieldhouse.
- iii. One (1) original of each Proposal shall be submitted to City Clerk, City of Grand Island, 100 East First Street, Grand Island, NE 68801, not later than All proposals are due by 5:00 p.m. Central Daylight Savings Time on _____, Proposals must be submitted in a sealed opaque envelope bearing on the outside the name of the Offeror, its address, and clearly labeled: "Sealed Proposal: Financial Donor Sponsorship for Naming Rights for the Community Fieldhouse." No proposal will be accepted by fax or email.", and the name of the contract identified above. If forwarded by mail, the sealed Proposal marked as described above shall be enclosed in another envelope with the notation "NAMING RIGHTS PROPOSAL ENCLOSED" on the face and addressed as indicated herein.

3. EVALUATION OF PROPOSALS

- a. The proposals submitted shall be evaluated solely in accordance with the criteria set forth in this RFP.
- b. The Evaluation Committee may interview any Offeror who submits a proposal. Offerors shall be accorded fair and equal treatment with respect to any opportunity for an interview.
- c. In the event the Evaluation Committee requests an interview, each Financial Sponsor Offeror shall be prepared to give an oral presentation covering the following topics:
 - i. Description of the Offeror including nature of the Offeror's work, the type of organization (e.g., not-for-profit/ 501(c)(3), for-profit, LLC, corporation, partnership, etc.) and history of the Offeror's organization;
 - ii. Offeror's ability to provide the proposed donation and the financial soundness and stability of the Offeror
 - iii. Though negotiable, the ability to provide the donation in a lump sum or ten annual payments during the term of the agreement.
 - iv. The working relationship to be established between the City and the Offeror, including, but not limited to, what each party should expect from the other.
 - v. All relevant details in support of the Sponsorship for the Naming Rights of the Community Fieldhouse, including any descriptive brochures, notebooks, and/or other visual aids for the Evaluation Committee's use.
- d. Criteria for the Selection of the Financial Sponsor: All proposals submitted in response to this RFP will be evaluated based on the following criteria:
 - i. Compliance with RFP. This refers to the adherence to all conditions and requirements of this RFP.

- ii. Understanding of the Services. This refers to the Offeror's understanding of the engagement, the City's objectives, and the nature and scope of the services involved and the ability to execute in accordance therewith.
 - iii. The ability to provide the financial sponsorship ideally by September 1, 2021, or sooner, however, this date is negotiable.
 - iv. Name, logo, and/or product compatibility with the youth and family oriented focus of the facility. Names, logos, and products that are incompatible with the youth and family oriented aspect of the facility and its programs, may receive a less favorable rating.
 - v. Pursuant to the Lease Agreement dated July 1, 2009, by and between Fonner Park, the City of Grand Island, and the Nebraska State Fair Board, the selected sponsor name for the Community Fieldhouse naming rights is subject to approval of the Nebraska State Fair Board and may require "4-H" or "FFA" to be included as a part of the signage and name (i.e. Hometown Bank 4-H Community Fieldhouse).
 - vi. Qualifications of the Offeror will be based on the Offeror's ability to provide the proposed donation and the financial soundness and stability of the Offeror.
- e. Negotiations: The City of Grand Island reserves the right to negotiate specifications, terms, and conditions that may be necessary or appropriate to the accomplishment of the purpose of this RFP. The City may incorporate the successful Offeror's entire proposal as part of the final contract. In such case, all responses and submissions provided by an Offeror during discussions or negotiations may be held by the City of Grand Island as contractually binding on the successful Offeror.
- f. Award: All offers will be evaluated by the Evaluation Committee and the contract terms negotiated by City staff. The Evaluation Committee shall select an Offeror based on the criteria set forth in the RFPs and make a final recommendation to the Grand Island City Council for consideration of award of the contract. The Grand Island City Council's decision shall be final.

