

WestWorld Equidome Facility Expansion



Pre-Proposal Meeting
December 7, 2010

History – Background

- 1982 – Cost sharing and Land Use Agreement; COS : BOR
- 1986 – 1997 WestWorld was privately managed
- 1997 – City resumes management and operation of WestWorld
- 1998 – COS and BOR approve the WestWorld Business Plan
(prepared by WW working group and city staff)
- 2002/2003 – Conceptual Master Plan update – public outreach and stakeholders input (URS/gh2)
- 2003 – Council Approved Master Plan update
- 2005 - Purchased land from Az State Land Dept. (Sept- 80 acres)
- 2005 – Purchased land from Az State Land Dept and private owners
(Dec-52 acres)
- 2008 – Capital improvement project : approx \$7.2 million; barns, show offices, rv sites, parking



WestWorld Equidome RFQ

- RFQ – Available on City of Scottsdale website:
- Scottsdaleaz.gov/projects/CapitalProjects/RFQ.asp
- Pre-Submittal Meeting Presentation will be posted to the website
- Pre-Submittal Sign-In Sheet will be posted to the website



WestWorld

- Vision – WestWorld is a premier, nationally recognized, user-friendly equestrian and special event facility serving our community and target market visitors.
- Mission – WestWorld of Scottsdale is dedicated to providing public recreational opportunities and a venue for entertainment activities with an emphasis on equestrian and western theme events to citizens and target market visitors. WestWorld will enhance Scottsdale's image as the West's Most Western Town. WestWorld will offer public access to all and excellent customer service.



Equidome Today



Equidome Project

- 1985 – Business plan identified the need for climate control
- 2003 – Master Plan , the Equidome upgrades were identified as needed but prioritized low as compared to all other needs, due to the large cost required
- 2010 – We are there



