

A stylized, semi-transparent map of Wake County is centered in the background of the slide. The map shows the county's irregular shape with various internal divisions.

Hospitality Tax Small Capital Projects Funding Process

Hospitality Tax Small Capital Projects Funding Process

- 20th Amendment to Interlocal Agreements approved in 2016
 - Established \$2 million would be provided to Wake County each year for award to capital projects that supports convention, arts, culture and supports
- Approximately \$3.5 million available from FY2017 and FY2018
- Board received update at May 2017 Work Session
- Arts and Culture Committee review process September 2, 2017
- Proposing process to conduct competitive process for award of available funding

Wake County Room Occupancy and Prepared Food and Beverage Operating Principles

- Consistent with enabling legislation
- Drive measurable visitation and positive return on investment
- Support existing facilities
- Long-term operating viability
- Project mix that considers location and type of use
- Enhance quality of life and economic development for visitors, newcomers and long-time residents
- Leverage partnerships
- Support long-term vision
- Consider emerging experiences and unmet needs

Proposed Process

Timeline

- October 2, 2017 Board approval of process
- October 9, 2017 RFP Released
- November 3, 2017 Pre-submittal Meeting
- February 8, 2018 Submittals due
- February/March 2018 Evaluation Team Reviews Submittals and Receives Presentations
- March/April 2018 Evaluation Team Develop Recommendations
- April 9, 2018 Recommendations Presented at BOC Work Session
- April/May 2018 BOC Decision

Evaluation Team

Wake County Staff

County Manager's Office (Lead)
Budget and Evaluation
Facilities, Design and Construction
Parks, Recreation and Open Space

Community Representatives

Greater Raleigh Convention and Visitors Bureau
United Arts Council
Wake County Hospitality Alliance
Wake County Municipality

Minimum Criteria

- Project fully located in Wake County
- Consistent with statutory uses of revenues
- Capital in nature (minimum value of \$100,000)
- Maximum County funding of 35% of total project cost
- Request shall not exceed \$1,500,000 per project

Proposal Scoring

Category	Maximum Point Value
Project Overview and Objectives	15 points
Project Budget and Funding Sources	20 points
Project Timeline	15 points
Project Operating Plan	20 points
Project Visitor Estimates, Return on Investment and Performance Targets	20 points
Organizational Information	10 points

Project Overview and Objectives

(up to 15 points)

- Description of overall project
- Analysis of demand or unmet need
- Plan for project to effectively address need
- Need for County capital investment
- Description of partnerships/collaborations
- Tracking and measuring success
- Alignment with Operating Principles

Project Budget and Funding Sources

(up to 20 points)

- All sources of funding
- Availability – pending, committed, received
- Timing of receipt of funding
- Must have commitment for at least 50% of funding need
- May not include prior phases of project
- Expenditure plan
- Impact on existing infrastructure

Project Timeline

(up to 15 points)

- Timeline to include:
 - Study and Analysis of Project
 - Site identification
 - Land/Site acquisition
 - Architectural/Engineering Studies
 - Facility Construction
 - Equipment Purchase
 - Other (describe)
- Projects to secure construction contract or building permit within 12 months of approval by BOC
- Projects to be completed within 36 months of BOC approval

Project Operating Plan

(up to 20 points)

- Demonstrate long-term viability/sustainability of project
 - Ten-Year operating budget
 - Include anticipated revenues and expenditures
 - Ongoing maintenance and upkeep
- Plan for management of operations and marketing of facility
- Provide financial statements/audit results

Project Visitor Estimates, Return on Investment and Performance Targets

(up to 20 points)

- Estimated visitor information
 - Day visitors (within County and 75 mile radius)
 - Overnight visitors (outside 75 mile radius)
- Calculate estimated Food and Beverage/Room Occupancy Tax Revenues
- Calculate estimated Return on Investment
- Estimates to be used to establish performance targets in funding agreement

Organizational Information

(up to 20 points)

- Organizations ability to deliver proposed project
 - Years in business
 - Organization size/structure
 - Executive Officers
 - Letters of support or endorsement
 - Pending litigation or regulatory action
- Team leadership, experience, authority
- Similar projects

Contact During Process

- Proposal Contact:
 - Denise Foreman, Assistant County Manager
 - denise.foreman@wakegov.com
- Questions should be raised at pre-submittal meeting or submitted in writing
- Proposers are not to initiate contact with Wake County employees, evaluation committee members or Board of Commission members between dates of release of RFP and release of recommendations



Questions?