4. TERMS AND CONDITIONS OF RFP:

- a. Errors in Proposals: Organizations are cautioned to verify their proposals prior to submission. Mistakes and errors made on the part of the Offeror in preparing the proposal confer no right for withdrawal or modification of the proposal by Offeror.
- b. Reserved Rights: The City of Grand Island reserves the right at any time and for any reason to cancel this RFP, to reject any or all proposals, or to accept a proposal that is considered in the City's best interest.

- c. Incurred Costs: The City of Grand Island will not be liable in any way for any costs incurred by respondents in replying to this RFP. All documentation submitted in response to this RFP shall become the property of the City of Grand Island.
- d. Interpretation or Correction of RFP:
 - i. Organizations shall promptly notify the City of any ambiguity, inconsistency, or error that they may discover upon examination of the RFP prior to the proposal deadline.
 - ii. Interpretations, corrections, and changes to this RFP will be made by addendum. Interpretations, corrections, or changes made in any other manner will not be binding.
- e. Law Governing: This contract shall be governed by and construed according to the laws of the State of Nebraska.

5. NOTICE OF PUBLIC RECORDS ACCESS:

- a. After award of the contract, all responses, documents, and materials submitted by organizations pertaining to this RFP will be considered public records and subject to inspection as provided by Nebraska statutes.
- b. By submitting a proposal or otherwise responding in any way to this RFP, each Offeror acknowledges the following:
 - i. The City is subject to the Nebraska Statutes governing public records access, and any and all information submitted by the Offeror to the City of Grand Island is subject to disclosure to third parties in accordance with Nebraska statutes.
 - ii. If an Offeror intends for the City to withhold the Offeror's trade secrets, commercial information, or financial information from disclosure to a third party in response to a public records request, the Offeror must include with its proposal submittal a written notification specifically identifying such information, along with a statement that disclosure of such information will cause competitive harm to the Offeror. Any content not so marked by the Offeror at the time of the RFP submittal will be presumed to be open to public inspection. The Offeror may be required to substantiate the basis for its claims at a later time.
 - iii. Notwithstanding timely notice received from an Offeror, the City reserves the right, in its sole discretion and subject to applicable law, to withhold or release the subject information in response to a public records request.



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RESOLUTION 2021-105

WHEREAS, the Grand Island Community Fieldhouse (“Fieldhouse”) is located upon land leased to the City by the Hall County Livestock Improvement Association; and

WHEREAS, the Fieldhouse land lease agreement between the City, Fonner Park Exposition and Events Center, Hall County Livestock Improvement Association, and the Nebraska State Fair Board provides that the Fieldhouse shall not be named without the prior written approval of the City and the Nebraska State Fair Board provided, however, that the Nebraska State Fair Board shall not unreasonably withhold its consent and provided further that the name shall include a designation for 4-H and/or FFA, as more specifically identified by the Nebraska State Fair Board; and

WHEREAS, the above-mentioned lease agreement provides that all monetary donations generated from the sale of naming rights with respect to the Fieldhouse shall be retained by the City; and

WHEREAS, the Nebraska State Fair Board and the Hall County Livestock Improvement Association have entered into naming rights agreements for various buildings utilized for the Nebraska State Fair and other community events; and

WHEREAS, City Administration requests approval of the accompanying Request for Proposals for Naming Rights for the Grand Island Community Fieldhouse.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, as follows:

1. City Administration is hereby authorized to issue a Request for Proposals seeking proposals for monetary donations to the City in return for naming rights to the Grand Island Community Fieldhouse for a period not to exceed ten (10) years;
2. Any such name may include a designation for 4-H and/or FFA as identified by the Nebraska State Fair Board; and
3. Any naming rights and agreement for donation pertaining to the Grand Island Community Fieldhouse shall require approval by the Grand Island City Council.

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Adopted by the City Council of the City of Grand Island, Nebraska, April 27, 2021.

Roger G. Steele, Mayor

Attest:

RaNae Edwards, City Clerk

Approved as to Form	☐ _____
April 23, 2021	☐ City Attorney