Equidome project – Next step



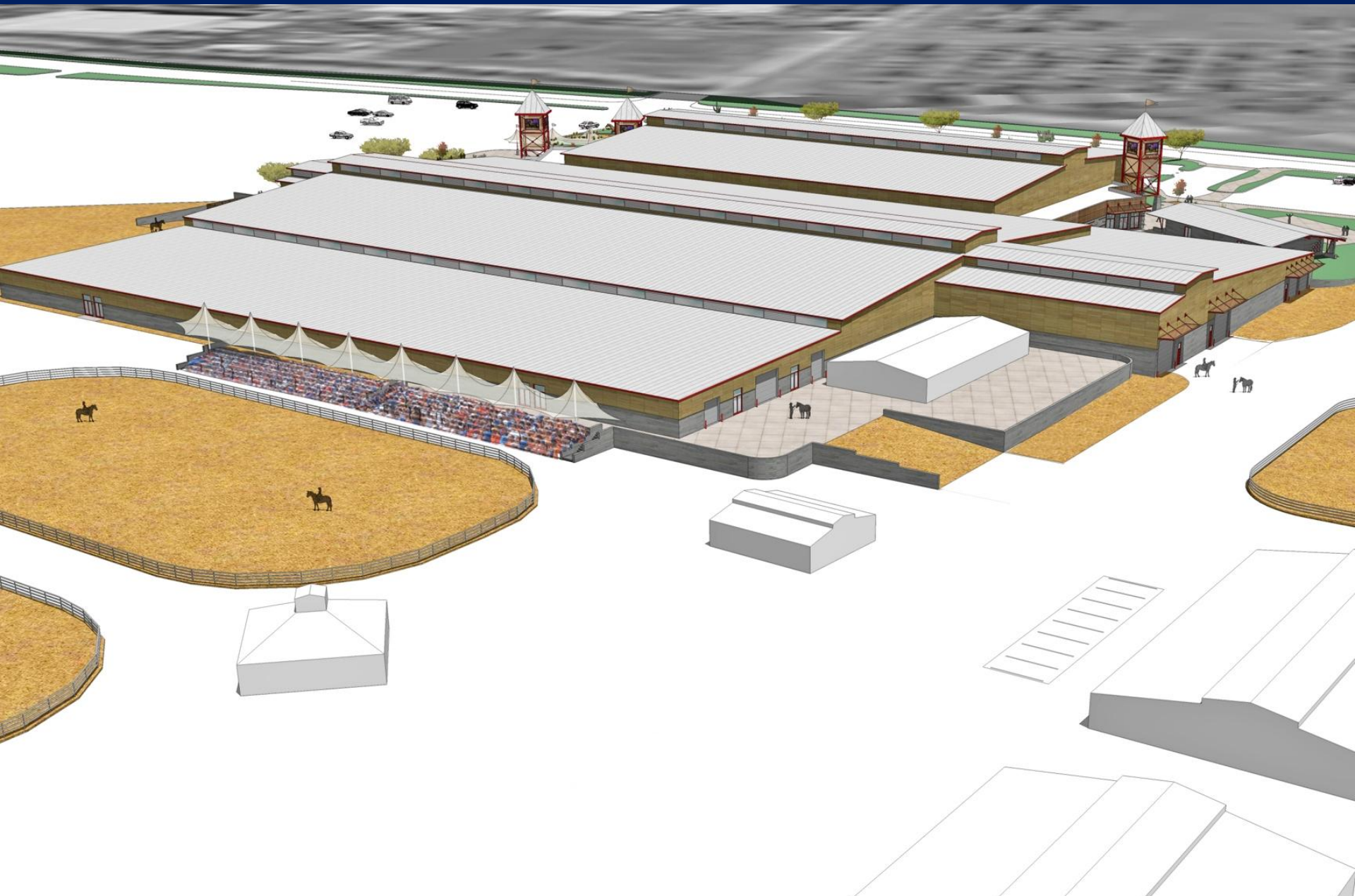
Hurdles and Opportunities

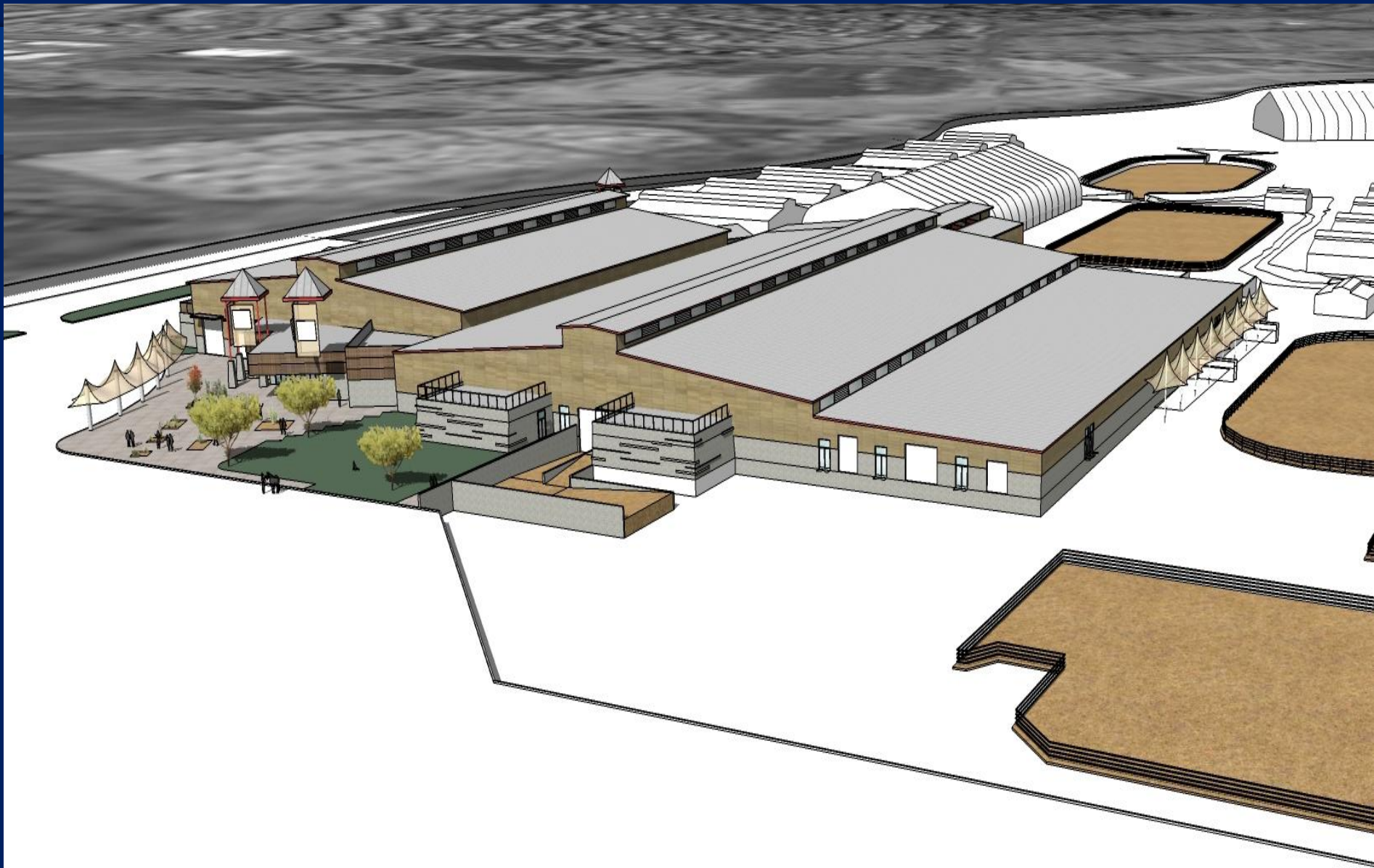
- Hurdles:
 - 14 days of major event overlap – possible incompatibility
 - Additional 15 days of potential incompatibility
 - 10 days of non-event production due to temporary infrastructure build up and tear down
 - 92 days of no use - too hot (June, July and August)
- Opportunities :
 - Turn 14 days into productive compatible days
 - Eliminate 15 days of potential conflicts
 - Attract one National level show in Fall (Sept – Oct)
 - Book additional 40 days of non-utilized/productive/revenue producing time.
 - 26% new bookings and activity ; 16% increased efficiency in peak demand.
 - 52 days remain for equine creation activity (summer riding camps, fun and school shows, etc) plus growth and expansion to existing show production



