

## PUBLIC NOTICE

Notice is hereby given that sealed proposals will be received by the City of Baton Rouge and the Parish of East Baton Rouge Purchasing Division until **May 23, 2019 at 2:00 P.M.** local time in Room 826, of the City Hall Governmental Building, 222 St. Louis Street Baton Rouge, Louisiana, 70801 for:

### REQUEST FOR PROPOSAL FOR THE DEVELOPMENT AND OPERATION OF A SELECT-SERVICE OR FULL-SERVICE HOTEL AT THE BATON ROUGE METROPOLITAN AIRPORT

The City of Baton Rouge, Parish of East Baton Rouge on behalf of the Greater Baton Rouge Airport District ("Airport") is seeking development proposals from highly qualified development teams interested in developing and operating a hotel on an airport-owned parcel located adjacent to the Terminal at the Baton Rouge Metropolitan Airport.

### DEVELOPMENT AND OPERATION OF A SELECT-SERVICE OR FULL-SERVICE HOTEL

GROUND LEASE: TO BE EXECUTED ACCORDING TO THE TERMS OF THE REQUEST FOR PROPOSAL

This project will be in strict compliance with all applicable Airport rules and regulations.

Interested firms may obtain official Request for Proposal (RFP) package from the Purchasing Division, Room 826, 222 St. Louis St., Baton Rouge, Louisiana 70801 or by telephoning (225) 389-3259, extension 0; by fax request to 225-389-4841, or by email request to [purchasinginfo@brla.gov](mailto:purchasinginfo@brla.gov). Only those firms that have obtained the official RFP package for this project will be considered by the Airport. Additionally, the firm selected for this project will be required to execute a ground lease for the development site. Responding firms must be prepared to provide evidence of financial ability to design, construct, finance, operate and maintain the improvements. Any questions or problems related to the obtaining of the RFP package should be directed by email to Patti Wallace at [pwallace@brla.gov](mailto:pwallace@brla.gov).

A non-mandatory pre-proposal conference will be held on April 30, 2019 at 2:00 P.M. (CST), at the Baton Rouge Metropolitan Airport, 1<sup>st</sup> Floor Conference Room, Terminal Building, 9430 Jackie Cochran Drive, Baton Rouge, Louisiana. A site visit will immediately follow the pre-proposal conference. If you intend to participate in the pre-proposal conference and site visit, send an e-mail to Mr. Gregory Pierson at [gpierson@brla.gov](mailto:gpierson@brla.gov) identifying the names of the individuals that will participate. The purpose of the pre-proposal conference is to provide interested firms with detailed information concerning the project and address potential concerns. *Representatives from Airport Administration, Louisiana Economic Development (LED), the North Baton Rouge Economic Development District, the Baton Rouge Area Chamber and the SJB Group, LLC will be invited to attend and be available to discuss and provide an overview of the project.* Attendance at the Pre-Proposal Conference is highly encouraged for all those interested

in submitting Proposals as a Prime Consultant and persons seeking opportunities to provide work as a Sub-Consultant.

Any questions or requests for clarification should be in writing and directed to Patti Wallace, Assistant Director of Purchasing at the address noted above or emailed to [pwallace@brla.gov](mailto:pwallace@brla.gov). Any questions must be submitted no later than May 7, 2019. All questions will be responded to in writing via addendum.

Policy: The Airport is a federal grant recipient and therefore, this agreement is subject to the requirements of the U.S. Department of Transportation's regulations, 49 CFR Part 23. The concessionaire or contractor agrees that it will not discriminate against any business owner because of the owner's race, color, national origin, or sex in connection with the award or performance of any concession agreement, management contract, or subcontract, purchase or lease agreement, or other agreement covered by 49 CFR Part 23.

The concessionaire or contractor agrees to include the above statement in any subsequent concession agreement or contract covered by 49 CFR Part 23, that it enters and cause those businesses to similarly include the statements in further agreements.

It is the policy of the BRMA to encourage participation of ACDBE firms in Airport Concession contracts. The BRMA desires to achieve, to the greatest extent possible, quality participation by certified ACDBE firms. Proposers are challenged to present a creative and responsive plan that provides for ACDBE participation that is commercially meaningful and useful. Participation will be encouraged for each of the following opportunities:

1. Ownership:
  - a. Direct ownership
  - b. Joint venture partnership (risk and profits are shared)
  - c. Sublease agreements (i.e. retail, food, and beverage operations)
2. Construction: design, engineering, or structural contractor or subcontractors
3. Operations: goods and service providers

The BRMA is currently administering an ACDBE program requiring good faith efforts to include meaningful ACDBE participation on all Airport Concession opportunities. A minimum ACDBE goal of 8.0% has been established for this agreement. Additionally, the Airport will negotiate with the successful Proposer prior to contract award to ensure compliance with the ACDBE Program.