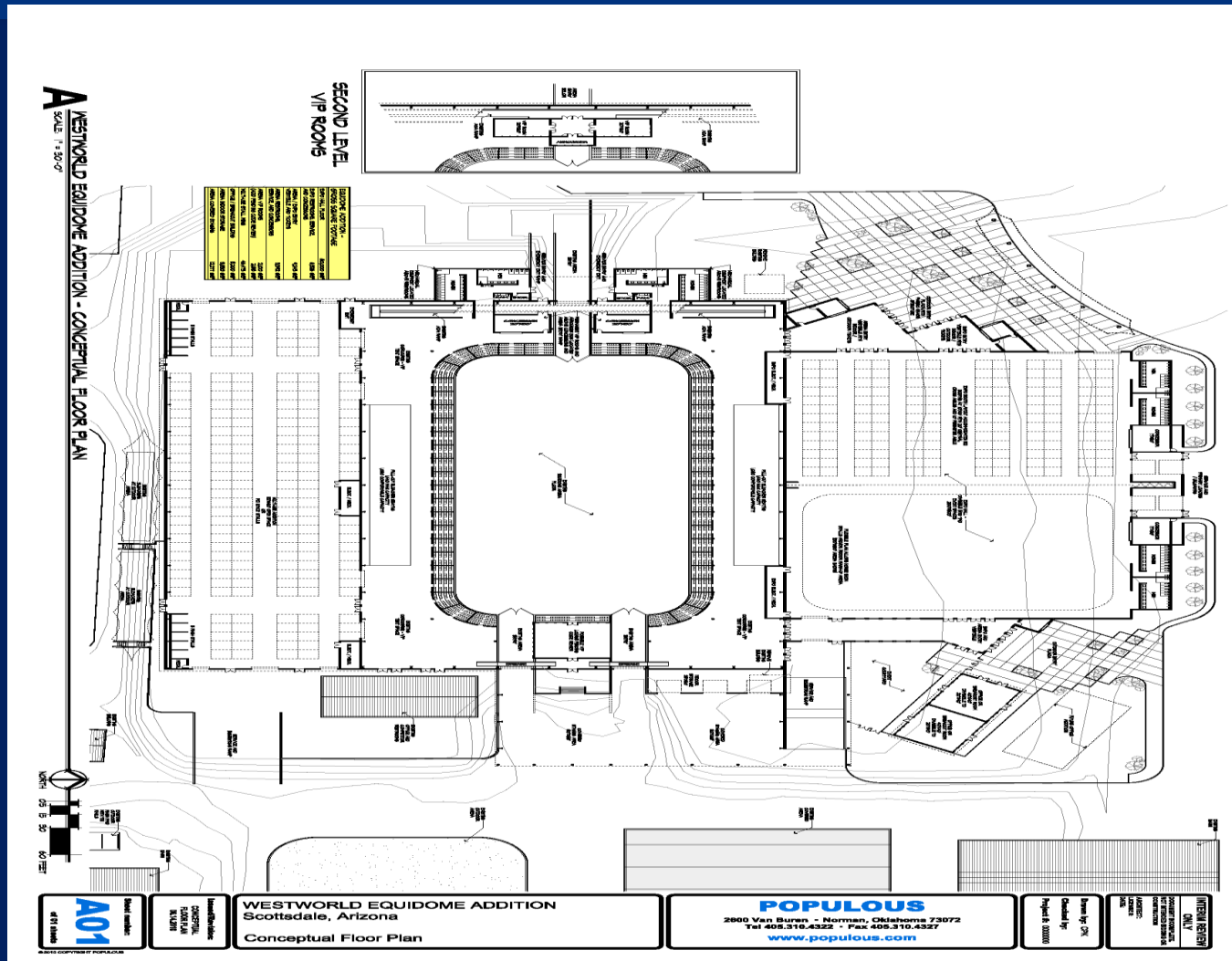


Equidome project – concept





Example of Floor plan – Increased Opportunities



WestWorld Equidome project – cost

■ North Hall and Entry	77,281 sq. ft.	\$13,990,525
■ Equidome Renovation	99,870 sq. ft.	\$ 6,694,299
■ Equidome VIP west	2,080 sq. ft.	\$ 252,456
■ Equidome VIP east	1,707 sq. ft.	\$ 226,904
■ South Hall	46,870 sq. ft.	\$ 5,727,421
■ East Covered Paddock	23,541 sq. ft.	\$ 2,357,026
■ South covered seating - Arena 6	5,176 sq. ft.	\$ 503,395
■ North office	3,205 sq. ft.	\$ 505,118
■ TOTAL		\$30,257,144

Populous estimate – August 2010



Equidome – Financing

- \$30.2 million construction project
\$3.0 million contingency and over-head
- \$33.0 million total to be financed
- 20 year bond life
- \$2.5 million per year debt service

Amortization table provided by COS budget and finance office, August 2010



Financing Options

- Bed tax – dedicated revenue source for debt payment
- Financing from bond election



Equidome Project Timeline

- Present – commitment to the project
- 2011 – RFQ for design documents, approval process and RFQ for CMAR
- Spring 2012 – engage construction in phases as the Equidome must be available for event production each current event season
- Late summer or early fall 2013 – solidify 1 National new event
- Fall 2014 punch out and completion
- 2014 WestWorld will be a 12 month/year equestrian and event facility



RFQ - Submittal Requirements

- Digital submittals in Adobe PDF Format
- Email to “You send it” <https://www.yousendit.com>
- Title “RFQ WestWorld Equidome Facility Expansion”
- 10 page limit. Cover, cover letter and resumes not included in 10 page limit.
- Submittals due on December 21, 2010 at 3:00pm.



Submittal Requirements

- Submittal to Address the Following:
- Team Members
- Firm's Capabilities - Three similar projects completed in last five years
- Project Features – Three significant project issues
- Project Approach –Minimize construction impact on WestWorld Operations and Events
- Project Schedule – Phasing aspects
- Local Knowledge – project elements and familiarity with COS procedures



Evaluation and Selection Process

- Evaluation of the Submittals will be based on the following:

Criteria	Points
Firm Capabilities	0-20
Project Features	0-25
Project Approach	0-30
Project Schedule	0-20
Local Knowledge	0-5

- Three to Five Teams to be Shortlisted



Interview Phase Requirements

- Anticipated week of January 10, 2011
- Focus Presentation on “Project Approach”
- Twenty Minute Presentation with 10 minute question and answer period
- Five Selection Committee Members



Contract Process

- Highest ranked firm
- Indemnification and Insurance Requirements
- Architectural Services Contract
- Submittal requirements stated on the last page of the RFQ



Questions ?

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