Upon submission, the Proposer must include an ACDBE Participation Plan in their prepared response to this RFP. The proposed plan should provide a narrative description that details the proposed ACDBE participation and commitment for each of the three opportunities: Ownership, Construction, and Operations. Specifically, the ACDBE Participation Plan shall include:

1. Detailed description of efforts made to structure the ownership opportunity to facilitate ACDBE ownership and the ACDBE ownership or joint venture agreements. Indicate the ACDBE commitment as a percentage of total contract ownership.
2. Outreach strategies to identify ready, willing, and able ACDBE firms to participate in the development/construction opportunity. Identify specific contracting opportunities. Indicate the ACDBE commitment as a percentage of the total cost of construction.
3. Outreach strategies to identify ready, willing, and able ACDBE goods and service providers to participate in the operations opportunity. Identify specific contracting opportunities. Indicate the ACDBE commitment as a percentage of the total estimated annual revenues.
4. Detailed description of any other plans, strategies, or activities you propose to ensure ACDBE utilization in the execution of this contract.
5. Describe previous experience with ACDBE participation in executing services similar to this project.

Proposals will be evaluated, in part, on the proposer's Good Faith Efforts based on the stated commitments to utilize ACDBE participation in commercially meaningful and useful functions. BTR has included DBE participation as an evaluation criterion and will expect a thorough Good Faith Effort to seek participation per this request. A proposal which fails to satisfy this requirement shall be deemed nonresponsive.

Only businesses certified through the Louisiana Unified Certification Program (LAUCP) are eligible for participation in the ACDBE opportunities. A current listing of ACDBE certified firms can be found at <http://www8.dotd.la.gov/UCP/UCPSearch.aspx>. All firms must be certified at the time of submission to be considered. The BRMA affords no preference based on geographical area in which an ACDBE firm is located, provided that the firm is listed in the LAUCP directory.

The employees of the Greater Baton Rouge Airport District and members of the Greater Baton Rouge Airport Commission request that all Submitters, sub-Submitters, contractors, vendors or other involved with this project not contact any employee, Member of the Selection Committee, Metropolitan Council Member, or Airport Commission Member concerning this project during the selection process period (**initial advertisement – final selection**), except to submit written questions as provided above.

The selection committee will meet at the Baton Rouge Metropolitan Airport, Suite 300, Terminal Building, 9430 Jackie Cochran Drive, Baton Rouge, Louisiana to establish a Submitter "short list" of not more than three (3) firms. It is the intent of the selection committee to evaluate the submissions based on the experience and qualifications detailed in the submissions that demonstrate that the Submitter has a record of successfully developing hotel properties and is financially and organizationally capable of developing and operating a hotel at the Baton Rouge Metropolitan Airport.

“Oral Presentations” will be received from the “short listed” Submitters and presented to the full body of the Greater Baton Rouge Airport Commission followed by the final ranking of submittals. The “Oral Presentations” and final ranking shall be before the full Airport Commission and take place in the Commission/Boardroom located at the Baton Rouge Metropolitan Airport, Suite 300, Terminal Building, 9430 Jackie Cochran Drive, Baton Rouge, Louisiana. Both the selection committee meeting and the Airport Commission meeting are open to the Public, and representatives from all interested firms are invited to be present. However, no team members of any of the “short listed” firms/teams shall be allowed to attend the presentations of the other competing firms/teams.

If the first ranked submitted fails to execute a ground lease with the Airport, the Airport reserves the right to enter into a lease agreement with lesser ranked submitters to achieve a hotel ground lease deemed to be most advantageous to the Airport Commission. The ground lease will be administered by the Greater Baton Rouge Airport District.

The Baton Rouge Metropolitan Airport reserves the right to reject all of the submittals in response to this Request for Proposals.

**CITY OF BATON ROUGE AND  
PARISH OF EAST BATON ROUGE**

**SHARON WESTON BROOME  
MAYOR-PRESIDENT**

**MIKE EDWARDS  
DIRECTOR OF AVIATION**